



Marketing Mix Strategy Analysis Using 4p Concept (Price, Product, Place, Promotion) At Wery Bakery In Gunungsitoli

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ABSTRACT

This study aims to Analyze Marketing Mix Strategy Using the 4P Concept (Price, Product, Place, Promotion) at Wery Bakery in Gunungsitoli, and which Marketing Mix Strategy using the 4P concept is the advantage of Wery Bakery. The research method used is qualitative, with an in-depth approach to social and human phenomena. This study found that the Marketing mix strategy currently implemented is to have a variety of products and maximize promotions through social media, provide various prices and create consumer comfort in shopping at Wery Bakery and this has been running but is not optimal. The Marketing Mix Strategy using the 4P concept which is the advantage of Wery Bakery includes Product quality, as well as varying prices and being able to compete and exist in the midst of much competition, Wery Bakery is advised to always develop its marketing strategy again properly and maintain product quality, and conduct continuous evaluations to adjust the strategy with the feedback received. Implementation of the right marketing mix strategy can help Wery Bakery increase consumer loyalty and be able to maintain its competitiveness in the market.

INTRODUCTION

Business activities are one of the activities that require serious understanding, starting from planning what will be done then at the implementation stage and the monitoring or evaluation stage of the business being run. In running a business, an important task of marketers is to be able to provide what is needed by the community, both consumers and customers. In providing for the needs of the community, marketers can first conduct market research. So that the products created can be in demand and provide benefits or satisfaction to the community.

Products are the focal point of marketing activities because products are the result of a company that can be offered to the market for consumption. Products are also a tool for a company to achieve its company's goals. A product must have quality or advantages over other similar products. Both in terms of design, shape, quality, size, packaging, taste, and so on.

According to Kotler and Armstrong as reported in the book *Basic Concepts of Marketing Management* (2025) by Liharman Saragih and friends, the definition of a product is anything that can be offered to the market to get attention, be bought, used, or consumed that can formulate desires or needs.

Strategy in business is very necessary, starting from product or service pricing strategy, right product determination strategy, marketing strategy, and others. The main purpose of the strategy is to make the business run successfully so that it can better satisfy customers who have purchased the product. Of the many marketing strategies used in business, there are main strategic elements that must be used and are known as the 4P marketing strategy. Because, the four elements in the marketing strategy will determine the success of the marketing that will be carried out. Business actors will generally produce a product with various types. Business in the food sector is the business with the greatest opportunity, because almost every day humans need food. A company generally must have the requirements to be successful in achieving its goals. One way to run a business is to implement effective marketing, namely using the 4P Marketing Mix (Price, Product, Place, Promotion).

According to Kotler and Armstrong (2017:75), the marketing mix is a marketing method that is continuously used by companies to fulfill their missions in the target market. Then according to Buchari Alma (2017:205) the marketing mix is a plan that is combined with sales activities in such a way that ultimately requires a maximum combination to produce products that consumers expect to increase. Meanwhile, according to Fatmi Ritasari, (2018) the marketing mix is a marketing tool device used by companies to pursue their company's goals.

Marketing is one of the important aspects in business activities. Companies in running their businesses need to develop their marketing strategies, in order to be able to survive in diverse business competition, which has an impact on similar business competition. This is because all kinds of products are born from creative ideas. Thus, companies in running their businesses need to develop their marketing strategies, in order to be able to survive in diverse business competition (Putra, 2019).

Before determining what marketing strategy is right for a business, business people can start by developing products first to make them better. Then the second part, price, is the value that must be given by the buyer to have a product from a company, and this component affects product sales. Usually a customer will compare the product to competitors first and then they will use the price as a benchmark. In the third part, there is a place, one of the determining factors of the product, namely the place or location, business people can choose a strategic location. The strategic location in question is one that is crowded with people or usually the place is crowded with people. The goal is for potential customers to feel interested in visiting the business, plus the location is easy to find. Then the last promotion in promotional activities has two goals that can be achieved, first to increase brand awareness of the business and to inform people about the business. Second, to persuade customers to buy the products or services that will be offered. This 4p marketing strategy focuses on the right way to communicate with the target audience. To promote products, you can use social media such as Instagram, Facebook, and other applications. Or take advantage of business social media by providing informative, educational, and other content.

