

## **Marketing Mix of Rubber Factory Waste PT. Darma Kalimantan Jaya Desa Haruyan Seberang Kabupaten Hulu Sungai Tengah**

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**Abstract:** This research aims to provide an overview of the marketing mix from the utilization of waste from PT rubber factory production. PT Darma Kalimantan Jaya, so that it can become a product that has economic value among the community and what is the marketing process. This type of research is field research with a qualitative descriptive approach. The purposeful sampling data analysis technique and data credibility test used is triangulation. The results of the research carried out can be concluded that by indirectly applying the concept of the 7p marketing mix as in Kotler and Fox's theory in (Lupiyoadi, 2013: 148) in the waste soil product business managed by PT. Darma Kalimantan Jaya has been able to attract interest from buyers to become customers and has been able to become a strength and advantage in facing competition with other waste land entrepreneurs, because PT. Darma Kalimantan Jaya really maintains the quality of its products, and prioritizes always providing the best service to each customer in order to create comfort and satisfaction for all customers who come to buy products from this waste land

**Keywords:** Marketing Mix Strategy, Marketing Concept

### **INTRODUCTION**

Industrial waste is increasing in line with the rapid development of industry, both in volume and type. Industrial waste, especially waste from the textile, paper, cosmetics, food, medicine and other industries, is one of the causes of environmental problems due to the waste being released which pollutes the environment. As a result, the burden of environmental pollution is increasingly heavy, while nature's ability to accept the burden of waste is limited. There are many types of industrial waste, depending on the raw materials and processes used by each industry. One of the most disturbing problems with industrial waste is the dye content (Pratiwi, 2010).

One of the industrial wastes that is the main contributor to water pollution is dye waste produced from the dyeing process in the textile industry. The most widely used dyes in the textile industry are azo dyes. Azo dyes are the most widely used because they are easy to find and have a greater variety of colors compared to natural dyes (Pandey et al., 2007). Azo dyes are synthesized so that they are not easily damaged by chemical or photolytic treatment. For this reason, if it is thrown into waters, it will disturb the aesthetics and poison the aquatic biota in the water body. This is due to reduced oxygen produced during the photosynthesis process due to obstruction of sunlight from entering water bodies due to the presence of dye waste. In addition, aerobic breakdown of azo dyes at the bottom of waters produces aromatic amine compounds which may be more toxic than the azo dye itself (Harrelkas, F, 2008).

Many efforts have been made to minimize and overcome pollution from Azo dyes. One way is by chemical means, namely by adding chemicals as coagulants, but this method has a weakness, namely that it produces quite a lot of chemical sludge and requires further sludge management which requires relatively high costs and the resulting sludge will also cause new problems. for waste processing units (Arifin, 2008). Apart from that, the removal of dyes cannot take place optimally, the dyes remain in quite high levels in the water resulting from the processing. Another method for degrading synthetic dyes is by using physical-chemical methods such as filtration, precipitation, adsorption with activated carbon, photodegradation and ozonation (Pardede, 2018). The method used is expensive and less

effective because it only concentrates on removing color, does not reduce the dye content (Modi *et al.*, 2010). To deal with the above problems, the use of microorganisms to process textile waste has great potential to be developed because textile waste with a high organic material content can be used directly or indirectly by microorganisms as nutrients for their growth. However, not all microbes are able to break down textile dyes. The microbes that are widely studied and have the potential to be developed are bacteria and fungi. The weakness of renovating using bacteria is that it works on a specific substrate so that its activity is on a specific spectrum (Harrelkas, F, 2008).

The use of fungi became more intensive after the discovery of several types of fungi such as *Coriolus versicolor* (Zahida *et al.*, 2007), and *Trametes versicolor*. This fungus is very effective in breaking down xenobiotic compounds including azo dyes. The ability of fungi to break down textile dyes is due to extracellular lignolytic enzymes such as manganese peroxidase, lignin peroxidase, and laccase (Boran and Yesilada, 2011). The strategic potential for using lignolytic enzymes is that the process of their breakdown until mineralization produces non-toxic, non-specific substances so that their activity is on a broad spectrum (Katia *et al.*, 2005). Based on research by (Singh and Singh, 2010), it is known that several types of fungi such as *Trichoderma harzianum*, *Phanerocheate chrysosporium*, *Aspergillus flavus*, *Glocladium virens* and *Trametes versicolor* can degrade synthetic dyes, especially dyes from the azo group.

