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# Analysis of the Implementation of the *4P Marketing Mix Strategy (Product, Price, Place and Promotion)* to Increase the Income of Boarding Business Actors

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**Abstract**—Entering the era of globalization which is marked by the disappearance of boundaries between regions, as well as advances in the fields of science and technology which are increasingly massive, causing competition in the business world to be tighter. The emergence of competition between producers or business actors in marketing a product to the market is an absolute problem and challenge that cannot be avoided by a business actor. This study aims to analyze and find out what marketing strategies are used by business actors in increasing sales. The research method used is descriptive qualitative analysis, where the marketing strategy refers to the 4P marketing mix concept. The sample of this research is boarding house business actors, one of which is Nareswara Boarding House. Data collection techniques through documentation, interviews and observation. Data analysis techniques used are research documentation and descriptive analysis. Based on the analysis conducted in increasing the income of *boarding house* business actors using the 4P marketing mix. The results of this study can determine the application of the 4P marketing mix marketing strategy in an effort to increase the income of *boarding house* business actors and provide strategic recommendations delivered for the development of the boarding house business in the future.

**Keywords:** *4P Mix Marketing Strategy; Income and Boarding House Business Actors*

## I. INTRODUCTION

Entering the era of globalization marked by the disappearance of boundaries between regions, as well as increasingly massive advances in the fields of science and technology, causing competition in the business world to

become increasingly fierce. In the era of Society 5.0, the term sustaining technology or disruptive technology (TD) emerged. This term was first introduced by a Professor from Harvard, Clayton Christensen, through his book published in 1997 entitled *The Innovator's Dilemma*. According to Clayton, technological advances have 2 types of characteristics, namely sustaining and disruptive. Sustaining Technology is technology that ensures the sustainability of existing technology in an effort to increase effectiveness, efficiency and competitiveness in a sustainable manner. While Disruptive Technology is a new innovative technology, not directly related to the improvement of pre-existing technology but promises a change and breakthrough.

Disruptive technology in the world of business and economics not only provides innovation, convenience, and interesting breakthroughs, but also changes the established order of the economic and business cycle. In the era of society 5.0, human needs for products and services that require speed in fulfillment are of course very dependent on the use of technology. This is where marketing digitalization is needed with progressive strategies and innovations in the business world, especially in the marketing aspect to win business competition in this era.

Economic development in Indonesia is growing rapidly. The complexity of this economic system causes businesses to experience challenges in selling their products or services in the market. The emergence of competition between producers or business actors in marketing a product to the market is an absolute problem and challenge that cannot be avoided by a business actor. Marketing strategy has an important role in achieving the success of a business or business, therefore the

marketing field plays a vital role in realizing business planning (Jaya et al., 2020). The implementation of marketing strategies through the utilization of opportunities to increase sales, the business position in the market can be improved (Hidayah et al., 2021).

In recent years, Brebes city has experienced rapid development in the industrial sector. The construction of various factories in the area, particularly in the textile, food and logistics sectors, has had a positive impact on regional economic growth. As the number of workers coming from outside the region increases, the need for temporary housing, such as boarding houses, also increases sharply. Many locals see this as a business opportunity, utilizing their land or homes as boarding houses. The implementation of marketing strategies carried out by boarding house business actors is still inappropriate due to a lack of knowledge about existing marketing strategies. This can be seen from several Boarding Houses that have gone bankrupt because they do not have a good marketing strategy.

The marketing mix is an important factor needed by companies or business people to produce a consistent market in accordance with company expectations. The marketing mix consists of the "four P's", namely: product, price, distribution or place, and promotion (Kotler, 2018). Therefore, it is necessary to know a good marketing strategy to increase sales volume and the marketing strategy that can be applied is to use the Marketing Mix Strategy (4P)

Speaking of marketing, we can see that the world of marketing is always developing dynamically following the times. Especially if we understand that marketing is an art to influence people to be interested in the products we offer and have loyalty to these products. There is always innovation in every marketing development from the 1.0 era to the digital revolution 4.0 era. Currently, the marketing world will enter the 5.0 era which focuses more on artificial intelligence, if it is not responded quickly, it will be difficult to survive and develop well in the business world. Based on the description above, the researcher conducted a study with the aim of knowing how Boarding House business actors in the Brebes city area implement their marketing strategies, and what obstacles were found to increase revenue volume. The purpose of this study was also to determine the application of digital-based 4P marketing mix marketing strategies and SWOT method analysis in an effort to increase the income of boarding house business actors and provide strategic recommendations for the development of the boarding house business in the future.

