

Influence of Marketing Mix Strategy on Business Arena Corner

Elyana Reni Rachmawati¹, Tantri Yanuar Rahmat Syah², Rhian Indradewa³,
Diana Fajarwati⁴

^{1,2,3,4} Faculty of Business Economics, Esa Unggul University, West Jakarta, Indonesia.

Corresponding Author: Elyana Reni Rachmawati

ABSTRACT

The impact of digital development has made a new standard for Startup companies in winning competitions and can still compete in winning customer satisfaction. This makes startup companies compete to formulate a suitable strategy in a very tight competition through marketing strategies applied by each company. This research was conducted to determine how much influence the 7P marketing strategy run by Startup Arena Corner engaged in the digital application of sports venues in Jakarta. This paper reviews literature from past studies related to the mixed concepts of marketing and descriptive analysis used to analyze the best practices of 7P marketing strategies implemented today. The method is to apply all aspects of 7P the marketing strategy with the scenario that Arena Corner will run, compared to the theory that has been led to marketing mix 7P. The results of this study explain that the implementation of Arena Corner's marketing strategy has been fully integrated, both conventional and digital solid marketing implementation so that it is expected that customers can get satisfaction with Arena Corner's products and services. In addition, it is also necessary for customers to feel the user experience that is inherent in the minds of consumers so that Arena Corner can win the hearts of its customers and new consumers.

Keywords: *Marketing Mix 7P, Strategic Marketing, Business Plan, Arena Corner.*

INTRODUCTION

Currently, the development of startups is undergoing very rapid growth.

The growing population and lifestyle changes of Indonesian people make technology a significant and vital thing. Startup companies need to observe existing consumer behavior and factors that influence the desire and purchasing decisions in marketing a product, goods, and services. One way to achieve the company's goals is to knot the needs and wants of consumers or target markets and provide satisfaction that is expected effectively and efficiently compared to competitors (Kotler and Keller, 2016). So that the products managed by the company will increase in line with the satisfaction of consumers towards the product itself-increasing the number of products in startup businesses in the community, creating intense competition in attracting new consumers and retaining old consumers. Therefore, it is necessary to buy re-buy interest to maintain the senior consumer. To fulfill both of these things, a strong marketing strategy is needed to survive in the company's business competition so that the marketing strategy becomes the right choice. In the digital era, high mobility becomes a necessity where everything can be done, ranging from ordering food, ordering health services, medicines, and so on. Free shipping services have become a necessity in the face of busy Jakarta city life (Andayani et al., 2020).

Arena Corner is a web and mobile-based application company that is developing. The operational reach is in the DKI Jakarta area, with leasing services for

various sports venues. When high mobility conditions make sportspeople need an application that runs on all digital platforms, thus providing convenience to its users in helping to provide easy booking and get sports venues online. In Direct real-time competitors, today are still not many who start on digital platforms, so it has more value to consumers, but over time Arena Corner must create a solid strategy to stay afloat.

The marketing mix is the best step to consider all operational factors of Arena Corner marketing, and this is because the marketing mix sees in terms of products, services, prices, and locations. But in the development of the current competition in the digital Arena Corner marketing mix, Arena Corner is 7P. With the 7P marketing mix, arena corner is expected to develop a valuable strategy to win the competition. In detail, the marketing mix variable 7P Arena Corner is product, price, promotion, place, people, physical evidence, and process. Based on the researchers' opinion about the phenomenon that occurred in Arena Corner, the variable marketing mix 7P becomes an essential issue in winning the competition of digital startup business today that causes gaps. So made the background of researchers to conduct research entitled "Influence of Marketing Strategy mix On Business Arena Corner" (Case Study on Arena Corner Indonesia)

LITERATURE REVIEW

Sales Marketing Strategy

According to Kotler and Keller (2012), "Marketing is a social process that with the process of one individual and group getting what is needed and desired by creating, offering, and freely exchanging valuable products and services with others." As cited by Kotler and Keller (2012) defines marketing as the process of planning and implementing thought, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet the goals of individuals and organizations."

Strategy refers to various managerial decisions and actions to distinguish the company from competitors and maintain its competitive advantage. The company's strategy must be following its mission, resources, and environmental circumstances (Daniel, 2018). A marketing strategy is a strategy that organizations use to provide their target customers with quality products at affordable prices, offer effective promotional strategies, and interact with their distribution outlets, thus creating demand for their products and improving performance (Gituma, 2017).

