

Analysis Of Marketing Mix Strategies In Creating Purchase Interest Among Consumers Of Bah Butong Tea From PTPN IV

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Article Information

Received: March 28, 2025

Revised: June 19, 2025

Online: June 20, 2025

ABSTRACT

This study aims to discover the implementation of the 7P marketing mix strategy by PT Perkebunan Nusantara IV Unit Bah Butong which released a new product to enter the retail market in Indonesia. The product is a black tea with the brand name “Teh Butong”. The tea produced is categorized as powdered tea and teabags with premium and regular quality. This study uses qualitative methods with data collection using interviews and observation techniques of PTPN IV employees that are responsible for the teh Butong product. The results of the study showed the importance of implementing the 7P marketing mix strategy as an effective way to obtain the consumers. This study also explained how PTPN IV's efforts in maximizing the marketing activities of its new tea products by utilizing the 7P marketing mix strategy as an effort to increase sales to achieve the targets of the company.

Keywords: Consumer buying interest; Marketing Mix; 7P;

1. Introduction

Tea is one of the important commodities for the international market, including Indonesia. Tea is a plantation crop with relatively high economic value, except for cocoa and coffee. Generally, there are two types of tea available in the market: green tea and black tea. Black tea is tea that has undergone a fermentation process, while green tea has not been fermented [1]. High-quality tea is determined by the quality of raw materials, namely fresh shoots from the field, handling of harvested tea leaves, and processing at the factory. PT Perkebunan Nusantara IV (PTPN IV) is a company engaged in the agro-industrial plantation sector that develops tea tree cultivation, one of which is black tea [2].

The company produces tea under the brands “Butong Tea” and “Tobasari Tea.” The names of these tea products are derived from the locations of the tea plantations owned by PTPN IV, namely in the villages of Bah Butong and Tobasari (Agustina, 2020). This study focuses solely on the Butong Tea produced by PTPN IV's Bah Butong unit.



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Butong tea began production after receiving approval from the Indonesian Food and Drug Monitoring Agency (BPOM) on October 15, 2020, with the aim of increasing company profits and diversifying products. Previously, this state-owned enterprise did not produce tea sold retail to consumers and only conducted large-scale exports overseas through business-to-business (B2B) transactions [3].

However, after the new management of PTPN IV conducted an evaluation of the tea business unit in 2020, tea exports experienced a decline in demand and generated decreasing profits, necessitating a new strategy to increase tea sales and thereby boost company profits. Finally, the company conducted a survey and identified a promising market share for premium and regular tea products in the retail market in Indonesia [4].

PT. Perkebunan Nusantara (PTPN) IV was established based on Government Regulation No. 9 of 1996 and is one of the state-owned plantations with the aim and purpose of conducting business in the field of agribusiness and agroindustry. The objectives of this thesis research are to analyze the tea marketing mix implemented by PT. Perkebunan Nusantara IV and to analyze the strategies that can be applied by PT. Perkebunan Nusantara IV. The company sees significant opportunities, especially considering the long-standing reputation and quality of the tea produced by this state-owned enterprise. Therefore, it was decided to sell tea products retail, also known as business-to-consumer (B2C), by marketing premium and regular tea products [5][4]. As a new product, Butong tea naturally faces several challenges in the field to quickly attract consumer interest in Indonesia. For this reason, the state-owned enterprise deems it necessary to implement a marketing mix strategy as a means for the company to achieve its marketing objectives effectively.

The marketing mix significantly influences a product's success in competing in the market and attracting consumer interest, as without effective marketing efforts, even high-quality products produced by a company may fail [6]. Through the implementation of this marketing mix strategy, it is hoped that the company will be able to compete in marketing tea products to consumers by producing high-quality tea products. The types of Butong tea products are divided into tea bags and powdered tea, which are marketed online and offline and sold based on product weight of 100g and 250g [3]. In marketing Butong tea products, the company implements a marketing mix strategy to enhance the quality of product marketing produced by the factory, setting objectives to reach target markets, while maintaining product quality by selecting high-quality tea leaves that have been chosen and tested according to selection criteria.

As a tea production company, PT Perkebunan Nusantara IV is always committed to producing the highest quality tea. One way to determine the quality of exported tea is through guidance from tea farmers or experts in the field of tea cultivation. However, there are a limited number of tea experts available to provide direct consultation on the criteria for selecting the best tea for export.



