

MARKETING MIX OF JAMU KUNYIT ASAM MBATUR

ABSTRACT

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This final project is entitled marketing mix of Jamu Kunyit Asam Mbatu. The purpose of this final project is to determine the marketing strategy, marketing mix, constraints and solutions faced during the implementation of this final project. This final project used three methods consisting of a project preparation plan, project implementation plan, and a project completion plan. The results of the implementation of this final project, marketing strategy with the method of Segmenting, Targeting, and Positioning. Meanwhile the marketing mix uses the 7P method: products in the forms of Jamu Kunyit Asam Mbatu, prices uses is cost plus pricing method, social media promotion (WhatsApp, Facebook and Instagram). Product distributions through intermediaries and direct sales. People refer to the author as operators that operate this project. Meanwhile for the process is refer to the production process that carried out twice a week to ensure the authentically and freshness. Hence, the physical evidence is by Jamu kunyit Asam Mbatu product offered to the customer. The obstacles faced is the difficulty of finding a shop to sell Jamu Kunyit Asam Mbatu. The solution is implemented the marketing and promotion strategy to sell product optimally. The completion of Jamu Asam Kunyit Mbatu project is sold at IDR 10,000/bottle with the profit of IDR 1,215,500.

Keywords: Business Plan, Marketing Strategy, Marketing Mix, Jamu Kunyit Asam Mbatu.