

INFLUENCE OF 7P MIX MARKETING STRATEGY ON BUSINESS SKY GARDEN

Kevin DhanuAndra¹, Tantri YanuarRahmatSyah², SemerdantaPusaka³, Rhian Indradewa⁴

Faculty of Business Economics EsaUnggul University Indonesia

Abstraction: The increase in the number of residents in DKI Jakarta was not followed by an increase in life expectancy. Based on data from the Central Statistics Agency (BPS) in 2020, the life expectancy of DKI Jakarta Province is relatively low when compared to other provinces in JavaIsland. The low life expectancy in DKI Jakarta can be caused by the lifestyle of urban people who more often consume fast food and drinks with excess sugar content that has an impact on the decline in public health. This condition is the cause of the increasing death rate in the DKI Jakarta area is increasing, but the increase in mortality is not followed by the availability of available funeral rooms. This becomes a business opportunity for Sky Garden in the service of providing one stop shop grief services for the needs of people who need special treatment on the bodies of beloved relatives. In running its business Sky Garden strategizes in communicating the company's business and also competes with competitors so that Sky Garden services become the consumer's choice. This research was conducted to find out how much influence the 7 P marketing strategy run by the Sky Garden company engaged in funeral home services. This paper is reviewed from the extensive literature of past studies related to the mixed concept of marketing and descriptive analysis used to analyze the best practices of 7 P marketing strategies applied today. The method is to apply all aspects of the 7p marketing strategy with the scenario to be run by the Sky Garden company, compared to the theory that has been described related to marketing mix 7P. The results of this study explain that the application of sky garden company marketing strategy has been fully integrated, both conventional and the application of strong digital marketing so that consumers are expected to get satisfaction with the company.Sky Garden products and services.

Keywords: *Funeral Home, Death Service, Grief Service, Strategic Financial, Business Plan, Sky Garden*

I. Introduction

Death is an inseparable part of life, something that must happen and will be experienced by every living being. Death is the end of man's life on earth as well as the transition to a new life that remains in the hereafter. Death is not always considered a frightening event, sometimes death is also considered a joy for some people because it can give up worldly life and can live a new life for those who believe it will be born again. Therefore, some religions in Indonesia such as Christianity, Catholicism, Buddhism, and Khonghuchu need grievous ministry as a place to pay their last respects to the dead. The increase in the number of deaths for the five religious groups was unfortunately not followed by an increase in the number of grief services in addition to the development of grief services is currently still minimal and less attention. Even though the service of grief is required to be fast, accurate and complete. The design of funeral services that have complete facilities to facilitate the bodies and families and relatives who come is considered important to increase the effectiveness of time and ease of access when someone dies.

The Love Service Foundation which will then be called Sky Garden is a company engaged in the field of grief services. *Yayasan Pelayanan Kasih* offers a *one stop* concept to facilitate consumers in enjoying grief services. The design of funeral services that have complete facilities to facilitate the bodies and families and relatives who come is considered important to increase the effectiveness of time and ease of access when someone dies. One way to achieve a company's goals is to know what the needs and desires of consumers or target markets and provide satisfaction that is expected effectively and efficiently compared to competitors (Phillip Kotler and Keller, 2012) For that, it takes re-buying interest to maintain the old consumer. To meet these two things, a strong marketing strategy is needed to stay in the company's business competition, so that marketing strategy becomes the right choice.

Marketing mix is the best step to consider all the marketing factors of Sky Garden, this is because *the marketing mix* looks in terms of products, services, prices and location. But in the development of the current competition in the digital sky garden *marketing mix* used by Sky Garden is 7P. With the use of *7P marketing mix*, it is expected that Sky Garden can devise a useful strategy to win the competition. In detail, *the 7P* Sky Garden marketing mix variable uses *product, price, promotion, place, people, physical evidence* and *process*. Based on the opinion of researchers who have spelled out above about the phenomenon that occurred in Sky Garden that the *7P marketing mix* variable becomes an important issue in winning business competition today

which causes gaps. So that the case makes the background of researchers to conduct a study entitled "Influence of *Marketing Mix Strategy on Business Sky Garden funeral home services*" (Case Study on *Sky Garden Indonesia*).

