GENERAL

bab ii tinjauan pustaka 2 1 pengertian pemasaran

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Introduction

In the realm of academic research, the literature review is the backbone that supports every subsequent chapter. It is where scholars synthesize existing knowledge, identify gaps, and position their own contribution within the broader scholarly conversation. For students and researchers focusing on marketing, the second chapter—commonly titled “Bab II Tinjauan Pustaka”—plays a pivotal role. Within this chapter, section 2.1, titled “Pengertian Pemasaran,” provides the conceptual foundation upon which the entire study is built. Understanding how to craft this section with clarity, depth, and scholarly rigor is essential for producing a research paper that is both credible and insightful.

1. The Purpose of a Literature Review in Marketing Research

1.1 What Is a Literature Review?

A literature review is a systematic, critical, and comprehensive survey of scholarly sources relevant to a specific research topic. It is not merely a summary of existing studies; rather, it evaluates the strengths and weaknesses of prior research, identifies patterns or contradictions, and highlights areas that warrant further investigation. In marketing research, a well structured literature review sets the stage for defining research questions, selecting appropriate methodologies, and interpreting findings within a theoretical context.

1.2 The Structure of Chapter /II in Academic Papers

Most academic theses and dissertations adopt a standardized structure for Chapter II. This structure typically begins with a broad overview of the field, narrows down to specific theories and models, and culminates in a focused discussion of the research problem. Within marketing studies, the typical layout might look like this:

- Section /2.1: Pengertian Pemasaran – The definition of marketing and its evolution.
- Section /2.2: Core Marketing Concepts – The 4Ps, 7Ps, and 4Cs.
- Section /2.3: Theoretical Frameworks – From classical to contemporary models.
- Section /2.4: Empirical Studies – Key findings that inform the current research.
- Section /2.5: Research Gaps – Identified limitations and opportunities.

Each subsection must flow logically, building upon the previous one to create a cohesive narrative that justifies the research agenda.

2. Bab /II Tinjauan Pustaka 2.1 Pengertian Pemasaran

Section /2.1 is the cornerstone of Chapter /II. It introduces readers to the very essence of marketing—what it is, why it matters, and how its definition has changed over time. This section is crucial because it frames the entire study and informs the theoretical lens through which the research will be interpreted.

2.1.1 The Evolution of Marketing Definitions

The concept of marketing has undergone significant transformation since the early 20th century. Initially, marketing was perceived as a set of commercial activities aimed at exchanging goods. Over the decades, scholars expanded this view to encompass a broader set of functions, including customer orientation, value creation, and relationship

building.

2.1.2 Classic Definitions: From Marshall to Kotler

One of the earliest systematic definitions of marketing was offered by Alfred Marshall in the late 19th century, who described marketing as the art of matching supply with demand. In the 1950s, Philip Kotler popularized the definition that marketing is “the science and art of choosing target markets and building strong relationships with them.” These classic formulations emphasize the dual nature of marketing as both a science—grounded in data and analysis—and an art—shaped by creativity and intuition.

2.1.3 Modern Perspectives: Relationship Marketing, Digital Marketing, Societal Marketing

With the advent of digital technologies, the definition of marketing has broadened further. **Relationship marketing** focuses on long term customer engagement rather than one time transactions. **Digital marketing** incorporates online channels such as social media, search engines, and mobile apps, allowing marketers to reach audiences at unprecedented scale and speed. Meanwhile, **societal marketing**stresses the importance of aligning business objectives with societal well being, ensuring that marketing practices contribute to sustainable development.

3. Core Concepts Derived from the Definition of Pemasaran

3.1 The 4Ps (Product, Price, Place, Promotion)

The 4Ps framework remains a foundational tool for marketers worldwide. It encapsulates the key levers that firms can manipulate to satisfy customer needs:

- Product: Features, quality, and branding.
- Price: Pricing strategies, discounts, and perceived value.
- Place: Distribution channels and geographic coverage.
- Promotion: Advertising, public relations, and sales promotion.

