ABSTRACT

This study focused on the application of marketing mix strategies of butterfly pea (Clitoria ternatea) - based processed products in the form of cookies and mocktails. The background of this research is rooted in the potential of butterfly pea flowers as a natural ingredient with health benefits, aesthetic value, and opportunities for innovation in food products. The objective of the study was to examine the planning, implementation, and evaluation of marketing strategies covering the aspects of product, price, place, promotion, people, process, and physical evidence. The research method involved product development through innovations in color and flavor using butterfly pea extract, pricing adjusted to consumer purchasing power, promotional strategies via social media and direct activities, and product distribution within the campus and surrounding communities. Data were collected through interviews, observations, documentation, questionnaires, and product trials with respondents, which were then analyzed to assess product appeal and feasibility. The findings indicated that butterfly pea-based cookies and mocktails were well received by consumers in terms of taste, texture, appearance, and price. Promotional strategies were considered effective in generating interest, while distribution strategies facilitated consumer access to the products. The study concluded that the application of marketing mix strategies to butterfly pea products successfully enhanced attractiveness, market value, and business development potential. These products not only provide an alternative for healthy and innovative food consumption but also hold promise as sustainable business opportunities rooted in local wisdom.

Keywords: Marketing Mix, Butterfly Pea, Cookies, Mocktails, Food Innovation

ABSTRAK

Penelitian ini berfokus pada penerapan strategi bauran pemasaran (*marketing mix*) terhadap produk olahan berbasis bunga telang berupa *cookies* dan *mocktail*. Latar belakang penelitian didasari oleh potensi bunga telang sebagai bahan alami yang memiliki manfaat kesehatan, nilai estetika, serta peluang inovasi dalam produk pangan. Tujuan penelitian adalah untuk mengkaji perencanaan, penerapan, dan evaluasi strategi pemasaran meliputi aspek produk, harga, tempat, promosi, orang, proses dan bukti fisik. Metode penelitian dilakukan melalui perancangan produk dengan inovasi warna dan rasa dari ekstrak bunga telang, penentuan harga yang disesuaikan dengan daya beli konsumen, strategi promosi melalui media sosial dan kegiatan langsung, serta distribusi produk di lingkungan kampus dan masyarakat sekitar. Data dikumpulkan melalui wawancara, observasi, dokumentasi, kuesioner, serta uji coba produk kepada responden yang kemudian dianalisis untuk menilai daya tarik dan kelayakan produk. Hasil penelitian menunjukkan bahwa produk *cookies* dan *mocktail* berbasis bunga telang diterima dengan baik oleh konsumen dari segi rasa, tekstur, tampilan, dan harga. Strategi promosi dinilai efektif dalam meningkatkan minat, sementara distribusi terbukti memudahkan akses konsumen terhadap produk. Kesimpulan dari penelitian ini adalah bahwa penerapan bauran pemasaran pada produk bunga telang berhasil meningkatkan daya tarik, nilai jual, dan potensi pengembangan usaha. Produk ini bukan hanya memberikan alternatif konsumsi pangan sehat dan inovatif, tetapi juga berpotensi menjadi peluang bisnis berkelanjutan berbasis kearifan lokal.

Kata kunci: *Marketing mix*, bunga telang, *cookies*, *mocktail*, inovasi pangan.