II. Library Review

Sales Marketing Strategy

According to Phillip Kotler and Keller (2012) "Marketing is a social process by which one individual and group get what they need and want by creating, offering, and freely exchanging valuable products and services with others." The *American Marketing Association*, as cited by Phillip Kotler and Keller (2012) offers the definition of marketing as "the process of planning and implementing thought, pricing, promoting, and distributing ideas, goods, and services to create exchanges that meet individual and organizational goals."

Strategy refers to a variety of managerial decisions and actions aimed at distinguishing a company from competitors and maintaining its competitive advantage. A company's strategy must match its mission, resources, and environmental circumstances (Daniel, 2018) Marketing strategies are strategies that organizations use to provide their target customers with quality products, at affordable prices, offer effective promotional strategies and interact with their distribution outlets thereby creating demand for their products and improving performance (Gituma, 2017).

Marketing Mix

According to Kotler and Keller (2012) that *Marketing Mix* is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market. On the other hand, there are adjustments to the *Marketing Mix*, where the manufacturer adjusts the elements of *the marketing mix* for each target market. The variables in this *marketing mix* can be used effectively if arranged in accordance with the circumstances and situations that are being experienced in a company. From the above definition can be concluded the understanding of *Marketing Mix* is factors that are mastered and can be used by *marketing manager* to influence consumer purchasing decisions.

Traditionally, the pillar of marketing is known as 4P which stands for Product, Price, Place and Promotion. However, as customers become more sophisticated, three further 'Ps' are added primarily to the service industry namely *People, Process* and *Physical Environment* (Hashim and Hamzah, 2014). Marketing strategy; Products, prices, venues, and promotions are strategies that organizations use to react to market and internal forces that will enable organizations to achieve their goals (Philip Kotler & Armstrong, 2016) A mixed marketing strategy includes all of a company's responses in ensuring that the target market positively influences their product demand. Companies that aspire to meet customer needs should often focus on understanding customers and developing appropriate strategies to improve their performance (Muchiri, 2016). These factors include *product, price, place, promotion, people, process and physical evidence*.

Product

According to Kotler dan Armstrong (2016) "Product as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. The product is everything that the manufacturer can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the market concerned, both in the form of goods and services. Products can be measured among them through (Kotler and Keller, 2012): First Product Variation, Second Product Quality, third Product Display.

Promotion

Promotion is the company's efforts to influence prospective buyers through the use of all elements or *Marketing Mix (7P)*. In essence, promotion is a form of marketing communication, which is meant by marketing communication is a marketing activity that seeks to spread information, influence, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Promotional media that can be used in this business include advertising, sales promotion, publicity and public relations, and direct marketing. The determination of promotional media to be used is based on the type and form of the product itself. Promotions can be measured broadly through the first level of advertising, second competitor publicity (Tjiptono, 2014).

Personal Selling

Personal selling is an attempt to introduce a product through direct communication (face-to-face) so that consumers are interested in buying the products offered. As one of the variables of personal selling promotion allows sellers to: Establish a direct relationship with prospective buyers so that sellers can better observe the characteristics and needs of buyers, obtain responses from prospective buyers, foster a variety of relationships with buyers both in business relationships and close friendships. So, in personal selling there is direct interaction, face-to-face between buyers and sellers, so that it can be known directly the desire, behavior and buying motives of consumers, while being able to see consumer reactions. Thus, changes can be more immediately adjusted.

Publicity – Public Relations (PR)

Publicity is a certain amount of information about a person, item, or organization that is 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 a 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.

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, as well as discounts such as discounts on product purchases. Some examples of sales promotion methods: Giving examples of goods for free, this is one of the sales promotion tools that are considered the most expensive but also the most effective. Gift coupons, this method is very effective because it makes people easily interested. 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.

Direct Marketing (*Direct Marketing*)

According to Kotler (2002: 53) Direct Marketing is marketing that uses a variety of media to interact directly with consumers, usually calling consumers for immediate response.