Based on research by (Hadibarata, 2011), it was found that several fungal isolates were grown on synthetic dye waste and could grow optimally under these environmental conditions, and these fungi were known to be able to degrade synthetic dyes of the azo group, including Anilin yellow, Methyl red, Methyl orange, Bismark brown. , and Congo red. The fungus used comes from the forests of Samarinda, East Kalimantan and its classification is not yet known. However, molecular identification has not been carried out on the M fungus isolate. Therefore, this research aims to identify the morphology and molecular characteristics of the fungus (isolate M), so that it is hoped that the fungus can be used as a biological agent related to its ability to degrade synthetic dyes. Identification is carried out morphologically and molecularly, considering that morphological data alone is not strong enough to be the only basis for classification, because organisms that are distantly related can have similar morphology. The use of molecular data is used to support morphological data and is expected to provide a stronger basis for determining the classification and identification of fungi (Simpson, 2011).

Industrial waste contains organic or inorganic materials which can reduce water quality and cause color, taste and odor and even contain heavy metals. Industrial waste needs special attention, considering that the concentration of industrial waste will have toxic effects that are very dangerous for human life and the ecosystem where the waste is disposed of. Of the various types of industrial activities, there are still many industries that do not pay attention to liquid waste quality standards, so that if the waste effluent is discharged into water bodies, it can cause pollution. In order to control the impact of industrial waste pollution, it is necessary to have good waste management so that the waste to be disposed of does not damage the environment. PT. Darma Kalimantan Jaya in Haruyan village is one of the largest rubber factories in Hulu Sungai Tengah Regency which previously disposed of waste water from their production into the Haruyan River. Besides that, PT. Darma Kalimantan Jaya is also responsible for protecting the environment as a result of the rubber raw material production process which they carry out on a fairly large scale, namely by converting production wastewater into fertilizer which is useful for fertilizing plants which were once given a brand name Humate Granule.

However, the fertilizer processing factory at the company PT. Darma Kalimantan Jaya was then closed, because the production costs were quite high to make fertilizer production from the use of waste, but demand and market selling prices were very low. In the end, the disposal of waste water is the residual result of the production process, where if there is too much waste in the environment it will have an impact on environmental pollution, especially river water. Previously, the Haruyan River was thought to have experienced a decline in quality due to waste disposal activities from the remaining production of the PT rubber factory. Darma Kalimantan Jaya was dumped through the Haruyan

river which resulted in the pollution of the river water which was once a source of life for the people along the Haruyan river.

From this incident, many people, one of whom is from Mr. Normansyah's family, are utilizing waste from the rubber factory to make a product that has economic value which can then be marketed as a substitute product for fertilizer to support activities in the agricultural sector because this is quite profitable for companies because they don't need to throw waste from their remaining production into the river anymore. This also motivated me to better understand and carry out more in-depth research regarding the existence of an opportunity that could be turned into a business which then created an interest in researching the marketing mix of waste products from factory waste managed by one of the waste land business actors in Haruyan village. Opposite, namely Normansyah's father's family. The problem formulation in this research is What is the description of waste land products that can be marketed according to the concept of the 7p marketing mix (case study of Mr Normansyah's family).

## LITERATURE REVIEWS

### Understanding Marketing

Marketing is the activity, set of institutions, and processes of creating, communicating, delivering, and exchanging offers of value to customers, clients, partners, and the general public (Wikipedia). Meanwhile, the market itself comes from the word pe.ma.sar.an,

1. Namely the process, method, act of marketing a merchandise
2. Regarding disseminating it to the community (Indonesia Dictionary)

According to (Kotler and Armstrong, 2016), marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return.

### Marketing Concept

The Marketing Concept is a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of a company. (Swastha and Handoko, 2002). Marketing concepts need to be understood to create the right strategy. When running a company, you definitely need to understand the ins and outs of marketing concepts. This is closely related to the success of the company. According to (Kotler and Keller, 2016), Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. This means that marketing is about identifying and meeting human and social needs. One of the best and shortest definitions of marketing is meeting needs profitably. In their book entitled Marketing Principles, Philip Kotler from Northwestern University and Gary Armstrong from the University of North Carolina explain several alternative marketing concepts. According to Kotler, the Marketing Concept consists of 6 concepts, namely the Production Concept, the Product Concept, the selling concept, the marketing concept, the social-oriented marketing concept and the holistic marketing concept.