## LITERATURE REVIEW

### A. Marketing

Marketing is a series of processes or activities carried out by individuals or organizations to create, communicate, deliver, and exchange products or services that have value for customers, clients, partners, and society. The purpose of marketing is to fulfill the needs and wants of consumers, as well as achieve business goals, such as increased sales, brand development, and customer satisfaction. To achieve these goals, careful planning in marketing is required. Marketing activities can start long before production and do not end only with sales. Sales in the service sector also require a good strategy in order to meet the expected goals. If business actors want their products to be accepted in the market and survive and even develop, marketers must think about consumer needs for the products or services offered (Kotler, 2018).

According to Kotler (2018), Marketing is a managerial and social process when a person or group gets what they want and need through the creation and exchange of valuable products with others. Marketing is an activity that aims to achieve company goals, which is carried out by anticipating the needs of customers or clients and directing customers to the flow of goods and services that meet the needs of customers or clients of the company.

Marketing is generally seen as an occupation to create, promote, and distribute goods and services to consumers in business activities. Marketing managers seek to influence the level, timing, and amount of demand in order to meet organizational goals (Kotler, 2018). Speaking of marketing, we can see that the world of marketing is always developing dynamically following the times. Especially if we understand that marketing is the art of influencing people to be interested in the products we offer and have loyalty to these products. There is always innovation in every marketing development from the 1.0 era to the digital revolution 4.0 era. Currently, the marketing world will enter the 5.0 era which focuses more on artificial intelligence, if not responded to quickly, it will be difficult to survive and develop well in the business world.

### A. MARKETING STRATEGY

Johnson et al. (2020) defines strategy as the long-term direction of the organization in order to gain an advantage from the configuration of resources and a changing environment in an effort to achieve market needs and meet stakeholder expectations. Meanwhile, according to Siagian (2006), strategy is the best way to use available funds, power in accordance with the demands of environmental changes. Strategy is a plan, method or series of maneuvers to achieve certain goals and results. Strategy according to Steiner et al. (1977) is the determination of the mission, goals of the organization, taking into account internal and external forces through the

formulation of policies in order to achieve goals and ensure proper implementation, so that ultimately the goals and objectives of the organization can be achieved. Strategy is the number of decisions and actions aimed at achieving goals by adjusting existing resources, looking at opportunities and challenges in the organizational environment.

A marketing strategy is a plan or approach developed by a company to promote and sell products or services with the aim of achieving specific business goals, such as increasing sales, expanding market share, or increasing brand awareness. In a marketing strategy, there is market analysis, determination of targeted market segments, and development of tactical steps to attract, retain, and satisfy customers. Things that are included in the general features of marketing include planning, management, online integration, traffic building, social media, optimization process, conversion analysis and how to build a website *design*. As in the following picture



Figure 1. Common features of marketing strategies

#### B. MARKETING MIX 4P (*PRODUCT, PRICE, PLACE, AND PROMOTION*)

In an increasingly competitive business environment, marketing strategy acts as an important factor to build competitive advantage and maintain customer loyalty. One of the most well-known and commonly applied approaches in marketing is the 4P Marketing Mix concept (product, price, place, and promotion). This concept was introduced by Jerome McCarthy in 1960 and has become a cornerstone in planning and implementing marketing strategies in various industrial sectors.

Išoraitė (2016) states that the marketing mix is a product, pricing, distribution and promotion strategy by channeling it to the target market. The marketing mix is a series of actions and solutions in meeting consumer needs and achieving the company's marketing objectives (Fahrurrazi et al., 2019). According to Pruskus (2015), the marketing mix is a set of factors and solutions that can help efforts to meet the needs and achieve the goals set by the company. The marketing mix can be grouped into four broad groups known as the 4Ps, namely *product, price, place, and promotion* (Kotler, 2018).

##### 1) **Product**

Products can be *services, goods*, utilities, not only tangible goods or services but everything related to what the producer offers. According to Keller & Hansen (2019), a product is anything that can be offered to the market to satisfy consumer wants and needs. Products include goods or services offered to consumers to fulfill their needs or wants. Strategy involves:

- a) Selection of the type of product or service.
- b) Innovation in design, features and quality.
- c) Determination of brand identity and positioning in the market.
- d) After-sales service development to improve customer satisfaction.

##### 2) **Price.**

Price. Keller & Hansen (2019) state that price is the amount of money that consumers pay to obtain products or services or the amount of money that consumers exchange for the value of a product in order to obtain benefits or ownership or use of the product. Price is the most flexible element of the marketing mix that can change quickly in the short term compared to other elements of the marketing mix. or the service. Kotler and Armstrong (2018) explain that there are several indicators in setting prices. Price is the monetary value assigned to a product or service. Pricing affects consumer attractiveness and purchasing decisions. Pricing strategies include:

1. Analysis of production costs and profit margins.
2. Price adjustments in accordance with consumer purchasing power.
3. Implementation of pricing strategies such as discounts, *bundle pricing*, or *premium pricing*.
4. Price adjustments based on market conditions and competitors.

