

The background image shows a high-angle view of a city's urban landscape, likely Chicago, featuring a variety of architectural styles and heights of buildings against a backdrop of a cloudy sky.

# Marketing Fundamental



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Denpasar, 20 Februari 1996  
2010-now MC all event  
2016-now STIKOMERS TV Producer  
2017 Host TVRI Bali  
2019-now Dosen ITB STIKOM Bali  
2020-2023 Head of Public Relation ITB STIKOM Bali  
2022-now UI/UX Designer ITB STIKOM bali





## Disclaimer :

Not a ‘how to create a good content’ session.

Not a ‘how to make my social media better’ session

Not a ‘how to optimize my paid ads’ session.

Not a ‘how to find a good KOL’session.

### Note :

Don't worry. I will still answer if you have any questions on the topic above :)



When you heard about  
**Marketing,**  
What comes into your  
mind?

# Reels, Tiktok, KOL, Digital Ads?





# Is it ‘correct’?

It depends on how big you  
want Marketing to play a role.



# Debugging Marketing Myth.

It's not just about..

- Planning for Paid Ads.
- Picking the best KOL.
- Social Media Content.
- Designing a social media post.
- Budget for Promotion.
- And many more..

**Marketing is about  
solving problems that  
your consumers face with  
what your company offer.**

In short..

You have a problems.  
We have the solutions.

# How? Marketing Mix

## BRAND

### products

What are the best product/service that relevant for our consumer?

### price

How much should I sell it to the consumer, so they want to buy?

### place

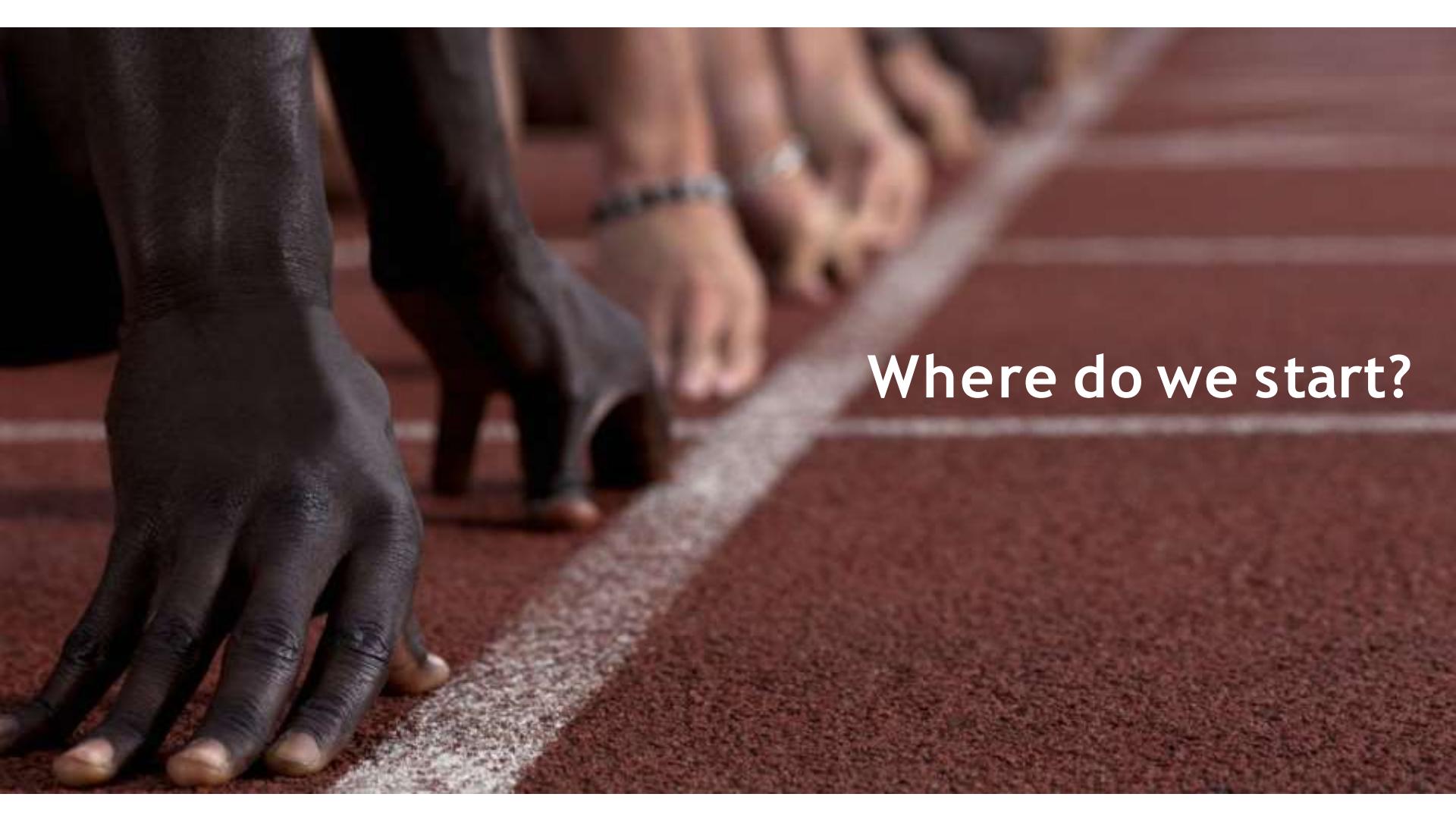
How to distribute it using the best channel to our consumer?