- a. Production Concept

The production concept states that consumers will like products that are available and at affordable prices. Therefore, you must focus on increasing production and distribution efficiency. By increasing production efficiency, the final price can be reduced so that consumers will get an affordable offer. Likewise with distribution, every optimization on the production side can make it easier for consumers to get your product. And besides that, good distribution can cut costs, and lead to affordable prices.

- b. Product Concept

The product concept states that consumers will prefer products that offer the best quality, performance and innovative features. Always provide the best quality products. Based on this concept, marketing strategies focus

on continuous product improvement. If done correctly it will produce an excellent product. Product quality and improvement is an important part of most marketing strategies.

c. Selling Concept

The selling concept states that consumers will not buy a company's product unless the product is sold on a large sales scale and with large promotional efforts. This sales concept is usually applied to non-primary products or services. Products that are not basic needs so they are not sought after. Furthermore, in the book Philip Kotler states that this concept focuses on creating sales transactions. And not the building of long-term, profitable customer relationships. The goal often revolves around how to sell the products the company produces and not making products that the market wants.

d. Marketing Concept

The fourth concept is the marketing concept. Philip Kotler and Gary Armstrong state that in this concept achieving organizational goals depends on knowing the needs and desires of the target market and providing the desired satisfaction better than competitors. Based on this concept, customer focus and value are the path to sales and profits.

e. Social Marketing Concept

The concept of marketing with a social perspective in English is called the societal marketing concept. This concept questions whether the pure marketing concept takes into account possible conflicts between consumers' short-term desires and consumers' long-term welfare. The concept of social-oriented marketing is a marketing principle which states that companies or owners must make good marketing decisions by taking into account consumer desires, company requirements, consumers' long-term interests, and the long-term interests of society.

f. Holistic Marketing Concept

According to this concept, a business and its different parts are a single entity and have a common goal, aligned and integrated activities to achieve that goal. If we refer to Marketing91, the holistic marketing concept is a marketing strategy that considers the business as a whole and not as an entity with various different parts.

## RESEARCH METHOD

The research method I carried out here is a qualitative descriptive method. Descriptive is a problem formulation that guides research to explore or photograph the social situation that will be studied thoroughly, broadly and in depth. The data and data sources used in this writing are as follows:

1. Primary Data

In this research, the data source was obtained directly from a trusted source using observation techniques, namely conducting a face-to-face interview with one of the waste land business actors in Desa Haruyan Seberang who was able to provide information according to the problems studied by the researcher. The following are some of the informants who will be interviewed:

Tabel 1. Informant List

No.	Name	Description
1.	Normasyah	Waste Land Entrepreneurs
2.	Sari	Waste Land Entrepreneurs
3.	Zainuddin	Waste Land Customers

Source: Processed data, 2023

2. Secondary Data

Secondary data is data that has been collected from several literature, documents, books and things related to marketing mix strategies in increasing income and sales. In this case, I as a researcher used tools via the internet to look for several references to complete the results of the research I conducted

Data Credibility Test is a test where researchers look for and determine the level of confidence in the data being studied. In order for researchers to obtain valid findings and interpretations, their credibility needs to be examined. In this research, the credibility of the data used was tested using triangulation techniques. Triangulation is a technique for obtaining valid data, so that researchers can obtain the truth and information obtained by researchers from various different points of view. Triangulation in credibility testing is defined as checking data from various sources in various ways, and at various times. In qualitative research, informants are divided into three, namely (1) Key informant (Mr Normansyah), (2) Main informant (Ibu Sari), and (3) Supporting Informant (Mr. Zainuddin)

The use of the three types of informants above is for the purpose of data validity using the triangulation method. The use of the three types of informants above is for the purpose of data validity using the triangulation method. Researchers should collect information from these informants sequentially starting from key informants, main informants, and supporting informants.

## RESULT AND DISCUSSION

From all the results of these interviews, it can be concluded that Mr. Normansyah was able to take advantage of the opportunity from waste that previously polluted the river and was thrown away by the company for free, transforming it into a product that has benefits and selling value in society. The product from the use of PT. Darma Kalimantan Jaya rubber factory waste has quality equivalent to inorganic fertilizer to support vegetable farmers in particular. By indirectly applying the 7p mix concept to waste land products, it is considered capable of attracting buyers' interest and being able to become a strength in facing competition with other waste land entrepreneurs, because Mr. Normansyah's family really maintains the quality of its products and also prioritizes providing the best service to its customers. in order to maintain comfort and satisfaction for every customer who comes and buys waste land products. The results of the research are as follows

