

Analisis motivasi konsumen dalam mengonsumsi minuman berkarbonasi studi terhadap brand minuman berkarbonasi Coca-Cola = Consumer motivation analysis of carbonated beverages consumption study on carbonated beverages brand Coca-Cola

Aryo Cahyo Kusuma Wardana, author

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Abstrak

[ABSTRAK

Dewasa ini, marak beredar pemberitaan mengenai dampak konsumsi minuman berkarbonasi jangka panjang di media online, Coca-Cola mencoba memotivasi konsumen dengan mengubah pendekatannya, agar konsumen tetap mengonsumsi Coca-Cola meski telah mengetahui dampak jangka panjangnya. Berbekal analisis konsumen mendalam terhadap pasar dan biaya pemasaran yang besar, Coca-Cola mencoba mengubah cara pandang negatif konsumen terhadap produknya. Permasalahan yang dibahas dalam jurnal ini adalah apa yang memotivasi konsumen untuk terus mengonsumsi Coca-Cola, serta apa yang dilakukan oleh pihak terkait untuk dapat mengantisipasi dampak dari tingginya konsumsi minuman berkarbonasi di Indonesia. Tujuan penulisan jurnal ini adalah mengetahui jenis pemasaran apa yang digunakan Coca-Cola untuk memotivasi konsumen untuk terus mengonsumsi Coca-Cola, juga mengetahui upaya apa saja yang dilakukan oleh pemerintah untuk mengantisipasi dampak dari tingginya tingkat konsumsi minuman berkarbonasi di Indonesia. Jurnal ini diharapkan dapat memperkaya wawasan dan mampu membuka mata pembaca terhadap penerapan analisis konsumen dalam bisnis minuman berkarbonasi di Indonesia. Jurnal ini juga diharapkan dapat memberikan masukan kepada pekerja di bidang komunikasi dapat mengembangkan cara-cara untuk dapat memotivasi dalam proses komunikasi. Teori yang digunakan untuk menganalisa permasalahan tersebut adalah teori analisis konsumen dan teori pemasaran. Penulisan jurnal ini menggunakan metode deskriptif dan studi kepustakaan. Jurnal ini dalam penulisannya mengandalkan data sekunder yang diperoleh dari berbagai macam sumber sebagai referensi penulisan. Hasil dari pembahasan jurnal ini adalah kolaborasi teknik analisis konsumen dengan pemasaran yang baik berhasil mengembalikan loyalitas konsumen Coca-Cola, serta tengah dilakukannya pengkajian mengenai pengenaan tarif cukai terhadap minuman berkarbonasi oleh pemerintah Indonesia untuk menanggulangi dampak dari tingginya angka konsumsi minuman berkarbonasi di Indonesia.;

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ABSTRACT
Nowadays, there are so many news about the impact of long-term consumption of carbonated beverages in online media, Coca-Cola tried to keep motivating the consumers by changing their approach, so that consumers will continue to consume Coca-Cola even though they are already know the impact of consuming it in long-term. With a deep consumer analysis and a huge marketing budget, Coca-Cola tried to change the negative perception of consumers towards their products. Problems examined in this paper is what motivates the consumers to continue consuming Coca-Cola, and what was done by the government to be able to anticipate the impact from the high consumption numbers of carbonated drinks in Indonesia. This paper aims to find out what kind of marketing Coca-Cola used to motivate their consumers to continue consuming Coca-Cola, also know what is being done by the government to anticipate the impact from the high consumption numbers of carbonated drinks in Indonesia. This paper is expected to enrich the

knowledge and being able to open the eyes of the reader to the application of consumer analysis in carbonated beverage business in Indonesia. The paper is also expected to provide input to the workers in the field of communication, they can develop another ways to motivate in the communication process. Theories used in analyzing the problem are consumer analysis theory and marketing theory. . This paper is written in descriptive method and literature review based, which relies the secondary data collected by many sources as writing reference. The results of this paper is a great collaboration between consumer analysis techniques and good marketing that successfully restore the Coca-Cola consumer's loyalty, and also an assessment is being conducted regarding the imposition of excise rates, for carbonated beverages by the Indonesian government to mitigate the impact from the high consumption numbers of carbonated drinks in Indonesia., Nowadays, there are so many news about the impact of long-term consumption of carbonated beverages in online media, Coca-Cola tried to keep motivating the consumers by changing their approach, so that consumers will continue to consume Coca-Cola even though they are already know the impact of consuming it in long-term. With a deep consumer analysis and a huge marketing budget, Coca-Cola tried to change the negative perception of consumers towards their products. Problems examined in this paper is what motivates the consumers to continue consuming Coca-Cola, and what was done by the government to be able to anticipate the impact from the high consumption numbers of carbonated drinks in Indonesia. This paper aims to find out what kind of marketing Coca-Cola used to motivate their consumers to continue consuming Coca-Cola, also know what is being done by the government to anticipate the impact from the high consumption numbers of carbonated drinks in Indonesia. This paper is expected to enrich the knowledge and being able to open the eyes of the reader to the application of consumer analysis in carbonated beverage business in Indonesia. The paper is also expected to provide input to the workers in the field of communication, they can develop another ways to motivate in the communication process. Theories used in analyzing the problem are consumer analysis theory and marketing theory. . This paper is written in descriptive method and literature review based, which relies the secondary data collected by many sources as writing reference. The results of this paper is a great collaboration between consumer analysis techniques and good marketing that successfully restore the Coca-Cola consumer's loyalty, and also an assessment is being conducted regarding the imposition of excise rates, for carbonated beverages by the Indonesian government to mitigate the impact from the high consumption numbers of carbonated drinks in Indonesia.]