Based on the results of research conducted by researchers at Wery Bakery in Gunungsitoli, it shows that the implementation of the marketing mix strategy has not achieved maximum sales results. There are several problems in the store, namely in place, promotion, and price. This is because Wery Bakery in Gunungsitoli does not yet have a strategic sales location, especially inadequate parking. In addition, the price is relatively expensive when compared to

other businesses and the lack of promotion carried out by Wery Bakery in Gunungsitoli so that sales at the store have not increased. Then, seen from the types of products owned by Wery Bakery, which are still limited, we can compare this with the price of products that have not reached all levels of society. As a consideration in this study, several previous research results by several researchers will be included, including: Finda Anggitiyas, Pujaningrum, and Deni Ramdhani (2021). Analysis of Marketing Mix Strategy to Increase Sales Volume at Nissan Datsun Magelang Branch, This research is a qualitative research using interview data collection techniques, literature studies, direct observation and documentation at the Nissan Datsun dealer, Magelang branch. The results of the study indicate that the marketing strategy implemented by Nissan Datsun Magelang branch is a marketing mix strategy, namely Marketing Mix, which consists of (Product, Price, Places, Promotion). Based on the explanation above, the author is interested in conducting research related to what marketing mix strategy is right to increase sales, for that the author took the title "Analysis of Marketing Mix Strategy Using the 4P Concept (Price, Product, Place, Promotion) at Wery Bakery in Gunungsitoli".

LITERATURE REVIEW

Marketing

Marketing is concerned with identifying and meeting human and societal needs. Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of target markets in order to make a profit. Marketing finds out all the unmet needs and wants. Marketing finds out, measures, and calculates the size of the identified market and the potential profit. Marketing pinpoints the market segments that can be served best by the company. Marketing also designs and improves the right products and services.

According to Kotler and Armstrong in (Science, 2018:4) "marketing as a process by which companies create strong customer value to capture value from consumers in return".

Then according to (Priansa, 2017:30) said that: Marketing (marketing comes from the word market). Simply put, the market can be understood as a place where a group of sellers and buyers meet to carry out transaction activities to exchange goods. The market is a place where consumers with their needs and desires are available and able to engage in exchange to fulfill those needs and desires.

From this definition, it can be concluded that marketing is a social process in which individuals and groups get what they need and want by creating, offering and freely exchanging valuable products with other parties.

The marketing war in a company or organization is very important because it is to achieve the success or success of the company.

Understanding Marketing Mix Strategy (Marketing Mix)

According to Buchari Alma (2017:205) the marketing mix is a plan that is combined with sales activities in such a way that ultimately requires a maximum combination to produce products that consumers expect to increase.

Meanwhile, according to Wardana (2017:38) citing Rambat's statement, the marketing mix is a tool or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning that has been set can run successfully. The marketing mix is also known as the marketing mix. The marketing mix is a combination of variables or activities that are the core of the marketing system, which variables can be controlled by the company to influence consumer responses in its target market. Thus, the company not only has the best combination of activities, but can coordinate the various variables (marketing mix).

There are four variables in the marketing mix, namely product, price, promotion and place. These variables are interrelated and influence each other. These four variables are commonly known as the 4Ps.

Philip Kotler definitively said that the Marketing Mix is a set of marketing tools used by companies to achieve their marketing goals in the target market. These marketing tools can be grouped into four groups of variables known as the 4Ps, namely: product, price, place, and promotion. These four variables can be combined and interrelated with each other so that decisions in one part will affect actions in other parts, as is the concept of the 4Ps.

Product

According to Kotler and Armstrong (2018:79), a product means a combination of goods and services offered by a company to the target market. The product is the first and most important element in the marketing mix.

Conceptually, a product is a subjective understanding of the producer or something that can be offered as an effort to achieve organizational goals by fulfilling consumer needs and desires, in accordance with the competence and capacity of the organization's purchasing power. According to Lupiyoadi (2017:106), customers do not actually buy goods or services, but customers buy the benefits and value of the products offered by the company to consumers.

Price

A business activity must set a price for the first time when the company develops a new product, introduces its regular product to a new distribution channel or area and when the company will get a new work contract. The company must determine where to position its product based on quality and price. From a marketing perspective, what is meant by price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights for the use of a good or service. The role of price cannot be separated from the process of buying and selling a product or service. Price helps consumers determine whether someone will buy goods or not. A company determines the value to get profit from the company. Price is also an important consideration in business activities carried out. The way to determine the right price is to look at the selling price of similar competitors, of course with the quality and portion of food that is approximately the same. Then, set the selling price of the food product slightly cheaper than the selling price of similar competitor products so that consumers want to try the food products offered. But the selling price may not always be lower than similar competitors, if the business has special characteristics that attract consumers. So that your own business has more value than similar competitors.

