

Socialization of the Application of Marketing Mix Aspects at PT. OP Sari Gunung Berastagi

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ABSTRACT

As explained in the Tridharma of Higher Education, the Higher Education Regulations stipulate that universities are responsible for providing education, research, and community service. Based on Article 20 paragraph 2 of Law No. 20 of 2003, the national education system stipulates that universities are responsible for providing education, research, and community service. For this reason, this service is present in the form of concern for Quality Berastagi University (UQB) Lecturers. On this occasion, Lecturers and Students of Quality Berastagi University Conducted Community Service (PkM) at PT OP Sari Gunung Berastagi, which is a passion fruit syrup production and marketing business in Berastagi, Karo Regency. The purpose of service By the service team from Quality Berastagi University at PT. OP Sari Gunung Berastagi is about the socialization of the implementation of aspects of the marketing mix at PT OP Sari Gunung Berastagi, Karo Regency.

INTRODUCTION

Article 47 paragraph 1 of Law Number 12 of 2012 concerning Higher Education states that "community service is defined as the activities of the Academic Community in practicing and cultivating Science and Technology to advance the general welfare and educate the life of the nation". On this occasion, Lecturers and Students of Quality Berastagi University Conducted Community Service (PkM) at PT OP Sari Gunung Berastagi, which is a production and marketing business of passion fruit syrup in Berastagi, Karo Regency. The distribution was carried out by PT. OP SirupBerastagi to various areas such as Siantar, Medan, Langkat and other areas. Because service is one of the duties of the Lecturer, namely one of the Tri Dharma of Higher Education (Education, Research and Service). The Institute for Research and Community Service, Quality Berastagi University (LPPM UQB), responded to the concern carried out by Lecturers and Students of Quality Berastagi University about Community Service (PkM) which was held at PT OP Sari Gunung Berastagi with the title "Socialization of the Application of Marketing Mix Aspects at PT OP Sari Gunung Berastagi".

In accordance with the results of the survey and discussion of the service team from UQB with the CEO of PT. OP Sari Gunung Berastagi, Mr. Andrew, really needs to socialize the marketing mix aspect, because it is very related to syrup marketing later. Seeing the competition and very tight developments today, where in Berastagi there is another PT. Kurnia who is their competitor because the products they produce are the same. So inevitably we as entrepreneurs must be able to keep up with the times in competition. With the rapid competition, we should know the aspects of the marketing mix that are interconnected, and adjust to the desires of the market/consumers. This condition requires all parties to be able to follow changes in the new environment, the same as business actors who are involved in the production process to selling products need to follow market/consumer flows as the company's final goal to be able to compete. Therefore, PT OP Sari Gunung Berastagi in serving its customers in order to remain able to compete one way is to understand the aspect of the marketing mix, in this case utilizing the theory of Marketing Mix adjusted to the existing target market.

When we conducted a preliminary survey to partners in Berastagi, they were just waiting for customers to come, even though if we pay attention to their facilities and syrups are of very high quality, in this case we are moved to socialize the marketing aspects to their business. After we discussed with their CEO, they agreed to cooperate in terms of this service. On this occasion, we from the Community Service Team (PKM) from Quality Berastagi University (UQB) did a service about socializing aspects of the marketing mix to their business, in this case it is a business about the marketing of passion fruit syrup, we know that there are many customers or consumers, especially the Berastagi area is one of the tourist areas in Tanah Karo So in this case PT. PO Sari Gunung Berastagi must be able to know how to control customers or consumers. Therefore, the community service team (PKM) from Quality Berastagi University under the auspices of LPPM UQB intends to conduct a Socialization on the Aspects of the

Marketing Mix that must be carried out by PT. OP Sari Gunung Berastagi. In addition, when we from the team conducted a preliminary survey, we noticed in the field that it was not optimal to carry out aspects of the marketing mix, especially how to process and sell (in this case it was not optimal to control customers/consumers). On this occasion, the service team from Quality Berastagi University conducted Community Service (PkM) at PT. OP Sari Gunung Berastagi which is addressed: Jl. Udara Gg Terang LK III No. 22 Berastagi 22152 Karo Regency. With the title PKM "Socialization of the Implementation of Marketing Mix Aspects at PT. OP Sari Gunung Berastagi".