##### 3) **Place.**

Place covers how the product or service is made available to consumers. An effective distribution strategy ensures the product is easily accessible to the target market. Place (marketing channel or distribution). According to Keller & Hansen (2019), distribution is the act of selecting and managing marketing channels for products or services using a collection of companies or individuals who assist in the distribution of products or services in serving target markets so that consumers can fulfill their needs and desires. Therefore, in determining distribution channels, producers must pay attention to the elements involved in the distribution mix which consists of: channel system, reachability, location, inventory and transportation. This includes:

- a. Selection of the right distribution channel (physical or digital).
- b. Product placement in strategic locations.
- c. Logistics management for delivery efficiency.
- d. Utilization of technology such as e-commerce and *marketplaces*.

#### 4) Promotion

Promotion. According to Keller & Hansen (2019), promotion is something that is used to communicate and persuade the market regarding new products or services through advertising, personal selling, sales promotion, and the public. Promotion includes all marketing communication efforts to increase awareness, build brand image, and encourage purchases.

Components in a promotional strategy include:

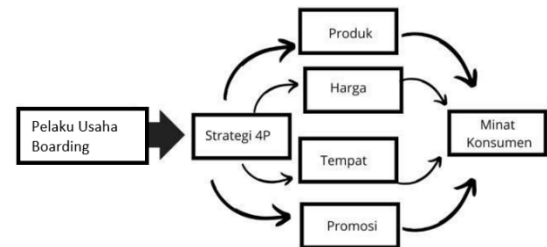
- a. Advertising through print, digital and social media.
- b. Promotional activities such as discounts, giveaways, or loyalty programs.
- c. Public relations (PR) to build brand reputation.
- d. Direct marketing strategies such as email marketing and *telemarketing*.

Intensifying competition encourages *boarding house* business owners to implement more effective marketing strategies. The 4P marketing approach, which includes Product, Price, Place, and Promotion, can serve as a strategic tool to attract tenants and increase revenue. This research focuses on *Boarding House* business actors, one of which is Nareswara Boarding House located in Pebatan Village, Wanasari District, Brebes Regency, which has been operating for the past ten years. With a strategic location, close to the factory area (PT. Sumber Masanda Jaya), campus (Muhadi Setiabudi University Brebes), and hospital (Bhakti Asih Hospital). *Boarding houses* in this area have great potential to increase revenue through the implementation of the right marketing strategy. This study aims to analyze the implementation of the 4P strategy and identify existing challenges and opportunities.

## II. METHOD

The research method used is descriptive qualitative analysis, where the marketing strategy refers to the 4P marketing mix concept. The types and sources of data in writing this article are taken from primary data and secondary data. Data collection techniques through documentation, interviews and observation. The data analysis technique used is research documentation and descriptive analysis, by collecting data through observation and interviews, which are based on information obtained during

direct observation. Based on the analysis conducted in increasing the income of boarding house business actors using the 4P marketing mix. The results of this study can determine the application of the 4P marketing mix marketing strategy in an effort to increase the income of boarding house business actors and provide strategic recommendations delivered for the development of the boarding house business in the future. The research framework is presented in Figure 2.



**Figure 2. Research Thinking Framework**

Figure 2 explains the flow of descriptive analysis research, which begins with data collection through observations and interviews, the second step is to analyze using the 4Ps by exploring information with a qualitative approach, the third step is analyzing the results of consumer interest and conclusions.

### A. Marketing Theory

Marketing is a business component carried out by entrepreneurs with the aim of maintaining business continuity and continuing to generate profits by increasing revenue through marketing strategies that are in accordance with consumer preferences. Marketing strategy is a way and effort in achieving company goals in achieving the company's goals and objectives. Meanwhile, strategic planning is a comprehensive planning process designed to achieve the goals of a company (Majidah & Istianah, 2023). The planning process is defined as the task performed by a manager. setting goals for the organization, which involves methodology and strategic planning. Competitive planning is achieved through programs designed by managing available resources and creating effective strategies to achieve the desired goals (Azmi Fadhilah & Pratiwi, 2021).

### B. 4P Marketing Mix

Marketing Mix 4P is one of the marketing strategy approaches to conduct business analysis which consists of: 1) **Product**, namely, the results of production that meet the needs and desires of consumers both internally and externally, while with packaging is a product that has its own requirements, 2) **Price** is the amount of money that the buyer says to the seller for goods or services (Ramadhan et al., 2022). Prices can be determined by production costs, supply and demand,

market competition, and government regulations. Price plays a role in influencing and marketing tools to attract customers and increase sales, as well as the yield of goods or services (Wirotto et al., 2023), 3) **Place** is a structure closely related to the process of distributing a product or service for use or consumption. This is important for a company to operate and become a successful business, which requires cost and resource management (Vildayanti, 2020) and, 4) **Promotion** is an effort to increase demand for goods or services through marketing. Promotion can provide information in the form of goods and services, who recognize and know the goods and services. Promotion is one of the important factors in the marketing mix that a company does to market products (Sope, 2023).