According to Limakrisna and Purba (2017:72), price in a broad sense is not only the amount of money given to the seller to get the purchased goods but also includes external things such as time, effort (search), psychological risk (car can crash), additional expenses for guarantees (paying insurance).

According to Wardana (2017:42-43), pricing strategy is very significant in providing value to consumers and influencing product image, as well as consumer decisions to buy. Pricing is also related to income and also influences supply or marketing channels. However, the most important thing is that pricing decisions must be consistent with the overall marketing strategy. In deciding on a pricing strategy, the purpose of pricing must be considered. Where the objectives of pricing include survival, profit maximization, sales maximization, prestige, ROI.

According to Kotler in Sunyoto (2019:131), price is an amount of money charged to a particular product. Companies set prices in various ways. In small companies, prices are often set by top management. In large companies, pricing is usually handled by division managers or product line managers. Even in these companies, top management sets general pricing objectives and policies and often approves prices proposed by lower-level management.

Location

Location (place) in the service of business activities is a combination of location and decisions on distribution channels. The importance of location for services depends on the type and level of interaction that occurs. The interaction between the provider and the customer consists of customers coming to the service provider, the service provider coming to the customer, or the service provider and customer transacting business over long distances.

According to Limakrisna and Purba (2017:72), place includes important decisions concerning: where? when? and how customers will access the offer, mostly related to distribution channels, perceptions of pleasant access will be determined by various variables such as location, service, payment method. According to Wardana (2017:43), it is a combination of location and decisions on distribution channels, in this case related to how to deliver to consumers and where the strategic location is. Choosing a location is the most expensive investment value, because location can be said to determine whether or not visitors are busy. A business location that is on the side of the road or in a strategic place is quite attractive to visitors to just stop by and taste the dishes and concepts offered. Indeed, getting a strategic location is more expensive. Location is a very important factor in achieving the success of a business, namely concerning good visibility, easy access, convenience, curb side appeal, parking.

According to Limakrisna and Purba (2017:72), place includes important decisions concerning: where? when? and how customers will access the offer, mostly related to distribution channels, perceptions of pleasant access will be determined by various variables such as location, service, payment method. According to Wardana (2017:43), it is a combination of location and decisions on distribution channels, in this case related to how to deliver to consumers and where the strategic location is.

Promotion

Promotion is one way that can be used to stimulate the purchase of certain products faster or stronger by consumers. Promotion is related to efforts to direct someone to get to know the company's products, then understand them, change attitudes, like them, believe them, then buy them and always remember the product.

According to Limakrisna and Purba (2017:73), promotion is often interpreted as persuasive communication, and communication strategies include a habit of mixing/blending advertising, "personal selling", sales promotions, "public relations" and direct marketing (direct mail, "e-mail", and "telemarketing") According to Stanton in Sunyoto (2019:154-155), promotion is an element in a company's marketing mix that is used to inform, persuade, and remind about the company's products. Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful for consumers, then consumers will never buy it.

METHODS

Research Approach and Type

The research approach is a design of how the research will be conducted. The design is used to get answers to the formulated research questions. In this study, the author uses a qualitative research approach with a descriptive method. This research will be conducted in the field or at the research location. In this qualitative research,

According to Sugiyono, (2017:81) a sample is part of the population that is the source of data in research, where the population is part of the number of characteristics possessed by the population. The sampling technique according to Sugiyono, (2016:81) is a sampling technique, to determine the sample to be used. In this study, the sampling technique used is based on the population, by using Non-probability Sampling with the purposive sampling method where the sampling technique has considerations that have been determined for the respondents. Through qualitative research, researchers can recognize subjects, feel what subjects experience

in everyday life. In qualitative research, researchers are involved in the context of the situation and setting of natural phenomena according to what is being studied. Each phenomenon is something unique, which is different from others because the context is different.

