

ABSTRAK

Maliki Putri, NPM : 202315, Judul "**ANALISIS STRATEGI BAURAN PEMASARAN (*MARKETING MIX 4P*) DALAM MENINGKATKAN DAYA SAING USAHA: STUDI PADA RUMAH MAKAN SATE RUMBIA DI TAKULAT KABUPATEN TABALONG**", di bawah bimbingan Ibu Jumai Latte, S.AB., M.AB., CIQnR selaku Pembimbing I dan Ibu Nor Ainah, S.Sos., M.E. selaku Pembimbing II.

Persaingan usaha kuliner yang semakin ketat menuntut pelaku usaha untuk menerapkan strategi pemasaran yang tepat agar mampu mempertahankan dan meningkatkan daya saing usaha. Rumah Makan Sate Rumbia di Desa Takulat Kabupaten Tabalong merupakan salah satu usaha kuliner yang telah beroperasi selama kurang lebih 15 tahun dan tetap mampu bertahan di tengah persaingan dengan usaha sejenis.

Penelitian ini bertujuan untuk menganalisis penerapan strategi bauran pemasaran (*marketing mix 4P*) yang meliputi *product*, *price*, *place*, dan *promotion* dalam meningkatkan daya saing usaha pada Rumah Makan Sate Rumbia. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap informan yang dipilih menggunakan teknik *purposive sampling*, kemudian dianalisis dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi bauran pemasaran telah diterapkan dengan baik pada setiap unsur. Pada aspek produk, rumah makan mempertahankan kualitas bahan baku, cita rasa khas, dan menyediakan variasi menu. Pada aspek harga, harga ditetapkan sesuai kualitas produk serta mampu bersaing dengan usaha sejenis.

Pada aspek tempat, lokasi usaha mudah dijangkau dan didukung fasilitas yang memadai sehingga memberikan kenyamanan bagi pelanggan. Pada aspek promosi, promosi dilakukan melalui media sosial dan promosi dari mulut ke mulut (*word of mouth*). Penerapan strategi tersebut mampu meningkatkan kepuasan pelanggan, menarik konsumen baru, mempertahankan pelanggan lama, serta memperkuat daya saing usaha. Disarankan agar owner Rumah Makan Sate Rumbia terus meningkatkan promosi digital, melakukan inovasi produk sesuai kebutuhan konsumen, serta mempertahankan kualitas produk dan pelayanan agar mampu meningkatkan daya saing usaha secara berkelanjutan.

Kata Kunci: bauran pemasaran, *marketing mix 4P*, daya saing usaha, rumah makan, strategi pemasaran.

ABSTRACT

Maliki Putri, NPM : 202325, entitled “***ANALYSIS OF THE MARKETING MIX (4PS) STRATEGY IN IMPROVING BUSINESS COMPETITIVENESS: A STUDY AT SATE RUMBIA RESTAURANT IN TAKULAT, TABALONG REGENCY***” under the supervision of Jumai Latte, S.AB., M.AB., CIQnR as the First Supervisor and Nor Ainah, S.Sos., M.E. as the Second Supervisor.

The increasingly competitive culinary business requires business owners to implement appropriate marketing strategies to maintain and improve their competitiveness. Sate Rumbia Restaurant in Takulat Village, Tabalong Regency, is one of the culinary businesses that has been operating for approximately 15 years and has successfully maintained its existence amid competition from similar businesses.

This study aimed to analyze the implementation of the Marketing Mix (4Ps) strategy, consisting of product, price, place, and promotion, in improving the business competitiveness of Sate Rumbia Restaurant. This study employed a qualitative approach with a descriptive research design. Data were collected through observations, interviews, and documentation involving informants selected using a purposive sampling technique. The data were analyzed through the processes of data reduction, data display, and conclusion drawing. The findings revealed that the marketing mix strategy had been implemented effectively in all four aspects. In terms of product, the restaurant maintained the quality of its raw materials, preserved its distinctive taste, and provided a variety of menu options. Regarding price, the prices were competitive and appropriate to the quality of the products offered.

In terms of place, the business location was easily accessible and supported by adequate facilities, providing convenience and comfort for customers. Regarding promotion, promotional activities were carried out through social media and word-of-mouth marketing. The implementation of these strategies contributed to increasing customer satisfaction, attracting new customers, retaining existing customers, and strengthening the business competitiveness of the restaurant. It is recommended that Sate Rumbia Restaurant continue to enhance its digital marketing activities, develop product innovations based on customer needs, and maintain product quality and service excellence to achieve sustainable business competitiveness.

Keywords: *marketing mix, 4Ps, business competitiveness, restaurant, marketing strategy.*