APPLICATION OF FUZZY GAME THEORY IN MARKETING STRATEGY
(Case Study: “Sariayu” Powder Cosmetic Product in ITS Surabaya)

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Abstract
The increasing competition in the cosmetics industry, companies must find ways to implement the optimal marketing strategy. Therefore aim in this research have a marketing strategy based on attributes point consumers. The case study is taken the Sariayu powder product in Sepuluh Nopember Institute Of Technology, Surabaya, and the competitors are faced Mustika Ratu, Pond’s and Marcks’. Fuzzy used to do the consumers who are subjective, and to define marketing strategies based on attributes that consumers use point Game Theory. Based on the data obtained with the fuzzy are gotten secure for skin attribute, the materials uterus and the price as point that consumers attribute. Based on the result of game analysis, secure for skin strategy is the optimal strategy for Sariayu. Similarly, the competitors Mustika Ratu, Pond’s and Marcks’ also use the strategy to secure for skin. According all of the game are won by Marcks’ so Sariayu need to increase secure for skin attributes and other attributes.

Key Word : Fuzzy, Game Theory, Marketing Strategy.