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At PTPN IV Unit Bah Butong itself, the selection of tea quality produced still relies on a screening and filtering system to separate tea particles according to predetermined types, and no other methods have been developed for tea quality selection. In this context, researchers aim to determine whether the selection of the best tea quality can be developed using alternative methods. To address this issue, a decision support analysis was developed to identify the best tea quality for export.

To that end, this study was conducted to determine how PTPN IV Unit Teh Bah Butong markets its new product using the 7P marketing mix strategy, namely Product, Price, Place (Distribution), Promotion, Process, People, and Physical Evidence (Physical Evidence) in the company's efforts to produce premium and regular quality tea products so that they can compete with existing tea products in the Indonesian market at this time and how the company's efforts to make Butong tea products well accepted by consumers in Indonesia.

Purchase intention is a behavior exhibited by consumers before making a decision to purchase a product that receives external support for that product [7]. Before purchasing a product, consumers are faced with various choices when using a product. This forces consumers to carefully consider their options before making a purchase to ensure they obtain the desired product. According to research conducted by, one of the factors that can stimulate purchase intent is the business strategy in setting prices. Price is one of the motivators that consumers use to generate purchase intent.

Price is a determining factor in the success of a business because it can determine the amount of profit a business will earn from product sales. Price is always a consideration for consumers in generating purchasing interest. This means that price is the amount of money consumers will spend to obtain the desired product. According to [8], the right price is one that matches the quality of the product. Thus, price serves as a benchmark for the quality of a product, whether it is good or not.

Promotion is an activity or action carried out to convey a specific message about a product, brand, and so on to consumers, thereby assisting marketing efforts to increase sales. This is a business strategy to persuade consumers to accept, purchase, recommend, or use the product being promoted. Promotion strategies require the use of social media as a marketing tool [9]. Promotions can be conducted on social media platforms such as Instagram, Grab, or Gojek. In short, promotions are carried out by a business to influence consumers' attitudes or persuade them to accept the concepts being offered. A business can promote its products to consumers directly or indirectly

2. Materials and Method

Literature Review

a. Purchase Interest Theory

Purchase interest is the phase of consumer tendency before making an actual purchase decision [10]. Meanwhile, according to [8], purchase intention is the interest that arises in consumers that will lead them to make a purchase decision, because having this interest makes consumers feel that their needs are already



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fulfilled. In other words, consumers who have an interest in purchasing a product and show attention and liking toward the product will then follow through with the purchase behavior. Thus, it can be concluded that purchase interest is the interest consumers have before making a purchase. Consumers have an interest in fulfilling their needs for the product they intend to purchase, thereby creating consumer purchase interest.

b. Objectives of Purchase Interest in Consumers

- 1) Increasing Consumer Awareness : urchase interest is to increase consumer awareness of the products or services being offered [11].
- 2) Increasing Consumer Interest: The purpose of purchase interest is to increase consumer interest in purchasing the products or services offered [12]
- 3) Increasing Sales: The purpose of purchase interest is to increase sales of the products or services offered [13]
- 4) Increasing Consumer Satisfaction: The purpose of purchase interest is to increase consumer satisfaction with the products or services offered [14]

c. Benefits of Purchase Interest for Consumers

- 1) Increasing Sales: High purchase interest among consumers can increase sales of products or services [11]
- 2) Increasing Customer Satisfaction: High purchase interest can increase customer satisfaction because they feel that the products or services meet their needs [12]
- 3) Increasing Customer Loyalty: High purchase interest can increase customer loyalty because they are more likely to buy the products or services again in the future [13]
- 4) Improving Company Reputation: High purchase interest can improve company reputation because consumers are more likely to recommend the product or service to others [14]
- 5) Improving Product Development: High purchase interest can improve product development because companies can understand consumer needs and develop products that meet those needs
- 6) Improving Marketing Efficiency: High purchase interest can improve marketing efficiency because companies can focus their marketing resources on consumers who have high purchase interest

d. Factors Affecting Consumer Purchase Interest

The factors that affect consumer purchase interest are:

- 1) Social Environment Influence. Purchase interest in a product can be influenced by the attitudes and views of close relatives, friends, and individuals whom consumers trust. Additionally, the options presented by these individuals play a role in shaping consumer purchase interest in the product
- 2) Individual Feelings and Impulsive Situations. While individual feelings involve personal preferences, impulsive situations refer to circumstances that alter purchasing interest. Measuring consumer behavior is not easy, so purchasing behavior is typically measured using interest.



