

MARKETING MIX 7P STRATEGY ANALYSIS AT PT. AYO MEDIA NETWORK BANDUNG

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ABSTRACT

PT. Ayo Media Network Bandung is a company engaged in the digital mass media industry, offering a digital news portal product called AyoBandung.com. This research aims to obtain information and a real picture of how the implementation of the 7P marketing mix strategy is carried out by PT. Ayo Media Network Bandung in developing the AyoBandung.com product. The method used in this research is explorative qualitative, which concretely describes how the company implements the product, price, place, promotion, people, process, and physical evidence strategies. Data collection techniques for this research include interviews with 7 informants, documentation and literature studies, as well as source triangulation. The results of this research indicate that the company has implemented all elements of the marketing mix in its business marketing activities. However, not all elements are running optimally. The product, price, process, and physical evidence elements are functioning well. Meanwhile, the place, promotion, and people elements are still facing some obstacles.

KEYWORDS Marketing, Marketing Mix, Digital Business, Digital Mass Media



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INTRODUCTION

The rapid development of the business world, especially in the era of digitalization, presents new opportunities for business players. The transformation from conventional to digital businesses has positive impacts on both consumers and business players. Now, consumers can fulfill their needs easily and more affordably through digital businesses, whose sales are conducted online through websites or applications. McKinsey & Company (2018) estimated that the online business market in Indonesia reached 5 billion for formal trade and over 3 billion for informal trade.

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There are various types of digital businesses, one of which is the online mass media business. Mass media companies are those that provide information or news about certain topics to the general public, or companies involved in the field of journalism (press). Based on a survey by Katadata Insight Center (KIC), Indonesian society tends to use social media as a source of information. Besides social media, television and online news are other options for accessing easily accessible information. According to AC Nielsen research, currently, the readership of online (digital) media exceeds that of print media. Nielsen data survey in August 2020 stated that the number of online media readers reached 6 million people, while print media readers were only 4.5 million people.

The shift in lifestyle towards digital has influenced consumer behavior, with five keywords: Access, Engage, Customize, Connect, and Collaborate (David Rogers, 2016). Online mass media businesses, which are growing rapidly, face stiff competition. Adaptation, innovation, and development are the keys to survival in this industry.

Comprehensive marketing strategies become important to face business competition. PT. Ayo Media Network Bandung, a mass media company established since 2015, illustrates its success in using this strategy. With continuous analysis, implementation, and innovation, the company has succeeded in expanding its market and enhancing its existence by owning the digital news portal AyoBandung.com. In its business marketing process, PT. Ayo Media Network Bandung uses a comprehensive marketing mix strategy or 7P marketing mix, which includes (product, price, place, promotion, people, process, and physical evidence). In its implementation, generally, this 7P marketing mix strategy has supported the progress of PT. Ayo Media Network Bandung's business. However, there are some aspects that are still not effective. Based on interviews with the management of PT. Ayo Media Network Bandung, it was found that only aspects such as product, price, process, and physical evidence are considered to be running well. Meanwhile, other aspects such as place, promotion, and people are still considered not running optimally in supporting the development of PT. Ayo Media Network Bandung's business.

This is because, in terms of place, PT. Ayo Media Network Bandung experiences performance disparities between one distribution channel and another, where platforms such as websites and Instagram have performed well, but other platforms like YouTube have not run optimally. The performance disparities of distribution channels are seen from the number of visitor traffic and insights from these platforms.

In terms of promotion, PT. Ayo Media Network Bandung is also considered not effective due to limited allocation of funds allocated for marketing activities. Previously, PT. Ayo Media Network Bandung used paid promotion features on social media such as Instagram ads and also conducted offline advertising such as billboard placements at several points in West Java. However, due to adjustments in the marketing budget, PT. Ayo Media Network Bandung has now reduced the use of paid promotion features on social media and offline advertising through billboard placements. Additionally, the aspect of people is also not running well because PT. Ayo Media Network Bandung has a fairly high turnover rate in employees. This high turnover rate occurs in departments related to marketing, particularly

in the digital agency department. In this department, PT. Ayo Media Network Bandung employees change every 3-6 months. Therefore, it is difficult for the company to maintain long-term stability in the performance and productivity of its employees.