Qualitative research according to Best as quoted by Sukardi (2018:157) is "a research approach that describes and interprets objects according to what they are". So qualitative research is research that produces conclusions in the form of data that describes in detail, not data in the form of numbers. The research approach that will be used in this study is descriptive qualitative, because in the study it will produce conclusions in the form of data that describes in detail, not data in the form of numbers.

Data Sources

Data sources are anything that can provide information about related research. The data that will be used in this study are primary data and secondary data. The following is a description of each of these data:

- a. Primary Data. According to Sugiyono (2018:456), "primary data is data that directly provides data to data collectors". Data collected by researchers themselves directly from the first source or research object. Primary data in research comes from the results of observations and interviews with respondents. The data used by researchers is data obtained from research objects, where in this study the researcher obtained data from Wery Bakery through interviews.
- b. Secondary Data. According to Sugiyono (2018:456), "primary data is a source of data that does not directly provide data to data collectors, for example through other people or through documents". In this study, the sources of secondary data are official documents, the werbakery.co.id website, profiles related to the title to be studied. This data is the initial data before the researcher goes into the field.

Data Collection Techniques

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing the data collection techniques, researchers will not obtain data that meets the established data standards (Sugiyono, 2018:401). In this study, the data collection techniques that will be used are as follows:

a) Observation

Observation is the basis of all science. Scientists can only work based on data, namely facts about reality obtained through observation (Sugiyono, 2018:403).

This study uses observation to find out directly the conditions in the field about how the marketing mix strategy uses the 4P concept (price, product, place, promotion) at Wery Bakery

b) Interview

An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic. Interviews are used as a data collection technique when researchers want to conduct a preliminary study to find problems that need to be studied, but also when researchers want to know more in-depth things from respondents (Sugiyono, 2018:410).

The interview that will be conducted in this study is a guided free interview. According to Arikunto (2018:199), "a guided free interview is an interview that is conducted by asking questions freely but still within the interview guidelines that have been made". Questions will develop during the interview. The purpose of this interview is to obtain information that is relevant to the research. Researchers will interview the Manager of Wery Bakery as the Business Owner and several employees of Wery Bakery.

c) Documentation

Documentation is a complement to the use of observation and interview methods in this study. Through documentation techniques, researchers collect data in the form of notes and photos that are needed in the field that are closely related to the object being studied.

Data Analysis Techniques

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing units, arranging them into patterns, choosing which ones are important and will be studied, making conclusions so that they are easy to understand (Sugiyono, 2018:244). The steps in analyzing data are as follows:

a. Data Reduction

Reducing data means summarizing, choosing the main points, focusing on the important things, looking for themes and patterns. Thus, the data that has been reduced will provide a clearer picture and make it easier for researchers to collect further data (2018:247). Data reduction will be guided by the objectives to be achieved and have been previously determined.

b. Data Display

After reducing the data, the next step is data presentation. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like, but what is often used to present data in qualitative research is narrative text. Through the presentation of the data, the data can be organized and structured so that it will be easier to understand (Sugiyono, 2018:249). In this study, data presentation will be done in the form of tables, graphs, flowcharts, pictograms and the like. Through the presentation of the data, the data can be organized, arranged in a relationship pattern, so that it will be easy to understand.

c. Data Conclusion/Verification (Drawing Conclusions)

After the data has been processed properly, the researcher will draw conclusions. Drawing conclusions is the final activity in data analysis and from the results of the conclusions the researcher will know the answer to the problem being studied. Conclusions in qualitative research can answer the formulation of the problem formulated from the beginning, but may not, because as has been stated that the problem and formulation of the problem in qualitative research are still temporary and will develop after research in the field (Sugiyono, 2018:252).

The expected conclusion in qualitative research is a new finding that has never existed before. The finding can be a description or picture of an object that was previously vague, so that after being studied it becomes clear, can be a causal or interactive relationship, hypothesis or theory.

RESULTS

Research Results

Research Description is very useful for presenting all data and information obtained from the research location. Based on the request for permission to conduct research at Werry Bakery, the research was carried out from August 18, 2024 until completion. The researcher has attempted to obtain data and information related to the topic of discussion in this study.

This research can be carried out with the location chosen by the researcher and the supporting people in it. As an informant who provides data and information on how the marketing mix strategy uses 4P to increase competitive advantage

Based on the background and formulation of the problem, the study and research methodology that have been described previously, in this sub-section the results of the research will be presented through direct interviews with the selected informants, the informants are the owner of Wery Bakery, Wery Bakery employees, and consumers at Wery Bakery. This is to ensure the validity of the information conveyed. Furthermore, an understanding is carried out to answer the formulation of the problem in this study, so the results of this study can be described based on the marketing strategy indicators, namely Segmentation and Marketing Mix (4P).

