

ABSTRACT

Marketing is an important activities by the company to meet what consumers needs. The competition is not an obstacle when the companies know what the demand of the consumer. The global market nowadays, forced the company to keep make a changes to satisfy the consumer. Marketing mix must be met by the company to face the global development. Against the world market currently, the company must recognize a marketing strategy that has an important function to use, namely is marketing mix, or better known as the 4Ps. Product, Price, Place, Promotion are four variables that have a major role for the company as a basic strategy to satisfy the fluctuations market. That applies to a fast food restaurant in Indonesia, KFC. As a global brand, KFC has done to adjust marketing strategy in Indonesian culture with various menus and promotions issued. In the process of cultural, KFC does not just apply to the food and beverage products, but also in terms of promotion relating to the marketing mix, which can be the marketing strategy (4P) conducted by KFC, such as from the product, KFC adopts the local menu, multiply promotion, cuts the price, reward, and adjusts place in stores. This research uses descriptive qualitative method. This study found that there is a cultural process KFC in Indonesia in each element of the marketing mix. In a product, KFC conduct the research and surveys to determine which products will be marketed. In a price, KFC sets its price is relatively inexpensive in order to adjust its segmentation as an all-brand segment. Placement of outlets is also one that is considered by KFC because at this time a booth should be a comfortable place for visitors and adapted to the habits of the people of Indonesia. Then in terms of promotion, KFC adapts to target consumers where and appropriate media to reach a wide range of ages and social circles.

Keywords: Marketing Mix, Cultural, and KFC