

ABSTRACT

In Indonesia there are two types of markets to meet basic needs, namely traditional markets and modern markets. Along with the development of the modern market, the location of the outlets is adjacent to traditional markets. So that this creates competition with fellow markets. This, making products, place, price, promotion, people, physical evidence and process are important factors to attract consumers. To attract consumers, an effective marketing mix strategy is needed. However, to determine the marketing mix strategy that has been effective, it can only be assessed by consumers. Palasari Market and Griya Buah Batu are examples of traditional markets and modern markets that compete to get consumers. The purpose of this study is to determine the competitive potential of traditional markets with modern markets with marketing mix strategies as parameters.

This research is included in a descriptive study involving each of the 100 users or those who have shopped at Palasari Market and Griya Buah Batu as respondents, with sampling using incidental sampling techniques.

The results of the study state that the marketing mix strategy of Palasari Market is in a fairly good category. Of the seven dimensions studied, it is stated that the price dimension has the highest score. While the dimensions with the lowest score are promotion dimensions. The marketing mix strategy in the Griya Buah Batu modern market is in the good category. Of the seven dimensions studied, it is stated that the dimensions of the place have the highest score. While the dimensions with the lowest score are price dimensions.

Keywords: Marketing Mix Strategy, Traditional Markets, Modern Markets.