### promotion

How can we excite our consumer so they want to buy our product?

Digital Marketing is part of Marketing,  
not the whole marketing.



A close-up, low-angle shot of several pairs of feet in running shoes lined up at the starting line of a track. The feet are positioned along a white starting line on a brown track surface. The perspective is from the side, looking down the line of runners.

**Where do we start?**

R.A.I.S.E

Research  
Analysis  
Insight  
Strategy  
Execution

Wrong Step, Mz.  
←

# 1

Customer

Company

Competitor

4C Diamond

Source : Markplus Inc.

Change





Let's jump into practice.



# 1

Customer

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Competitor

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## *Point of Differences (POD)*

*Some attributes that uniquely just owned by you.*

## *Point of Parity (POP)*

*Something that can be owned by competitor, but you need to serve this well to not degrade your brand.*





***Point of Differentiation: Big Mac Sauce***

*Point of Parity :Fresh Bun, Vegetables, Halal Certifled.*



***Point of Differentiation: Flame Grilled.***

*Point of Parity :Fresh Bun, Vegetables, Halal Certifled.*





***Point of Differentiation: IOS***

*Point of Parity :Water Resistance, Longer battery life.*



***Point of Differentiation: 64 MP Camera.***

*Point of Parity :Water Resistance, Longer Battery Life*



# Company

Questions that we need to ask ourselves..



Note :

Try to take a look  
from business  
point of view.

What gains you  
can get?

- What makes this product unique?
- What do we want to say for this product?
- How confident we can sell this product?
- How much we want to gain profit from this?
- Do we have enough stocks to sell?
- Etc.

# 1

**Customer**

**Company**

**Competitor**

**4C Diamond**

Source : Markplus Inc.

**Change**



A close-up, slightly blurred photograph of a person's hands holding a smartphone. The hands are positioned as if the person is interacting with the device. The background is dark and out of focus.

You need to understand  
your customer really well.

It's a must.

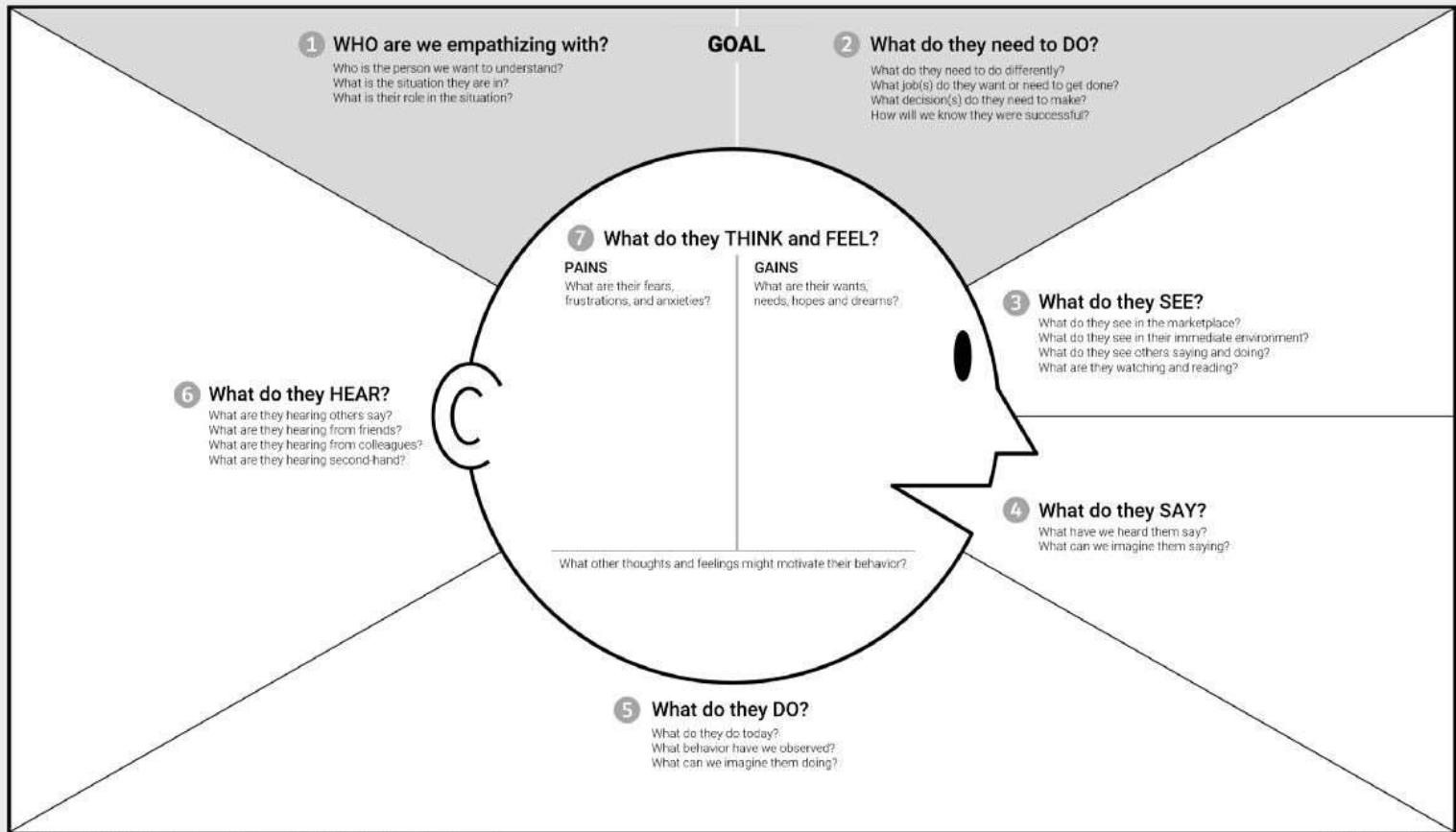
# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



