

ABSTRACT

Every company has a goal of being able to survive, develop and be able to compete, this goal can be achieved through efforts to maintain and increase the company's profit level by maintaining and increasing its sales. LCK is a business that operates in the food sector, namely brittle. During its development, LCK experienced quite significant differences in sales of its products. This research aims to find out how the marketing mix strategy is implemented in the sale of brittle at the LCK Bangka Belitung souvenir shop. Researchers conducted research on marketing mix strategies which include 4 elements, namely: Product, Price, Promotion and Place or Distribution.

The research method used in this research is qualitative conducted in the field (field research). The data in this research was obtained through in-depth interviews with sources, namely the owner of the LCK souvenir shop, and 8 sources who are consumers at the LCK shop.

The results of this research show that the implementation of the mix strategy in the LCK souvenir shop has been maximized. Firstly, the product implementation has been carried out well. complete product attributes, good product quality, carrying out product development and providing good service. Secondly, the price implementation is good by offering competitive prices, different prices according to the weight of the brittle product and of course providing discounts to consumers. The three LCK promotional applications have implemented promotions in print media and also online stores. Fourth, distribution is implemented directly through strategic stores and indirectly through resellers and tourguides.

Keywords: Strategy, Sales, Marketing Mix