

Influence of Marketing Mix Strategy on Zayurku's Business Plan

Freddy Raya Napitulu¹, Tantri Yanuar Rahmat Syah², Rhian Indradewa³, Ketut Sunaryanto⁴

¹(Faculty of Business Economics Esa Unggul University Indonesia)

²(Faculty of Business Economics Esa Unggul University Indonesia)

³(Faculty of Business Economics Esa Unggul University Indonesia)

⁴(Faculty of Business Economics Esa Unggul University Indonesia)

*Corresponding Author: Freddy Raya Napitulu¹

ABSTRACT : Foodservice providers now compete on a new level for client pleasure as the contemporary world and its people's habits change. So, food firms have to come up with a plan to keep their goods in demand, one of which is via marketing techniques executed by each company in the very competitive industry. This study aimed to investigate the extent to which Zayurku's 7 P marketing approach for ready meals had an impact. A detailed study of previous research connected to the mixed idea of marketing and descriptive analysis examines the best practices of 7 P marketing strategies currently in use. Applying all seven points of the 7p marketing strategy with the situation that Zayurku's firm will operate is how the process works. According to the findings of this research, Zayurku's marketing approach includes both traditional and digital elements. Customer satisfaction is anticipated from Zayurku's company's goods and services because of the company's strong reputation.

KEYWORD : Ready Meals, Healthy Food, Strategic Financial, Business Plan, Zayurku.

I. INTRODUCTION

Indonesia's population expansion, technical advancements, and ease of access to money all contribute to the food sector development. The emergence of franchised food entrepreneurs and independent food enterprises demonstrates the expansion of the food sector. In order to take advantage of the expanding market potential in the food industry, organizations must add value to taste, packaging, service, and affordability. As a result, the food industry's development is directly linked to the need of consumers for convenience and speed in the preparation of their meals. Demand Will Be Driven by Shifting Consumer Preferences and Lifestyles The growth of the food and beverage business has been heavily influenced by consumer trends, tastes, and special interests. Because of the growing desire among customers for ready-to-eat, quick, minimally processed foods with extended shelf lives and good quality, food packaging trends in the food and beverage industry have seen significant changes in recent years. Knowing what customers want and how to meet their expectations more effectively and efficiently than rivals is one method to fulfill a company's objectives (Phillip Kotler and Keller, 2012). In order to keep the previous customer, re-buying interest is required. In order to achieve both of these goals, a firm must have a solid marketing plan in place to remain competitive. Due to the hectic city life in Jakarta, free delivery services have become essential in the digital age of high mobility. This includes ordering food, health services, medication, and other essentials (Andayani et al., 2020).

With their hectic schedules and limited abilities to prepare nutritious meals like veggies and side dishes, Zayurku premade meals provide an alternate option for customers. The marketing mix is the ideal way to analyze all operational components of Zayurku marketing since it looks at goods, services, pricing, and location in the Zayurku market. Despite this, the Zayurku marketing mix utilized by zayurku is 7P in the present digital competition. Using the 7P marketing mix, it is believed that Zayurku would be able to come up with a winning plan. Product, pricing, promotion, venue, people, physical proof, and process are all factors in 7P Arena Corner's marketing mix.

Based on the findings outlined above, experts believe that the 7P marketing mix variable has become an essential concern in today's company competitiveness, which has resulted in gaps. For that reason, a study entitled "The Influence of Marketing Mix Strategy on Zayurku Ready Food Businesses" is a good fit for academics (Case Study on Zayurku Indonesia).

II. LITERATURE REVIEW

2.1. Sales Marketing Strategy

By conceiving, presenting, and freely sharing good items and services with others, marketing is a social activity. According to Phillip Kotler and Keller (2012), the American Marketing Association defines *marketing* as "the process of planning and implementing thought, pricing... and promoting, as well as distributing ideas, goods, and services to create exchanges that meet individual and organizational goals."

