

Manajemen Pemasaran Minuman Sari Buah Apel “Flamboyan” Produksi Pt. Batu Bhumi Suryatama, Kodya Batu (*Marketing Management Apple Juice “Flamboyan” Production Pt. Batu Bhumi Suryatama, Batu City*)

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ABSTRACT

This report aims to determine Marketing Management conducted by PT. Batu Bhumi Suryatama, analytical method used in this report is the use of marketing mix by 4p ie, product, price, promotion and place. 1) The products produced by PT. Batu Bhumi Suryatama in the form of apple juice that had the brand "flamboyan", 2) Prices set by PT. Batu Bhumi Suryatama of the product produced is for packaging contents 24 Rp. 17,500 per carton, while contents of Rp.22.500 32 per carton, 3) to distribution sites, there are some areas or territories that have channeled such, Jakarta, Pasuruan, Tulungagung, Pekalongan, Bandung, Mojokerto, Bekasi, Kediri, Sidoarjo, Tuban Pare, Sragen, Yogyakarta, Jember, etc., 4) Promotion conducted by PT. Batu Bhumi Suryatama ie, By using mouth to mouth, brochures, SMEs around, Bazaar, and local TV, social media, Field visits: Where a field trip is often used as the main tool to promote the apple juice.

Keywords: Marketing Management, PT. Batu Bhumi Suryatama.