

## ABSTRAK

# ***KIDFLUENCE MARKETING STRATEGY* SUATU STRATEGI UNTUK MEMENANGKAN PERSAINGAN**

**Studi Kasus pada Perusahaan McDonald's Indonesia Family Restaurants Plaza BAPINDO Citibank Tower, 3rd Floor jalan Jendral Sudirman Kav. 54-55, Jakarta 12190, dan McDonald's Indonesia Family Restaurants Sarinah Building jalan Thamrin-Jakarta Pusat**

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Penelitian ini dilakukan di McDonald's Indonesia Family Restaurants Plaza BAPINDO Citibank Tower, 3rd Floor jalan Jendral Sudirman Kav. 54-55, Jakarta 12190, dan McDonald's di Sarinah Building jalan Thamrin-Jakarta Pusat. Tujuan penelitian ini adalah untuk mengetahui bagaimana penerapan dan apakah ada perbedaan efektifitas berbagai cara *Kidfluence Marketing Strategy* Aktif di McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat.

Pengumpulan data dilakukan dengan memberikan kuesioner kepada 75 orang konsumen di McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat sebagai responden. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi dan kuesioner. Teknik wawancara digunakan untuk memperoleh data mengenai gambaran umum perusahaan, kebijakan-kebijakan dan strategi-strategi perusahaan. Teknik observasi digunakan untuk mengamati secara langsung obyek yang diteliti dan teknik kuesioner digunakan untuk memperoleh data mengenai profil/ karakteristik konsumen, apakah ada perbedaan efektifitas berbagai cara *Kidfluence Marketing Strategy* Aktif yang diterapkan oleh McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat. Untuk analisis data digunakan teknik deskriptif, teknik persentase, uji Kruscal-Wallis dan uji *U* Mann-Whitney.

Berdasarkan hasil analisis persentase diketahui bahwa sebagian besar responden adalah wanita (58,67 %), berusia antara 33-40 tahun (48 %), berpendidikan Sarjana (50,67 %), berstatus sebagai Pegawai Swasta (37,33 %), berpenghasilan  $\geq$  Rp.1.500.000,00 (44 %) dan mempunyai frekuensi makan di restoran McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat  $\leq$  2 kali dalam satu bulan (56 %). Dari hasil analisis efektifitas berbagai cara *Kidfluence Marketing Strategy* Aktif yang diterapkan diketahui bahwa strategi *Souvenir* dan *Playland* sama efektifnya dan keduanya lebih efektif daripada strategi Pesta Ulang Tahun. Hal tersebut didukung dengan besarnya rerata efektifitas strategi Pesta Ulang Tahun sebesar 16,17 yang lebih rendah dari skor rerata strategi *Souvenir* (19,52) dan *Playland* (18,84).

## ABSTRACT

# KIDFLUENCE MARKETING STRATEGY A WINNING STRATEGY TO WIN MARKETING COMPETITION

**A Case Study at McDonald's Indonesia Family Restaurants Company Plaza BAPINDO Citibank Tower, 3rd Floor jalan Jendral Sudirman Kav. 54-55, Jakarta 12190, and McDonald's Indonesia Family Restaurants Sarinah Building jalan Thamrin-Jakarta Pusat**

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The research was conducted at McDonald's Indonesia Family Restaurants Plaza BAPINDO Citibank Tower, 3rd Floor jalan Jendral Sudirman Kav. 54-55, Jakarta 12190, and McDonald's, Sarinah Building jalan Thamrin-Jakarta Pusat. The research aimed at finding out how the implementation of Kidfluence Marketing and its different effectiveness within the strategy in McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat.

The data were collected by distributing questionnaires to 75 consumers of McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat. In order to collect the data, the research used three techniques namely interview, observation, and survey. The interview techniques was used to find out the general description, the policies and strategies of the company. The observation techniques was used to directly observe the object being researched. And the last, the survey was applied in order to find out the consumer characteristics or profiles and also the effectiveness differences of various Active Kidfluence Marketing Strategies in McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat. Data analysis used were descriptive, percentage, Kruscal-Wallis test and Mann-Whitney *U*-Test.

Based on the percentage analysis, it was shown that most of the respondents were women (58.67 %), aged between 33-40 years old (48 %), University level of education (50.67 %), entrepreneur (37.33 %), with the income  $\geq$  Rp.1.500.000,00 (44 %) and had eating frequency in McDonald's Sarinah Building jalan Thamrin-Jakarta Pusat more than twice a month (56 %). From the result analysis of the effectiveness of Kidfluence Marketing Strategies applied, it was found that both strategies Souvenir and Playland had the same effectiveness and were more effective than the Birthday Party Strategy. This findings was supported by the mean of effectiveness of 16.17 from the Birthday Party's strategy which was lower than the means of the Souvenir (19.52) and Playland strategy (18.84).