Marketing Mix

According to Kotler and Keller (2012, a Marketing Mix is a set of marketing tools that companies use to achieve their marketing goals in the target market continuously. On the other hand, there are adjustments to Marketing Mix, where the manufacturer adjusts the marketing mix elements for each target market. The variables in this marketing mix can be used effectively if arranged according to the circumstances and situations experienced in a company. From the above definition, the understanding of Marketing Mix is a factor that marketing managers can use to influence consumer purchasing decisions.

Traditionally, the marketing pillar is 4P which stands for Product, Price, Place, and Promotion. However, as customers became more sophisticated, three further 'Ps' were added mainly to the service industry, namely People, Process, and Physical Environment (Hashim and Hamzah, 2014). Marketing strategies; products, prices, places, and promotions are strategies organizations use to react to market and internal forces that will allow organizations to achieve their goals (Kotler and Armstrong, 2016). A mixed marketing strategy covers all corporate responses in ensuring that the target market positively influences the demand for their products. Companies that aspire to meet customer needs should often focus on understanding

customers and developing appropriate strategies to improve their performance (Muchiri, 2016). These factors include product, price, place, promotion, people, process, and physical evidence.

Product

According to Kotler and Armstrong (2016), "Product is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. Products are everything that manufacturers can show to be noticed, requested, searched, purchased, used, or consumed by the market to fulfill the needs or desires of the market concerned, both in the form of goods and services. Products can be measured among others (Kotler and Keller, 2012): First Product Variations, Second Product Quality, Third Product Display.

Promotion

Promotion is the company's efforts to influence prospective buyers through all elements of the Marketing Mix (7P). Promotion is a form of marketing communication, which is a marketing communication is marketing activity that seeks to disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company in question. Promotional media that can be used in this business include advertising, sales promotion, publicity, public relations, and direct marketing. Determination of the promotional media to be used is based on the type and form of the product itself. Promotions can be measured broadly (Tjiptono, 2014). Firstly, the level of advertising interest. Secondly, competitor publicity.

Personal Selling

Personal selling is an effort to introduce a product through direct communication (face-to-face) to buy the products. As one of the variables of unique selling promotion allows the seller to:

Establish a direct relationship with prospective buyers so that the seller can better observe the characteristics and needs of buyers, Obtain responses from prospective buyers, Foster a variety of relationships with buyers both in business relationships and close friendships. So, in personal selling, there is direct interaction, face-to-face interaction between buyers and sellers, so that it can be known the desire, behavior, and motives of purchases from consumers directly and can see consumers' reaction. Thus the changes can be more immediately made adjustments.

Publicity-Public Relations (PR)

Publicity is a certain amount of information about a person, item, or organization disseminated to the public through the media. Compared to other promotional tools, publicity has some good, among others: More trustworthy, because it is a piece of news instead of an ad, can reach people who do not want to read ads, can be placed on the front page of a newspaper or in other prominent positions.

Sales Promotion

Sales promotion is a marketing activity and personal selling, advertising, and publicity that encourages the effectiveness of consumer purchases by using tools such as demonstrations, exhibitions, demonstrations, and so on, as well as discounts such as discounts on product purchases. Some examples of sales promotion methods: Giving examples of free goods is one of the most expensive sales promotion tools and the most effective. Gift coupons, this way is very effective because it makes people quickly interested. Rebates, which are a reduction in the price given to buyers. Direct discount. The show shows off items at specific times, places and situations. All sales promotions are psychologically influencing purchases.

Direct Marketing

According to Kotler and Keller (2012), Direct marketing uses various media to interact directly with consumers, usually

calling consumers to respond immediately. Whereas according to Duncan (2002), Direct Marketing is when companies want to establish direct communication with customers, they use direct communication strategies, where more can interact, databases that trigger the process of marketing communication using media to encourage customer response.

Price

Price contains an understanding of an exchange rate of goods or services generally expressed in monetary units (Rupiah, Dollar, Yen, etc.). In the world of price, the business has many names, for example, in the world of product trading called price, in the world of banking called interest, or in the industry of accounting services, consultants called fees, transportation costs, taxi, telephone called tariffs while in the world of insurance is called premiums. According to Kotler and Keller (2012), price is the amount of money charged for a product or service or the consumer exchange rate for the benefits of owning or using such products or services. The price in question is the amount of money paid by the customer to get the product or service (Widardi et al., 2019).

