

ABSTRACT

In Indonesia itself, retail UMKM are experiencing very rapid growth, even in the past few years. The growth of retail UMKM makes Indonesian people's activities more consumptive and creates new perceptions about the presence of modern markets in the midst of traditional markets. This is felt by the grocery store with the presence of Yomart Pagaden. There are differences in the marketing mix strategy between objects that make Yomart Pagaden superior to H. Nana's Grocery Store in terms of its 7 elements.

The purpose of this study is to determine the differences in the application of the marketing mix strategy to traditional market consumers and modern markets by using a marketing mix strategy as a distinguishing variable between the strategies applied to the object under study. The method used is comparative and quantitative research. With a population that is not known with certainty because it is taken from consumers who have transacted on each object, this results in 100 research respondents who are generated through the Bernouli formula.

The results of this study were H. Nana Grocery Store with an average value of 78.85 while Yomart Pagaden was 92.81. From the values displayed, it can be concluded that Yomart Pagaden is superior to H. Nana's grocery store seen from the 7 elements of the marketing mix and there are differences in the implementation of the marketing strategies used in the two research objects, namely Yomart Pagaden owns and H. Nana's Grocery Store. Suggestions to H. Nana Grocery Stores to improve the strategy on the process dimension and Yomart Pagaden on the people and process dimension.

Keywords: Marketing Mix Strategy 7P, Modern Market, Traditional Market.