

FENOMENA LINUX, SUATU STRATEGI PENGEMBANGAN PRODUK MELALUI KOMUNITAS MERK

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Abstract

Linux is an operating system that it's presence offer many "new concept" to the market. Linux is an open source program developed under GNU project using General Public License (GPL), that gives everyone freedom to run, copy, distribute, study, change, and improve the software. Linux developed with different approach than any other software. Linus (linux inventor) use the internet to build community that help him to develop and perfectionized Linux. In other word we can say that Linux developed, manufactured, and distributed by it's own customers. They joined together in the Linux communities and create a network among them. This paper will discuss how Linux as a manufacture-less product has ability to growth and compete with other software from. The discussion will use a brand community perspective. I will start with the Linux phenomenon, and how the community establish and growth. At the end of this paper I will discuss the advantage and disadvantage the use of Linux community to develop Linux. This paper also discuss the prospect of brand community use in other related products.

Key Words: Community, Brand community, Linux, Freedom.

PENDAHULUAN

Perubahan-perubahan mendasar telah banyak terjadi di dalam lingkungan bisnis saat ini. Konsumen yang semakin beragam, persaingan yang kian tajam, kemajuan teknologi yang pesat, semuanya menyebabkan perubahan besar dalam teori dan praktik pemasaran.

Para pemasar sadar dihadapkan pada konsumen yang kian kritis, dinamis, dengan tuntutan yang kian beragam, sehingga menyebabkan pemasar sulit menebak keinginan konsumen. Dalam keadaan demikian maka mempertahankan konsumen yang ada menjadi jauh lebih penting dan lebih murah daripada mencari konsumen baru. Hubungan baik dengan konsumen harus selalu dibina, sebab