

ABSTRACT

NURHAYATI, Marketing Mix for Strawberries in Dolat Rayat Village, Karo Regency. Supervised by MAWARDATI and MUHAMMAD AUTHAR ND.

Strawberries are a type of horticultural crop belonging to the fruit group, which plays a significant role in improving the household and national economy. Dolat Rayat Regency is one of the regencies with the highest strawberry production compared to other regencies. This research was conducted in Dolat Rayat Regency, Karo Regency, from October to November 2025. This study aimed to determine the Marketing Mix for Strawberries in Dolat Rayat Village, Karo Regency. The data used in this study were primary and secondary data. The sampling technique used was purposive sampling, with farmers in Dolat Rayat Village as the sample. The data analysis method used was descriptive qualitative data analysis. Based on the research results and discussions regarding the marketing mix analysis for strawberries in Dolat Rayat Village, Karo Regency, it can be concluded that overall, the implementation of the 7P marketing mix in strawberry cultivation in Dolat Rayat Village is still suboptimal and does not fully support improved marketing performance. While some elements, such as product and location, have particular advantages, limitations in promotion, processes, and physical evidence hinder the maximization of marketing potential. Optimizing the seven integrated marketing mix elements can significantly improve product competitiveness, expand market reach, increase sales volume, and ultimately improve the income and well-being of strawberry farmers in Dolat Rayat Village.

Keywords: 7P marketing mix, strawberries, agriculture, qualitative descriptive analysis.