

**STRATEGI DESAIN PRODUK DALAM MENGOPTIMALISASI NICHE MARKET
PROPERTY VILA DAN RUMAH**

by

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ABSTRACT

The growth rate of the property houses and villas in Bali growing from year to year. Bali is one of the famous tourism object in the world led to many local and foreign tourists who come to Bali to visit, vacation or for foreign tourists investasi. Banyaknya idolized and loved the beautiful island of Bali as make them want to keep coming to Bali and want to have a dwelling place in Bali. This leads to Bali increasingly popular and very promising future for the property business. Cv. Freeline Immanuel and PT. Niki Build Prosperity (NBS) is a property developer with a careful look at the potential of this Niche Market. With so many competitors PT. NBS and Cv. Freeline Immanuel must create a design that is unique and difficult to imitate by competitors. This must be done in order to optimize the Niche Market to be able to win the competition. Based on the above phenomenon worth doing research with the title of product design strategies to optimize Niche Market property.

To achieve the goal of this research is to know strategies to optimize product designs Niche Market property, then it is done collecting data obtained through interviews with informants in this study. Data analysis was performed by organizing the data, describe the data, perform sistesa, compiled into a pattern, select the data that is important and that will be taken and studied and make conclusions.

Based on the results of the discussions that have been described can be concluded that the Product Design Strategies for optimizing Niche Market Property implemented by PT. Niki Build Prosperity and CV. Freeline Emmanuel is with flexible design, artistic and unique design, interior design and beautiful exterior and fused, and the design of environmentally friendly green architecture.

Keyword: *Product Desain Strategy, Property*

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