### 1. **Data on Mr. Normansyah's family's marketing mix strategy to improve marketing.**

Waste land products are a business managed by one of the people around the company, namely Mr. Normansyah's family, which started in 2020. Mr. Normansyah's family waste land products have only been running for the last 3 (three) years. Mr. Normansyah's family has begun to experience experiences, challenges, obstacles and obstacles in running their business. However, this did not necessarily make Mr. Normansyah's family collapse and give up hope, but it became stronger and more enthusiastic so that it can still survive and operate until now. The start of the waste land product business itself was initiated by the emergence of an idea from the local community who saw the opportunity from the benefits of waste from the production of the PT rubber factory. Darma Kalimantan Jaya turns out to have benefits in helping and increasing the fertility of plants and making the soil loose and more fertile.

Mr. Normansyah's family started this waste land product business starting from the many victims of layoffs from rubber companies due to the impact of the Covid-19 pandemic and one of the victims was Mr. Normansyah's own son who at that time was married and depended on his life and family from the wages of the contract work he was doing. as an employee of the rubber factory. Due to several factors affecting Mr. Normansyah's family's income decreasing, Mr. Normansyah and his family finally tried to develop a waste land product business which is still actively operating today. As this business continues to develop, several other people are interested in using this opportunity as a solution similar to what Mr. Normansyah did.



As a result of this, competition will become increasingly fierce, so it is necessary for Mr. Normansyah to implement special strategies to be able to develop and improve his business again. When running a business, you must have a strategy in managing it so that the products being marketed can be known and accepted by the wider community. One of them is waste land product from Mr Normansyah's family in Haruyan Seberang village. The product sold by Mr. Normansyah's family comes from waste from rubber factory production which has the benefit of being a plant fertilizer. This waste is managed so that the product becomes viable and attractive so that it can then be marketed. Before waste soil products are marketed to the public, the waste soil products are packaged first using used sacks that are suitable for use. After the packaging process is complete, this is the task of the wife, Mr. Normansyah, assisted by his son, and then carries out promotion and marketing through their acquaintances on social media and around the Haruyan sub-district area.

All products that are ready to be marketed follow the standards set by Mr. Normansyah's family as the owner of a waste land product business. These standards were created to support product quality in order to maintain the comfort and satisfaction of every customer who purchases waste soil products at Mr. Normansyah's family's premises. Mr. Normansyah's family waste product strategy is to pay attention to all existing processes, including product, price, place, promotion, process, physical evidence and people.

a. Price

Each sack of waste soil product is priced at IDR 15,000.00, which is then adjusted to the agreed terms of the transaction, whether it is delivered or the customer picks it up themselves.

b. Product

- The products offered are waste soil products that have been packaged.
- The products provided by Mr. Normansyah are halal products.
- Maintained product quality and production processes that comply with standards.
- The product delivery process occurs after a few moments of transactions with the customer to determine the time and place of delivery.

c. Place

A very strategic production site is one of the attractions for customers, because it is very close to the main road which makes it easy for transport cars to park and load waste soil products into it.

d. Promotion (promotion)

- Promotion is carried out by offering to several relations and also making contact via social media.
- Promotions are carried out by using COD (Cash on Delivery) when delivering orders using social media.
- Indirect promotions are carried out through loyal customers. Customers will come back automatically through suggestions from previous customers. The way to get loyal customers must be supported by the service provided.

e. People

The people referred to here are part of the marketing mix concept element in the form of human resources that support waste land production activities.

f. Process

The process referred to here is also an element that is directly related to the entrepreneurial process for waste land products in the context of service to customers or consumers. Starting from waste storage, packaging, offers, transactions to delivery.

g. Physical Evidence (physical evidence)

The density of the contents of the waste soil product packaging sack and the image it carries is one part of the physical appearance of the waste soil product which influences the comfort and satisfaction of each customer who makes a transaction.

