ONLINE MARKETING STRATEGY OF HOT WHEELS PRODUCT USING MARKETING MIX

Henry Samuel Tanuwijaya¹, Tina Melinda²

Ciputra University Surabaya
INDONESIA

Email: ¹henry.chen168@gmail.com, ²tina.melinda@ciputra.ac.id

ABSTRACT

This research is done based on the potential growth of Hot Wheels business and sales via online in Indonesia. The main purpose of this study is to increase Hot wheels car collections sales by maximizing techniques and new ways of internet marketing. The study titled 'Online Marketing Strategy of Hot Wheels Product using Marketing Mix' was made using a qualitative approach through interviews with three informants, among others are: wholesaler, Kolekdol, and collectors. The data obtained will then be applied to the marketing mix theory and will be used as a sales strategy, based on Product, Price, Promotion and Process. Based on the result of these research, we concluded that the application of marketing mix theory, which in this case include Product, Price, Promotion and Process, on internet marketing is able to increase traffics on our Facebook fans page and also able to boost the sales of our product via online.

Keywords : Online Auction, facebook, Hot Wheels, diecast, , marketing mix, product, price, promotion, dan process.

INTRODUCTION

The development of telecommunication technology and the Internet caused the changes of our daily culture. Advancement in technology and information is increasingly making human needs grow and more complex. Shopping is an activity that is already a part of people's lives. One shopping alternative that has followed the lifestyle now is online shopping. Based on the UCLA Center for Communications Policy (The University of California, Los Angeles), online purchases have become a popular activity to date (Tarigan, 2012). Based on a survey of the use and application of Information and Communication Technology and Facilities (P2SKTI) 2013, 77.81% of internet usage is intended to seek information of goods or services. According to market research institute e-Marketer, netter population of the country reached 83.7 million people in 2014. The number that applies to every person who access the internet at least once every month put Indonesia in the 6th largest in the world in terms of the number of internet users. Director of International Information Services Directorate General of Information and Public Communication (IKP), Selamatta Sembiring said, the most widely accessed social networking sites are Facebook and Twitter. Indonesia is ranked as the 4th largest Facebook user after USA, Brazil and India. According to data from Webershandwick, a public relations company and service provider of communication, for the region of Indonesia there are about 65 million active Facebook users. As many as 33 million active users per day, 55 million active users who use mobile devices in access per month and about 28 million active users who use mobile devices per day Collecting traditions diecast start riding when one of the largest diecast company brands Hot wheels released the series Treasure Hunts or often called T-Hunts in 1995, where the T-Hunts series is a series produced in limited and unique quantities, usually with exclusive paint and rubber tires. And since then the activity of collecting diecast cars is getting popular. According to Turban et al. (2012:...