According to Kotler 2005 in Raharjo (2019:01), Marketing is a social process in which by that process, individuals and groups of individuals get what they need and want by creating offers and freely exchanging valuable products and services with other parties. We know that a marketing strategy in a business is very necessary. According to Philip Kotler and Gary Armstrong in Napitupulu (2021: 194-195), about the Marketing Mix is that marketing channels can be seen as a customer value delivery system where each channel member adds value to the customer.

The purpose of this service is in addition to one of the tasks of the Tri Dharma of Higher Education, for PT OP Sari Gunung Berastagi the purpose of this service is to improve the ability to understand the Marketing Mix to retain customers and expand the target market.

IMPLEMENTATION AND METHODS

Time and Place

Community Service on "Socialization of the Implementation of Marketing Mix Aspects at PT OP Sari Gunung Berastagi, Karo Regency", which was held on:

Day/Date : Wednesday, 04 June 2025

Time : 09.00 – 12.00 WIB

Venue : PT OP Sari Gunung Berastagi., Jl. Udara Gg. Terang LK III No. 22 Berastagi 22152

Person in Charge : (1) Benni Purba, S.E., M.Si.
(2) Ferdinand Sinuhaji., S.Si., M.Si.
(3) Agus Ginting., M.P.

Supervision : (1) Benni Purba, S.E., M.Si.
(2) Ferdinand Sinuhaji., S.Si., M.Si.
(3) Agus Ginting., M.P.

Chief Executive : Benni Purba., S.E., M.Si.

Full description of the implementation method section

As explained above, the problems that are being faced by PT OP Sari Gunung Berastagi, in the implementation of aspects in the marketing mix (marketing mix) in managing its business, especially in producing and marketing passion fruit syrup, need to be studied and implemented in relation to maintaining customers/consumers/target markets.

According to Riyoko (2020:3), "Marketing is the activity of creating, introducing, and delivering goods and services to consumers and other companies", and Saleh (2019:1) defines marketing as an organizational function and a series of processes to create, communicate, and provide value to customers in order to cultivate customer relationships in a way that benefits the organization and the parties interested in the organization.

According to Fatihudin and Firmansyah (2019:177), the marketing mix is a combination of four main marketing components that can be controlled by companies. The four main variables or activities are products, prices, venues, and promotions; they are usually abbreviated to 4P. However, since marketing is not an exact science, the marketing mix is now the 7P's, with the next 3Ps being processes, people, and physical evidence.

In this situation, the entrepreneur must have the ability to see how these aspects or variables relate to each other, according to the marketing aspects that are based on the theories of the experts above. As explained in the Tridharma of Higher Education, each university has the responsibility to provide Education, Research, and Community Service. One of these responsibilities is to carry out Community Service, which means that every educational institution or institution, especially higher education, strives to keep up with technological developments and advancements, especially in Indonesia, which is a country that has.

Partner participation in program implementation

After we spoke with partners about the implementation plan of this Community Service (PkM) activity, they were very happy and happy to receive the PkM team from Quality Berastagi University. They expressed their gratitude to the PkM team from Quality Berastagi University and hoped for training or socialization on the implementation of marketing mix aspects at PT. The OP Sari Gunung Berastagi will be carried out immediately.

Evaluation of program implementation and program sustainability in the field after the activities are completed

After this Service/socialization activity is completed, our team continues to coordinate with PT OP Sari Gunung Berastagi about how the output/results of Marketing implementation after understanding the Marketing Mix, after they participate in training or socialization from the PKM team of Quality Berastagi University (UQB). We hope that they will be better and optimal in terms of marketing and retaining their customers and being able to expand their target market.

