

# PENGEMBANGAN REALTY & PROPERTY

KULIAH 3

TPL 413 PEMBIAYAAN REAL ESTATE

# PENGERTIAN REALTY

Pada dasarnya REALTY upaya pengembangan diatas sebidang lahan dan kemudian dijual kepada pihak yang berkepentingan.

- 1. Pembeli Akhir;**
  - 2. Pedagang Perantara;**
  - 3. Perusahaan.**
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# PENGERTIAN PROPERTY

Pada dasarnya PROPERTY adalah upaya pengembangan diatas sebidang lahan dan kemudian disewakan kepada pihak yang berkepentingan.

1. Penyewa Akhir;
2. Pedagang Perantara;
3. Perusahaan.

# USAHA REALTY (1)

## A. PERUMAHAN


1. Housing Complex;
  2. Shop Houses;
  3. SOHO;
  4. Apartement;
  5. Condominium.
- 

# APARTEMENT



# USAHA REALTY (2)

## PERKANTORAN

1. Office Tower (Strata Tittle);
  2. Shop Office;
  3. Shop , Office and Warehouse.
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# SHOP OFFICE



# USAHA REALTY (3)

## COMMERCIAL AREA :

1. Trade Mall;
2. Street Mall.



# STREET MALL



# USAHA PROPERTY (1)

## PEMUKIMAN :


1. Rental Housing;
  2. Apartment;
  3. Condominium;
  4. Shop Houses;
  5. SOHO;
  6. Hotel;
  7. Resort Area.
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# SOHO



## **USAHA PROPERTY (2)**

### **PERKANTORAN :**

1. Office Tower;
  2. Shop Office;
  3. Shop Office and Warehouse.
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# OFFICE TOWER



# USAHA PROPERTY (3)

## COMMERCIAL AREA :


1. Building Mall;
  2. Trade and Convention Centre;
  3. Shopping Street;
  4. Traditional Market;
  5. Modern Market.
- 

# TRADISIONAL MARKET



# USAHA PROPERTY (4)

## FACILITY :

1. Theme Park;
  2. Golf Course;
  3. Sporting Complex;
  4. Water Park;
  5. Public Park;
  6. Eco Tourism Park;
  7. Agro Tourism Park;
  8. Hospital.
- 



# RESORT



# THEME PARK



# USAHA PROPERTY (5)

## FACILITY :

8. Airport;

9. Harbour;

10. Marina;

11. Warehouse;

12. Security System;

13. Parking System;

14. Terminal;

15. Railway Station.

# MARINA HARBOUR




# AIRPORT



# USAHA PROPERTY (6)

## UTILITY :

1. Water Supply;
  2. Gas Supply;
  3. Pengelolaan Sampah;
  4. Railway Train;
  5. Toll Road.
- 

# WATER SUPPLY



# RAILWAY TRAIN





# **MANAJEMEN PROPERTY**

**Pada dasarnya adalah melakukan pengelolaan atas Property yang dibangun diatas sebidang tanah tersebut.**



# TUGAS MANAJEMEN PROPERTY (1)

## 1. Pengelolaan :

Sampah;

Kebersihan;


Pertamanan;

Parkir;

Keamanan.

# TUGAS MANAJEMEN PROPERTY (2)

## 2. Perawatan Rutin :


- Perawatan Gedung dan Perlengkapannya;
  - Perawatan Taman, Saluran, dan Kebersihan.
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# TUGAS MANAJEMEN PROPERTY(3)

