

### **ABSTRACT**

*Competition in world trade for this time is tighter than before. Need a good and suitable strategy to win that competition. That strategy is better if it is got from an expert who has best knowledge and view of the market. But, we must spend so many time, energy and money to meet an expert. This ineffective has solved by build an expert system. Expert system is a package of decision maker software or problem solver that stored in a computer that can reach the same level of perform – or even more – by human experts in some specific area. To build an Expert system about 7P marketing mix is important, because this becomes a foundation to use another strategy. Therefore this expert system offers various crucial solutions and suggestions about 7P marketing mix problem.*

*Designing this expert system is a developed system from previous researcher's expert system of 4P marketing mix. To design this expert system, must through 5 big stages that are preface, preliminary study, designing system, developing system and analyze the result, and conclusion and suggestion. Because this system is a developed system from previous system, so this system will use foundation from expert system of 4P marketing mix as a way to get a decision until how to solve the problem.*

*This research can design the expert system based from previous research of expert system, Siti Mardhiya(2009) which have designed that system with 3 important point that have decided that are expert system base on web, can use by 2 person, which is admin and member, and then the expert system is dynamic, so it can be modified when content of that system is cannot in use anymore or because of modernization. Therefore, designing expert system of 7P marketing mix can give many kind of strategy about 7P marketing mix nowadays.*

**Key words:** *Expert system, marketing mix, marketing management.*