ABSTRACT

MARKETING MIX STRATEGY OF TWO BEANS COFFEE CART

(Descriptive study about marketing mix strategy of two beans coffee cart to gain customer)

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The objective of research was to find out a marketing mix strategy of two beans coffee cart. The research discusses the strategy promotional mix two beans coffee cart that visits of this type of advertising, sales promotion and personal selling.

The research approach was qualitative by a descriptive method. The data collection techniques used were documentation, in-depth interview, library study, observation, and data searching online. The research informants were seve persons, consisting of two key informants and five supporting informants, selected by using a purposive sampling technique. The data analysis technique applied included data reduction, data collection, data presentation, conclusion drawing, and evaluation. The data validity tests used included among others triangulation data, and discussions with colleagues

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The research results were as follows: ***type of Advertising*** *are used as guidelines to determine the strategy of Two Beans Coffee Cart is the information of the results of any interaction with customers and experience which mean the types of advertising they are, because it is considered to provide knowledge about the promotional mix for Two Beans Coffee Cart itself.* ***Promotion*** *is exactly what makes two coffee beans cart is visited by customers.* ***Personal Selling*** *who used the approach by greetings and smiles.* ***Conclusion*** *on mix strategy research promotion of two beans coffee cart is maximizing user in non- paid social media will give benefit and promotional sales by spontaneously will make customers coming back to buy product.*

Keywords : Promotional Mix Strategy , Descriptive , Two Beans Coffee Cart