Price

Price contains an understanding, an exchange rate of goods or services that are 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 that must be paid by the customer to get the product or service offered. The price depends solely on the company's policy, but of course with things in mind. The price is said to be expensive, cheap, or ordinary for each individual does not have to be the same, because it depends on the individual behind the environment of life and individual conditions.

Place

According to Sutojo (2009;11) 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; 57): *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. 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.

People

People is a person who has 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 and can have a positive effect on 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.

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.

Physical Evidence

According to Nirwana (2004;47) "support facilities are part of the marketing of services that have a fairly important role. Because the services delivered to customers often require supporting facilities in delivery" This will further strengthen the existence of these services. Because with the existence of physical support facilities, the service will be understood by customers. Marketers in creating quality services need to pay attention to the following physical service elements: "Infrastructure related to customer service must also be considered by company management. Magnificent buildings with cooling facilities, sophisticated telecommunications equipment or quality office furniture and others are considered by customers in choosing a product / service. According to Timpe (2004; 295) physical facilities are very important for restaurants because they support the atmosphere inside the restaurant that can affect the enjoyment obtained by consumers. Indicators of physical facilities are classified into six variables, namely: First *Colour*(wall color, color of

equipment used). Both Layouts (plant order, wall fibers). Third *Lighting* (lighting both indoors and from the outdoors). Fourth *Facilitating goods* (restrooms, trash cans, and other equipment). *Fifth Furnishing* (number of seats and tables). *Sixth Atmosphere* (the atmosphere displayed can be through decoration or existing music).

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.

Results and Discussions

Based on the results of the implementation of marketing strategies carried out by researchers, the strategy applied by Sky Garden in promoting 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.

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 one stop shop service of Sky Garden funeral home.

Price Strategy

Strategies in establishing an effective pricing strategy for new products or this introductory stage there are 2 (two) alternative pricing strategies, namely: 1) *Floating Price (Skimming Price)*, Providing high prices to cover costs and generate maximum profit (the company can convince consumers that the product is different from other similar products). The *skimming* approach is very effective if there is price differentiation in a particular segment and relatively few competitors. *Skimming* can also be used to limit demand until the company feels ready to do mass production. Moreover, *skimming* can increase the value of the product to be very prestigious. Providing low prices to create market share and demand, this strategy can be applied to non-fragmented market situations into different segments, and the product does not have a high symbolic value. This approach is also effective against price-sensitive target markets.

Pricing made by Sky Garden in business is to use penetration prices, where one stop service products are relatively new that are not yet known to the public. So that with the penetration price strategy, Sky Garden can create a large market share so as to create a large profit for the company and help the community in releasing the bodies of beloved relatives. Here is a list of sky garden service prices compared to existing competitors.

The products and prices of services owned by Sky Garden are:

Table 5.3

Sky Garden products and service prices

Sky Garden Funeral Home			
Parcel	Standard	Medium	VIP
Price	Rp15.000.000	Rp 18.500.000	Rp 22.500.000
Service	Standard 3-day funeral room	Medium 3-day funeral room	3-day VIP bereavement room
	Standard coffin	Medium coffin	VIP coffin
	Pick up & delivery of Bodies	Pick up & delivery of Bodies	Pick up & delivery of Bodies
	Repatriation of Bodies	Repatriation of Bodies	Repatriation of Bodies
	Family room	Family room	Family room
	Seat 50 pcs	Seat 50 pcs	Seat 100 pcs
	Tea and coffee	Tea and coffee	Tea and coffee
	Cremation/funeral	Cremation/funeral	Cremation/funeral
	Floating by speed boat (max 8 people)	Floating by speed boat (max 8 people)	Floating by speed boat (max 8 people)