Based on this phenomenon, an in-depth analysis is needed to overcome the issues faced by PT. Ayo Media Network Bandung. Therefore, how PT. Ayo Media Network implements the 7P marketing mix strategy becomes an interesting study to be researched. Based on the above description, this research raises the title: "Analysis of the 7P Marketing Mix Strategy at PT. Ayo Media Network Bandung."

Literature Review

Marketing is one of the fundamental activities that significantly influence the survival, profitability, and growth of businesses or companies. According to Kotler and Keller (2016:26), "marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably." Based on various definitions above, it can be said that marketing is an activity carried out by business practitioners to offer products or services to the market, meet consumer needs, and generate profits.

The marketing mix strategy, or marketing mix, is the most commonly used marketing strategy by business practitioners or companies. According to Kotler and Armstrong (2012), "Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants from the target market." This means that the marketing mix is a set of tools used by business practitioners or companies to achieve their objectives in specific target markets.

There are 7 elements in the marketing mix, as follows:

1. **Product** In general, a product is anything that can be offered to the market to attract attention, be purchased, used, or consumed, and that can satisfy wants and needs (Saladin, 2011). According to Assauri (2011:200), the product strategy dimensions that can be undertaken include decisions about product lines, trademarks, product design, product quality, and services provided.
2. **Price** Price is a company's management system that determines the appropriate base price for a product or service and must determine strategies related to price discounts, shipping costs, and relevant variable sharing. Price is an amount of money as a medium of exchange to obtain products or services (Saladin, 2011).
3. **Place** Distribution involves selecting and managing trade channels used to distribute products or services and also to serve target markets, as well as developing distribution systems for the physical delivery and trade of products. Place is the distribution channel where products or services are provided to buyers. Place or distribution includes how a product can be accessed by the target market and how a good or service reaches the point of sale.
4. **Promotion** Promotion includes all activities carried out by a company to place goods or services in front of customers. Promotion is part of a campaign adopted based on the nature of the product and the target audience (Saladin, 2011). Promotion plays a role in delivering good information to consumers about the benefits and advantages of a product or service, thus influencing consumer behavior.
5. **People** People are all actors who play an important role in providing services and can influence buyer perceptions. In service marketing, according to

Lupiyoadi (2013:97), the role of people as service providers greatly influences the quality of service provided.

6. Process According to Lupiyoadi (2013:98), "Process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities, and routines in which services are produced and delivered to consumers." Processes in companies are a key factor in the marketing mix, as customers will be happy to experience the product or service delivery system.
7. Physical Evidence Physical evidence is tangible evidence that influences consumer decisions to purchase the products or services offered. According to Lupiyoadi (2013:120), physical evidence is the physical environment of the company where products or services are created and where providers and consumers interact, plus any tangible elements used to communicate or support the role of the product or service.

RESEARCH METHOD

Data collection techniques carried out in this study are as follows:

Interview

According to Tersiana (2018: 12), interviews are a way of collecting data in research that is used to find out things in depth. The interview was conducted by conducting a direct interview with the leadership of PT. Ayo Media Network, managers, as well as a number of employees who have relevance to the field related to the research topic. In addition, interviews are also conducted with external parties from the company, namely by interviewing readers or users of PT. Let's Media Network Bandung.

Documentation Studies

Documentation studies are data collection carried out by collecting documents or company archives that have relevance or relevance to the topic to be discussed. In addition, literature studies are also carried out by studying reading materials in the form of books on marketing, journals, and other sources that have a connection with the problem studied.

Triangulasi

In this study, data triangulation was used with source triangulation techniques. This technique involves collecting data from a variety of different sources or informants to confirm the findings and strengthen the validity of the study. By combining various perspectives and viewpoints from different sources, researchers can gain a deeper and complete understanding of the phenomenon under study.

RESULT AND DISCUSSION

The following are the results and discussion of the analysis of the implementation of marketing mix strategies or *marketing mix* at PT. Ayo Media Network Bandung:

Product

PT. Ayo Media Network Bandung implements a product strategy through a comprehensive *product mix*. From the trademark indicator, AyoBandung.com has a strong brand identity, including naming, logo, and tagline "All About Bandung", distinguishing it from competitors and making it easier for consumers to choose. From product design indicators, digital news portals AyoBandung.com compiled with attention to digitalization trends and technological developments, utilizing press freedom in 2015. With a proximity approach, local news AyoBandung.com get closer to consumers.