RESULTS AND DISCUSSION

LPPM Quality Berastagi University (UQB) through its decree, our Community Service Team (PKM) from Quality Berastagi University Lecturers and students, we carried out this service on Wednesday, June 4, 2025, at 09.00 WIB-12.00 WIB at PT. OP Sari Gunung Berastagi Jl. Air Gg. Terang Link.III No. 22 Berastagi Regency Karo Province North Sumatra Indonesia. The service this time from UQB is about "Socialization of the Implementation of Marketing Mix

Aspects at PT. OP Sari Gunung Berastagi". Our team from UQB consists of three (3) lecturers, namely Benni Purba, S.E., M.Si., Ferdinand Sinuhaji, S.Si., M.Si., and Agus Susanto Ginting, S.P., M.Pt., as well as three (3) students, namely: Aikel Harapenta Sembiring, Melky Sedek Surbakti, and Diky Ariansyah Tarigan. PKM carried out by the team from UQB is by conducting Socialization of the Implementation of Marketing Mix Aspects, namely about products related to quality and others, prices, promotions, distribution channels (market share expansion), the people are certainly related to services whose output is to increase sales of the product.

In this case, we the service team socialize the Marketing Mix in marketing/selling products sold by PT. OP Sari Gunung Berastagi. We invite and direct them to be able to understand these aspects of the marketing mix. According to Kotler 2005 in Raharjo (2019: 1), said: Marketing is a social process in which individuals and groups of individuals make offers and freely exchange valuable goods and services with others to get what they need.

In accordance with the title of our PKM from the UQB team is "Socialization of the Implementation of Marketing Mix Aspects at PT. OP Sari Gunung Berastagi". We know that aspects of the marketing mix (Product, Price, Promotion, Place) are very important for entrepreneurs to retain their consumers/customers. Because in the Marketing Mix it is an aspect of the marketing mix that is integrated and related to each other.

On the occasion in the field when we nailed PKM at PT. OP Sari Gunung Berastagi, we PKM team from UQB directly discussed the marketing aspect with PT. OP Sari Gunung Berastagi.



Figure 1: Discussing the PKM Team with the Partner



Figure 3. PKM preparations are in discussion with the UQB PKM team



Figure 4. Located at the Service Location of PT. OP Sari Gunung Berastagi



Figure 5. Data Collection while discussing with Partners at PT. OP Sari Gunung Berastagi



Figure 6. The implementation of service at PT. OP Sari Gunung Berastagi

Those included in the marketing mix aspect include Product, Price, Promotion and Place. The concept of marketing mix is an effort made to meet consumer needs with product variables, prices, place, and promotions, in order

to generate profitable profits. In other words, the marketing mix is a concept as well as a tool to achieve company goals through effective marketing activities. However, whatever our activities and work in order to be carried out optimally, we cannot deny that it must be fostered by good management. Management, according to Rohman (2017: 10), is the process of providing guidance and direction through planning, coordination, integration, division of tasks professionally and proportionately, organizing, controlling, and utilizing available resources to achieve jointly set goals.

The Benefits of the Marketing Mix for PT. OP Sari Gunung Berastagi

By understanding and mastering the Marketing Mix mentioned above according to the statement above, we can mention the benefits that sales volume is the number of products sold in a certain period of time where the unit used depends on the goods sold.

CONCLUSIONS AND RECOMMENDATIONS

The Service Team from LPPM Quality Berastagi University (UQB), in this case are UQB Lecturers and Students with the title of the service is: "Socialization of the Application of Marketing Mix Aspects at PT OP Sari Gunung Berastagi Karo Regency" In this activity we conducted socialization with PT. OP Sari Gunung Berastagi on the application of the marketing mix in marketing and selling products from PT. OP Sari Gunung Berastagi is Passion Fruit syrup in bottle packaging.

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