Management choices and activities to differentiate a firm from its rivals and retain its competitive advantage are referred to as strategic decisions and actions. A company's strategy must be tailored to the goals, resources, and environment it operates. Daniel (2018) To create demand for their goods and improve performance, marketing strategies are used by firms to give their target consumers high-quality items at reasonable costs; provide successful promotional methods, and engage with their distribution channels (Gituma, 2017).

2.2. Marketing Mix

Kotler and Keller (2012) define the Marketing Mix as a collection of marketing instruments that organizations employ to accomplish their marketing objectives in the target market continually. There are also marketing mix changes, in which the manufacturer tailors the aspects of the marketing mix to the specific needs of each market. To get the most out of this marketing mix, it is important to employ it in line with the company's current condition. A marketing manager's knowledge of the Marketing Mix is based on aspects that may be exploited to influence customer purchase choices, as defined above. Product, Price, Place, and Promotion have long been considered the four pillars of marketing. As consumers' expectations rise, the service business must adapt to include the "4P" of People, Process, and the Physical Environment (PPE) (Hashim and Hamzah, 2014). Products, pricing, locations, and promotions are all aspects of a company's marketing strategy that it employs in response to external and internal market pressures to accomplish its objectives (Philip Kotler & Armstrong, 2016). A mixed marketing plan includes all of a company's actions to ensure that the target market favorably impacts its product's demand. Organizations that want to satisfy the demands of their consumers should often put their efforts into learning about their clients and devising effective methods for doing so (Muchiri, 2016). Many aspects go into determining a product's pricing, location, marketing, people, procedure, and evidence.

2.2.1. Product

According to Kotler dan Armstrong (2016) 'Product' may be anything that can be presented to a market for attention, acquisition, usage, or consumption and may fulfill a need. Another way of saying this is that a product is everything that a firm has to provide to the market to satisfy that market's desires and needs. Products and services are also included here (Kotler and Keller, 2012). Product Variation, Product Quality, and Product Display may all be used to assess the quality of a product in the marketplace.

2.2.2. Promotion

Using all of the components of the Marketing Mix, the company's promotional activities aim to sway potential customers (7P). To put it simply, promotion is one method of marketing communication that aims to share information, influence, and remind the target market of the company and its goods so that they are inclined to accept, purchase, and be loyal to those things. Advertising, sales promotion, public relations, and direct marketing may all be utilized in this industry. Advertising medium should be chosen according to the product's shape and function. Tjiptono (2005) provides a framework for measuring promotions: the first level is the ad's momentariness, and the second is the publicity of rivals.

2.2.2.1. Personal Selling

Using face-to-face interactions, salespeople who engage in personal selling want to pique the attention of potential customers and get them to purchase their wares. Promoting a product or service via one-on-one contact with potential customers allows sellers to learn more about the wants and requirements of their target market and get feedback directly from those customers themselves. Because personal selling involves face-to-face interactions between buyers and sellers, customers' desires, behaviors, and purchasing motivations may be seen in real-time. A more rapid response is possible because of this.

2.2.2.2. Publicity – Public Relations (PR)

Publicity is a certain amount of information about a person, item, or organization disseminated to the public through the media. When compared to other promotional tools, publicity has several virtues, among others: More trustworthy, because in the form of news, not an advertisement, can reach people who do not want to read the ad, can be placed on the front page of a newspaper or in other prominent positions.

2.2.2.3. Sales promotion (*Sales Promotion*)

Sales promotion is a marketing activity in addition to personal selling, advertising, and publicity that encourages the effectiveness of consumer purchases by using tools such as shows, exhibitions, demonstrations, and so on and discounts such as discounts on product purchases. Zayurku also conducts promotions through digital marketing conducted at certain events, and innovations that are the fundamental strength of marketing will continue to be done to position the brand in the minds of prospective consumers (Marsuki et al., 2019). Some examples of sales promotion methods: Giving examples of goods for free is one of the sales promotion tools considered the most expensive and the most effective. Gift coupons are very effective because they make people quickly interested. The rebate is a reduction in the price given to the buyer—direct discounts. Show, showing off items at certain times, places, and situations. All sales promotions are psychologically affecting purchases.

