

ABSTRACT

Marketing mix is a tool used by a company or company that is a combination of several marketing tools. Indicators or components of the marketing mix are product, price, place, promotion, physical evidence, people, and process. From the description above, the author conducted research on Kalih Coffee Tea and Spaces located on Jl. Pungkuran No.4, RT.003 / RW.004, Kel. Sokanegara, Kec. Purwokerto Timur, Banyumas Regency. The purpose of this study is to find out the application of a marketing mix consisting of 7 P's, namely products (products), prices (prices), places (places), promotions (promotions), physical evidence (physical evidence), people (people), and processes (processes). at Kalih Coffe Tea and Spaces.

The study used descriptive analysis and data collection techniques by means of interviews, observations and documentation. The company implements a marketing strategy using marketing mix, to achieve the company's goals which include where the seven indicators can affect the success of the coffee shop in achieving targeted profits or turnover and being able to compete with other coffee shops, especially in the East Purwokerto Area.

Based on the results of the marketing mix analysis applied by Kalih Coffee Tea and Spaces based on the results of interviews and observations, the influential aspects of the marketing mix are in the product aspect. The products available at Kalih Coffee Tea and Spaces consist of heavy food, snacks and various drinks. At certain times Kalih Coffee Tea and Spaces issued a special product menu called the LTO (limited time order) of menu. Products that are in great demand by consumers at Kalih Coffee Tea and Spaces are palm sugar milk coffee, mocktail, and fried rice. In product development, Kalih Coffee Tea and Spaces targets to always add a new menu every month.

Keywords: Marketing Mix; Coffee Shop; Marketing