

ABSTRAK

ANALISIS BAURAN PEMASARAN (*Marketing Mix*) DAN STRATEGI PENGEMBANGAN PRODUK TEH PADA PTPN I REGIONAL 7

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Penelitian ini bertujuan menganalisis bauran pemasaran dan merumuskan strategi pengembangan produk teh pada PTPN I Regional 7. Data penelitian diperoleh melalui teknik observasi lapangan, wawancara mendalam, kuesioner, dan studi dokumentasi terhadap 44 responden, yang terdiri dari: 1 pimpinan perusahaan, 22 pegawai Kebun Pagar Alam, 8 pegawai kantor regional, 3 pegawai gudang, 2 mitra koperasi, 1 aparat pemerintah, 1 tokoh masyarakat, 1 akademisi, serta 5 konsumen. Metode analisis yang digunakan adalah bauran pemasaran 7P, matriks IFE, matriks EFE, analisis SWOT, dan matriks QSPM. Hasil penelitian ini menunjukkan bahwa: (1) Penerapan bauran pemasaran PTPN I Regional 7 paling optimal pada bauran produk, proses, dan tampilan fisik. Produk unggul dengan aroma khas Gunung Dempo yang kompetitif. Proses berjalan sistematis sesuai standar operasional perusahaan. Tampilan fisik didukung fasilitas pabrik dan pengarsipan sampel yang memadai. Bauran harga, tempat, dan orang berfungsi stabil dalam operasional rutin. Promosi merupakan bauran yang perlu diperbaiki, karena masih bersifat konvensional. (2) Strategi pengembangan prioritas adalah ekspansi *digital marketing* melalui penciptaan produk retail secara agresif. Fokus utama beralih pada penguatan *digital marketing*, guna mendominasi pasar retail modern dan meningkatkan keuntungan secara langsung.

Kata Kunci: Bauran Pemasaran, QSPM, Strategi Pengembangan, SWOT, Teh.

ABSTRACT

MARKETING MIX ANALYSIS AND TEA PRODUCT DEVELOPMENT STRATEGY AT PTPN I REGIONAL 7

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This research aims to analyze the marketing mix and formulate a development strategy for tea products at PTPN I Regional 7. Research data were obtained through field observation techniques, in-depth interviews, questionnaires, and documentation studies involving 44 respondents, consisting of: 1 company executive, 22 employees of Pagar Alam Estate, 8 regional office employees, 3 warehouse employees, 2 cooperative partners, 1 government official, 1 community leader, 1 academic, and 5 consumers. The analysis methods used are the 7P marketing mix, IFE matrix, EFE matrix, SWOT analysis, and QSPM matrix. The results of this study indicate that: (1) The application of the marketing mix at PTPN I Regional 7 is most optimal in the product, process, and physical evidence mix. The products are superior with a competitive, distinctive Gunung Dempo aroma. Processes run systematically in accordance with corporate operating standards. Physical evidence is supported by adequate factory facilities and sample archiving. The price, place, and people mix function stably in routine operations. Promotion is an aspect that needs improvement as it remains conventional. (2) The priority development strategy is *digital marketing* through aggressive retail product creation. The primary focus is shifting toward strengthening digital marketing to dominate the modern retail market and directly increase profits.

Keywords: Development Strategy, Marketing Mix, QSPM, SWOT, Tea.