2.2.2.4. Direct Marketing (*Direct Marketing*)

According to Kotler (2002), Direct Marketing is marketing that uses a variety of media to interact directly with consumers, usually calling consumers for immediate response. Direct marketing is when companies want to establish direct communication with customers, they use direct communication strategies, which are more able to interact, databases that trigger the marketing communication process using media to drive customer response. Based on 2018 statistics, the most effective marketing plan is social media marketing. Social media marketing is the best way in the top 18% of the list compared to other ways of marketing (Arifin et al., 2019).

2.3. Price

Price contains an understanding, an exchange rate of goods or services generally expressed in monetary units (Rupiah, Dollar, Yen, etc.). In the business world, prices have many names, for example, in the world of trading products called prices, in the world of banking called interest, or in the business of accounting services, consultants called fees, taxi transportation costs, telephones are called tariffs while in the world of insurance is called premiums. According to Phillip Kotler and Keller (2012), Price is the amount of money charged for a product or service or the amount of the consumer exchange rate on the benefits of owning or using that product or service. The Price in question is the amount of money the customer must pay to get the offered product or service (Widardi et al., 2019).

2.4. Place

According to Sutojo (2009), distribution is an effort so that a product can be available in places that make it easier for consumers to buy it whenever consumers need it. Location selection requires careful consideration of several factors, among others (Huriyati, 2008): First is Access, for example, a road that makes it easier for consumers to reach the place. Both Visibility, for example, locations that can be clearly seen from the roadside. All three parking lots have their own parking space or space or use public parking. The fourth expansion, there is enough space for business expansion in the future. Fifth government regulation, such as a business license letter. The sixth competition, namely consideration of the location of competitors.

2.5. People

According to Nirwana (2004), people are people who have a hand in providing or showing the services provided to consumers during the purchase of goods. In this study, restaurant employees play an active role in providing services to consumers during purchases. This people factor plays an active role. It can positively affect purchasing decisions, as developed by Kotler and Keller (2012), the more positive the performance given to consumers, the better the impact in making purchasing decisions. According to Ratih (2005;62), people are: "all actors who play a role in the presentation of services or products to influence purchases. "Elements of people are company employees, consumers, and other consumers in the service environment. According to Ratih (2005; 63), this people element has two aspects: First Service People. Service people usually hold dual positions for service organizations, namely holding services and selling these services. Good service, fast, friendly, meticulous, and accurate can create customer satisfaction and loyalty to the company that will eventually improve the company's good name. Both customers. Another factor that influences is the relationship that exists between customers.

2.6. Process.

According to Philip Kotler (2006), the process here is to cover how the company serves the demands of each consumer. Starting from the consumer orders (orders) until finally they get what they want. Certain companies usually have a unique or special way of serving their consumers. What is meant by the process in marketing is the entire system that takes place in the implementation and determines the quality of smooth implementation of services that can provide satisfaction to its users.

2.7. Physical Evidence

"Support facilities are part of the marketing of services that play a pretty substantial role," writes Nirwana (2004). In order to ensure the long-term viability of these services, they typically need additional infrastructure for delivery. Customers will better understand the service if it has existing support facilities. The following physical service aspects must be taken into consideration by marketers when developing high-quality services: Customers' service infrastructure must also be taken into account by firm management. Customers consider a variety of factors when making a purchase decision, including the presence of impressive facilities with air conditioning, cutting-edge telecommunications technology, and high-quality office furnishings, amongst others. According to Timpe (2004), a restaurant's physical amenities are essential because they contribute to the ambiance, influencing how much customers enjoy their meals. The following are the six categories into which physical facility indicators may be divided: The First Shade (wall color, color of equipment used). It is possible to use either layout (plant order, wall fibers). The Third Lamp (lighting both indoors and from the outdoors). Fourth, items that make life easier (restrooms, trash cans, and other equipment). 5th Furnishing (number of seats and tables). The Sixth Environment (the atmosphere displayed through decoration or existing music).