In facing business competition, Mr. Normansyah's family carries out healthy competition by improving the quality of product packaging. With a strategy to improve product quality, promotions, prices, comfort of place and regular service aimed at customers. Apart from that, Mr. Normansyah's family is also improving its human resources and carrying out promotions on social media so that many consumers will come. Mr. Normansyah's family really prioritizes customer comfort, because with many customers who feel comfortable and satisfied with their service, they will indirectly be able to slowly win market competition. In running a strategic business, marketing is very necessary for an entrepreneur in running his business. This marketing strategy is so important that it must be thought through carefully and in detail in order to create a business that can compete and continue to grow. There are various kinds of marketing strategies that an entrepreneur can use in his business, including product strategy, price strategy, place strategy and promotional strategy. The marketing strategy used by Mr. Normansyah's family to increase income is the marketing mix strategy. The marketing mix strategy consists of product, price, place and location strategies

Every profit-oriented business will always prioritize customer satisfaction. By getting satisfaction from customers, a business will easily increase profits. A business is said to be successful if it gets good value from customers, so that customers feel satisfied with what they get. So, the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general levels of satisfaction. If performance is below expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied, pleased, or happy. Customer expectations are shaped by previous purchasing experiences, comments from friends and acquaintances, and information and promises from marketers and competitors. To attract consumers' buying interest, Mr. Normansyah's family implemented a marketing mix strategy consisting of product, price, place, promotion, process, physical evidence and people. By implementing this strategy, Mr. Normansyah's family can obtain positive value from customers.

## **2. Marketing Mix Strategy for Mr. Normansyah's Family Waste Land Business in Desa Haruyan Seberang to improve marketing**

Every type of business that is profit or income oriented will always prioritize customer satisfaction and comfort. By getting satisfaction and comfort from customers, a business will easily increase its profits or income. A business is said to be successful if it obtains a positive image from its customers, so that the customers feel satisfied with what they get. So, the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general levels of satisfaction. If performance is below expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied, pleased, or happy.

Customer expectations are shaped by previous purchasing experiences, comments from friends and acquaintances, and information and promises from marketers and competitors. According to the researcher's opinion regarding the 7p marketing mix strategy in Mr. Normansyah's waste land business in Haruyan Seberang village in improving marketing as viewed from the research results based on the theory of Kotler and Fox in (Lupiyoadi, 2013), namely:

### **a. Product strategy**

Product strategy in business or enterprise is very important to carry out as according to (Kotler and Keller, 2016) a product is anything that can be offered to the market to satisfy wants and needs. In fact, this trader's product strategy can be concluded that Mr. Normansyah's waste land business in Village Haruyan Seberang really thinks about developing the marketing of its products, they believe that the products and services they provide will have an impact on the satisfaction and comfort of their customers. Based on the

theory and facts in the field, it can be seen that the product strategy carried out by Mr. Normansyah in Haruyan Seberang village has thought about developing the marketing of his products, they believe that providing quality products and good service also influences marketing which makes consumers become comfortable and satisfied.

b. Pricing strategy

Price in a business is very important for a business, according to (Kotler and Keller, 2016) Price is one element of the marketing mix that produces income and the other produces costs. The amount a customer must pay for a desired product is the primary measure of an economic system in which prices influence the distribution of factors of production. Prices and price changes are difficult issues in sales. Therefore, pricing is essentially the only element of the marketing mix that generates revenue for the company. The fact is that regarding Mr. Normansyah's waste soil product pricing strategy, they still follow market prices or standard prices for waste soil entrepreneurs in their area. They worry that if the price is too high, they will lose customers. Based on theory and facts in the field, it can be seen that the pricing strategy implemented by Mr. Normansyah's family uses going rate pricing by Kotler, namely setting prices according to the prevailing price where waste land products are sold at standard prices in the area.

c. Place strategy

Places are various activities carried out by a company or business manager to make the products produced or sold affordable and available to the target market. According to (Kotler and Keller, 2016) place is defined as a company's activities so that products are easily available to target customers. Place in service is a combination of location and decisions regarding distribution channels, in this case related to how to deliver services to consumers and where the strategic location is. Location means the relationship to where a company or place of business must be located and carry out marketing and sales operations. The implementation of Mr. Normansyah's waste land business strategy is very appropriate because the location of the storage and packaging ponds is quite strategic and easily visible to passing road users. Apart from being a strategic location, they have also thought about the comfort of transactions with their customers. They believe that having a comfortable place can create satisfaction for their customers. Based on the theory and facts in the field, it can be seen that Mr. Normansyah's waste land business is very good at choosing business locations according to location strategy theory. Mr. Normansyah's waste land business is very good at selecting strategic locations with most of them using one distribution channel, namely producer to consumer, this is in accordance with Kotler's place marketing theory.