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e. Factors Affecting Consumer Purchase Interest

The indicators of purchase interest are explained in the components of the micro model of consumer responses, namely:

- 1) Awareness. Building brand awareness involves a process that takes considerable time. As marketers, it is important to create a high level of brand awareness among consumers.
- 2) Knowledge. While some consumers have a need for a product, not all of them have sufficient knowledge about it. Brand knowledge is crucial as it relates to consumer purchase interest.
- 3) Liking. After recognizing the need and product information, the next step is to create consumer liking for the product. If the liking is high, the desire to purchase also increases.
- 4) Preference. Not all consumers are willing to share product information with others. Marketers need to understand the comparison of quality, value, and performance of the product with similar products.
- 5) Conviction. Consumers may already like the product but are not yet convinced to make a purchase. The communicator's task is to convince potential consumers to take the next step.
- 6) Purchase Intention. Creating attractive offers directly connected to consumers to encourage them to buy the product, such as price reductions, purchase promotions, and discounts.

f. Price Theory

A business can be considered successful in selling a product if it sets the price appropriately. Price is the amount of money consumers spend to obtain a product and its services [15]. In fact, price plays a significant role in helping consumers decide whether to purchase a product or not [16]. Price is inseparable from the buying and selling process of a product. Price is the only component of the marketing mix that generates revenue for businesses, while the other three components—product, distribution, and promotion—incur costs [17]. Therefore, price is a critical factor consumers consider when making a purchase. Thus, it can be understood that the definition of price is the amount of money consumers must pay to obtain the desired product. Price is considered the condition consumers must meet to obtain the right to use a product.

g. Factors Influencing Price

Several factors influencing the price of Teh Butong are as follows:

- 1) Market Price and Profit: Research by Wiji Setiawan shows that the price of PTPN IV black tea, including Teh Butong, is significantly influenced by market price and profit. Fluctuations in global tea market prices and company profit margins play a crucial role in determining product prices.
- 2) Marketing Strategy (Marketing Mix): Another study highlights the importance of the marketing mix in determining the price of Butong Tea. The marketing mix includes:
 - a) Product: The quality and variety of products offered.
 - b) Price: Competitive pricing that aligns with the target market.



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- c) Distribution (Place): The distribution channels used to reach consumers.
 - d) Promotion: Effective promotional strategies to enhance brand awareness.
 - e) Process: Efficiency of production and distribution processes.
 - f) Participants: Human resources involved in production and sales.
 - g) Physical Appearance: Packaging and product presentation.
 - h) Effective implementation of these elements can influence consumers' perception of product value and, ultimately, the price they are willing to pay.
- 3) Economic Conditions and Competition: External factors such as macroeconomic conditions, population growth, local culture, and competition with other companies also influence the price of Teh Butong. For example, in the distribution variable (place), indicators such as economic conditions and competing companies are important considerations in pricing.
 - 4) Product Certification: Teh Butong's possession of various certificates can increase the selling value of the product. These certifications signify quality and compliance with certain standards, which can increase consumer confidence and allow the company to set higher prices.

h. Pricing Objectives

The following are some of the main objectives of pricing in influencing consumer interest in purchasing tea during this period:

- 1) Social Environment Influence. Purchase interest in a product can be influenced by the attitudes and views of close relatives, friends, and individuals whom consumers trust. Additionally, the options presented by these individuals play a role in shaping consumer purchase interest in the product
- 2) Individual Feelings and Impulsive Situations. While individual feelings involve personal preferences, impulsive situations refer to circumstances that alter purchasing interest. Measuring consumer behavior is not easy, so purchasing behavior is typically measured using interest.
- 3) Adapting to Healthy Lifestyle Trends
Demand for herbal tea, organic tea, and tea with health benefits has increased during this period. To align with this trend, manufacturers set prices that reflect the added value of these products, such as the use of natural ingredients and environmentally friendly production processes.
- 4) Addressing Market Competition
Demand for herbal tea, organic tea, and tea with health benefits has increased during this period. To align with this trend, manufacturers set prices that reflect the added value of these products, such as the use of natural ingredients and environmentally friendly production processes.



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5) Leveraging Technology and E-Commerce

With more tea brands competing in the market, companies are implementing competitive pricing strategies to maintain market share. Some companies offer lower prices for mass-market products, while premium brands use exclusive pricing strategies to target specific market segments.