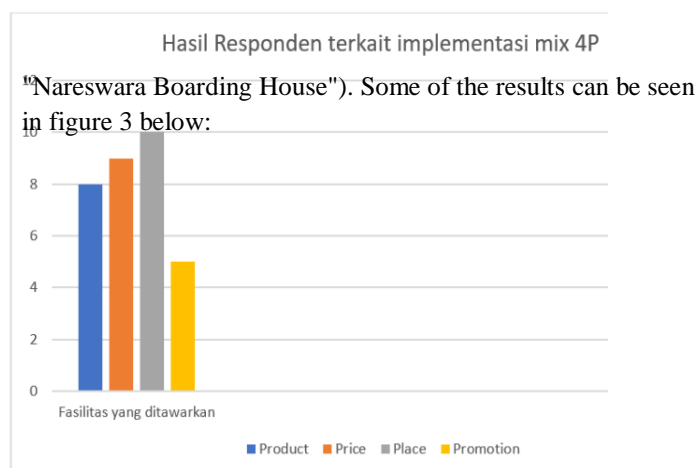
### III. RESULTS AND DISCUSSION

The application of the 4P marketing mix is implemented in Boarding House business actors in the Brebes area, especially "Nareswara Boarding House" which is located at Perum Griya Setiabudi Blok I No. 48 Brebes. With a strategic location, close to the industrial area (PT. Sumber Masanda Jaya), universities (Muhadi Setiabudi University Brebes), and hospitals (Bhakti Asih Hospital). based on the analysis collected in this study, several strategies used by the owner are presented in Table 1.

**Table 1. Four-factor analysis using the 4Ps**

Factor	Analysis result
Products	To increase consumer interest, "Nareswara Boarding House" offers rooms in economy, mid-range and premium types. Also with additional facilities, namely the availability of 24-hour security with CCTV, laundry services and a rooftop.
Price	The price greatly adjusts the ability of consumers (students, factory employees without reducing the quality and quantity of the product.
Place	The location of "Nareswara Boarding House" is very strategic, which is close to the industrial area (PT. Sumber Masanda Jaya), universities (Muhadi Setiabudi University) and hospitals (Bhakti Asih Hospital) as well as traditional markets so as to enable consistency in the number of consumers.
Promotion	Promotion is done through social media, which can help and market products such as WhatsApp and Facebook.

This research also extracted data by distributing questionnaires to respondents (residents).



**Figure 3. Respondent results**

From the picture above, it can be concluded that: Respondents stated that 80% were very satisfied with the facilities (Product) offered by the business actor. The results of the respondents stated that there was a match between the price (Price) and the facilities offered, namely 90% Respondents stated that the location (place) of the business was very strategic, namely 100%. The results of the respondents stated that the promotional activities were not in accordance with what was expected, namely as much as 50%. From the results of the respondents, it states that business actors do not fully understand the implementation of the 4P marketing mix correctly and relevant, especially in the promotional aspect. Promotion is something that we cannot ignore in running a business so there are several recommendations from the research findings, among others

Entrepreneurs must understand how to promote effectively. Basically, they think that promotional activities will only increase costs, even though the feedback they receive is not as big as what they spend. This understanding makes business actors only market their products traditionally without being supported by optimal promotional activities.

Lack of involving customer emotions / consumer behavior, making the focus of promotion only highlight the product without understanding customer desires / emotions so that it is expected that promotional activities must involve customer emotions / pay attention to consumer behavior.

Sometimes business people tend to follow the trend of big companies. Not adjusted to the capabilities they have so that promotional strategies must be good at carrying out promotional activities effectively and efficiently. Focusing on achievements/targets and not focusing on paying attention to the good image of the company.

Conduct direct testing to find out whether the strategy is running smoothly or not, in other words, it must carry out regular measurements and tests.

Business actors are required to carry out step-by-step promotions starting from determining market segmentation, building good relationships with potential customers, to providing the right solution for customers.

### CONCLUSIONS

The results showed that the 4P strategy carried out by "Nareswara Boarding House" is effective, namely consumers can choose more facilities they want at the right price so that the product is more attractive to consumers. Promotion is carried out through social media, which can help market products through social media such as WhatsApp and Facebook. The location of "Nareswara Boarding House" is very strategic, which is close industrial areas (PT. Sumber Masanda Jaya), universities (Muhadi Setiabudi University) and hospitals (Bhakti Asih Hospital) and also traditional markets so as to enable consistency in the number of consumers.

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