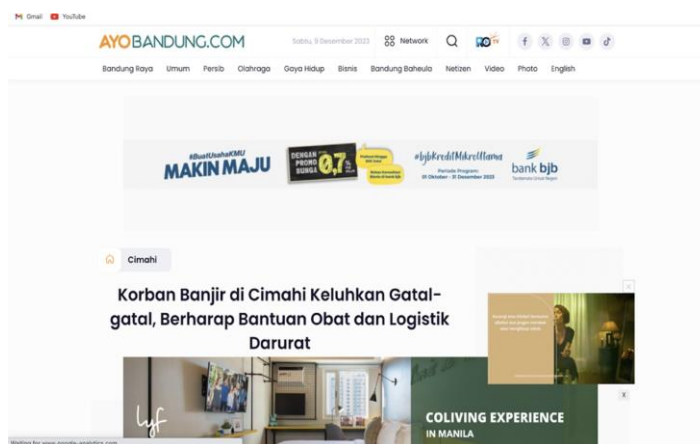


Figure 1. Website AyoBandung.com
Source: Website www.ayobandung.com

To meet the indicators of quality level and product quality, established quality standards and credibility of news maintained by PT. Ayo Media Network Bandung through its journalistic code of ethics provides positive value to consumers, recognized as informative, quickly updated, and easily accessible. For indicators of services provided, AyoBandung.com news portal is not limited to one area, but rather provides a wide range of options, including political, economic, sports, and entertainment, as well as integrated for the convenience of users.

Price

Based on the results of the analysis, the determination of the price strategy carried out by PT. Ayo Media Network Bandung is already relevant to the company's business model and its products, namely AyoBandung.com. Prices and profit generation schemes initiated by PT. Ayo Media Network Bandung has been able to support business processes. Based on the pricing strategy by PT. Ayo Media Network Bandung for AyoBandung.com products, free prices for consumers who want to use and access digital news portals AyoBandung.com are considered to meet the affordability criteria.

To meet the indicators of price conformity with quality, PT. Ayo Media Network Bandung has Standard Operating Procedures (SOPs) to maintain the quality of news presented through AyoBandung.com news portal. News covered

and written by PT. Ayo Media Network Bandung must pass a review process by the editor of the editorial team. As a profit generation scheme, PT. Ayo Media Network Bandung earns profits through advertising or *adsense* installed on *AyoBandung.com* website.

Place

The results of the analysis on the *place* element show that there are still obstacles in the management of distribution channels. There is a performance imbalance in one of the distribution channels used. From the distribution channels used by PT. Ayo Media Network Bandung, namely *the website*, Instagram social media, and Youtube, are only two main channels that have been managed optimally and systematically. *Instagram websites* and social media already have good management, where content management on these two channels has been running massively and consistently. This is shown by the active activity of these two distribution channels in updating uploads every day and maximizing the use of existing features on these distribution channels.

Unfortunately, Youtube distribution channels that have not run optimally have caused performance inequality with other distribution channels. Youtube account PT. Ayo Media Network Bandung, namely Ayo Channel Indonesia, does not yet have systematic content management, the intensity of uploading content on Youtube is very minimal, until October 2023, Youtube Ayo Channel Indonesia has been on hiatus for 3 months.

Youtube Channel PT. Ayo Media Network Bandung has not been a focus in its use because this channel tends to have higher complexity and *cost*. In addition, the difficulty of getting good *engagement* or *feedback* makes PT. Ayo Media Network Bandung does not optimize Youtube as its distribution channel.

Promotion

From the 4 aspects of *promotional mix* consisting of *advertising*, personal selling, *sales promotion*, and publicity, PT. Ayo Media Network Bandung only uses two types of promotion, namely advertising *through billboards and social media ads* and publicity *through campaigns and media partners*. *Offline advertising is done through the installation of billboards and online advertising is done through paid advertising features on Instagram social media*. This promotional activity is carried out to support the increase of public awareness of *AyoBandung.com* products.



Figure 2. Billboard AyoBandung.com Promotions

Source: PT. Ayo Media Network Bandung

Unfortunately, in 2023, marketing activities through advertising are reduced in intensity because the company PT. Ayo Media Network Bandung needs to make budget adjustments to develop new business lines. So, in 2023, PT. Ayo Media Network Bandung no longer uses *offline* advertising through *billboard* installation. The quantity of promotion through paid advertising on Instagram social media was reduced, which was originally 3 times for one month, reduced to two times.

