ABSTRACT

This study aims to formulate an appropriate marketing mix strategy for Bunga Telang Bu Nita Business in Lhokseumawe City using SOAR (Strengths, Opportunities, Aspirations, Results) analysis. This research employed a descriptive qualitative method using a SOAR analysis approach. The research data were collected through observation, interviews, and questionnaires involving respondents related to Bunga Telang Bu Nita Business. The analysis was conducted by identifying the strengths, opportunities, aspirations, and results of the business, which were then used to formulate alternative business development strategies. The results showed that Bunga Telang Bu Nita Business has several strengths, including the use of natural raw materials without preservatives, product variety, business legality, product quality, and affordable prices. The opportunities that can be utilized include increasing public interest in healthy beverages, the development of social media and marketplaces, participation in MSME bazaars and festivals, cooperation with various business partners, and government support for MSMEs. The analysis resulted in an IFAS score of 3.68 and an EFAS score of 3.56, indicating that the business has a strong internal condition and considerable external opportunities for development. The strategies formulated include increasing product innovation and variety, maintaining product quality, optimizing digital marketing promotion, expanding marketing networks through cooperation with business partners, increasing consumer trust and loyalty, and maintaining affordable prices. These strategies are expected to increase sales and the number of customers, expand the marketing area, and support the sustainable development and competitiveness of Bunga Telang Bu Nita Business.

Keywords: *Marketing Mix, Butterfly Pea Flower, SOAR, Business Development Strategy.*