In accordance with the data collection method used, the researcher has asked questions in the form of interviews to 6 informants. The questions that have been asked to all informants have been answered and processed by researchers to become accurate information. From the answers of all informants to the questions asked by researchers, there are the same answers from informants to the same questions and there are also different answers or opinions to the questions given. Thus, researchers analyze and collect all answers that are used as data that will be described in the analysis and discussion in this chapter. The following are the results of interviews obtained by researchers from several informants, researchers asked several things related to marketing mix strategy indicators using 4p at Wery Bakery, as follows:

Interview Results

The research description is very useful for presenting all data and information obtained from the research results. Based on the request for permission to conduct research at Weery Bakery, the research began on May 14th until completion. The researcher has attempted to obtain data and information related to the topic of discussion in this study.

Marketing mix strategy at Wery Bakery using the 4p concept from the results of research conducted through interviews with 6 respondents consisting of business owners, employees and buyers.

1. Based on the results of the interview asked to Mr. Aman Sudi Harefa on May 21, 2024, as the head of the owner of Wery Bakery, about How is the marketing mix carried out to promote products at Wery Bakery? As the 1st Informant said that: "In my opinion, the marketing strategy that we have been doing at Wery Bakery so far, using a marketing strategy that only focuses on brochures and through the use of social media, we rarely do it because of the limitations of the tools we use, so with the aim of introducing products to the public". Next, the researcher interviewed Mrs. Kristina as a marketing at Wery Bakery with the same questions as the second informant: she said:

"In my opinion, in implementing a marketing strategy, a comprehensive plan must be implemented that is used by organizations to achieve their marketing goals and improve the quality of education, using attractive student appeal and student interest and increasing school facilities to improve the image so that word of mouth promotion can be achieved, because the goal of the Indonesian Heritage School is to educate the generation and increase educational participants from time to time"

2. Based on the results of the interview asked to Mr. Aman Sudi Harefa on May 21, 2024, as the owner of Wery Bakery, about what kind of marketing mix strategy was chosen by Werry Bakery to market its products. As the 1st informant where he said:

"The marketing strategy that we use at Werry Bakery in marketing our products is a marketing strategy through social media, that's what we have been using so far in order to introduce the specifications of the products that we will sell to consumers"

Furthermore, the researcher interviewed Mrs. Kristina as a marketer at Wery Bakery with the same questions as the 2nd informant: she said:

"The strategy we use in marketing the products we produce is by distributing brochures and creating interesting content"

3. Based on the results of the interview asked to Mr. Aman Sudi Harefa on May 21, 2024, as the head of the owner of Wery Bakery, about How to maintain the Wery Bakery business so that it remains competitive and worthy of being marketed? As the 1st informant said:

"In maintaining our business so that it continues to exist, we continue to improve and maintain the quality of the products we produce and we also adjust the price to the benefits of our products so that in the midst of the many business competitions, Wery Bakery still maintains our consumers. And besides that, we also continue to develop strategies in marketing products from Wery Bakery".

4. Based on the results of the interview asked to Mr. Aman Sudi Harefa on May 21, 2024, as the owner of Wery Bakery, about what marketing basis is used to market Wery Bakery products who are also informants k-1, where he said that:

"Our basis for marketing products at Wery Bakery is guided by marketing strategies and how to make consumers who buy at Wery Bakery feel satisfied with the products they will buy so that consumers are loyal and continue to buy at Wery Bakery".

5. Based on the results of the interview asked to Mr. Novrianti on June 5, 2024, as marketing at Wery Bakery. With the question: How is the product strategy management used at Wery Bakery? As the 3rd informant, he explained: "The product strategy management that we do varies from attractive packaging, different prices, and always trying to create uniqueness from competitor brands so that consumers can easily distinguish Wery Bakery products from competitors' products. We continue to innovate in order to be able to dominate the market share that we are targeting."