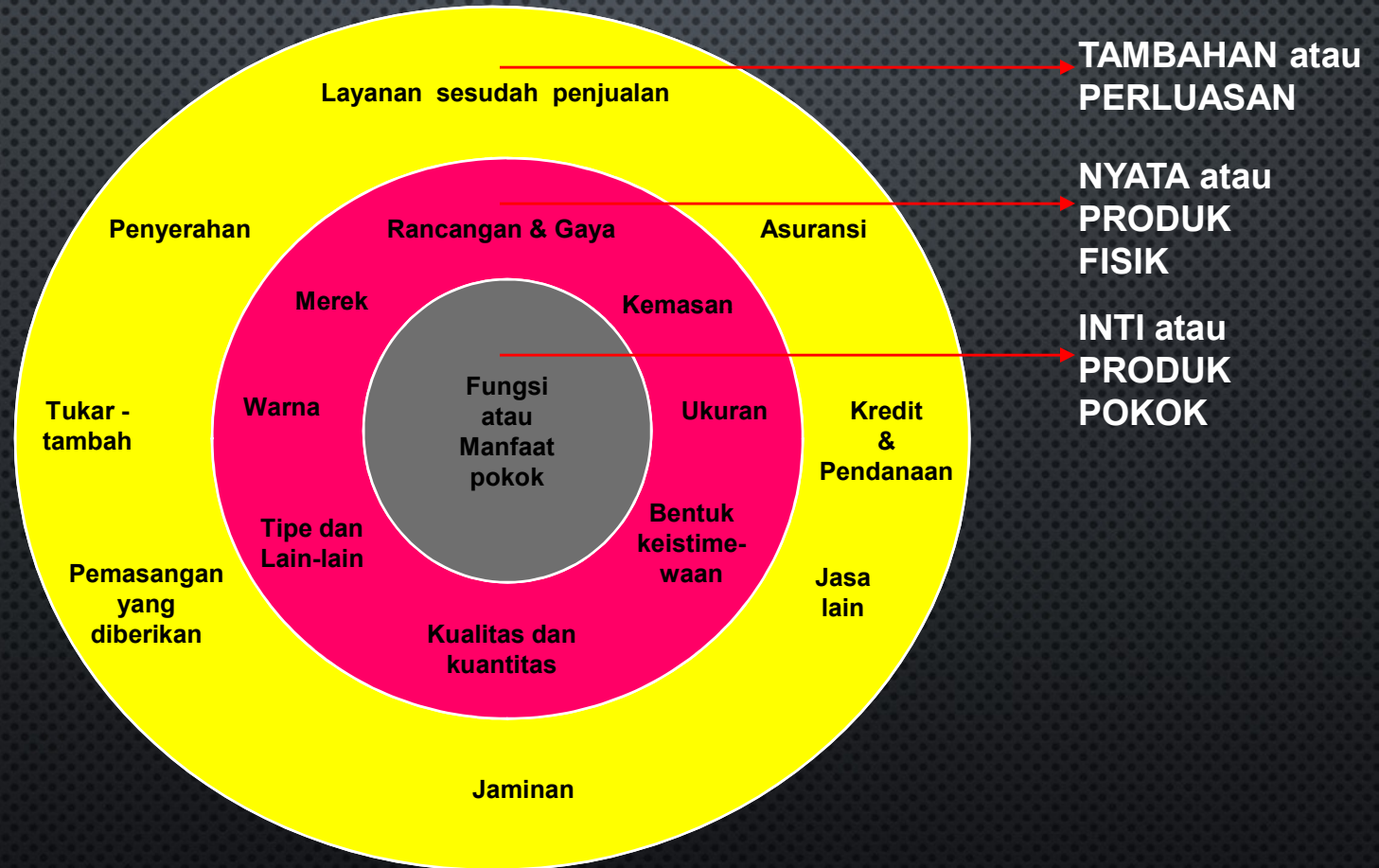
## 3. Penggantian :

- Penerangan;
- Saluran Air Bersih dan Air Kotor;
- Electronics and Electric.

# BAURAN PEMASARAN PRODUK PROPERTY


1. Power;
  2. Public Relation;
  3. People;
  4. Proccess;
  5. Physical Evidence;
  6. Feed Back;
  7. Data Gathering.
- 

# THREE LEVEL OF THE PRODUCT




# KOMPONEN UTAMA PEMASARAN

## **Siklus Dalam :**

- ❑ Customer;
  - ❑ Company;
  - ❑ Competitor;
  - ❑ Change.
- 

# KOMPONEN UTAMA PEMASARAN

## Siklus Tengah :

- **Strategi** (Segmentasi, Taktik, Positioning)
  - **Taktik** (Differentiation, Marketing Mix, Selling)
  - **Nilai** (Brand, Service, Proses)
- 