III. METHODOLOGY

The type of research conducted is a type of research with inductive quantitative methods, this is because this study is intended to conclude correlation between the variables studied. Inductive quantitative methods, are also studies whose nature can be calculated in number by statistical methods. A causal quantitative approach is a scientific approach to managerial and economic decision-making that aims to obtain evidence of cause-and-effect relationships or the influence of research variables.

IV. RESULTS AND DISCUSSIONS

Based on the results of the implementation of marketing strategies carried out by researchers, the strategy applied by Zayurku in winning competition with competitors from marketing strategies is to implement the Marketing Mix 7P strategy and improvements on several digital channels in its promotional strategy. Broadly speaking, the results applied by the researchers are as follows.

4.1. Product Strategy

Products are goods, services and rights and a combination of all of them. Rights are understood as the right to use certain goods or services or certain financial services. The product offered is a healthy ready-to-eat food named Zayurku.

4.2. Price Strategy

Two (two) price schemes are possible at this point in the development of a new product, and they are as follows: 1) Floating Costs (Skimming Price), Setting high prices in order to make a profit and pay expenses (the company can convince consumers that the product is different from other similar products). Skimming works well when few rivals and price differential in a particular market niche. When a corporation is not ready to go into full-scale manufacturing, skimming might be utilized to restrict demand. Furthermore, skimming may raise the product's worth extremely high. As long as the market is not too split into distinct categories, this pricing approach may be used to gain market share and demand, and the product does not have much symbolic meaning. Price-conscious target markets may benefit from this strategy as well. Zayurku's pricing strategy is based on penetration prices, where ready-to-eat food items with relatively new self-heating technology are introduced to the general public using penetration price techniques to establish a high market share and a significant profit for the firm. Compare zayurku service costs to those offered by other companies in your area. Zayurku's menu and ready meals are:

Table 1. Zayurku products and prices

| AREA | PRODUCT | INGREDIENTS | PRICE |
|------------|---------------------------------------|--|--------|
| JAVANESE | Chicken Soup | Organic rice, vegetable soup, seasoning, sambel, chicken | 25.000 |
| | Vegetable Lodeh Ani Chicken | Organic rice, vegetable lodeh, seasoning, sambel, chicken, anchoic fish | 25.000 |
| | Vegetable Asem | Organic rice, vegetable asem, seasoning, sambel, salted fish, Chicken kremes | 25.000 |
| | Soto Medan | Organic rice, jackfruit vegetables, seasonings, sambel, rendang | 25.000 |
| SUMATRA | Jackfruit Vegetable Rendang | Organic rice, jackfruit vegetables, seasonings, sambel, rendang | 25.000 |
| | Sweet Chicken Young Cassava Leaves | Organic rice, cassava vegetables, herbs, sambel, chicken | 30.000 |
| | Vegetable Rebung Asam Sambal Tempoyak | Organic rice, vegetable shoots, seasoning, sambel, chicken | 30.000 |
| | Stir-fry PakChoy Chicken Betutu | Organic rice, pakchoy vegetables, seasonings, sambel, betutu chicken | 40.000 |
| ALI-LOMBO | Plicing Kale Chicken Taliwang | Organic rice, vegetable plicing, seasoning, sambel, chicken taliwang | 35.000 |
| CALIMANTAI | Eggplant Chicken Stingray | Organic rice, vegetable eggplant, seasoning, sambel, stingray | 30.000 |
| | Gangan Waluh | Organic rice, Gangan vegetables, seasoning, sambel, chicken | 35.000 |
| SUM. AWEST | Buntilanaka | Organic rice, Buntilanaka vegetables, seasonings, sambel, chicken | 35.000 |

