ANALISIS BAURAN PEMASARAN TABUNGAN ANAK SEKOLAH PD BPR BANK CIREBON

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Abstrak

Penelitian ini dilakukan di PD BPR Bank Cirebon. Tujuan penelitian ini adalah untuk mengetahui strategi bauran pemasaran BPR Bank Cirebon dengan menggunakan indikator bauran pemasaran 7P. Metode yang digunakan dalam pengambilan data adalah metode kualitatif dimana data diperoleh dengan melalui observasi dan wawancara yang penulis lakukan selama magang. analisis dalam penelitian ini menggunakan analisis strategi pemasaran dengan indikator 7P *(product, price, place, promotion, people, physical evidence, process)* untuk mengetahui strategi bauran pemasaran BPR Bank Cirebon. Hasil analisis penelitian ini menunjukan bahwa indikator 7P terutama indikator *produk, price,* dan *place* memiliki pengaruh yang besar terhadap kegiatan pemasaran BPR Bank Cirebon. Produk yang dimiliki oleh BPR dibutuhkan dan diminati oleh masyarakat, harga untuk menjadi nasabah produk BPR sangat terjangkau, lokasi kantor BPR strategis yaitu di kawasan pusat ekonomi dan mudah di akses kendaraan. Sedangkat indikator *promotion, people, physical evidence, dan process* juga memiliki pengaruh baik terhadap pemasaran BPR meskipun tidak sebesar *produk, price,* dan *place* dikarenakan kurangnya anggaran pemasaran, perangkat pendukung yang kurang memadai, dan proses pelayanan yang cukup lama, kurangnya kedisiplinan karyawan. Dapat disimpulkan bahwa strategi pemasaran bauran pemasaran BPR Bank Cirebon sudah cukup baik meskipun terdapat beberapa hambatan.

Kata Kunci: *Strategi Pemasaran, Bauran Pemasaran*

ANALYSIS OF THE MARKETING MIX OF SCHOOL CHILDREN'S SAVINGS IN PD BPR BANK CIREBON

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Abstract

This research was conducted at PD BPR Bank Cirebon. The purpose of this study was to determine the marketing mix strategy of BPR Bank Cirebon using the 7P marketing mix indicators. The method used in data collection is a qualitative method in which data is obtained through observation and interviews that the author conducted during his internship. The analysis in this study uses marketing strategy analysis with 7P indicators (product, price, place, promotion, people, physical evidence, process) to determine the marketing mix strategy of BPR Bank Cirebon. The results of this research analysis show that the 7P indicators, especially product, price, and place indicators, have a great influence on the marketing activities of BPR Bank Cirebon, the products owned by BPR are needed and in demand by the public. The price for becoming a customer of BPR products is very affordable, the location of the BPR office is strategic, namely in the central economic area and easy to access by vehicles. While the promotion, people, physical evidence, and process indicators also have a good influence on BPR marketing, although not as big as the product, price, and place due to the lack of marketing budgets, inadequate supporting devices, and quite a long service process, lack of employee discipline. It can be concluded that the marketing strategy of BPR Bank Cirebon's marketing mix is quite good even though there are several obstacles.

Keywords: *Marketing Strategy, Marketing Mix*