As for other promotional mix aspects used by PT. Ayo Media Network Bandung, namely publicity. AyoBandung.com carries the AyoNyumbang campaign where every reader who accesses AyoBandung.com website can automatically donate 1 rupiah. In addition to the campaign, PT. Ayo Media Network Bandung also conducts promotional activities through media partners. PT. Ayo Media Network Bandung has collaborated with various *events*. By working with media partners, AyoBandung.com can increase their brand visibility through established channels that have established audiences.

People

PT. Ayo Media Network Bandung has an adequate and qualified number of human resources. Human resources in the field of marketing PT. Ayo Media Network Bandung already has a systematic work system and division of job descriptions. In the field of marketing, there are two departments that undergo marketing activities, namely the business department and the *digital agency department*. *Manpower* from the field of marketing is already able to support existing business processes. However, there are obstacles where *employee turnover* in the marketing field is quite high, especially in the *digital agency department*.

This employee turnover occurs because there are several work positions in the *digital agency* department carried by employees with short work contract

agreements, which are for at least 3 months. PT. Ayo Media Network Bandung places *freelancers* and *fresh graduates* in these positions with the aim that the social media creative team from the *digital agency* department experiences continuous creativity refreshment. Although the position is never vacant and is always filled every employee change, the skills and performance of each employee who changes will certainly be different. This is one of the challenges for PT. Ayo Media Network Bandung to be able to maintain productivity and stable performance.

Process

PT. Ayo Media Network Bandung has designed Standard Operating Procedures (SOPs) that are effective in regulating business flows and company processes. This work system includes coordination, communication, and bureaucratic flows that help in creating products and carrying out business activities. With this system, companies can organize collaboration between departments, ensure efficiency, and achieve common goals.

Work systems also play an important role in setting product or service quality standards, reducing the risk of human error, and ensuring compliance with industry regulations, such as press council regulations and journalistic codes of ethics. Business process of PT. Ayo Media Network Bandung runs without major obstacles, with minor obstacles that mainly occur in the field when reporters are reporting and searching for news. All employees adhere to the established system flow.

Physical Evidence

Office of PT. Ayo Media Network Bandung is located in a strategic location in the center of Bandung, which is located on Jalan Halimun no.50 Lingkar Selatan. By applying the concept of *open space office*, the company creates an open work environment without physical barriers, supporting collaboration and team interaction. The main purpose of this concept is to improve employee communication, creativity, and collaboration, as well as create an open atmosphere.



Figure 3. Office of PT. Ayo Media Network Bandung

Sumber: Official Website AyoBandung.com

Facilities provided, such as *open workspaces*, *cafeterias*, prayer rooms, dining rooms, meeting rooms, and entertainment rooms with *indoor* golf, are not only for employees but also for guests or clients who come to the office. Strategic location and adequate facilities help PT. Ayo Media Network Bandung provides a

positive experience to all visitors, builds a good image of the company, and reflects the professionalism and quality of the brand. Attractive office design and pleasant atmosphere create a positive impression for all parties who interact with the company.

CONCLUSION

Based on the research results and discussion, generally, PT. Ayo Media Network Bandung has implemented all elements of the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) in its marketing activities. In terms of product, AyoBandung.com has developed its brand, conceptualized an accessible news portal, and used journalistic ethics standards to maintain the quality and credibility of the news. In terms of price, the pricing of AyoBandung.com is considered affordable as its products are free and provide good quality and benefits. In terms of place, websites, Instagram, and Youtube are used as distribution channels. The website and Instagram have good and consistent content management. However, the Youtube channel has not performed well and is not the main focus for the company. In terms of promotion, PT. Ayo Media Network Bandung only uses two types of promotion, namely advertising and publicity through campaigns and media partners. The promotion aspect faces obstacles as promotional activities have decreased in intensity due to budget adjustments.

Additionally, for the other 3P elements, in the people element, job descriptions are clearly defined, and human resources are adequate and of high quality. However, PT. Ayo Media Network Bandung experiences rapid employee turnover in the digital agency marketing department. In terms of process, PT. Ayo Media Network Bandung has implemented a systematic business process flow, bureaucratic flow, coordination, and communication in the process of creating products. The last element, physical evidence, PT. Ayo Media Network Bandung has conceptualized an open-space office by providing various facilities to create comfort and a good image for employees, guests, and clients.

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