

ABSTRACT

This research was conducted based on conditions related to the education sector, marketing, and advances in digital technology, where marketing, especially in Indonesian Orphanages, takes advantage of technological advances in the digital era which is expected to increase donors from the community. The first educational environment that every human being gets is in the family environment (informal education), the school environment (formal education), and the environment (non-formal education). Not only formal education in schools, informal education in the home environment is also required to develop knowledge. One of the activities to develop knowledge is to teach the use of electronic devices for learning.

In order to achieve broad knowledge and skills of foster children, this results in institution owners having to have a marketing mix strategy and be able to implement it properly. The marketing mix strategy is used to increase the number of collectors and add donors, because the marketing mix is the spearhead of the business. The marketing strategy must also follow the development of technology, information and development in its time. This is unique in examining how the marketing mix strategy is. There are several things that are the focus of this research, namely: 1) STP (Segmenting, Targeting, Positioning), 2) Implementation of the Marketing Mix Strategy.

This study uses qualitative research methods using qualitative descriptive. Data collection techniques using interviews, participant observation, and documentation. In data validity techniques, researchers used data triangulation techniques and observation persistence. In data analysis techniques, researchers used data transcripts, coding, categorization, analysis and drawing conclusions. There are 7 resource persons, namely: 4 internal sources and 3 external sources..

The results of this study indicate that using the STP marketing strategy (segmentation, targeting, and positioning) and the application of the 4P marketing mix (product, price, promotion, place) were carried out by the Indonesian Orphanage. In implementing the marketing strategy, staff are expected to be able to manage and empower people well. In addition, employees must also be loyal to the institution to maintain friendly relations with donors.

Keywords: *Action Plan, Digital Marketing, Marketing, SDG, STP Model.*