Source: Sky Garden

Place/Distribution Channel Strategy

According to Kotler and Keller (2012), a distribution channel is a series of interdependent organizations involved in the process of making a product or service ready for use or consumption. Adrian Payne (2001) suggests that distribution channels are a type of decision that relates to who participates in the delivery of services, namely organizations and people. The distribution channel at its core is how the company in this case the manufacturer of the product or service produced, conveys the product in order to meet the needs, desires and demands of consumers to be consumed and used. The forms of distribution channels according to Philip Kotler (2002: 561) state that the forms of channels seen from the many intermediate stages will determine the size of the length of a channel, namely: A zero-level channel (also called a direct-marketing channel) consists of a company that directly sells to the end customer a one-level channel containing one seller intermediary, such as a retailer or by using a distributor; A two-level channel contains two intermediaries, e.g. retailers and wholesalers, or companies that use representatives for their companies; The three-level channel contains three intermediaries, e.g. wholesalers, wholesalers and retailers or companies that use representative branches and distributors. Distribution channels are designed and managed by the company to execute marketing strategies and achieve the sales targets desired by the company. In this case it is expected that the sale of goods or services produced by the company can be sold more so that the company's profit increases. Distribution channels have a big role in increasing sales, because large sales will increase the volume of sales that are the basis of calculating profits received by the company.

Based on the above explanation, it can be concluded that distribution channels have a large role in increasing sales volume, ranging from the cost efficiency incurred by the company to the company's target in reaching potential consumers to increase sales. The fundamental role of the distribution channels used by the company is to sell products or services produced by the company in larger quantities so that the volume of sales of products offered by the company increases. Sky Garden uses *offline* and *online* markets in marketing products using two channels, namely B2C and B2B. Sky Garden will cooperate with PGI Cikini and hospitals located in central Jakarta.

Promotion Strategy

Promotion is an inseparable part of marketing itself, so without the existence of marketing cannot run at all. Promotion is an effort to introduce products / services so that they can be known and accepted by the public can be reached in various ways. The benefits of doing promotions are as follows: 1) Customer Loyalty, Promotion is useful to increase consumer loyalty so that later it does not switch to competitor products; 2) Communication Media, Promotion will be able to help a company to convey the information it wants to convey to its consumers and prospective customers; 3) Defense, Promotion is one of the most effective ways to maintain the image of aggressive attacks by competitors of a company; 4) Trial and Repeat Buying, by doing promotions, will increase the possibility of a company to continue to get new buyers as well as repeat buyers (repeat buyers); 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 community. Branding formed will strengthen a company in the public view (Rachmawati et al., 2021).

The promotional mix is categorized into 5 forms of promotion mix. The Promotion Mix consists of advertising, selling, direct marketing, sales promotions, and public relations.



Figure 1 Promotional Mix Sky Garden Images

Advertising (advertising)

Advertising is a form of non-individual communication with a number of costs using certain media carried out by companies, non-profit organizations or individuals. The main purpose of advertising is to increase the demand for the products offered. While the benefits of advertising are: Allows sellers to communicate with many people at once, allows sellers to disseminate information about products and companies, allows sellers to dramatize companies and their products through the use of eye-catching prints, sounds and colors. Advertising is generally bulky. Sky Garden in collaboration with PGI Cikini and hospitals in the Jakarta area will utilize advertising media in communicating to consumers and providing information about one stop service products.

Here is how the promotion will be done Sky Garden: 1). Website creation and social media. By using websites and social media, Sky Garden can reach the community digitally. All updates about services, prices, and articles about grief will be listed on the website and social media. 2). Discounts for Grand Opening, to be able to acquire new customers, Sky Garden will do discounts to attract interest. 3) Death planning program and referral code. To increase customer loyalty, Sky Garden has a death planning program and referral code. The death planning program itself is a program that will be created with the aim to provide ease of payment to customers to make orders for grief services before the death occurs. While referral code is a code that will be shared with customers who can refer Sky Garden to friends or relatives. For example, Sky Garden will give gifts such as discounts for booking the next service to the customer if the customer can invite relatives and relatives to use Sky Garden grief services.

People Strategy

People are a major asset in the service industry, especially businesses that need high-performance resources. Consumer needs for high-performing employees will cause satisfied and loyal consumers. Good knowledge skills will be basic competencies within the company and good imaging outside. People are all actors who play a role in the service provider so that it can affect the perception of customers. Elements of people are company employees, consumers and other consumers in the service environment. In relation to service marketing, the person who serves as the service provider greatly influences the quality of services provided, decisions regarding this person mean related to selection, training, motivation and human resource management. To carry out the service of grief well, then Sky Garden will recruit competent Human Resources personnel. In addition, every 6 months will also hold trainings to build better human resources. Sky garden will also make a good work culture so that it has workers who have a high work spirit.

