

## ***ABSTRACT***

The growth of smartphones is indeed remarkable in the world, including in Indonesia. Since it was first introduced in Indonesia BlackBerry highly exploded from 2008 until 2012, but by the end of 2012 until 2014 BlackBerry experienced a significant decline from the 46% market share declined only 3% only in the Indonesian market. BlackBerry product life cycle product experience (product life cycle) as can be seen increases and decreases gradually BlackBerry products. This is consistent with the theory Kotler (2009: 405) stated on each stage of the product life cycle requires different marketing strategies.

This research uses descriptive method and data collection techniques in this study is based on knowledge of the BlackBerry, journals, websites, and so on. This study aimed to compare the BlackBerry marketing mix strategy is based on the product life cycle (product life cycle) that includes product, price, place, promotion from 2008 to 2014.

Based on the results of research and analysis that has been done, at this stage of introduction of BlackBerry is already doing strategy is quite right, except in products that are supposed BlackBerry sets a uniform price due to the uniformity of the price on each provider customers will not be too particular in terms of price in order to try BlackBerry products. As well as on the stage of Growth, Maturity BlackBerry has been quite right to run its strategy. But on BlackBerry Decline stage should be quite a lot to improve its strategy in terms of products, channels of distribution, Advertising and Promotion

***Keywords: product life cycle, marketing mix, product, price, promotion, place and loyalty***