



**ANALYZING THE APPROACH OF MARKETING AGILITY IN
MARKETING AND THE TRANSFORMATIVE EXPERIENCES OF
MARKETING PROFESSIONALS
(THE CASE OF PT. TATALOGAM LESTARI)**

THESIS

**Submitted as one of the Requirements to Obtain
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ANALYZING THE APPROACH OF MARKETING AGILITY IN MARKETING AND THE TRANSFORMATIVE EXPERIENCES OF MARKETING PROFESSIONALS (THE CASE OF PT. TATALOGAM LESTARI)

ABSTRACT

Yosua Samataro Tel. Mendrofa, Management of Technology 2024, President University.

Research Title: “*Analyzing the Approach of Marketing Agility in Marketing and The Transformative Experiences of Marketing Professionals (The Case of PT. Tatalogam Lestari)*”

Research Adviser: Dr. Anton Wachidin Widjaja, M.M.

This research is motivated by the need to understand the concept of marketing agility and its application in the context of PT Tatalogam Lestari, a leading company in the metal roof tile and light steel industry in Indonesia. In a constantly changing and competitive market environment, companies require adaptive marketing strategies to remain relevant and successful. The purpose of the study was to investigate the views and experiences of marketing professionals at PT Tatalogam Lestari related to the concept of marketing agility. In addition to understanding how agility in marketing can improve company performance and strengthen relationships with customers. Through sequential mixed methods, especially a sequential explanatory strategy, this study aims to explore their views on the role of agility in achieving marketing excellence. Thematic analysis of questionnaire and interview data highlighted practitioners' perspectives on the importance of agility in achieving marketing success. The findings suggest that the application of agility in marketing strategy empowers marketing professionals to respond quickly to changing consumer preferences and interact proactively with their audiences. The implications of these findings not only affect professionals' practices but also provide recommendations for implementing a more adaptive marketing strategy overall. In the context of PT Tatalogam Lestari, an adaptive marketing strategy can improve marketing performance and create a better customer experience. In conclusion, this study confirms the role of agility in supporting organizational success and growth in a competitive market. The transformational experiences of marketing professionals not only facilitate the handling of dynamic marketing challenges but also drive the implementation of effective agility marketing strategies. The integration of transformational experiences into the marketing framework becomes a key factor in achieving sustainable success in an ever-evolving industry.

Keywords: *marketing, marketing agility, agile, marketing professionals.*

ABSTRAK

Yosua Samataro Tel. Mendrofa, Teknologi Manajemen 2024, President University.

Judul Thesis: *“Analyzing the Approach of Marketing Agility in Marketing and The Transformative Experiences of Marketing Professionals (The Case of PT. Tatalogam Lestari)”*

Pembimbing: Dr. Anton Wachidin Widjaja, M.M.

Penelitian ini dilatarbelakangi oleh kebutuhan untuk memahami konsep Kelincahan Pemasaran dan penerapannya dalam konteks PT Tatalogam Lestari, sebuah perusahaan terkemuka dalam industri genteng metal dan baja ringan di Indonesia. Dalam lingkungan pasar yang terus berubah dan kompetitif, perusahaan memerlukan strategi pemasaran yang adaptif untuk tetap relevan dan berhasil. Tujuan penelitian adalah untuk menyelidiki pandangan dan pengalaman para profesional pemasaran di PT Tatalogam Lestari terkait dengan konsep Kelincahan Pemasaran. Selain itu untuk memahami bagaimana kelincahan dalam pemasaran dapat meningkatkan kinerja perusahaan dan memperkuat hubungan dengan pelanggan. Melalui metode campuran sekuensial/bertahap (*sequential mixed methods*) terutama strategi eksplanatoris sekuensial, penelitian ini bertujuan untuk menggali pandangan mereka terhadap peran kelincahan dalam mencapai keunggulan pemasaran. Analisis tematik dari data kuesioner dan wawancara menyoroti perspektif praktisi mengenai pentingnya kelincahan dalam meraih kesuksesan pemasaran. Hasil temuan menunjukkan bahwa penerapan kelincahan dalam strategi pemasaran memberdayakan para profesional pemasaran untuk merespons dengan cepat terhadap perubahan preferensi konsumen dan berinteraksi proaktif dengan audiens mereka. Implikasi dari temuan ini tidak hanya mempengaruhi praktik individu para profesional, tetapi juga memberikan rekomendasi untuk menerapkan strategi pemasaran yang lebih adaptif secara keseluruhan. Dalam konteks PT Tatalogam Lestari, strategi pemasaran yang adaptif dapat meningkatkan kinerja pemasaran dan menciptakan pengalaman pelanggan yang lebih baik. Kesimpulannya, penelitian ini menegaskan peran kelincahan dalam mendukung kesuksesan dan pertumbuhan organisasi di pasar yang kompetitif. Pengalaman transformasional para profesional pemasaran tidak hanya memfasilitasi penanganan tantangan pemasaran yang dinamis, tetapi juga mendorong penerapan strategi pemasaran agility yang efektif. Integrasi pengalaman transformasional ke dalam kerangka pemasaran menjadi faktor kunci dalam mencapai kesuksesan berkelanjutan dalam industri yang terus berkembang.

Kata Kunci: *pemasaran, ketangkasan pemasaran, tangkas, professional pemasaran*

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