Source: Zayurku

4.3. Place/Distribution Channel Strategy

In the words of Kotler and Keller (2012), a distribution channel is a series of interdependent organizations that participate in making a product or service ready for use or consumption. According to Adrian Payne (2001), "distribution channels" relate to deciding who would engage in providing services, such as businesses or people. Companies such as manufacturers create and distribute their products via various distribution channels. According to Philip Kotler (2002), the length of a channel is determined by the types of channels visible from several intermediary phases, namely: A one-level channel with just one seller intermediary, such as a store or a distributor, is a zero-level channel (also known as a direct-marketing channel). Retailers and wholesalers are two intermediaries in a two-level channel; wholesalers, wholesalers, and retailers are three intermediaries in a three-level channel; or firms that utilize representatives for their company.

The firm carries out marketing plans and sales goals via the use of distribution channels established and controlled by the organization. Sales of the company's products or services should thus improve, resulting in increased profits for the business. The number of sales used to calculate a company's earnings is heavily influenced by the distribution channels used to make those sales. Distribution channels play an essential part in raising sales volume, from the company's cost efficiency to the company's goal of contacting prospective customers to raise sales, as seen above. Product or service volume sales rise due to higher amounts being sold via the company's distribution channels; this is the primary goal. Zayurku employs both physical and online

channels, especially B2C and B2B, when marketing. Offline Zayurku employs distribution businesses to get items into convenience shops. A contemporary industry developed throughout Indonesia. Zayurku employs e-commerce enterprises to promote their items using digital apps in the internet marketplace.

4.4. Promotion Strategy

Because promotion is inextricably linked to marketing, it cannot function without it. Products and services may be promoted in various methods, including advertising and word-of-mouth. There are several advantages to promoting your business, including the following: In order to keep customers from switching to competitors' products, promotion can help enhance customer loyalty; 3) Communication Media, Promotion can help companies express the information they wish to convey to their customers and potential customers; 4) Promotion is a powerful tool for defending a company's image from aggressive attacks by its competitors; 4) Trial and Repeat Buying, by doing promotions, will increase the chances of a company to continue to get new customers as well as repeat customers; 5) Building a Brand, Promotion serves to increase "Brand Awareness," and also with the higher level of "Brand Awareness," will make a product can become the "Top of Mind" in the company's market. A company's public image will be bolstered thanks to the branding it creates. There are five distinct types of the promotional mix. Among the components of the Promotion Mix are advertising, product sales, direct marketing, customer service, and public relations.



Promotional Mix Zayurku Images

4.5. Advertising (advertising)

For non-profit groups and businesses alike, advertising is expensive and time-consuming to communicate with the public. Advertising's primary goal is to raise consumer interest in the things being advertised. While advertising's advantages include: Customers can speak with numerous individuals at once, as well as distribute information about the things they are interested in via eye-catching patterns, noises, and colors. Bulky is a good word to describe advertising. Consumers may learn more about Zayurku's ready-to-eat healthy food items via advertisements on television, radio, and print media. The following are the advertising mediums:

Tabel2. Targeting Digital Marketing

| Advertisement | Media | Target Time | Target Visitor | Total target |
|---------------|------------------------|-------------|-----------------|---|
| Google Ads | Website Application | 6 Months | 8820 per day | 1,587,600 Visitors and download apps |
| Facebook Ads | Facebook | 6 Months | 100,100 per day | 18,018,000 Visitors and app market downloads |
| Instagram Ads | Instagram | 6 Months | 8500 Per day | 765,000 viewers and subscribers |

4.5.1. Personal Selling

Zayurku uses the Personal Selling strategy by conducting a *Campaign* through a community of healthy food lovers, business people and community leaders in order to introduce Zayurku products.

