

ABSTRACTION

The phenomena of movies which develop so fast and unpredictable, has made people aware that movies are progressive culture phenomena. Movies will always be alive as long as there are spaces to appreciate them. Cinema is one of those spaces. Cinema, since it was built for the first time, is always become a market culture which gives spaces for every people to create culture dialogues, contemplation, or just looking for entertainment. Cinema has become the most vital media to give breath for the movie industries.

With the increases amount of domestic and foreign movies produced and offered to people, cinemas have to implement good pricing strategy to create a big market share to increase company revenues.

PT Multiplex Media, which is the owner of Multiplex Grande Cinema in Jakarta, is included one of the new companies which develop their business in cinema industry. Nowadays, when movies industry is growing and needs for entertainment are increasing, thing should be done by PT Multiplex Media is determining how is the appropriate pricing strategy like to make company exists among the competitors in the industry.

The ticket price decision is determined from many factors like cost, the customer's desire to pay the ticket, prices offered by competitors, and existing prices offered by the company. The first in determining basic prices is by calculating the amount of total operating expenses and investment expenses to turn the movie in the cinema, then those amount is divided by the amount of target customers. The basic prices could be determined as the bottom limit of pricing.

While the customer's desire to pay could be used as the upper limit of ticket prices which will be implemented. The customer's desire to pay could be determined from the questionnaire which answered by the customer who watch movies in MPX Grande. Differences between the maximum and minimum prices create the price's range. Then the range is narrowed by other factors like competitor's prices, and the existing prices.

According to the result of basic price calculation, customer's desire to pay, the existing prices and competitor's price, the prices which should be implemented by MPX Grande are Rp. 35.000.- for MPX Gold Weekday, Rp. 50.000.- for MPX Gold Weekend, and Rp. 75.000.- for MPX Diamond.

Profit Margins obtained from the new ticket prices are Rp. 4.797.-, for MPX Gold weekday, Rp. 3.534.- for MPX Gold weekend, and Rp. 12.271.- for MPX Diamond. Profits obtained in one year period from ticket selling is Rp 430.794.000,-. By the the details are as follows, Rp 129.519.000,- for MPX Gold Weekday, Rp 190.836.000,- for MPX Gold weekend, and Rp 110.439.000,-. for MPX Diamond.

Keywords : ticket, price, MPX Gold, MPX Diamond