

ABSTRACT

Vape or e-cigarette is one type of nicotine delivery other than conventional cigarettes. This e-cigarette is designed to help active smokers get out of the zone and switch to this e-cigarette. The vape industry was rampant in 2015 in Indonesia, its growth was very rapid in 2017 when local vape makers dared to sell and trade their liquid and were responded positively by vape users in Indonesia. Marketing mix is one of the keys to the success of business people to get sales volume. By using the Marketing mix, and using the SWOT approach is expected to increase sales volume. During this pandemic, business people in the vape industry find it difficult to get a turnover like before the pandemic. The purpose of this study was to determine the effect of the marketing mix (Product, Price, Place and Promotion) on the level of sales and in the city of Bandung. This study will use a qualitative method with a descriptive approach involving 2 actors, namely vaporizer users in Bandung and business people (vaporizer retail stores in Bandung). The results of this research will provide advice and input to business people in the vape industry. In addition, the results of this study can also be used by other authors to make writing guidelines.

Keywords: marketing mix, SWOT analysis