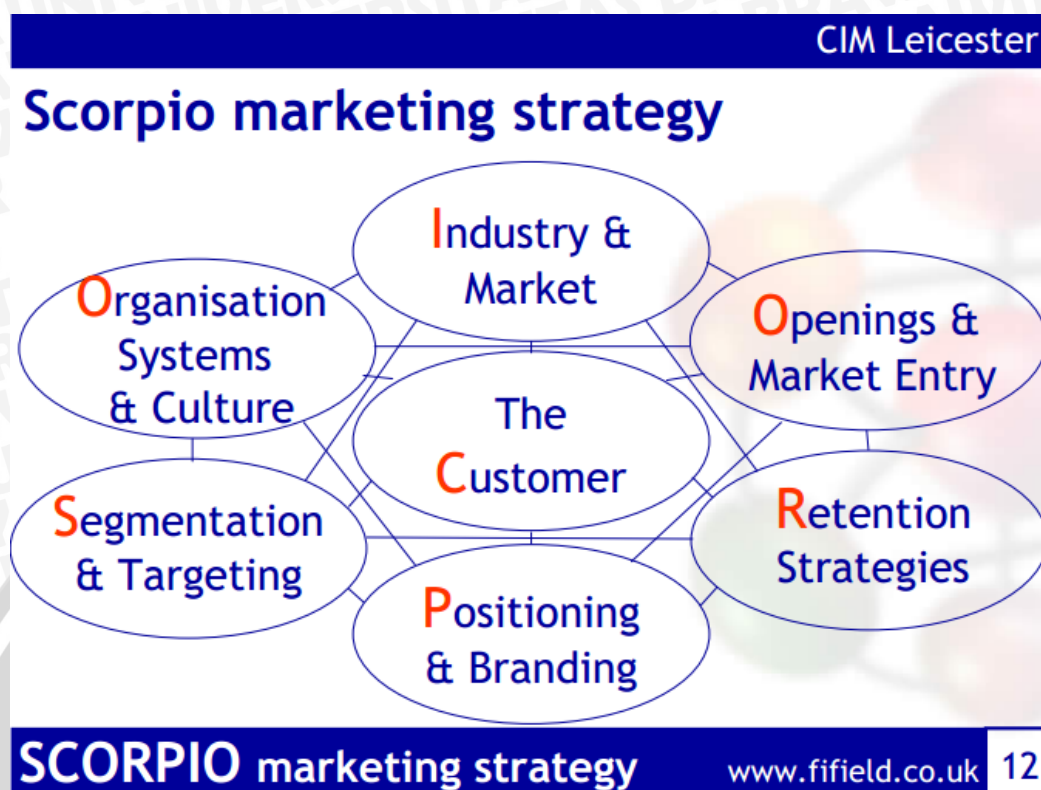


Lampiran 1. Model SCORPIO



Lampiran 2. Hasil Tabulasi Data

1. Hasil Prioritas Strategi Pemasaran Perusahaan Pupuk

Priorities with respect to:
Goal: Prioritas Strategi Pemasaran Pupuk Organik Perusahaan Pupuk

Strategi Pemasaran	,333	
Tujuan Pemasaran	,333	
Taktik Pemasaran	,333	
Inconsistency = 0, with 0 missing judgments.		

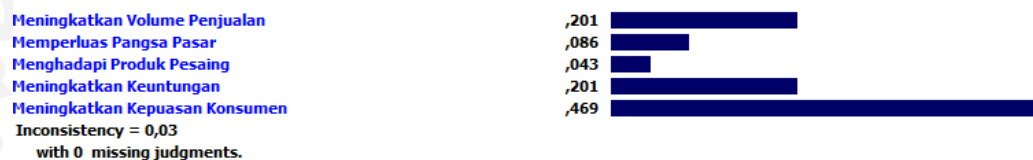
2. Hasil Prioritas Strategi Pemasaran Perusahaan Pupuk

Priorities with respect to:
Goal: Prioritas Strategi Pemasaran Pupuk Organik Perusahaan Pupuk
>Strategi Pemasaran

Segmentation and Targetting the Customer	,316	
Organisation structure and culture customer Retention	,158	
Positioning and Branding	,021	
Industry and market	,316	
Openings and market entry	,037	
Inconsistency = 0,04 with 0 missing judgments.	,075	
	,075	

