

**THE MARKETING STRATEGY OF OPPO AND XIAOMI  
SMARTPHONE DURING COVID-19 PANDEMIC**

**(Case Study March-July 2020)**

**THESIS**

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## **ABSTRACT**

### **MICHAELLA YOLOAN, THE MARKETING STRATEGY OF OPPO AND XIAOMI SMARTPHONE DURING COVID-19 PANDEMIC (GUIDANCE BY TIMBULENG JOHANNES ALDRIN AND KOROMPIS MERRY J.)**

This study examined The Marketing Strategy of Oppo and Xiaomi Smartphone during Covid-19 Pandemic by using case study research method. It, firstly, identified and compared the marketing strategies of both companies. Secondly, the study identified the marketing strategies of OPPO and XIAOMI during the Covid-19 Pandemic. Thirdly, the study then examined the most effective marketing strategies of the two companies.

It was found that both companies using the standard marketing strategies approaches which were product, price, place and promotion (4P). They also used segmentation, targeting and positioning (STP) as consideration in their marketing strategies. In the other hand, both the 4P and STP provided the evident about the differences of marketing strategies of the two smartphone companies. This study then examined the most effective marketing strategies of both companies by using Porter's Five Forces Model and SWOT analysis methods. It was found that both companies have their own strength, weakness, opportunities and threats. However, it was also found that OPPO could use its strength to overcome weakness and threats as well as in maximizing opportunities while XIAOMI will be extremely hard to do the same thing. This research found that XIAOMI's marketing strategy are poorly designed in Indonesian Market because it is not yet serious about working and competing on the Indonesian market. The last data on market share of OPPO and XIAOMI shows that Oppo was 20.65% while Xiaomi was 20.21%. This can also be used to argue that that Oppo's marketing strategy during the Covid-19 Pandemic is more effective than Xiaomi.

**Keywords:** *Oppo smartphone; Xiaomi smartphone; marketing strategies; Covid-19 Pandemic*

## ABSTRAK

**MICHAELLA YOLOAN, STRATEGI PEMASARAN SMARTPHONE OPPO DAN XIAOMI SELAMA PANDEMI COVID-19 (DIBIMBING OLEH JOHANNES ALDRIN TIMBULENG, S.I.P., M.PUB.ADMIN. DAN MERRY J. KOROMPIS, SE., MM.)**

Penelitian ini mengkaji Strategi Pemasaran Oppo dan Xiaomi selama masa Pandemi Covid-19 dengan menggunakan metode penelitian studi kasus. Kajian ini, pertama, mengidentifikasi dan membandingkan strategi pemasaran kedua perusahaan. Kedua, kajian ini mengidentifikasi strategi pemasaran OPPO dan XIAOMI selama Pandemi Covid-19. Ketiga, kajian ini kemudian menguji strategi pemasaran yang paling efektif dari kedua perusahaan.

Ditemukan bahwa kedua perusahaan menggunakan pendekatan strategi pemasaran standar yakni produk, harga, tempat dan promosi (4P). Mereka juga menggunakan segmentasi, penargetan dan positioning (STP) sebagai pertimbangan dalam strategi pemasaran mereka. Di sisi lain, baik 4P dan STP memberikan bukti tentang perbedaan strategi pemasaran dari dua perusahaan smartphone tersebut. Studi ini kemudian menguji strategi pemasaran yang paling efektif dari kedua perusahaan dengan menggunakan metode analisis Porter's Five Forces Model dan SWOT. Ditemukan bahwa kedua perusahaan memiliki kekuatan, kelemahan, peluang dan ancaman masing-masing. Namun, ditemukan juga bahwa OPPO dapat menggunakan kekuatannya untuk mengatasi kelemahan dan ancaman serta memaksimalkan peluang sementara XIAOMI akan sangat sulit untuk melakukan hal yang sama. Penelitian ini menemukan bahwa strategi pemasaran XIAOMI belum dirancang dengan baik di Pasar Indonesia karena ada kesan XIAOMI belum serius bekerja dan bersaing di pasar Indonesia. Data terakhir pangsa pasar OPPO dan XIAOMI menunjukkan Oppo sebesar 20,65% sedangkan Xiaomi 20,21%. Data ini juga dapat digunakan untuk menyatakan bahwa strategi pemasaran Oppo selama Pandemi Covid-19 lebih efektif daripada Xiaomi.

***Kata Kunci: smartphone oppo; smartphone xiaomi; strategi pemasaran; Covid-19 Pandemic***

**STATEMENT OF THESIS ORIGINALITY**  
**THE MARKETING STRATEGY OF OPPO AND XIAOMI**  
**SMARTPHONE DURING COVID-19 PANDEMIC**  
**(Case Study March-July 2020)**

I, who sign this thesis statement, state that this thesis:  
Is truly my original work. In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly. I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as a plagiarism, I will take the consequences given to me, including the cancellation of degree and certificate.

Manado, July 30<sup>th</sup> 2020

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**Manado, July 30<sup>th</sup> 2020**

**Student**

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