

BUSINESS TO BUSINESS MARKETING (SISTEM EKSPOR) PADA PT JAVA CONNECTION SLEMAN YOGYAKARTA

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Abstrak

Penelitian ini merupakan penelitian kualitatif untuk meneliti *business to business marketing* (sistem ekspor) PT Java Connection. Fokus penelitian ini adalah penjelasan pelaksanaan *Business to Business Marketing* dan cara mengatasi hambatan-hambatan yang dihadapi PT Java Connection dalam memasarkan produk ekspornya. Dalam penelitian ini berfokus pada kegiatan *Business to Business Marketing* yang dilakukan PT Java Connection. Tujuan penelitian dari penelitian ini adalah memberikan kesimpulan tentang pelaksanaan *Business to Business Marketing* (sistem ekspor) dan cara mengatasi hambatan-hambatan yang dihadapi PT Java Connection dalam memasarkan produk ekspornya. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode kasus. Data yang dianalisis adalah hasil wawancara dengan manajer pemasaran, pengamatan secara langsung tentang kegiatan pemasaran PT Java Connection, mencari teori-teori *Business to Business Marketing* serta teori-teori pedoman ekspor Indonesia, serta telaah dokumen-dokumen ekspor pada PT Java Connection. Hasil penelitian menunjukkan pelaksanaan *Business to Business Marketing* pada PT Java Connection Sleman Yogyakarta dapat dikatakan sudah berjalan dengan baik, dengan pelaksanaan *Business to Business Marketing* PT Java Connection dapat mengatasi hambatan-hambatan yang terjadi dalam memasarkan produk ekspornya. Sumber Daya Manusia mengatasi keterlambatan selesainya proses produksi dan ketepatan waktu proses pengiriman yaitu dengan memberi pengarahan dan pelatihan. *Packing* mengurangi terjadinya cacat produk saat proses pengiriman dengan menggunakan *carton box*, sebelum dimasukkan ke *box* terlebih dahulu di bungkus *sterofom* untuk menjaga keamanan produk. Mengelola hubungan dengan pelanggan dengan membangun kredibilitas dan kepercayaan pelanggan.

Kata Kunci: *Pemasaran Industri (Business to Business), Ekspor.*

BUSINESS TO BUSINESS MARKETING (EXPORT SYSTEM) IN PT JAVA CONNECTION SLEMAN YOGYAKARTA

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Abstract

This research is a qualitative research to examine business to business marketing (export system) of PT Java Connection. The focus of this research is an explanation of the implementation of Business to Business Marketing and how to overcome the obstacles faced by PT Java Connection in marketing its export products. The study focuses on Business to Business Marketing activities conducted by PT Java Connection. The research objective of this research is to provide conclusions about the implementation of Business to Business Marketing (export system) and how to overcome the obstacles faced by PT Java Connection in marketing its export products. This study used a qualitative descriptive approach to the case method. The data analyzed were the results of interviews with marketing managers, direct observation of PT Java Connection's marketing activities, seeking Business to Business Marketing theories and Indonesian export guidelines theories, as well as reviewing export documents on PT Java Connection. The results of the study show that the implementation of Business to Business Marketing in PT Java Connection Sleman Yogyakarta can be said to be going well, with the implementation of Business to Business Marketing PT Java Connection that can overcome the obstacles that occur in marketing its export products. Human Resources overcome the delay in the completion of the production process and the timeliness of the delivery process, namely by giving direction and training. Packing reduces the occurrence of product defects during the shipping process by using a carton box, before entering the box first in a sterofom wrapper to maintain the product safety. It manages relationships with customers by building customer credibility and trust.

Keywords: *Industrial Marketing (Business to Business), Export.*