

"Marketing Mix" Training for KSM Members Bening Sleman

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ABSTRACT

The Purpose Community service aims to: After attending this training the trainees have knowledge of marketing mix strategies and have the skills to market their products, so that sales turnover will increase. Specific Objectives 1) Improving the craftsman's knowledge of marketing mix strategy, 2) Improving skill / ability of KSM Bening member in marketing their product by using marketing mix strategy. 3) Increase sales turnover of products of KSM Bening members.

The methods used are lectures, Simulations and Practices. The results of this PPM are: 1) Community service programs (PPM) that have been implemented to answer the needs of the KSM Bening members. Based on the results of needs analysis that has been done before, proved to provide many great benefits for citizens in the form of increased knowledge and skills to use integrated marketing. 2) Community service activities can be used as a means to improve the ability of people to do marketing mix. Most participants have a positive attitude towards the implementation of the training. This can be shown from the results of most observations (95%) of society serious and enthusiastic. The results of the observation indicate that all participants are actively involved in carrying out all the stages of PPM activities planned. Overall, however, observations show that all participants are active in carrying out all stages of PPM activities so that most activities have been able to address the issues that have been formulated. 3) Seen from the level of understanding of the training materials shows that most of the trainees were able to understand integrated marketing well 4) Judging from the interest to marketing mix, most of the participants were willing to practice it.

Kata Kunci: *Marketing mix, KSM*