

## **ABSTRACT**

### **PLANNING AND PRODUCTION OF MUFFINKU (MARKETING ASPECT)**

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#### **Abstract**

This final project is entitled Marketing Aspects of my Muffin product. This final project aims to find out the marketing aspects of the planning and production of Muffinku project, which in the process include STP marketing (Segmenting, targeting and positioning), 4P marketing mix, digital marketing and also knowing the constraints and solutions. In its implementation, this final project uses 3 methods which consist of a project preparation plan, project implementation plan and project implementation plan. The result of the implementation of this final project is that the segmentation specified is all ages and genders. the target market for this project is the Bengkalis community, the placement of this product is a market provided by market partners. in the marketing mix method 7p: the product produced is Mufinku or steamed muffins which are sold at Rp. 1,500 - Rp. 11,000. the place for marketing this product is online media and stalls from marketing partners, promotions are carried out by utilizing digital marketing using two WhatsApp and Instagram media.

Keyword: Marketing, Marketing STP, Marketing Mix 4P, Digital Marketing.