Process Strategy

Process is all actual procedures, mechanisms, and flows of activity used to deliver services. This element of the process means something to convey the service. The process in services is a major factor in the service marketing mix as service customers will be happy to feel the service delivery system as part of the service itself. Service or product quality is very dependent on the process of delivering services to consumers. Given that the driver of the service company is the employee itself, so to ensure the quality of service (quality assurance), all company operations must be carried out in accordance with standardized systems and procedures by employees who are competent, committed, and loyal to the company where they work.

Sky Garden interacts through previously published social media channels that direct customers to the website of Sky Garden. Media channels are used to deliver solutions in the form of company products and services offered to reach consumers. Using digital media in the form of social media channels Instagram, Facebook, Line, YouTube, collaborating with online business platforms, and forming social community activities (Ambari et al., 2020). The website contains information about products, service facilities, as well as various news related to annual achievements and news about grief services. By having a website, Sky Garden has the advantage of creating a professional impression. Prospective customers will definitely pay more attention and trust companies that already have a website. In addition, the website can also be used as a means of finding new partners to work with.



Figure 1 Sky Garden Website.

Physical Evidence Strategy

A company or business activity generally requires an identity of the business commonly called *Physical Evidence*. One component of this marketing mix becomes a plus for the company when running its business. In addition, marketing that can determine the success of Jeeva Work Corporation in pursuit of maximum profits or profits is to increase the number of customers and sales results (Kurniawan et al., 2020) *Physical evidence* can be one of the factors to increase the trust of consumers or customers who use the services / goods of a company. Here are some photos from the Cikini funeral home that are currently running:



Figure 3 *Cikini Hospital Funeral Home.*

III. Sales Marketing Strategy

Sales Strategy

Sales is part of Sky Garden which aims to sell, offer products / services so that they can be sold at the appropriate price of the company's planning and targets and also those that can be received by customers. Setting up sales activities in the Sky Garden business aims to make the sales process in accordance with the company's objectives (Arini et al., 2021)

Sales activity

Sales activities by building a sales force structure in the Sky Garden based on the type of consumers served. To support a series of activities carried out to achieve the objectives summarized as follows:

Short-term activities (0-2 years)
Strategy: Market Recognition Process and Partner Search
Make a visit to the hospital
Make a cooperation agreement to the hospital / faskes
Participate in <i>events</i> held by hospital societies
Reviewing the cooperation agreements that have been made
Promote recognition through websites and social media
Medium-Term Activities (3-4 years)
Strategy: Expansion of Cooperation and Increased Sales
Make regular visits to old partners and expansi to new hospitals
Make a cooperation agreement to the hospital / faskes
Participate in <i>events</i> held by hospital societies
Reviewing the cooperation agreements that have been made
Promote to attract new customers and retargeting programs to old customers
Long-term activities (5 years and above)
Strategy: Maintenance of Cooperation and Opening New Branches in Potentially Large Cities
Make regular visits to old partners and expansi to new hospitals
Make a cooperation agreement to the hospital / faskes
Participate in <i>events</i> held by hospital societies
Reviewing the cooperation agreements that have been made
Make observations about the potential of new branches

Figure 4. Sales activities.

Revenue Stream Projections

Sky Garden *revenue stream* scenarios and assumptions from year 1 to year 5 are assumed by the following table:

Proyeksi Jumlah Customer					
Keterangan	TAHUN-1	TAHUN-2	TAHUN-3	TAHUN-4	TAHUN-5
Ruang duka Standard	391	480	589	784	1,018
Ruang duka Medium	310	372	449	532	754
Ruang duka VIP	121	167	252	350	411
Peti Standard	391	480	589	784	1,018
Peti Medium	310	372	449	532	754
Peti VIP	121	167	252	350	411
Kremasi	206	255	323	417	546
Ruang Abu	103	127	161	208	273
Guest House	82	102	129	167	218
Make Up Jenazah	822	1,019	1,290	1,666	2,183
Dekorasi	411	510	645	833	1,092
Photography	575	713	903	1,166	1,528
Catering	822	1,019	1,290	1,666	2,183
Sewa kursi/peralatan	822	1,019	1,290	1,666	2,183
Sound system	822	1,019	1,290	1,666	2,183
TOTAL	6,309	7,821	9,901	12,787	16,755

Table 2. Projected Number of Customers

Proyeksi Revenue Stream					
Keterangan	TAHUN-1	TAHUN-2	TAHUN-3	TAHUN-4	TAHUN-5
Ruang duka Standard	2,932,500,000	3,600,000,000	4,417,500,000	5,880,000,000	7,635,000,000
Ruang duka Medium	3,720,000,000	4,464,000,000	5,388,000,000	6,384,000,000	9,048,000,000
Ruang duka VIP	2,178,000,000	3,006,000,000	4,536,000,000	6,300,000,000	7,398,000,000
Peti Standard	1,173,000,000	1,440,000,000	1,767,000,000	2,352,000,000	3,054,000,000
Peti Medium	1,085,000,000	1,302,000,000	1,571,500,000	1,862,000,000	2,639,000,000
Peti VIP	484,000,000	668,000,000	1,008,000,000	1,400,000,000	1,644,000,000
Kremasi	1,233,000,000	1,528,500,000	1,935,000,000	2,499,000,000	3,274,500,000
Ruang Abu	30,825,000	38,212,500	48,375,000	62,475,000	81,862,500
Guest House	65,760,000	81,520,000	103,200,000	133,280,000	174,640,000
Make Up Jenazah	411,000,000	509,500,000	645,000,000	833,000,000	1,091,500,000
Dekorasi	822,000,000	1,019,000,000	1,290,000,000	1,666,000,000	2,183,000,000
Photography	575,400,000	713,300,000	903,000,000	1,166,200,000	1,528,100,000
Catering	4,110,000,000	5,095,000,000	6,450,000,000	8,330,000,000	10,915,000,000
Sewa kursi/peralatan	411,000,000	509,500,000	645,000,000	833,000,000	1,091,500,000
Sound system	1,644,000,000	2,038,000,000	2,580,000,000	3,332,000,000	4,366,000,000
TOTAL	20,875,485,000	26,012,532,500	33,287,575,000	43,032,955,000	56,124,102,500

Table 3. Revenue Stream projection for 5 years.

Marketing Budget

In achieving financial performance requires proper marketing planning. But the implementation requires costs that will certainly have an impact on the company. For this reason, the right measuring tool is needed to measure the effectiveness of marketing planning to financial reports. Here is a table of calculation of marketing cost budget or marketing budget Sky Garden

Sales Budget					
Keterangan	Tahun-1	Tahun-2	Tahun-3	Tahun-4	Tahun-5
Website development	30,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Digital Ads	72,000,000	82,800,000	95,220,000	109,503,000	125,928,450
Banner/Brosur	14,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Biaya Distribusi	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000
Biaya pelatihan sales	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000
Event	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Insentif	6,000,000	6,900,000	7,935,000	9,125,250	10,494,044
Total sebelum biaya tidak terduga	172,000,000	156,700,000	170,155,000	185,628,250	203,422,494
Biaya Tidak Terduga (%)	10%	10%	10%	10%	10%
Biaya Tidak Terduga	17,200,000	15,670,000	17,015,500	18,562,825	20,342,249
Total setelah Biaya tak terduga	189,200,000	172,370,000	187,170,500	204,191,075	223,764,744

Table 4. Marketing Budget

IV. Conclusion

Based on the results of the determination of the marketing mix marketing strategy 7P Sky Garden, researchers can conclude that Sky Garden will use all these strategies in winning competition with similar competitors. In addition, the application of 7P marketing mix will be more focused on promotions where it will maximize all opportunities both online and offline, so that in today's global business the company will always be ready to face the challenges ahead (Setiyawati et al., 2021).

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