4.5.2. Publicity– Public Relations (PR)

Zayurku uses publicity strategies by working with Radio on talk shows and using digital channels to publish products and ease of presentation.

4.5.3. Sales promotion (*Sales Promotion*)

Zayurku promotes convenience stores and ecommerce weekends on Fridays and Sundays and promotions on pay receipt dates. Zayurku will also work with health events and travel agencies to promote such as providing product samples to introduce Zayurku to consumers.

4.5.4. Direct Marketing (*Direct Marketing*)

In order to get quick responses from customers to acquire rapid replies from clients, businesses may use direct marketing as one of their interactive marketing strategies. The company's connection with consumers will improve as a result of using this marketing strategy. There are several ways in which direct marketing promotions may be used to connect with or solicit answers from specific consumers and prospective customers. These include direct mail, telephone, fax, e-mail, and other personal liaison methods. For direct sales in the shop, Zayurku will have a display of ready-to-eat food goods in the store and an SPG (Sales Promotion Girl) trained in product expertise to demonstrate the benefits of zayurku to customers. In specific tests, samples will be distributed in-store so that customers may see and experience the zayurku tastes firsthand. Additionally, Zayurku sells its products online through e-commerce and Instagram shops, which link customers to Zayurku transaction booths via its website and e-commerce store, respectively. Payments may be made by Zayurku by bank transfer or using one of the many available fintech apps.

Zayurku does not rest on its laurels year after year when it comes to marketing. ATL and BTL's promotional efforts will target market penetration and brand image building. In the lead-up to the goal period, we decided to begin extending distribution and menu development in Sumatra, Kalimantan, and Sulawesi, following distribution phases in Java and Bali. Although Zayurku's primary distribution area has shifted to other regions, the company will continue to conduct promotional operations in Java and Bali to boost basket size and repeat purchases to maintain customer loyalty when new rivals enter the market. This method will be implemented regularly to keep Zayurku consumers loyal while also recruiting new clients.

4.6. People Strategy

When it comes to enterprises that need high-performance resources, people are a significant asset. Customers will be happy and loyal if they have access to high-performing workers. Good knowledge skills are essential for a company's internal operations and its public image. Customers' perceptions of a service provider are shaped in part by the actions of the people who work there. Employees, customers, and other customers in the service environment are all examples of humans. In service marketing, the quality of the services given is highly influenced by the selection, training, motivation, and human resource management of the individual who acts as the service provider. In terms of marketing people, entrepreneurs, and leaders, Zayurku needs high-performance human resources. Professionals with a health education certificate are required by Zayurku Human Resources, as are those with experience and those who have shown strong performance. Human resources are critical to the success of a company like maklonZayurku, which is why they demand highly qualified and experienced employees in their industry and a focus on health and nutritional balance in meals.

4.7. Process Strategy

When it comes to providing a service, the process is a term that encompasses the actual methods, mechanisms, and flows of activity. This step in the process has significance in communicating the nature of the service. The process of providing services is an essential aspect of the service marketing mix since clients will be pleased to experience the service delivery system as an integral part of the whole service. The quality of a product or service relies heavily on the delivery procedure. All firm activities must be carried out following established processes and procedures by personnel who are competent, devoted, or loyal to the organization where they work in order to assure the quality of service (quality assurance). When the ready-to-distribute product is shipped to Zayurku's storage warehouse, it will then be delivered to the distributor's location based on the number of goods that have been ordered, which will then begin to be distributed to convenience and modern stores across Indonesia and reach the hands of consumers through the payment system that applies in each store. Starting with the maklon selection stage and continuing through the appointment of distributors and collaboration with distributor reference shops, the whole marketing process in Zayurku has been managed in compliance with the operating procedures standards applicable in Zayurku (Trading Term).

