

STRATEGI PEMASARAN Divisi DBL Academy Graha Pena di
PT. DBL Indonesia Surabaya

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INTISARI

PT. Deteksi Basket Lintas Indonesia atau yang biasa disebut PT. DBL Indonesia merupakan *event organization* terbesar dengan spesialis liga-liga basket nasional maupun internasional terbesar di Indonesia. PT. DBL Indonesia didirikan pada tahun 2008 oleh Azrul Ananda. Terhitung dari 3 tahun terakhir, PT. DBL Indonesia mengembangkan bisnisnya dengan mendirikan divisi DBL Academy yaitu sekolah basket profesional yang bertujuan mendukung gerakan konsistensi untuk pengembangan liga basket pelajar. Dari semua *business development* PT. DBL Indonesia, divisi DBL Academy adalah yang paling berkembang, sehingga PT. DBL Indonesia melakukan ekspansi cabang sekolah kedua pada tahun 2018. Di dalam pengembangan bisnis divisi DBL Academy melakukan penerapan STP, bauran pemasaran dan *customer relationship management* sebagai alternatif alat promosi. Dalam aktivitas *business development* DBL Academy menerapkan *segmentasi* dan *targeting*, produk, promosi, *people*, dan *physical evidence*, *customer relationship management*.

Pada Laporan Kerja Lapangan *business development* Divisi DBL Academy Graha Pena pada PT. DBL Indonesia di Surabaya ini, peserta praktik kerja lapangan sebagai *staff business development* mengkaitkan pengalaman praktik kerja lapangan yang telah dijalani selama 220 jam kerja dikaitkan dengan teori *business development*

Kata Kunci : STP, bauran pemasaran, CRM

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ABSTRACT

PT. Development Indonesia Basketball Detection or commonly called PT. DBL Indonesia is the largest event organization with the largest national and international basketball league specialists in Indonesia. PT. DBL Indonesia was founded in 2008 by Azrul Ananda. As of the last 3 years, PT. DBL Indonesia developed its business by establishing the DBL Academy division, a professional basketball school that aims to support the consistency movement for the development of student basketball leagues. From all business development PT. DBL Indonesia, the DBL Academy division is the most developed, so PT. DBL Indonesia expanded its second school branch in 2018. In the business development division DBL Academy carried out the implementation of STP, marketing mix and customer relationship management as an alternative promotional tool. In the business development activities DBL Academy applies segmentation and targeting, products, promotions, people, and physical evidence, customer relationship management.

In the Report on Field Work Graha Pena Division DBL Academy Division business development report at PT. DBL Indonesia in Surabaya, participants in the field work practice as staff of business development relate the field work experience that has been undertaken for 220 hours of work related to the theory of business development.

Keyword : STP, marketing mix, customer relationship management