

Strategi Member Acquisition pada Pemasaran Cathay Membership Programme = Member Acquisition Strategy in Cathay Membership Programme Marketing

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Abstrak

Sejak tahun 2022, Cathay Pacific telah aktif memasarkan loyalty program terbarunya yang disebut Cathay Membership Programme. Mengacu pada hal tersebut, penelitian ini ditujukan untuk menganalisis strategi member acquisition pada pemasaran Cathay Membership Programme. Penelitian ini menggunakan pendekatan kualitatif dengan mengumpulkan data melalui semi-structured interview dan direct observation. Hasil penelitian menunjukkan bahwa pemasaran tersebut merupakan upaya perusahaan dalam mencapai tujuan relationship marketing, yaitu akuisisi dan retensi pelanggan. Dalam hal ini, perusahaan memformulasi strategi member acquisition dengan memanfaatkan bauran elemen product, promotion, dan place serta strategi mempertahankan retensi existing members dengan membaurkan elemen people, process, dan physical evidence. Kemudian, bauran pemasaran dikembangkan menjadi tiga jenis program komunikasi pemasaran terpadu. Namun hasilnya, hanya satu dari tiga strategi yang efektif mencapai target perusahaan sehingga masih diperlukan perbaikan.

.....Since 2022, Cathay Pacific has been actively marketing its newest loyalty program called the Cathay Membership Program. The goal of this study is to analyze member acquisition strategy in Cathay Membership Programme marketing. This study is using qualitative approach by gathering data through semi-structured interview and direct observation. The result shows that the marketing is a company's effort in achieving relationship marketing objectives, namely customer acquisition and retention. In this case, the company formulates a member acquisition strategy by utilizing a mix of product, promotion and place elements as well as a strategy to maintain existing member retention by mixing people, process and physical evidence elements. Then, the marketing mix was developed into three types of integrated marketing communication programs. However, only one of the three strategies is effective in achieving the company's target, so improvement is still needed.