

STRATEGI DIFERENSIASI PRODUK DAN JASA DI INDUSTRI DIGITAL PRINT

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ABSTRACT

This study analyse the differentiation strategy of Products and Services in the Digital Print Industries Denpasar. Increasing number of businesses Digital Print makes each company requires differentiation of products and services as their business differentiator. Increasing number of players and strategies tendency to slam the price makes this Industry almost come to red ocean bussiness that would endanger the existence of the industry itself.

This study analyzing qualitative data from the company of Digital Print which is considering quite strong, aggressive and survive in the competition. There are several players in the industry in Denpasar where researchers perform data collection and analysis. The selection of two company hat described in Results were based on data collection from suppliers of Machinery and Raw Materials that's conducted by researchers. Both are rated have the different characteristics and both leading the industrial market in Denpasar Digital Print with more than sixty percent market share.

In this Study the mentioned two Companies have specific characteristic to face the competition, survive and win the competition. One company has numbers of outlets, long outlet working hours, and price leadership. This company is still making an investment of new production machines to boost the image of its business. Other companies choose to stay focus on specific consumer segments, with a premium quality. This company is using a good partnership strategy with the corporate customer. This company continue to invest the latest production machines to create advantages compared to its competitors and promote quality products and goods services for his market segments. SWOT analysis used to analyze the Differentiation Strategy of Products and Services in accordance with their strengths, weaknesses, Opportunity and Threats that are owned by their respective companies. Summary of Product and Services Differentiation Strategy were used by the two companies later in the analysis compared with existing theories of Differentiation Products and Services.

Keywords: Digital Print, Differentiation Strategy of Products and Services.

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