DISCUSSION

A marketing strategy is a comprehensive plan designed to promote a product or service to a target audience with the aim of achieving specific business goals such as increasing brand awareness, attracting new customers, and increasing sales. In line with what was conveyed (Haque-Fawzin, et al., 2022:9)

The definition of a marketing strategy is an effort to market a product, either in the form of goods or services, using certain plans and tactics to increase sales. A marketing strategy can also be interpreted as a series of actions taken by a company to achieve certain goals, because the sales potential is only as large as the number of people who know the product.

A Marketing Mix strategy is a marketing approach that integrates a number of key elements to promote products or services effectively and efficiently in order to achieve business goals. This concept is often known as the 4Ps, which include Product, Price, Place/Distribution, and Promotion. The marketing mix is used to determine the best combination of these elements to suit market needs, increase competitiveness, and attract customer attention and loyalty. Here are some components of the 4p marketing mix, including:

1. Product (Product) A product is an item or service offered to customers to meet their needs or wants. Focus on quality, design, innovation, and product features. It is important to ensure that the product is relevant to the target market.

2. Price (Price) Price is the value that customers pay to get the product. The pricing strategy must be in accordance with the value of the product and the purchasing power of the target market. Can include discounts, promotions, or price segmentation.

3. Place (Place). Place refers to the location and distribution channels used to reach customers. Involves selecting strategic locations for physical stores or online distribution methods. The goal is to ensure that the product is easily accessible to customers.

4. Promotion (Promotion). Promotion includes all means used to increase awareness and encourage product purchases. Can be in the form of advertising, social media campaigns, marketing events, or promotional discounts.

The objectives of this Marketing Mix carried out by the company are: First, Attracting customer attention: With the right combination, customers are interested in trying the product or service. Second, Increasing sales: A combination of good products, competitive prices, wide distribution, and effective promotions drive sales. Third, Building customer loyalty: Quality products, positive experiences, and appropriate promotional programs increase customer loyalty. Third, Maximizing profits: By meeting customer needs efficiently, companies can increase profitability. Overall, the marketing mix strategy provides a guide for companies to manage product or service marketing comprehensively and focused on customers.

Marketing Mix Strategy Using the 4P Concept (Price, Product, Place, Promotion) at Wery Bakery?

Marketing mix strategy is a marketing tool used by companies to generate the desired response from the target market. Marketing mix covers all aspects that influence customer decisions about the product. The objectives of the marketing mix strategy carried out by the company are:

1. Increase Sales: With the right combination of strategies, the company can attract more customers.
2. Increase Customer Loyalty: Ensure that products, prices, distribution, and promotions are in accordance with customer expectations.
3. Increase Competitiveness: Help companies stand out in a competitive market.
4. Optimize Resources: Maximize the use of budget and marketing efforts in an efficient manner.

Based on the explanation above, it can be concluded that the marketing mix strategy in the corporate world aims to convey various information about what products have been produced by Wery Bakery with the aim of maximizing market share and being able to compete comprehensively and being able to maximize the company's profitability.

Some marketing mix strategies that have been used by Wery Bakery in Gunungsitoli City include:

1. Product,

Product is one of the important elements in the marketing mix, Wery Bakery has quality products, this can be proven through the results of interviews that have been conveyed by informants that Wery Bakery has products that are Product Diversity: Wery Bakery provides various types of bread, cakes, and pastries that are adjusted to local tastes and market trends. Then Quality and Characteristics: Prioritize the use of premium ingredients to create a distinctive taste that is an attraction. and finally Wery Bakery always carries out Product Innovation: Presenting new products regularly, such as bread with unique flavors or creative designs for special events. Kotler & Armstrong (2018) state that "product is the core of a marketing strategy; without a relevant product that meets customer needs, other elements cannot run effectively." Based on this opinion, product innovation and quality are key elements of Wery Bakery's success in attracting customers.

2. Price

Price is the amount of money that consumers must pay to obtain a product or service. Price can also be interpreted as an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service. Wery bakery in setting prices first sets prices that are adjusted to the benefits of the product. Here is a more detailed explanation of the prices set by Wery Bakery, namely Wery Bakery in Competitive Pricing: Setting prices according to the purchasing power of the target market without sacrificing quality. Furthermore, Wery Bakery also provides various Discounts and Price Promos: Providing discounts on the first purchase, bundling promos, or seasonal discounts. And what Wery Bakery does next is designing Price Segmentation: Providing product variants with economical to premium prices to reach a wider market segment. In line with the marketing mix, according to Stanton (1991), "price is the most flexible element in the marketing mix, which can be adjusted to reflect product value or respond to market changes." Wery Bakery's competitive pricing strategy supports their efforts to reach customers in various market segments.