# KOMPONEN UTAMA PEMASARAN

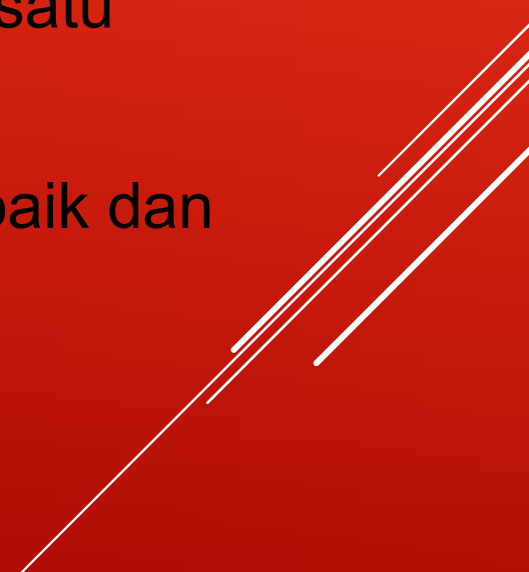
## **Siklus Luar :**

- What
- Why
- How


Untuk melaksanakan program-program pemasaran yang tepat, dan efektif.

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# SERVICE MARKETING ABAD 21

- ▶ Teknologi tinggi akan mengambil peranan penting
  - ▶ Lembaga Jasa Virtual akan terjadi
  - ▶ Kebutuhan akan jasa tidak banyak berubah
  - ▶ Konsumen tidak bisa membedakan produk satu dengan yang lainnya
  - ▶ Konsumen akan menjadi penyedia jasa terbaik dan terlengkap
- 

# SERVICE MARKETING ABAD 21


- ▶ Konsumen akan lebih mudah berpindah ke lembaga penyedia jasa yang lain;
  - ▶ Cara pembelian akan berubah sesuai dengan banyaknya sistem distribusi informasi;
  - ▶ Model Pemasaran Jasa akan berbeda;
  - ▶ Sumber Daya Manusia yang dibutuhkan akan sangat berbeda.
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# TANTANGAN SERVICE MARKETING ABAD 21


- ▶ Peran **Sumber Daya Manusia** akan menjadi sangat dominan
  - ▶ Peran **Proses** akan menjadi sangat penting
  - ▶ Peran **Manajemen Kualitas** menjadi suatu prasyarat mutlak.
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# RANGKUMAN SERVICE MARKETING ABAD 21

Siap menghadapi perubahan :

- ▶ **Kultur**
  - ▶ Cara Kerja, Birokrasi , Hirarki.
  - ▶ Tingkat Layanan yang “Excellent”
  - ▶ **Teknologi**
- 

# REKOMENDASI UNTUK MENGHADAPI ABAD 21

- ▶ Mempunyai **Visi**, dan berani “**Action**”
  - ▶ Membuat Rencana Kerja yang Matang, adanya Sistem dan Prosedur yang jelas untuk setiap bagian;
  - ▶ Membuat Deskripsi Pekerjaan yang jelas untuk setiap karyawan beserta tanggung jawabnya “**Cross Functional**”.
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# Marketing War Strategy

By Pass Attack



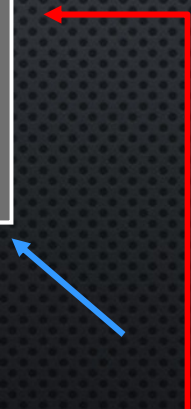
Flanking Attack



Guerilla Attack




Frontal Attack



Encirclement Attack



# INVOLVEMENT OF PRODUCT LEADERSHIP

- ▶ *Not only lips service , but committed to quality*
  - ▶ *Set quality improvement goals*
  - ▶ *Flat organization, less bureaucratic*
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# QUALITY IS

*The business of Centering the corporation's effort around customer needs, so that customer bond to the company, continuing to buy at a profit to the company, in mutually satisfying long term **value exchange***



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