

**ABSTRACT**

**MARKETING MIX STRATEGY OF TANDAMATA GOLD SAVINGS AT  
PT BANK DEVELOPMENT OF WEST JAVA AND BANTEN TBK CIAMIS  
BRANCH OFFICE**

*By:*

**Zulfi Ridatillah Sukarsa**  
NPM. 203404062

*Guidance :*

*Guidance I* : Mira Rahmawati, SP., M.M.  
*Guidance II* : Hj. Noneng Masitoh, Ir., M.M.

*The purpose of this research was to find out the marketing mix strategy of Tandamata Gold, the obstacles to the Tandamata Gold marketing mix, and the solutions to the obstacles in the Tandamata Gold marketing mix at PT. Bank BJB Ciamis Branch Office. The research used uses qualitative research supported by primary and secondary data sources. The data collection technique used was in-depth interviews to obtain information about the marketing mix strategy for the Tandamata Gold Savings at PT. Bank BJB KC Ciamis, then uses library research, namely obtaining information from scientific book sources or other sources related to the object of research. The results of this study explain how PT. Bank BJB KC Ciamis carries out the role of a marketing mix strategy with various obstacles accompanied by solutions in the marketing mix strategy of Tandamata Gold Savings. The main focus of this research is how PT. Bank BJB KC Ciamis markets the Tandamata Gold savings product which is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities to be carried out to achieve the marketing objectives of a company.*

*Keywords: Strategy, Marketing Mix, Savings, Bank*