

**THE IMPLEMENTATION OF 7P MARKETING MIX
AT KAHYANGAN COFFEE & EATERY MADIUN**

FINAL PROJECT REPORT



By:

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**THE ENGLISH DIPLOMA THREE PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT**

STATE POLYTECHNIC OF MADIUN

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**APPROVAL SHEET
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Study Program : English Study Program

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The Implementation Of 7P Marketing Mix At Kahyangan Coffee & Eatery Madiun

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Madiun, 30 July 2025



Rifal Rahmandika Siregar



Motto

*I need to be myself, I can't be no one else
Supersonic-Oasis*

Dedication

This Final Project is dedicated to myself who has faced all the laziness, to my parents who have given more support to me and all my friends who have motivated me in doing the final project.

ABSTRACT

Rifal Rahmandika Siregar, 223106083, 2025. The Implementation Of 7P Marketing Mix at Kahyangan Coffee & Eatery Madiun. Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

In Indonesia, the F&B industry is growing rapidly. Almost every region in Indonesia has an F&B industry, whether it is categorized as a restaurant or outside a restaurant. One of the F&B industries that is categorized as outside the restaurant. Kahyangan Coffee & Eatery Madiun is an F&B industry located in Madiun City. In addition to the main task of F&B, which is to serve food and drinks that satisfy customers, there are 7P variables product, price, promotion, place, people, physical evidence, and process that can be supporting components to provide a good experience for customers. Variables of the 7P marketing mix can help a company to achieve marketing goals and provide benefits for both the company and customers. In this study, the writer used descriptive qualitative methods, which included interview, observation and documentation, to collect the data needed. The finding showed that Kahyangan Coffee & Eatery has implemented the 7P Marketing Mix optimally. From this final project, it has been concluded that each element of the marketing mix product, place, price, promotion, people physical evidence and process has been implemented optimally. In its implementation, there are external and internal constraints on the 7P elements of the marketing mix, namely product, price and promotion. However, all of these obstacles were faced with adaptive and collaborative solutions.

Keywords: 7P Marketing Mix, Kahyangan Coffee & Eatery, Descriptive Qualitative.

ABSTRAK

Rifal Rahmandika Siregar, 223106083, 2025. The Implementation Of 7P Marketing Mix at Kahyangan Coffee & Eatery Madiun. Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

Di Indonesia, industri makanan dan minuman berkembang dengan pesat. Hampir di setiap daerah di Indonesia memiliki industri F&B, baik yang dikategorikan sebagai restoran maupun di luar restoran. Salah satu industri F&B yang dikategorikan sebagai di luar restoran adalah Kahyangan Coffee & Eatery Madiun. Kahyangan Coffee & Eatery Madiun merupakan industri F&B yang berlokasi di Kota Madiun. Selain tugas utama F&B yaitu menyajikan makanan dan minuman yang memuaskan pelanggan, terdapat variabel 7P yaitu produk, price, promotion, place, people, physical evidence, dan process yang dapat menjadi komponen pendukung untuk memberikan pengalaman yang baik bagi pelanggan. Variabel dari elemen pemasaran 7P tersebut dapat membantu perusahaan untuk mencapai tujuan pemasaran dan memberikan keuntungan baik bagi perusahaan maupun pelanggan. Dalam penelitian ini, penulis menggunakan metode kualitatif deskriptif, yang meliputi wawancara, observasi dan dokumentasi, untuk mengumpulkan data yang dibutuhkan. Hasil penelitian menunjukkan bahwa Kahyangan Coffee & Eatery telah menerapkan 7P Marketing Mix dengan optimal. Dari tugas akhir ini dapat disimpulkan bahwa setiap elemen dari bauran pemasaran yaitu product, place, price, promotion, people, physical evidence dan process telah diimplementasikan dengan optimal. Dalam pengimplementasian ini terdapat kendala eksternal dan internal pada elemen dari 7P pemasaran yaitu produk, price dan promotion. Namun, semua kendala tersebut dihadapi dengan solusi yang adaptif dan kolaboratif.

Kata kunci: *7P Marketing Mix, Kahyangan Coffee & Eatery, Kualitatif Deskriptif.*