3. Place (Place/Distribution)
location or place where consumers can buy, find, access, or use the products offered. Place can also be interpreted as a channel or route that goods take from source to end user. Strategic Location: Opening a store in a high-traffic area, such as a shopping center or housing. Online Distribution: Providing orders through digital platforms such as GrabFood, GoFood, and social media. Collaboration: Partnering with cafes or resellers to reach a wider market. According to Kotler (2005), "place is not only about physical location, but also includes how products can be accessed by customers through various distribution channels." Further explained Wery Bakery's

online distribution strategy shows adaptation to technological developments and modern consumer behavior that tends to choose convenience. 4. Promotion (Promotion)

activities to introduce, improve, and advance products or services so that they are known and accepted by the public. Promotion can also be interpreted as marketing communications that aim to influence, convey, and persuade potential consumers to be interested in buying products. Here are some promotional strategies used by Wery Bakery, namely: the first Social Media: Using Instagram and Facebook to promote products with attractive visual content. The second is Special Events and Promos: Holding giveaways, seasonal promos, or participating in food bazaars to reach new customers. The third is Influencer Marketing: Partnering with local food bloggers or influencers to increase brand awareness. And the fourth is Loyalty Programs: Rewarding loyal customers, such as discounts or free bread for repeat purchases.

Marketing Mix Strategy Using the 4P Concept Which is the Advantage of Wery Bakery?

The right and good marketing mix can produce a strong and attractive message. That way, potential consumers can be reached and the company can create awareness of the products or services offered. However, the advantages of the marketing mix strategy at Wery Bakery in Gunungsitoli City are:

Wery Bakery uses the 4P concept model in its marketing mix which is very good, seen from the effectiveness of the four models that are run to increase the number of consumers. The marketing mix is a concept for developing a marketing strategy in a company in achieving its goals in the target market, so as to get satisfaction from the results. And also a combination of several different marketing components, but used in the same concept to ensure the success of the marketing that will be carried out. The results of the study show that this 4P concept consists of:

1) Price

Price is an element of the marketing mix that greatly determines consumers in choosing a product. Product demand will grow rapidly if a selling price is in accordance with the product offered. Price can affect competition between business units. The right price is the price that is most easily accessible to consumers, therefore companies must pay attention to market demand and supply, competitor prices, business location, and customer price sensitivity.

Therefore, the owner of Wery Bakery always tries to set prices that are affordable for the target market they want to target. This aims to ensure that their products can be well received by consumers because the prices are affordable and consumers do not mind obtaining bread products produced by the Wery Bakery bread company in providing a price menu that has been provided based on the flavor variants and prices given.

The results of the study are in line with previous research entitled "Analysis of Marketing Mix Strategy to Increase Sales Volume at UMKM Nabila Bakery Manado Bread Factory" (Febriani Hilikia Mait, 2022). This pricing strategy is very important because in terms of price it can be used as a benchmark for purchasing. Because affordable prices and good product quality will be more attractive to customers who want to buy the product.

2) Product (product)

Product is a difficult marketing mix concept and must be formulated carefully. Then by looking at ways to classify the many types of products that will be found in consumer and industrial markets, in the hope of finding a link between the right marketing strategy and the types of products. Then, by recognizing that each product can be turned into a brand, which involves several decisions. Products can also be packaged and labeled and accompanied by various additional services offered to consumers

In offering its products, Wery Bakery also pays great attention to product quality. Good product quality can increase consumer satisfaction. In maintaining the quality of its products, Wery Bakery prioritizes halal and product cleanliness. The bread offered is also made from

quality basic ingredients so that the resulting product is very soft and satisfies customers so that the product is always sought after by customers.

The results of the study are in line with previous research entitled "Analysis of Marketing Mix Strategy Using the 4p Concept (Price, Product, Place, Promotion) at PT. Haluan Riau" (Mila Dinda Safira, 2019). In this product strategy, the quality of a product is very important because it is done with the intention of ensuring that the product produced is a product that is truly good quality and worthy of being sold.

3) Place (place)

Place is an element of the marketing mix that includes company activities that make a product available to target customers. Place or location can be measured by how strategic the place is, the facilities that can be obtained by prospective consumers, and the ease of accessing the place.

