

ABSTRACT

In the midst of intense business competition of chocolate souvenir, needs to apply an effective marketing strategy on Chocolate Monggo to mastering the market competition, so that it can eventually become the pre-eminent souvenir product typical of Yogyakarta. Based on this research, Chocolate Monggo have implemented the marketing of its product according to the target market as well as the positioning of the product that have established, through the marketing mix 7P variables (Product, Price, Place, Promotion, Process, People, and Physical Evidence). Carrying out its marketing activities, Chocolate Monggo also applying the corporate values that comprise the value of Care, Educate, Unique, Genuine, and Share (CUEGS) as well as set out the vision and mission of the company. By upholding the concept of the Javanese traditional culture and always try to keep the quality of products and service, makes Chocolate Monggo as the pre-eminent souvenir products typical of Yogyakarta.

Keywords: 7P marketing mix, chocolate, souvenir, tourism, Yogyakarta

INTISARI

Di tengah ketatnya persaingan bisnis oleh-oleh cokelat yang semakin banyak bermunculan, perlu diterapkan strategi pemasaran yang efektif pada produk Cokelat *Monggo* demi menguasai persaingan pasar sehingga nantinya dapat menjadi produk oleh-oleh unggulan khas Yogyakarta. Dalam penelitian ini, terlihat Cokelat *Monggo* telah menerapkan pemasaran produknya sesuai dengan target pasar serta *positioning* produk yang ditetapkan, melalui variabel-variabel bauran pemasaran 7P (*Product, Price, Place, Promotion, Process, People* dan *Physical Evidence*). Dalam melaksanakan kegiatan pemasarannya Cokelat *Monggo* juga menerapkan nilai-nilai perusahaan yang terdiri dari nilai *Care, Unique, Educate, Genuine*, dan *Share* (CUEGS) serta mengedepankan visi dan misi perusahaan. Dengan menjunjung tinggi konsep budaya tradisional Jawa khas Yogyakarta serta selalu berusaha menjaga kualitas produk dan pelayanannya, menjadikan Cokelat *Monggo* sebagai produk oleh-oleh unggulan khas Yogyakarta.

Kata kunci: Bauran pemasaran 7P, cokelat, oleh-oleh, wisata, Yogyakarta