

ABSTRACT

There are so many strategies used by companies to increase their sales and attract consumers to buy a product offered by producers, various strategies are carried out by companies in order to survive in the midst of sharp competition. One of them is the marketing mix strategy. Astiga Leather is one of the companies that uses the 4P marketing mix strategy to support the increase in sales of products purchased by consumers. The purpose of this study is to determine the application of the 4P marketing mix (Product, Price, Place/Distribution Channels, Promotion) at Astiga Leather and to determine the results of evaluating the application of Astiga Leather's 4P marketing mix. This research uses descriptive-qualitative methods supported by data in the form of observation results and interviews with relevant sources. The number of sources consists of 2 people, namely the business owner/chief executive officer (CEO) and chief operating officer (COO) of Astiga Leather. The results showed that in general Astiga Leather has implemented the 4P marketing mix strategy (Product, Price, Place/Distribution Channels, Promotion) properly.

Keywords: *marketing mix, place, price, product, promotion*