

ABSTRAK

KPRI Bina Karya supermarket is one of the supermarkets owned by civil servant cooperatives in Banyuwangi Regency which is still actively operating. Over the past three years, KPRI Bina Karya's self-service income has decreased. This is due to the lack of optimal implementation of the marketing mix, because it is very important for companies to use the marketing mix to integrate marketing activities at one time to increase sales volume.

The purpose of this study was to find out how the implementation of the marketing mix was carried out by the KPRI Bina Karya supermarket. This research is qualitative, the data collection method is carried out by means of observation, interviews and documentation at the KPRI Bina Karya supermarket. Then perform data analysis, collect data and then draw conclusions.

The results showed that the KPRI Bina Karya supermarket implemented a good marketing mix, but there were some shortcomings such as product diversity, discounting or discounting, individual sales promotion activities.

Keywords: Marketing Mix, Marketing, KPRI Bina Karya Supermarket