

ABSTRACT

MAURA FLAGELIA PUTRI 2021, 161002026. Analysis of the Marketing Mix Strategy of the Havana Frozen Food Store Tasikmalaya City. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.

Economic development in the City of Tasikmalaya has begun to develop, this happens because there are many entrepreneurs who manage new businesses, one of which is in marketing frozen food products, commonly called frozen food. The problems that occur among the 4P of the marketing mix are (Product, Price, Place, Promotion). The dominant problem that arises is Promotion because the promotional strategy implemented by Havana Frozen is still lacking.

Therefore Havana frozen requires a marketing mix strategy that can develop promotional strategies in order to increase sales of frozen Havana products. The formulation of the problem in this study 1) how is the marketing mix strategy at the Havana frozen food store in the city of Tasikmalaya.

This research was conducted at the Havana frozen store with the aim of knowing the marketing mix strategy in the form of the marketing mix (4P) in Havana frozen. Data collection techniques by means of observation, interviews, or interviews, and documentation. The research method used is a qualitative method.

The results of the research from Havana frozen show that Havana frozen has used the core marketing strategy and also the marketing mix strategy. However, Havana frozen is still not optimal, because frozen Havana is still not able to maximize the promotion strategy properly and correctly.

Keywords: Marketing Mix Strategy, Promotion, Frozen Food