

Abstract

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Study Program: Entrepreneurship

Title : Analysis of The Implementation of Marketing Strategy on
AMDK Product of BUMDes Penadaran

The amount of competition in the bottled drinking water industry requires every company to reach its target market. In this case, marketing strategy is the main role in working on the market that the company is targeting, so this will have a positive impact on company profitability. This study aims to determine the marketing mix strategy and STP from BUMDes Penadaran. The type of research used is qualitative research with descriptive methods and case study approaches, using the 4P marketing mix strategy which includes product, price, place, and promotion and the STP strategy, namely Segmenting, Targeting, Positioning. Data collection was done by means of in-depth interviews and observation. the results of this study show information about the marketing strategy of BUMDes Penadaran marketing strategy which can later be used as consideration in developing and improving marketing strategies for BUMDes Penadaran bottled water product.

Keywords: Marketing, Business, BUMDes, AMDK, Case Study