Wery Bakery chose a place in a complex close to residential areas. The place chosen is very strategic in the area, many people sell around the complex and many people also pass through the area so that they can take advantage of the opportunity to sell in that area so that it can be reached by customers to come to the shop.

The results of the study are in line with previous research entitled "Analysis of Marketing Mix Strategy to Increase Sales Volume at UMKM Nabila Bakery Manado Bread Factory" (Febriani Hilikia Mait, 2022). Location strategy often determines the success of a company, because location is closely related to the potential market of a business. Place strategy is also very important in increasing sales. A strategic location and an easily accessible place will make the marketing target and goals wider.

4) Promotion (promotion)

Promotion is a marketing mix, one of the activities involved in marketing a product. Good and attractive promotions will affect the increase in the company. The purpose of promotion is to introduce the goods or services to be marketed, so that consumers find it easier to buy products marketed in print and electronic media.

The promotion used by Wery Bakery is the same as other companies in general, Wery Bakery also uses advertising media, namely by utilizing social media such as Instagram, Facebook, WhatsApp, and so on in order to reach more consumers on online media, namely by posting the available flavor variants and the prices of the bread offered. Wery Bakery also does direct marketing by word of mouth to everyone which has proven to be very effective in increasing sales. The results of the study are in line with previous research entitled "Analysis of Marketing Mix Strategy to Increase Sales Volume at Nissan Datsun Magelang Branch" (Finda Anggitiyas Pujaningrum, 2021). Promotional strategies are very important in order to reach more consumers. By posting a product on social media, the product will be better known and customers will be interested in buying.

Marketing mix strategy using the 4p concept which is the advantage of Wery Bakery, namely in product strategy and promotion strategy. In its implementation, Wery Bakery prioritizes product and promotion strategies in marketing their products. The strategy implemented in the product aspect of Wery Bakery which is an advantage is in offering its products, Wery Bakery also pays close attention to product quality. Good product quality, product cleanliness, and delicious taste will make the product more attractive and increase consumer buying interest. Therefore, the products sold at the Wery Bakery bakery must be of good quality, so that they are suitable for consumption, suitable for sale and product availability can meet consumer needs. The strategy implemented in the promotional aspect of Wery Bakery which is its advantage is marketing through social media such as Instagram, Facebook, websites and so on.

In order to make it easier for customers to place orders and also the products that have been purchased will be delivered by courier to the intended address without having to come to the store. And sometimes this bakery provides discount promos or price cuts to attract interest in buying this product to customers. The results of the study are in line with previous research entitled "Analysis of Marketing Mix Strategy to Increase Sales Volume at UMKM Nabila Bakery Manado" (Finda Anggitiyas Pujaningrum, 2021). From the marketing mix strategy using the 4p concept, its advantages are in the product and promotion strategies which have been proven to increase sales and profits obtained by the company and can also attract consumers/customers to buy the product.

CONCLUSION

Based on the results of the research and data analysis and discussion above, the following conclusions were obtained:

In implementing the marketing mix strategy using the 4p concept carried out by Wery Bakery, it is quite good, for example:

1. Price

In determining the price, Wery Bakery always tries to set a price that is affordable for customers so that its products can be enjoyed by customers.

2. Product

For Wery Bakery products, they have very good product quality. In maintaining the quality of its products, Wery Bakery prioritizes halal and product cleanliness.

3. Place

In choosing a place, Wery Bakery is located at an intersection close to residential areas. The place chosen is also very strategic where many people pass by and can make it easier for customers to come and buy at the store.

4. Promotion (promotion)

In Wery Bakery's promotional strategy, initially they came directly to promote to stalls to be sold, then with the development of the current era, Wery Bakery uses social media such as Telegram, Instagram, Facebook, TikTok, Shoppe and so on in order to reach more consumers on online media.

SUGGESTION

As time goes by and this research has been completed and also based on the conclusions above, the researcher would like to provide suggestions to Wery Bakery related to the marketing mix system used for its products. In conducting similar businesses, they should cooperate with businesses in the surrounding area, in conducting the business so that it is mutually beneficial and shares experiences so that no one feels disadvantaged, or feels rivaled. And it is suggested to further researchers to further explore and come up with new ideas about marketing mix strategies using 4P with different locations.

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