6) The growth of e-commerce during this period has enabled dynamic pricing strategies, where manufacturers adjust prices based on market demand and consumer behavior. Loyalty-based discounts and exclusive offers on online platforms have become effective strategies for increasing purchasing interest.

i. Price Indicators

Price indicators are as follows:

1) Affordability

Affordable prices are customers' expectations before making a purchase. Customers can look for products that are within their price range.

2) Price-quality ratio

For certain products, customers are usually willing to pay a relatively high price as long as the product quality is good. However, customers prefer products that are both affordable and of good quality.

a) Price competitiveness Organizations set the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market.

b) Price-to-benefit ratio Customers often pay attention to product prices but are more concerned with the benefits of the product [18].

Methods

Previous Research

This marketing mix strategy is very helpful for companies in marketing all types of products, whether they are products and services from state-owned companies or private businesses. This is because this marketing mix strategy is able to boost product appeal and sales. Which examined the influence of the 7P marketing mix on purchasing decisions at guesthouses in Surabaya, concluded that guesthouse purchasing decisions are greatly influenced by price, promotion, place, people, and physical evidence [19]. Purchasing decisions for products at Teta Beauty Clinic in Surabaya are significantly influenced by the 7P marketing mix [20]. On the marketing mix for black tea products concluded that the marketing mix strategy is highly effective in helping companies increase their sales [21].

The data used in this study is quantitative data. Quantitative data is a type of data that can be measured and calculated directly as numerical variables or numbers [22]. In this study, the data sources consist of primary and secondary data. Primary data is data obtained directly from the first-hand source that possesses



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the data. Primary sources generally indicate the authenticity of the information contained within the data; however, there is a possibility that the authenticity of the data may diminish when it is processed and presented by the primary source. Meanwhile, secondary data is supplementary data that serves to complement primary [23]. The collection of this data is carried out specifically to address the research problems encountered. Secondary data is data obtained in a ready-made form, already collected and processed by another party.

a. Research Location and Time

This research was conducted in North Sumatra Province, at PT. Perkebunan Nusantara IV (PTPN 4). The selection of this location was deliberate (Purposive), as PTPN IV is one of the companies that has been producing processed beverages from tea plants for a long time and has remained in business despite the ups and downs of the industry in producing similar products, especially processed beverages from other PTPN branches.

b. Sample Research Method

The sampling method used in this study was purposive sampling. The criteria for respondents in this study were consumers aged 17 years and above who lived in the Medan area. The purpose of setting an age limit was to avoid errors in assessing the marketing mix variables to be studied, as people below the specified standard were assumed to be unable to assess properly.

c. Data Collection Method

The data collection techniques used in this study are as follows:

- 1) Interviews are a technique used to collect primary data through direct interviews with respondents based on questions that have been prepared in advance.
- 2) Observation is a technique conducted by directly observing the object to be studied, thereby obtaining a clear picture of the object under investigation. The data sources used in this research are descriptive research with a qualitative approach, consisting of primary and secondary data.

d. Data analysis methods

1) Marketing Mix

Identifying the marketing mix of PT. Perkebunan Nusantara IV (PTPNIV) products. To describe the marketing mix implemented by the company, direct interviews were conducted with company leaders or employees at PTPNIV by asking a number of questions.

2) Input Stage

The IFE Matrix is one form of an internal environment matrix. The procedure for creating an IFE Matrix involves creating a matrix in the form of weighted columns and ratings of the strengths and weaknesses of specific parameters.



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3. Result

a. Product Mix

A product mix is a combination of various types of products sold to consumers by a company or business unit, such as product variety, product quality, product design, product brand, product packaging, and other attributes that manufacturers specifically offer for sale to buyers.

1) Product Variation

The flavor variations in PTPN IV tea products, both bagged tea and loose-leaf tea, prioritize the authenticity of the flavor from the type of tea used.

2) Trademark

The Butong Tea brand “Butong Tea” and Tobasari Tea brand “Tobasari Tea” are the brands or trademarks of tea products in packaging produced by PTPN IV North Sumatra. The name “Butong Tea” is derived from the name of the Butong Tea Plantation Unit in the Bah Butong I area, while “Tobasari Tea” is named after the Tobasari Tea Plantation Unit, both located in Sidamanik District, Simalungun Regency, North Sumatra.