4.8. Physical Evidence Strategy

As part of the physical proof that customers need from service organizations with character, a company's building is an essential aspect of that evidence. Visitors' moods are affected by various factors, including interior design, building equipment, and layout. Buildings that cater to the needs of service organizations in specific market segments must be capable of evoking a sense of place by paying attention to details like lighting and sound. In North Jakarta, Zayurku has an office facility where all of the company's

business strategy, marketing, and administrative functions are housed. Bekasi, West Java, is the home of Zayurku's warehouse.

4.9. Sales Marketing Strategy

4.9.1. Sales Strategy

Zayurku, one of Indonesia's newest ready-to-eat healthy food businesses, has to make an effort to get its goods in front of as many people as possible. Zayurku's goods require a plan in Indonesia to gain acceptance and become market leaders. Zayurku's plan is as follows:

4.9.2. Push Strategy

It is a marketing approach to encourage customers to use Zayurku goods and reward those who do. Brand recognition and a vast sports application market are the goals of this approach. Zayurku items are introduced to the public through different electronic and social media platforms. Above the line, Zayurku Strategy employs this strategy.

4.9.3. Pash Strategy

Products from Zayurku come with a marketing plan. Consumers will be more likely to try Zayurku items if they see them as being made in their own country. Campaign Strategy is used to promote brand recognition and create a favorable image as the work of the nation's youngsters among the healthy food enthusiast and traveler communities. In addition, Zayurku places a high value on the availability of ready-to-eat, nutritious, and convenient food. In order to develop strong ties with Zayurku and its customers, direct WA is used to promote Zayurku's newest initiatives and events to consumers. In the approach called "Below the Line," this method is used.



Figure 2 ATL and BTL Strategy

(Self-processed matrix for research purposes)

4.10. Sales Marketing Target

Sales Marketing Target is a target calculated based on the assumption of Zayurku agreement which is based on the number of Indonesians recorded as employees. So that the results of the Optimistic Target amounted to 50% of the number of venues, the normal target of 30% of the number of venues and the pessimistic target of 10% of the number of venues.

Table 4 Sales Marketing Target Normal

| | NORMAL (30%) | | | | |
|---------------|--------------------------------|--------|--------|-----------------|----------------|
| | PRODUK | HARGA | MARGIN | JUMLAH KONSUMEN | REVENUE |
| JAWA | Sop Ayam | 25.000 | 12.500 | 543.401 | 6.113.264.513 |
| | Sayur Lodeh Teri Ayam | 25.000 | 12.500 | 494.001 | 5.557.513.194 |
| | Sayur Asem | 25.000 | 12.500 | 395.201 | 4.446.010.555 |
| SUMATERA | Soto Medan | 25.000 | 12.500 | 543.401 | 6.113.264.513 |
| | Rendang Sayur Nangka | 25.000 | 12.500 | 444.601 | 5.001.761.875 |
| | Gulai Ayam Daun Singkong Muda | 30.000 | 13.000 | 444.601 | 5.201.832.350 |
| | Sayur Rebung Asam | 30.000 | 13.000 | 395.201 | 4.623.850.977 |
| | Sambal Tempoyak | 30.000 | 13.000 | 395.201 | 4.623.850.977 |
| BALI-LOMBOK | Tumis PakChoy Ayam Betutu | 40.000 | 23.000 | 444.601 | 9.203.241.849 |
| | Plecing Kangkung Ayam Taliwang | 35.000 | 18.000 | 444.601 | 7.202.537.099 |
| | Terong Ayam Ikan Pari | 30.000 | 13.000 | 345.801 | 4.045.869.605 |
| KALIMANTAN | Gangan Waluh | 35.000 | 18.000 | 247.001 | 4.001.409.500 |
| | Ihutilinangka | 35.000 | 18.000 | 197.600 | 3.201.127.600 |
| SULAWESI | | | | | |
| Total 1 tahun | | | | 4.940.012 | 64.711.683.631 |