While the 4Ps have been critiqued for their product centric focus, they still provide a useful starting point for understanding marketing operations.

3.2 The 7Ps for Services

Service marketing introduced three additional Ps to address the intangible, inseparable, and variable nature of services:

- People: Employees and customer interactions.
- Process: Service delivery mechanisms.
- Physical Evidence: Tangible cues that signal quality.

These extensions help marketers design service experiences that meet customer expectations.

3.3 The Shift to the 4Cs

In response to the growing importance of customer perspectives, marketing scholars proposed the 4Cs—Consumer, Cost, Convenience, and Communication—as a more customer centric alternative to the 4Ps. This shift underscores the need for firms to prioritize customer value over product features.

3.4 Digital and Social Media Influences

Digital platforms have revolutionized every element of the marketing mix. For example, e commerce platforms alter the **Place** dimension, while influencer marketing reshapes **Promotion**. Additionally, data analytics enables hyper personalized pricing and product recommendations, further blurring the lines between traditional marketing

concepts.

4. How to Write Bab /II Tinjauan Pustaka 2.1 Pengertian Pemasaran Effectively

4.1 Research Question Alignment

Before drafting the section, clearly articulate the research question or hypothesis. The definition of marketing you present should directly support the study's objectives. For instance, if your research explores customer engagement on Instagram, you might emphasize the role of digital marketing and social media in contemporary marketing theory.

4.2 Selecting Relevant Sources

Prioritize peer reviewed journal articles, seminal books, and recent conference papers. Use databases such as JSTOR, Scopus, and Google Scholar to locate high impact sources. Always cross reference definitions from multiple authors to capture the breadth of scholarly perspectives.

4.3 Synthesizing Information

Rather than listing definitions, weave them into a narrative that highlights convergence and divergence. Use comparative tables or conceptual diagrams to illustrate how definitions have evolved over time. This approach demonstrates critical thinking and shows that you understand the nuances of the concept.

4.4 Citing Properly and Avoiding Plagiarism

Adopt a consistent citation style (APA, Harvard, Chicago, etc.) throughout your thesis. Inline citations should accompany every paraphrased idea or direct quote. Employ a reference manager like Zotero or EndNote to keep track of sources and ensure accurate formatting.

5. Common Pitfalls and How to Avoid Them

5.1 Over Reliance on Classic Textbooks

While foundational texts provide essential context, they may not reflect current market realities. Complement classic theories with contemporary research that addresses digital transformation, sustainability, and consumer behavior changes.

5.2 Ignoring Emerging Trends

Failing to incorporate trends such as artificial intelligence, blockchain, and data privacy concerns can render your literature review outdated. Search for recent publications (within the last five years) that discuss these topics.

5.3 Lack of Critical Analysis

Simply summarizing definitions does not demonstrate scholarly depth. Critically evaluate each source: consider its methodology, sample, and relevance. Discuss contradictions and propose possible explanations or future research directions.

6. Practical Example: A Sample Paragraph for Bab /II

6.1 Drafting a Cohesive Narrative

"Marketing, traditionally defined as the process of identifying, anticipating, and satisfying customer needs, has expanded to encompass a multifaceted set of activities that bridge product development, digital engagement, and societal impact. As Kotler and Keller (2016) assert, 'marketing is a science and an art that creates value for

customers and builds strong customer relationships.’ This definition underscores the dual focus on value creation and relationship management, which remains central to contemporary marketing practice.”

6.2 Integrating Citations and Evidence

“Recent studies by Smith et al. (2021) demonstrate that digital platforms have amplified the importance of customer engagement, thereby redefining the promotional strategies of firms. Moreover, research by Johnson (2023) highlights the growing significance of societal marketing, wherein companies align their objectives with broader social goals.”

7. Conclusion

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