d. Promotion strategy

Promotion in a business is very important to carry out, according to (Kotler and Keller, 2016) promotion is an activity carried out by a company to encourage consumers to purchase products. Promotion is an activity that communicates the advantages of a product and persuades the target market to buy it. Promotions are run by companies to encourage consumers to be interested and buy products in the services offered. In its implementation, promotion or advertising functions to introduce the product and to convince, persuade and remind consumers about the advantages and disadvantages of the benefits of the product offered so that consumers are willing to buy the product. The promotional strategy carried out by Mr. Normansyah's family is categorized as quite good, but still not optimal. Mr. Normansyah's waste land business uses promotional media such as WhatsApp and ordinary telephone services, of course this is felt to be less than optimal because social media such as WhatsApp and ordinary telephones are still not wide enough to reach customers. Based on theory and facts in the field, it can be seen that Mr. Normansyah's waste land products are quite good at implementing promotional strategies, but they are lacking in implementing promotional tools to expand the target market.

e. Process strategy



According to (Kotler and Armstrong, 2012) promotion is an activity that communicates the benefits of a product and persuades, reminds and encourages customers to buy the product being offered. With a promotional program, people who have not previously known about or want to buy a product will be interested and try the product for consumers to buy. Process is very important because it talks about how this business process can run well for a business. It includes all activities that everyone plays a role in. Starting from the product marketing process, product transactions, delivery to after-sales service when the product is damaged. The process strategy that is also applied to Mr. Normansyah's waste land business can be categorized as quite good, because in creating a product that has useful and economic value and can also be accepted later by the market because a process is needed so that the strategy can apply in society.

f. Physical evidence strategy

According to Kotler (2016), physical evidence is evidence held by service providers aimed at consumers as a suggestion for added value to consumers. Physical evidence is a tangible form offered to customers. There are virtually no physical attributes to services, so consumers tend to rely on material cues. Physical evidence is the physical environment of a business where services are created and where service providers interact with consumers, plus any tangible elements used to communicate or support the role in marketing the service. The physical evidence strategy for the business managed by Mr. Normansyah's family has so far been very helpful and considered good, because several elements of the physical evidence contained in Mr. Normansyah's business actually influence market demand. This waste soil product, which was previously dirty, smelly and dirty for some people, can now be transformed and become a product that is quite sought after by most vegetable farmers in the area and has quite promising selling value at the moment.

g. People strategy

According to (Kotler and Keller, 2016), People reflects, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people inside the organization. People reflect, in part, on internal marketing and the fact that "people" support here is critical to marketing success. Marketing is only as good as the people in the organization. In the context of the business run by Mr. Normansyah's family, the people strategy here is very good, because the people in question are human resources who are the main factor in the sustainability of a business being run. And the people here include business actors and customers of the products being marketed, which makes the mutual symbiosis between the two quite good. The results of this research both use elements of the 7P marketing mix with previous research in the name of (Setyaningsih, 2020). Marketing Mix Strategy at the Sari Rasadi Tofu Factory, Harjosari Lor Village, Adiwerna District, Tegal Regency. Economic Education Study Program, Faculty of Teacher Training and Education, Pancasakti University, Tegal. (in chapter II of previous research). Meanwhile, the results of previous research were in the name of (Syaharuddin, 2018). PT's CPO (Crude Palm Oil) Marketing Mix. Perkebunan Nusantara XIV (PTPN-XIV) Makassar, South Sulawesi. Agribusiness Study Program, Faculty of Agriculture, Muhammadiyah University of Makassar. Different because he uses elements of the 4P marketing mix

## CONCLUSION

Based on the results of the research conducted, it can be concluded that by indirectly applying the concept of the 7p marketing mix to the waste land product business managed by Mr. Normansyah's family, it can be considered that it has been able to attract interest from buyers to become customers and is able to become a strength and



advantages in facing competition with other waste land entrepreneurs, because Mr. Normansyah's family really maintains the quality of its products and also prioritizes always providing the best service to every customer in order to create comfort and satisfaction for all customers who come to buy products from the waste land. It also does not escape the attention of waste land business owners to use social media which is often used as marketing media nowadays such as WhatsApp and Facebook, as well as old media such as ordinary telephones and word of mouth relations. Waste land business managers have also started to evaluate the strategies they have implemented. This can be seen in the identification of evaluations from interviews with customers of Mr. Normansyah's family's waste land products. A positive image is also formed from technical matters such as the location of waste storage, punctuality of delivery, and the friendly service implemented by Mr. Normansyah's family at this time so that it can attract customers of products from waste land to come back and place orders again.

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