4.11. Marketing Timeline

Zayurku plans to implement a variety of marketing efforts. Before their official presentation, a campaign was launched to promote Zayurku products to a broad audience of foodies and culinary, tour, and

Influence of Marketing Mix Strategy on Zayurku Business Plan

travel industry professionals. Introductions are made, and events are sponsored as part of the campaign. The next phase uses different media, such as TV and radio, and social media, such as Google Ads, Facebook, Instagram, and YouTube, to sell the product. Influencers in this context include food bloggers and artists, community leaders, and tourists, who may collaborate. The marketing of appealing deals on payday, weekdays, national holidays, and client birthdays will be the next activity to draw in new customers and encourage existing ones to continue using Zayurku goods.

Table 5 Sales Marketing Activity

| Marketing Activity Schedule Plan | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|-----------|---|---|---|---|---|---|---|---|---|----|----|----|
| ZAYURKU "Makanan Saji Saji Sehat, Enak dan Praktis" | | | | | | | | | | | | | | | | | |
| Campaign | Pra Launching | | | | LAUNCHING | | | | | | | | | | | | |
| | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Campaign | Listing Produk | | | | | | | | | | | | | | | | |
| | Himpunan Pedagang Pengusaha Indonesia | | | | | | | | | | | | | | | | |
| | Asosiasi Pemasok Pedagang Ritel Indonesia | | | | | | | | | | | | | | | | |
| | Organisasi Tour & Travel | | | | | | | | | | | | | | | | |
| Digital Marketing | Kampus dan sekolah | | | | | | | | | | | | | | | | |
| | Google ads | | | | | | | | | | | | | | | | |
| | fb | | | | | | | | | | | | | | | | |
| | ig | | | | | | | | | | | | | | | | |
| Digital Marketing | Buzzer | | | | | | | | | | | | | | | | |
| | Bumper | | | | | | | | | | | | | | | | |
| | Endorse | | | | | | | | | | | | | | | | |
| | Youtube | | | | | | | | | | | | | | | | |
| Sponsor | RADIO | | | | | | | | | | | | | | | | |
| | WEEKDAYS | | | | | | | | | | | | | | | | |
| | WEEKDAYS | | | | | | | | | | | | | | | | |
| | RAMADHA & SEHAT | | | | | | | | | | | | | | | | |
| Acara/Event/Promo | TAHUN AJARAN | | | | | | | | | | | | | | | | |
| | HARI BEKAL NASIONAL | | | | | | | | | | | | | | | | |
| | HARBOLNAS | | | | | | | | | | | | | | | | |
| | Libur Negeri Tahun Baru | | | | | | | | | | | | | | | | |

- [5] Kotler, Philip, & Armstrong, G. (2016). *Principles of Marketing 16th Global Edition* (16Th Global).
- [6] Kotler, Phillip, & Keller, K. L. (2012). Marketing Management. In *Agrekon* (14th ed., Vol. 11, Issue 1). Pearson Education, Inc. <https://doi.org/10.1080/03031853.1972.9523871>
- [7] Marsuki, R. K., Shah, T. Y. R., Indradewa, R., & Pusaka, S. (2019). Implementation Marketing Mix Strategy in the New Frozen Food Business: Nugget Duck-Duckan. *Journal of...*, 6-10.
- [8] Michael Mwenda Gituma. (2017). Effects of Marketing Mix on Sales Performance : A Case of Unga Feeds Limited. In *Chandaria School of Business in Partial Fulfillment of the Requirements for the Degree of Masters in Business Administration* (Vol. 87, Issue 1,2).
- [9] Widardi, J., Shah, T. Y. R., Indradewa, R., & Pusaka, S. (2019). Marketing Mix Strategy Implementation for Business Plan at LH Hotel. *Science, Engineering and Social Science Series*, 3(5), 167–168.

**Corresponding Author: Freddy Raya Napitulu¹*

¹(Faculty of Business Economics Esa Unggul University Indonesia)