

**MARKETING STRATEGY OF PUREBREED DOG (*Canis familiaris*) THROUGH
PRODUCT CRITERIA AND MARKET SEGMENTATION
IN SURABAYA**

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ABSTRACT

The study of product criteria and market segmentation as marketing strategies of purebreed dog is a recent issue not yet fully understood by dog breeder. The researcher used a observation survey design to carry out the marketing strategy. A questionnaire was used to collect data from 30 dog breeder in Surabaya using purposing sampling method. The data has been tested validity and reliability. Product criteria and market segmentation are based on the highest percentage data value. The marketing strategy of dog breeds in Surabaya is determined based on product criteria and market segmentation. The strategy is concentrated marketing strategy. The first is selling dogs that have stamboom only, no need to sell dogs that do not have *stamboom* . The second is selling fully vaccinated and scheduled dog breeds, no need to sell unvaccinated dogs. The third is selling dog breeds with a minimum age of 2 months in small breeds and 3 months in large breeds. Next step is selling dog breeds with improved quality and health status. The next strategy is selling the dogs out of Java (areas where there are no branches of PERKIN) directly to the adopter without going through a broker. Selecting a target market is the next strategy. Selling small breeds to women with a beloved purpose and large breeds to men with the aim of being prepared for guards. The last strategy is selling small breeds of standard quality at a price of IDR. 2,500,000 to IDR. 5.000.000 and large breed (import and champion quality) with price more than IDR. 10,000,000.

Key words : dogs, marketing strategies, product criteria, market segmentation