

**The Implementation of Marketing Mix at
OTI Fried Chicken Kranggan Semarang**

**A Thesis Presented as a Partial Fulfillment the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

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19.J2.0024

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

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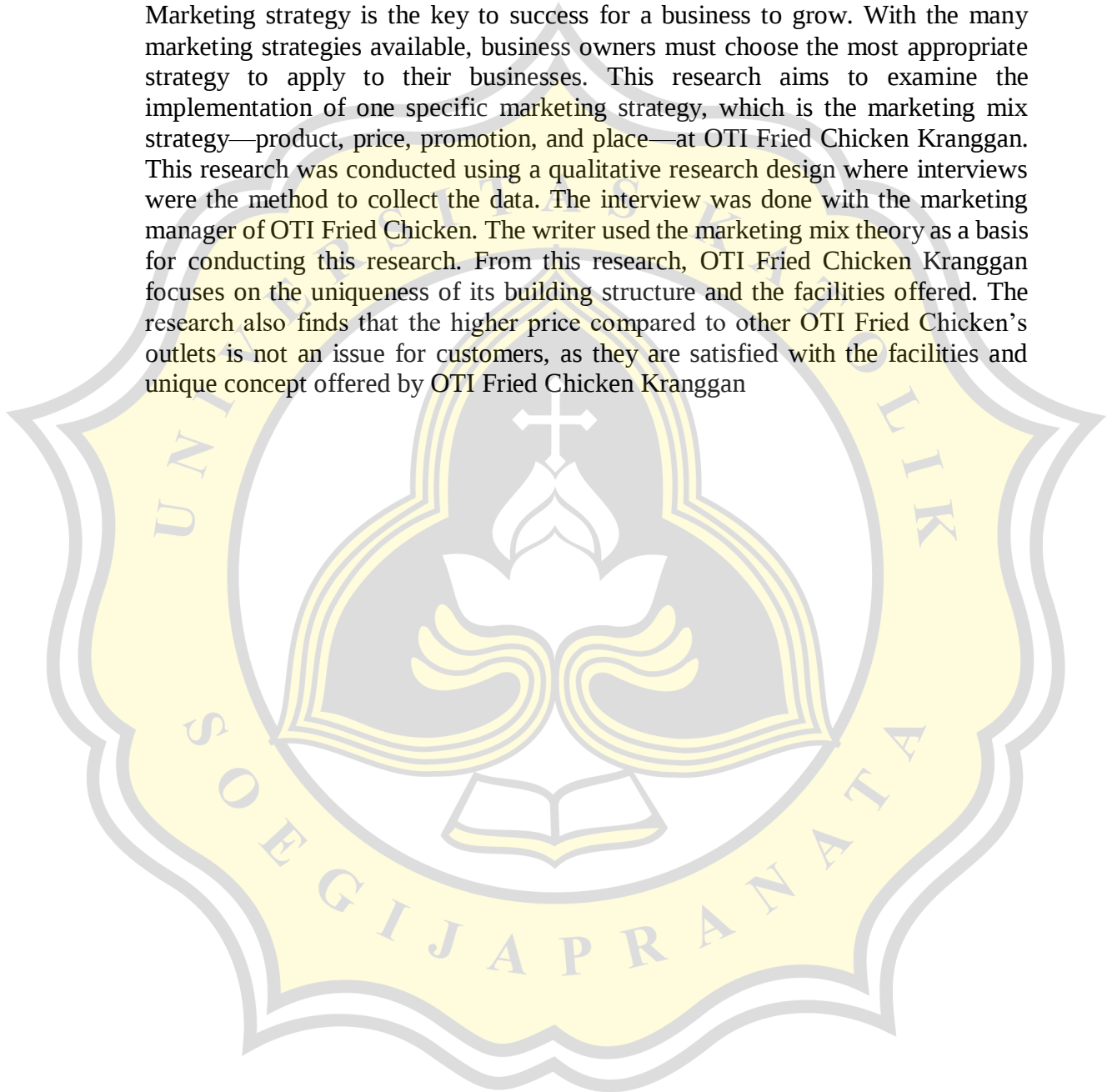
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ABSTRACT

Marketing strategy is the key to success for a business to grow. With the many marketing strategies available, business owners must choose the most appropriate strategy to apply to their businesses. This research aims to examine the implementation of one specific marketing strategy, which is the marketing mix strategy—product, price, promotion, and place—at OTI Fried Chicken Kranggan. This research was conducted using a qualitative research design where interviews were the method to collect the data. The interview was done with the marketing manager of OTI Fried Chicken. The writer used the marketing mix theory as a basis for conducting this research. From this research, OTI Fried Chicken Kranggan focuses on the uniqueness of its building structure and the facilities offered. The research also finds that the higher price compared to other OTI Fried Chicken's outlets is not an issue for customers, as they are satisfied with the facilities and unique concept offered by OTI Fried Chicken Kranggan



ABSTRAK

Strategi pemasaran adalah kunci kesuksesan bagi pertumbuhan suatu bisnis. Dengan banyaknya strategi pemasaran yang tersedia, pemilik bisnis harus memilih strategi yang paling sesuai untuk diterapkan pada bisnis mereka. Penelitian ini bertujuan untuk meneliti penerapan salah satu strategi pemasaran, yaitu strategi bauran pemasaran—produk, harga, promosi, dan tempat—di OTI Fried Chicken Kranggan. Penelitian ini dilakukan dengan menggunakan metode kualitatif dan wawancara dengan manajer pemasaran OTI Fried Chicken. Penulis menggunakan teori bauran pemasaran sebagai dasar untuk melakukan penelitian ini. Dari penelitian ini, OTI Fried Chicken Kranggan berfokus pada keunikan struktur bangunannya serta fasilitas yang ditawarkan. Penelitian ini juga menyimpulkan bahwa perbedaan harga yang lebih tinggi dengan outlet OTI Fried Chicken lainnya tidak menjadi sebuah masalah bagi pelanggan karena fasilitas memuaskan dan dengan konsep berbeda yang diberikan oleh OTI Fried Chicken Kranggan.