3) Product Quality and Standards

Teh Butong Teh Butong uses tea leaves of the highest quality grade (Grade I) and fresh raw materials. Teh Butong has a dark and bright brown color, indicating that it is made from carefully selected tea leaves. Its aroma and color are naturally fresh and can be used for multiple servings. Tobasari Tea Tobasari Tea uses tea leaves of the second-highest quality grade (Grade II) and fresh raw materials. Tobasari Tea has a dark brown and golden-hued brew, distinguishing it from Butong Tea. Its aroma is truly fresh and natural and can be used for multiple servings.

4) Product Label

A label is a part of the product consisting of images or text that serves as a source of information about the product and the seller. The label on the packaging of PTPN 4 tea products contains information such as the product name or brand, raw materials, additional ingredients, nutritional information, expiration date, product content, and legal information.

5) Product Packaging

PTPN 4 tea products are packaged with a focus on cleanliness and safety. All packaging materials are certified food-grade. The filter paper is free from bleach or chlorine. Allu-Cover ensures hygiene and product quality. The packaging size allows users to carry and store the tea easily.

6) Product Design

PTPN IV products have two tea packaging designs: tea bags based on tea pouch packaging, namely double-chamber and single-chamber packaging. Meanwhile, loose tea is packaged in a single transparent plastic pouch (aluminum foil) weighing 100 or 250 grams per pouch.

7) Services

PTPN IV has a retail team that distributes Butong and Tobasari tea to various locations. The company provides services to facilitate product distribution, including supplying sealed cups



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(boxes) and small buses designed to carry tea products featuring the PTPN IV Tea Product logo, as well as setting up tea stalls for Butong and Tobasari tea at events and supermarkets so consumers can enjoy Butong and Tobasari tea products.

b. Marketing Mix

Here's the English translation of the provided text: PT. Perkebunan Nusantara IV (PTPN IV) sets the prices of its tea products based on the quality or grade of the tea leaves used. These leaves are then processed into two tea beverage products: Butong Tea and Tobasari Tea. For black Tobasari Teabags, the price is Rp. 5,500, and Butong Teabags are priced at Rp. 15,000. As for loose-leaf Butong Tea, the 100-gram pack is priced at Rp. 9,500, and the 250-gram pack is priced at Rp. 15,000. Loose-leaf Tobasari Tea is priced at Rp. 7,000 for the 100-gram pack and Rp. 12,000 for the 250-gram pack."

c. Distribution Mix (Place)

The distribution of Butong Tea and Tobasari Tea products is carried out directly through a door-to-door approach. This involves the PTPN IV Retail Team marketing the products by going from house to house or circulating within target marketing areas.

d. Promotion Mix (People)

The promotion mix for Teh Tobasari and Teh Butong products from PT. Perkebunan Nusantara IV is implemented through the following promotional strategies:

- 1) Exhibitions and Marketing Events: Participating in exhibitions and marketing events for its products at important local government events in Medan city.
- 2) Free Product Testers: Providing free product testers to attract consumer purchasing power during marketing events or exhibitions.
- 3) Brochure Design: Designing brochures highlighting the product's advantages compared to competitor products.
- 4) Vehicle Branding: Displaying product logos and company names on company vehicles.
- 5) Online Promotion: Conducting online promotions on social media platforms and online shops such as Shopee, Tokopedia, Facebook, Instagram, etc.
- 6) Volume Discounts: Offering a 10% price discount to consumers who purchase a minimum of 100 pieces, with mixed product types allowed.
- 7) Distributor Incentives: Increasing distributor appeal by providing a 20% price cut from the original marketed product price.
- 8) Free Promotional Merchandise: Giving attractive free tote bags to consumers for large quantity purchases or a minimum product package value of Rp. 50,000.
- 9) Direct Sales: Seeking potential consumers directly through door-to-door visits or at nearby markets (traditional markets) from PTPN IV's company location.
- 10) Partnerships: Introducing products by collaborating with company partners such as supermarkets, hotels, and other distributors.



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e. Process Mix (Process)

PTPN IV's tea production process is carried out in accordance with the company's established Standard Operating Procedures (SOPs) to ensure the creation of high-quality products. There are several processes involved in the production of Butong Tea and Tobasari Tea:

- 1) Tea Quality Selection: Tea leaves are selected according to their grade through a sorting process.
- 2) Packaging Process: The packaging for powdered tea products is still done manually, while for tea bags, the packaging takes place in Bandung, in cooperation with PTPN VIII.
- 3) Branding: The tea marketed by PTPN IV is characterized by its distinct flavor and fragrant aroma, with a richer and thicker color, reflecting its origin from Simalungun Regency. The packaging also features Ulos fabric, highlighting its regional identity.
- 4) Product Availability: PTPN IV tea products are widely available in major supermarkets, traditional markets, and online stores.

f. Physical Evidence Mix

The product produced by PTPN IV, "Teh Butong," which features an image of ulos (a traditional North Sumatran fabric), signifies that it is a premium tea (high quality), specifically Grade I. Conversely, the ordinary packaging without the ulos indicates a regular tea (Grade II), as exemplified by the packaging of PTPN IV's Teh Tobasari loose tea product.

