

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi penerapan strategi 7P dalam memasarkan produk cuka dan wine dari buah salak ke pasar global. Fokus penelitian meliputi manfaat salak dalam industri makanan dan minuman untuk pariwisata, serta proses pengolahan dan promosi produk tersebut. Metode pengumpulan data mencakup observasi, wawancara, dokumentasi, kuesioner, dan demonstrasi. Observasi dilakukan untuk memahami potensi pengolahan salak, sementara wawancara dengan pihak terkait memberikan informasi tentang praktik dan tantangan di lapangan. Dokumentasi dan kuesioner digunakan untuk data tambahan, dan demonstrasi dilakukan untuk uji coba pembuatan produk. Hasil penelitian menunjukkan bahwa salak memiliki manfaat besar dalam sektor pariwisata sebagai bahan baku produk oleh-oleh seperti cuka dan wine. Proses pengolahan melibatkan pemilihan, pencucian, pemotongan, fermentasi, dan pematangan buah salak. Cuka salak menawarkan manfaat kesehatan dan keunikan kuliner, sedangkan wine salak memberikan pengalaman rasa eksotis. Strategi pengemasan menggunakan label jelas dan kemasan kedap udara, sementara promosi dilakukan melalui platform *online*, ulasan pelanggan, pameran, penawaran khusus, dan edukasi konsumen. Implementasi strategi ini diharapkan dapat meningkatkan penjualan dan kesadaran konsumen terhadap produk di pasar global. Penelitian ini memberikan wawasan baru tentang pemasaran produk berbasis buah lokal dan kontribusinya terhadap pengembangan sektor pariwisata.

Kata kunci : Strategi 7P, Pemasaran Global, Cuka Salak, Wine Salak, Buah Salak

ABSTRACT

This research aims to evaluate the application of the 7P strategy in marketing vinegar and wine made from snake fruit to the global market. The research focuses on salak's benefits in the food and beverage industry for tourism, as well as the processing and promotion of these products. Data collection methods include observation, interviews, documentation, questionnaires, and demonstrations. Observation is conducted to understand the potential for processing snake fruit, while interviews with relevant parties provide information about practices and challenges in the field. Documentation and questionnaires are used for additional data, and demonstrations are carried out for product testing. Research results show that salak has significant benefits in the tourism sector as a raw material for souvenir products such as vinegar and wine. The salak fruit is processed by selecting, washing, cutting, fermenting, and ripening. Salak vinegar offers health benefits and culinary uniqueness, while salak wine provides an exotic tasting experience. The packaging strategy uses clear labels and tight packaging, whereas promotion is carried out through online platforms, customer reviews, exhibitions, special offers, and consumer education. The implementation of this strategy is expected to increase sales and consumer awareness of the products in the global market. This research provides new insights into the marketing of locally-based fruit products and their contribution to the development of the tourism sector.

Keywords: 7P Strategy, Global Marketing, Salak Vinegar, Salak Wine, and Salak Fruit.