

ABSTRACT

Ting-ting Cie Cie's Food Product Marketing Mix

The food industry has a high chance. A company needs a marketing mix as a tool to achieve company success. Ting-ting Cie Cie is one of the traditional snack products that has been established since 1980, which is around 39 years in Malang City. Starting from some marketing that has been done by the company, where marketing can be seen to be less fruitful. This study aims to find out how the marketing mix applied by Ting-ting Cie Cie food products. This type of research is a descriptive study with a method of retrieving data in depth interviews to find out the product marketing mix applied by Ting-ting Cie Cie. Methods of analyzing data using data reduction, data presentation, and conclusion drawing. The results of this study are the marketing mix applied by Ting-ting Cie Cie products namely (1) product: Ting-ting company Cie Cie must determine the product positioning to be known as snack products or souvenir products, the advantages of Ting-ting products are located (2) price: the price of Ting-ting Cie Cie is in line with its standards and can be reached by all low to top circles, (3) promotion: the marketing strategy of Ting-ting Cie Cie is correct by doing B2B to distributors, each distributor has played a good role in conducting promotions, namely by laying the Ting-tings that are easily accessible to consumers and offering products directly to consumers, (4) place: each distributor per region does not have differences in the sale of goods and placement of goods.

Keywords: *Food Industry, Marketing Mix, Ting-ting Product*