

## Peran pemasaran global pada perilaku konsumen = The role of global marketing on consumer behavior

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### Abstrak

[<b> ABSTRAK</b><br> Era globalisasi dimasa kini menjadikan semua hal menjadi berhubungan.

dengan demikian, banyak hal ekonomi, politik, dan hubungan budaya tidak dapat

dijelaskan dalam satu sudut pandang. Globalisasi merubah cara masyarakat

mengkonsumsi, bekerja dan hidup hampir diseluruh dunia. Perubahan ini disebut

modernisasi, fase dimana orang orang bergantung dengan teknologi. Tujuan dari

penelitian ini adalah untuk mengeksplorasi dampak dalam hal merk global,

Samsung. Samsung adalah salah satu perusahaan besar yang juga

berspesialisasi di bidang smartphome. Studi ini focus pada bagaimana Samsung

berusaha untuk menjadi perusahaan global ternama dan mencari tahu faktor apa

saja yang mempengaruhinya. Teori Modernisasi digunakan untuk

mendeskripsikan bagaimana masyarakat selalu berkembang menjadi fasih dalam

penggunaan teknologi dan bagaimana hal tersebut merubah perilaku daya beli

mereka. Analisa SWOT juga digunakan untuk mecari tahu faktor contributor

lainnya yang berujung dengan kesuksesan strategi pemasaran Samsung. Singkat

kata, modernisasi membawa dampak besar dalam perilaku konsumen dan strategi

pemasaran global milik Samsung, juga pasar smartphome pada umumnya.<hr>

<b>ABSTRACT</b><br> The world today is in the era of globalization where everything seems to

be connected. Consequently many economic, political, and cultural relationships

are not explainable from one perspective. Globalization changes how people

consume, work, and live almost everywhere in this world. This change called

modernization, the phase when people are dependence with technology. The

purpose of this research is to explore its impact on a global brand, Samsung.

Samsung is one of the giant companies in the world that also specializing in

smartphome sector. This study focuses on how Samsung managed to change into a

major global company and find out what are the influencing factors. The

Modernization Theory is used to describe how the society is always developing to

become more technology savvy and how it changes their purchasing behavior.

SWOT Analysis is also used to investigate the contributing factors that result in

Samsung?s successful marketing strategy. In short, modernization brings a huge

impact towards consumer behavior and Samsung?s global marketing strategy as

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