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PROPOSED MARKETING STRATEGY FOR SAKUKU

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Abstract

Transactions are activities that are very inherent in everyday life. Technological developments also influence the types of money used in transactions of modern society. They support the birth of server-based electronic money. To support the usage of electronic money in Indonesia, PT. Bank Central Asia, Tbk (BCA) launched a server-based electronic money product in the form of mobile application, Sakuku. Although the growth of nation electronic money frequency usage was very large in 2017 to 2018, in that period the growth of electronic money frequency using Sakuku was only 36%. The purpose of the study is to identify factors that influence customers in choosing electronic money product and to develop branding and marketing strategies to increase customers' desire to use Sakuku. This research used non structured interview, survey, and netnography to as data collection method and descriptive analysis as analysis method. The study result shows that the company needs to reformulate Segmentation, Targeting, and Positioning (STP) of Sakuku and change the marketing mix strategy which included promotion, place, product, and price.

Keywords: Electronic Money, Marketing Strategy, STP, Marketing Mix.