# Customer

Questions that we need to ask ourselves..

Who will buy our products the most?

Who is our segments?

Who has the most money?

Who has the need to buy our products?

How old are they? Where do they live?

Note :

Be detail and thorough when defining your target. This is your potential buyer.



# Our target?



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# Competition Mapping



Direct



Indirect



A Good Deal of Sushi



# Direct Competitor

Similar category, product, uniqueness.  
Big threat to your product.

# Indirect Competitor

Can be category, product, uniqueness, but  
consumer can replace you with their products.  
Small - Medium threat to your product.

# Competition

Questions that we need to ask ourselves..

- Who is our direct/indirect competitor?
- What have they done?
- Who are they targeting?
- How much budget they are going through?
- What channels they are using?

Note :

Try to find the similarities that your competitor are doing



# Our Competitor



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# Responsive to change, not just reactive.

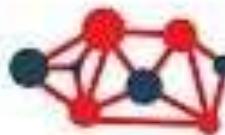
VUCA



VOLATILITY



UNCERTAINTY



COMPLEXITY



AMBIGUITY

**S.T.E.E.P.L.E.**

**Socio Culture  
Technology  
Economic  
Environment  
Politic  
Legal  
Ethics**





A promotional image for Shopee's 9.9 Flash Sale. On the left, a white vertical banner on an orange background displays promotional text: "CASHBACK SPESIAL 5%", "199 RB", "FLASH SALE MULAI DARI", "RP 99", and "KUIS SHOPEE 99". To the right, four young women are standing in a row, each holding a smartphone and a shopping bag with a large letter "S" on it. They are dressed in various colorful, modern outfits. The background is a solid orange color.

CASHBACK  
SPESIAL 5%

**199** RB

FLASH SALE  
MULAI DARI

RP **99**

KUIS  
SHOPEE

**99**



# Change

Questions that we need to ask ourselves..



Note :

Be agile and  
flexible to find  
the best  
opportunity

What are the trends that we need  
to pay attention?

How can we anticipate the  
change?



