

***Analysis Of The Marketing Mix In The
Face Of Bisnis Competition on “Anastasya” Turkis Kebabs In
The Sub-district Genteng, Banyuwangi***

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ABSTRACT

This research uses a descriptive qualitative approach. Sources of data obtained are primary and secondary data. Data collection techniques with observation, interviews and documentation. Data analysis techniques using data reduction, data exposure and drawing conclusions. The results of this study indicate that, 1) Anastasya Turkish Kebab marketing mix analysis through product competition by guaranteeing and maximizing product quality, brand and nutritional value. For good service. 2) Analysis of the marketing mix of Turkish Kebab "Anastasya" through price competition which is determined by considering the cost of raw materials, production costs and the income level of the tile sub-district community. 3) Analysis of the marketing mix of "Anastasia" Turkish Kebab through competition in the chosen place, namely the city center where it is easily recognized so that it has a positive impact on "Anastasya" Turkish Kebab in facing competition. 4) Anastasya Turkish Kebab marketing mix analysis through promotion using five promotional mixes, namely sales promotion, events and experiences, direct marketing, word of mouth marketing and interactive marketing via Instagram and the GrabFood and Gofood applications to make it easier for consumers to make modern transactions.

Keywords: *Marketing Mix Analysis, Business Competition*