

ABSTRACT

The development of car sales in Indonesia are quite good and dynamic in recent years. One phenomenon of interest is the new segment of Low Cost Green Car (LCGC) since 2013. In this time since LCGC is launched, it has proven to boost auto sales at a time when the economy is unstable. In 2013 when LCGC was unveiled by the government, its sales increased fairly well in 2014. However, entering 2015 and 2016, sales of LCGC did not increase significantly.

The purpose of this study was to determine the position map of Toyota Agya, Daihatsu Ayla, Suzuki Karimun Wagon R, Honda Brio Satya, Datsun GO, Daihatsu Sigra and Toyota Calya based on the perception of consumers in Indonesia. Next, to formulate a marketing strategy for each car to improve performance in the national automotive market by providing suggestions on what steps should be done for every company to achieve better image so that it can be the choice of consumers in Indonesia.

The method used in this study consisted of two phases of Quantitative research is to analyze the product positioning map and Qualitative to formulate marketing strategies for each car. Population of quantitative research are people who knows LCGC, with a sample of 500 respondents. The speaker at quantitative research used purposive sampling technique. They are Head of Sales Nissan Veterans, Management of Board Car Community, Reporter of Automotive and Automotive Reviewers.

Quantitative study results by the attributes of LCGC, consumers perceive that has the best quality and product features is Sigra and the worst is Datsun Go, according to consumer perceptions in Indonesia, the best security system earned by Calya and the worst is Datsun Go, the best price is Agya and the worst is Brio, the best performance earned by Karimun and the worst is Calya, the best design is Brio and the worst is Datsun Go, the best technology is Brio and the worst is Datsun Go. The results of qualitative research on formulate strategies LCGC car, it can be concluded several important points, maintain the existing customer targets, the engine is quite good, and the low down payment. Things that must be changed are the need for additional new type, add some extra safety features, add automatic transmission on some cars LCGC, add dealers in potential areas, and add some types that are above the segment at this time, add information on existing ads, provide additional training, improvements in the website as well as information systems through social media.

Kata Kunci: Low Cost Green Car, Automotive Market, Automotive Sale in Indonesia.