1) Internal Factor Analysis and External Factor Analysis

Internal Factor Analysis Internal company analysis is an analysis used to formulate and evaluate the strengths and weaknesses within the company itself. It also provides a basis for identifying and evaluating the company's functional relationship with its competitors. For PT. Perkebunan Nusantara IV, this includes financial conditions, Human Resources (HR), Marketing, Production, and Management.

2) External Factor Analysis

External analysis is an analysis of external factors or situations and conditions that are either directly or indirectly outside PTPN IV and can affect the company's performance. Factors that influence the company's external environment include the Government, Competitors, and Consumers.

4. Discussion

PTPN IV demonstrates a strong understanding of the product mix, which is at the core of their offerings to consumers. They not only focus on variations in tea flavors but also pay close attention to product quality, design, branding, and packaging. By differentiating Teh Butong (Grade I) and Teh Tobasari (Grade II) based on tea leaf quality and distinct characteristics, PTPN IV provides clear choices to the market. The use of brands rooted in plantation locations, practical and clean packaging designs, and direct distribution services all contribute to the creation of comprehensive product value. These aspects indicate a mature strategy in building product identity and meeting the diverse needs and preferences of consumers.



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From the marketing mix perspective, PTPN IV adopts a pricing strategy based on tea quality. The differentiated pricing for Teh Butong and Teh Tobasari reflects market segmentation based on product value. The higher price for Teh Butong indicates its position as a premium product, while Teh Tobasari offers a more affordable option. This pricing strategy allows PTPN IV to attract various consumer segments, from those seeking the highest quality to those prioritizing cost efficiency. This is also supported by a direct distribution model (door-to-door), enabling the PTPN IV retail team to reach consumers personally and effectively.

Furthermore, PTPN IV's promotion mix is extensive and encompasses various channels to enhance product visibility and appeal. From participation in exhibitions and marketing events, providing free samples, to vehicle branding and online promotions, the company leverages diverse tactics to interact with consumers. Additionally, incentives such as volume discounts and distributor incentives, along with free promotional merchandise, are designed to encourage purchases and build loyalty. This comprehensive promotional approach, coupled with strategic partnerships with supermarkets and hotels, demonstrates PTPN IV's proactive efforts in expanding market reach and strengthening their brand position in consumers' minds.

5. Conclusions

It can be concluded from the implementation of the marketing mix strategy, namely product, price, place, promotion, process, people, and physical evidence, at PTPN IV Bah Butong Unit for the new product branded "Teh Butong". The researcher concludes from each element of the marketing mix, categorized as follows:

- a. Product : PTPN IV Bah Butong Unit cultivates tea plants and processes them into "Teh Butong" products, which have sales value with premium tea quality according to the chosen grade. To enable the tea product to compete with similar products, this relatively new tea product has obtained various certifications that can influence its sales value.
- b. Price: The price of "Teh Butong" product is set by the head office and is aligned with the market segment, targeting the upper-middle class, according to the weight of the tea product.
- c. Place: "Teh Butong" products can be found in large supermarkets, traditional markets, and online stores. Furthermore, this tea product can even be purchased directly at PTPN IV.
- d. Promotion: The head office plays the main role in promoting this tea product through posters, social media, and influencers, as well as by holding bazaars and offering free tea samples.
- e. Process: The tea product is manufactured through several stages in accordance with established Standard Operating Procedures (SOPs). Tea is selected and packaged according to its grade through sorting. The packaging of loose-leaf tea is still done manually, while teabags are packaged in Bandung, West Java.



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- f. People: The individuals involved and influential in promoting the product are from the marketing department, which is under the administration division and selected directly from the head office. They possess good marketing and public speaking skills, which can increase sales for the company.
- g. Physical Evidence: The packaging of this tea product shows a distinction: "Teh Butong" products featuring an "ulos" image (a traditional North Sumatran fabric) signify that the tea is premium (good quality), while ordinary packaging without the ulos indicates regular/standard tea.

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