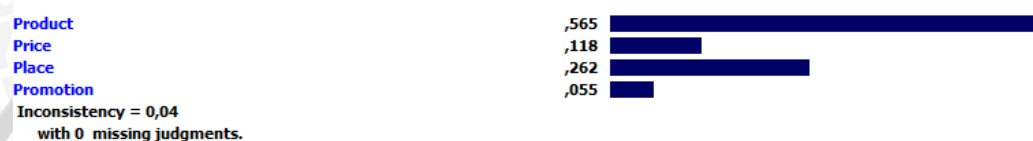
3. Hasil Prioritas Tujuan Pemasaran Perusahaan Pupuk

Priorities with respect to:
Goal: Prioritas Strategi Pemasaran Pupuk Organik Perusahaan Pupuk
>Tujuan Pemasaran

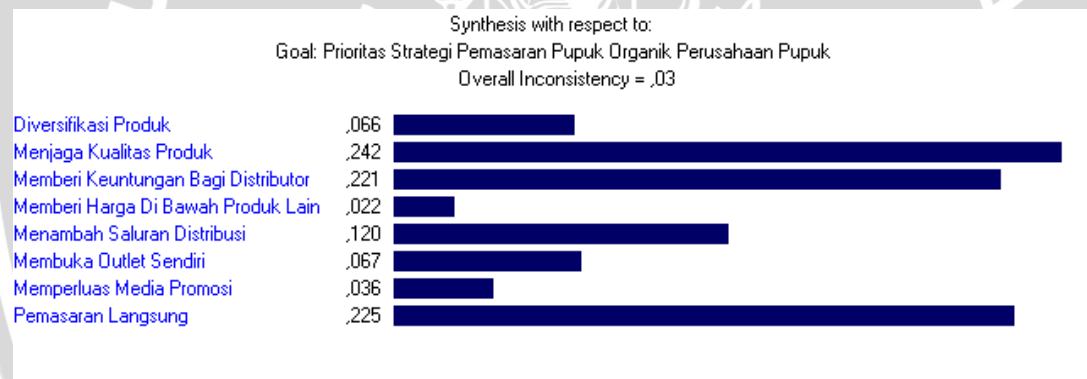


4. Hasil Prioritas Taktik Pemasaran Perusahaan Pupuk

Priorities with respect to:
Goal: Prioritas Strategi Pemasaran Pupuk Organik Perusahaan Pupuk
>Taktik Pemasaran



5. Hasil Prioritas Sub Taktik Pemasaran Perusahaan Pupuk (Alternatif)



Lampiran 3. Dokumentasi



Lampiran 4. Data Karakteristik Responden Konsumen

No	Nama	Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Kategori Pendapatan
1	Fajar	L	37	SMA	Wiraswasta	E
2	Suliyar	L	49	SD	Wiraswasta	D
3	Suprpti	P	43	SMA	Wiraswasta	E
4	Sumarni	P	46	SD	Ibu RT	E
5	Akhyar	L	67	SMA	Wiraswasta	E
6	Narto	P	54	SD	Petani	B
7	Hati	P	26	SMA	Wiraswasta	C
8	Kandar	L	59	SMP	Petani	E
9	Sumiyati	P	42	SMA	Petani	E
10	Ani	P	36	SMA	Wiraswasta	D
11	Syamsul	L	48	SMP	Wiraswasta	E
12	Sarowi	L	46	SD	Petani	E
13	Tatik	P	52	SD	Petani	D
14	Sri	P	45	SMP	Wiraswasta	D
15	Solikah	P	50	SD	Wiraswasta	C
16	Hadi	L	38	SMA	Wiraswasta	D
17	Ridwan	L	56	S1	Wiraswasta	E
18	Susanto	L	51	SMA	Wiraswasta	E
19	Slamet	L	47	S1	PNS	E
20	Suminto	L	39	SMA	Pegawai Swasta	D
21	Halimah	P	53	S1	Ibu RT	E
22	Anisa	P	23	SMA	Mahasiswa	C
23	Restu	L	27	SMA	Pegawai Swasta	E
24	Wibowo	L	47	SMA	Pegawai Swasta	D
25	Dewi	P	38	SMA	Ibu RT	D
26	Renata	P	38	SMA	Wiraswasta	E
27	Fikar	L	42	S1	Pegawai Swasta	E
28	Deni	L	39	S1	Wiraswasta	E
29	Rezky	P	22	SMA	Mahasiswa	C
30	Zahra	P	27	S1	Ibu RT	E