

IMPLEMENTATION OF MARKETING MIX STRATEGY IN INCREASING REVENUE OF SEHATEA

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ABSTRACT

The focus of this research is consumers Sehatea, Jl.Gatot Subroto, Rimba Sekampung Village, Bengkalis. The type of data in this study used the qualitative data. The data collection technique used is Interview, document. This type of research is descriptive research is data collected in the form of words, sentences or pictures. In this research, the 4P marketing mix is used, namely product, price, place, promotion. In terms of product innovation, Sehatea also produces derivative products from drinks which produce mocktail syrup drinks with various flavors. Sehatea made changes to product sales prices in order to compete. in promoting Sehatea using offline and online communication, offline communication by mouth to mouth and online promotion using various social media. After implementing the marketing mix, there was an increase in income from product sales.

Key Words: Marketing 4P, Increase Revenue.