

## **ABSTRACT**

### **MARKETING MIX OBSERVATION SOME HERBAL PRODUCT (The study was carried out in the pharmacy Kimia Farma Diponegoro)**

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The marketing mix is a combination of variables or activities that are the core of the marketing system. The purpose of this study was to determine the marketing mix of herbal products at Kimia Farma Diponegoro Pharmacy. The method used in this research is descriptive quantitative with a cross sectional approach. Data was obtained by distributing a questionnaire consisting of 13 questions related to the 4P marketing mix, namely Product (product) that respondents were interested in herbal products or vitamin herbal products, Price (price) was affordable or expensive for the benefits felt by respondents, Promotion (promotion) on interest respondents in buying herbal products and Place (place/distribution) location, convenience and completeness of herbal products at Kimia Farma Diponegoro Pharmacy, Surabaya. A total of 96 respondents joined the study. The results of this study were 60 respondents (63%) chose herbal vitamin products to increase their immune system. This is because the age range of 17-35 years prefers to prevent it by taking vitamins and the age range of 36-55 years has chronic diseases that do take regular medicines so that not many people in the age range of 36-55 years choose herbal medicines.

A total of 54 (56%) respondents chose that herbal products are expensive, 55 (57%) respondents chose to switch to other herbal products with cheaper prices and 41 (43%) respondents chose not to switch to herbal products this is because respondents benefit from herbal products. Regarding the promotions offered, as many as 20 (21%) respondents are satisfied with the promotions offered, 36 (37%) respondents are not satisfied with the promotions offered and as many as 40 respondents (42%) are not satisfied with the promotions offered. This is because during the research period the discount offered was only 5% and only certain herbal products, discounts were demanded by 84 (87%) respondents compared to the promotional offer of buy 1 get 1 free (buy 1 get 1 free) as many as 8 respondents (7%) This is because the promotion offered buy 1 get 1 free (buy 1 get 1 free) is only 1 herbal product.

As a place to choose to buy herbal products, 86 (89%) respondents chose Kimia Farma Diponegoro Pharmacy, Surabaya as a strategic location and only 10 respondents (11%) chose not strategic. Respondents chose not to be strategic because the distance from the house and location was more than 10 km. A total of 88 (93%) respondents chose a complete and comfortable place, while 8 (7%) respondents' locations were far from the location and there were some herbal products that were not available.

**Keyword:** Marketing Mix, Product, Price, Promotion, Place