# Our opportunity/threat?



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# #2



INTERNAL

Strength

Weakness

S W

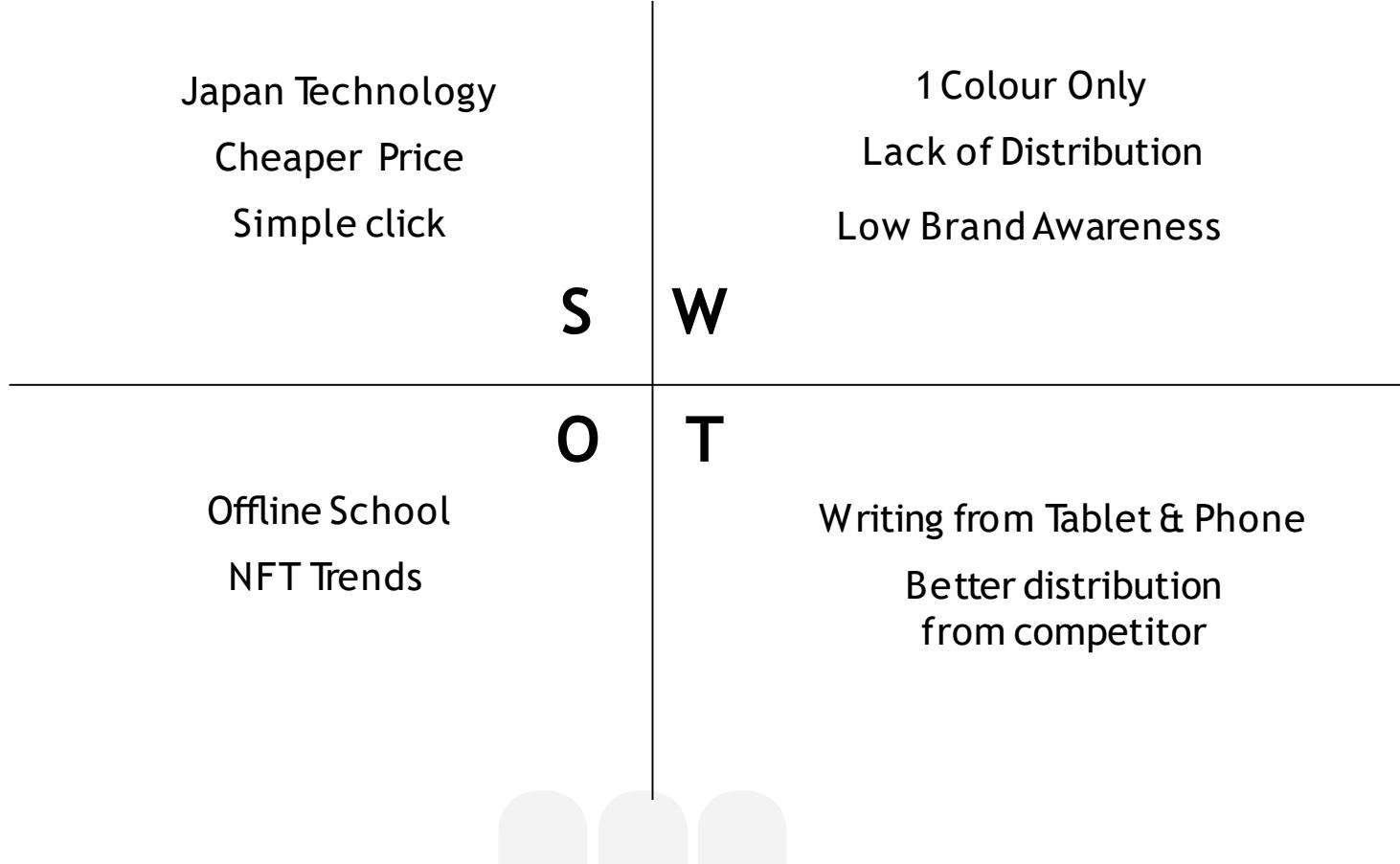
O T

Opportunity

Threat

EXTERNAL

# #2



# #3



## products

1 Colour pen with black colour

Affordable price.



## price

IDR 5000 - 7000  
Cheaper in dozen

*(IDR 3000 if you buy 12)*



## place

Available on Indomaret & Alfamart.

Available on Tokopedia.



## promotion

Social Media

POS, POSM.

Promotion.



## Tips :

1. Be patient. Don't rush the process.
2. Don't jump directly to the execution.
3. References.
4. Live your life well.
5. Find a sparring partner to discuss.

A skateboarder is captured mid-air in a city street, performing a trick. He is wearing a cap and a dark jacket. The background shows a cityscape with buildings, trees, and a road. The image has a blue-tinted overlay.

# Thank You!



## PRODUCT MANAGEMENT

# The Fundamentals of Marketing

MINI  
PORTOFOLIO

# Soal Minitask

Silahkan pilih satu brand yang teman-teman ketahui atau menggunakan brand sendiri, lalu mulailah menganalisa brand tersebut dengan 4C Diamond



# Contoh



<b>Company</b>  <b>Yamaha Fazio</b> <b>Point of differentiation:</b> Hybrid, Retro Classic, Charger, Y-Connect  <b>Point of Parity:</b> Flat Deck, Helm In	<b>Consumer</b>  Wanita, Early Adult, SMA-Kuliah-Baru Bekerja, Pertama kali beli motor.
<b>Competitor</b>  Honda Scoopy, Retro Skutik Pabrikan lainnya  Motor Listrik, Sepeda, Skateboard listrik	<b>Change</b>  Tren motor listrik (elektrifikasi), ada kebijakan pajak murah.  Sustainable living

Company	Consumer
Competitor	Change