ABSTRACT


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Key Words: Transportation Travel Bureau, Marketing Mix Strategy

‘Safara Transportation’ Tour Travel Bureau, The service of Transportation offers Tour, Travelling, Ticketing, Study Comparing, Umroh Packet, Meeting, etc. By implementing marketing mix strategy it is hoped that it can make easier for the marketing of ‘Safara’ Tour Travel in enlarging or marketing the product.

The research aims at knowing how to implement Marketing Mix Strategy and the effects on ‘Safara’ Tour Travel Bojonegoro East Java. The research used qualitative in descriptive approach by holding interview to the director / owner, marketing manager and the customers of ‘Safara’ Tour Travel Bojonegoro.

The result of the research shows that the Implementation of Marketing Mix Strategy: The Implementation of “9P” mix marketing in ‘Safara’ Transportation Travel Tour Bureau can run well, focuses in Price Strategy. Marketing Mix consists of Product Strategy (making service product, delivery product, creating the package and marketing target), Price Strategy (getting more income by minimum cost), Promotion Strategy (direct and indirect for consumers), Place Strategy or Distribution Strategy (strategy which can be reached by using an easy transportation, the location of marketing in the central of the city), Personal Strategy (service and politeness of the officers), Evidence Strategy, Process Strategy (easy, satisfied fast system), Power Strategy (good relationship) and Public Relation Strategy (the same as Power Strategy, to have good relationship).