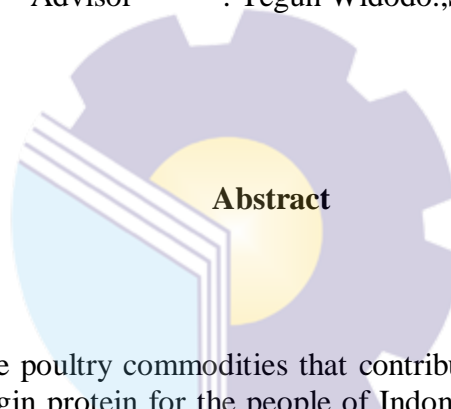


# **IMPLEMENTATION OF MARKETNG MIX STRATEGY AS AN EFFORT TO INCREASE SALES VOLUME AT THE BROILER CHICKEN BUSINESS IN BENGKALIS ISLAND (CASE STUDY FROM THE BROILER CHICKEN SELLER AGENT POINT OF VIEW AT BENGKALIS ISLAND)**

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Broiler is one of the poultry commodities that contributes greatly in meeting the needs of animal origin protein for the people of Indonesia. The need for broilers every year has increased, because the price is affordable. The broiler business is in great demand by the public and is increasingly shifting large ruminants, especially beef cattle, in meeting national meat needs. To control market share, companies need to carry out a series of policies in marketing such as the marketing mix as a strategy to interfere with marketing activities, so that the maximum combination is sought so as to bring satisfactory results. This study aims to find out and analyze the implementation of broiler business marketing mix strategy in Bengkalis Regency, Riau Province. The research method used is a qualitative descriptive approach using data collection method through interviews and documentation of research objects, the data analysisi used is descriptive analysis. The results of this study indicate that the strategy implemented by broiler business in Bengkalis Regency has implemented a 4p marketing mix strategy Product (Product Variety, Quality, Brand Name, Service, Packaging and size), Price (List Price, Discount and Payment Period), Place (Distribution Channel, Coverage, Assortment, Location, Inventory and Transport), and Promotion (Direct Marketing) so that this strategy is expected to increase growth and achieve maximum business progress.

**Keywords:** Implementation, Marketing Mix Strategy, Broiler Chicken Business.