Price has a significant role in the decision-making process of consumers (Tjiptono, 2014). The price depends solely on the company's policy, but of course, with various things in mind. The price is high, cheap, or ordinary for each individual. It does not have to be the same because it depends on the individual behind the environment and its condition. According to Chandra (2002), prices can also be measured among others: First Price of competitor products, second Discount (Discount), third Variation of the payment system.

Place

According to Sutojo (2009), distribution is an effort to be available in places that make it easier for consumers to buy it whenever consumers need it. Location selection requires careful

consideration of several factors (Huriyati, 2008): First is Access, for example, a road that makes it easier for consumers to reach the place. Second Visibility, such as a location that can be seen from the curb. All three parking lots have their own parking space or use public parking. Fourth Expansion, there is enough space for business expansion in the future-the five government regulations, such as business license letters. The six competitions are consideration of the location of competitors.

Browse

According to Nirwana (2004), people have a role in providing or showing the services provided to consumers during the purchase of goods. In this study, restaurant employees play an active role in providing services to consumers during the purchase, and this people factor plays an active role. It can affect positive purchasing decisions, as presented by Kotler and Keller (2012), The more positive performance given to consumers, the better the impact in making purchase decisions. According to Ratih (2005), people are: "all actors who play a role in the presentation of services or products influence the purchase." Elements of people are corporate employees, consumers, and other consumers in the service environment.

According to Ratih (2005), this element of people has two aspects: First Service People For service organizations usually hold dual positions, namely holding services and selling those services. Through exemplary service, fast, friendly, thorough, and accurate can create customer satisfaction and loyalty to the company that will eventually improve the good name of company's good name. Another factor that influences is the relationship that exists between customers.

Process

According to Philip Kotler (2006), the process here is to include how the company serves the demands of each consumer. Starting from the consumer order

(order) until finally, they get what they want. Certain companies usually have a unique or specialized way of serving their customers. The process in marketing is the whole system that e implementation and determines the quality of smooth performance of services that can satisfy its users.

Physical Evidence

According to Nirwana (2004), "supporting facilities are part of the marketing of services that have a fairly important role. Because the services delivered to customers do not require supporting facilities in the delivery". This will further strengthen the existence of these services. Because with the physical supporting facilities, the service will be understood by customers. Marketers in creating quality services need to pay attention to the physical service elements as follows: "The company's management should also consider infrastructure related to customer service. A magnificent building with cooling facilities, sophisticated telecommunication equipment, or quality office furniture, and others become the consideration of customers in choosing a product/service. According to Timpe (2004), physical facilities are significant for restaurants because they support the atmosphere inside the restaurant that can affect the enjoyment obtained by consumers.

Physical facility indicators classify into six variables: First Color (wall color, equipment color used). Second Layout (plant order, wall fibers). Third Lighting (lighting both indoors and from outdoors). Fourth Facilitating goods (restrooms, trash cans, and other equipment). Fifth Furnishing (number of seats and tables). The six atmospheres (the atmosphere can be through.

MATERIALS & METHODS

This type of research is a type of research with inductive quantitative methods, and this is because this study is

intended to conclude the correlation relationship between the variables studied. The Inductive quantitative method is also research that can be calculated in number by statistical method. A causal quantitative approach is a scientific approach to managerial and economic decision-making that aims to obtain evidence of causal relationships or the influence of research variables.

RESULT & DISCUSSION

Based on the results of the implementation of marketing strategy run by researchers, the outline of the method applied by Arena Coner in win competition with the competitors of marketing strategy is to use marketing mix 7P strategy as well as improvement on several digital channels in its promotional system. The results applied by researchers are as follows.

Product Strategy

Products are goods, services, and rights and a combination of all of them. The request is understood as the right to use certain goods or services or certain financial services. The product offered is a sports application service called Arena Corner. The health services we provide are:

Table 1: Arena Corner Products

Product	Types of Services	Service Schedule
Futsal Ball Field Badminton Tennis Volley	Field rentals and tools	24 Hours
Fitness yoga Zumba Swimming golf Bowling	Place Bookers and Coaches	24 Hours

Source: Arena Corner Indonesia

Price Strategy

Strategy is setting an effective pricing strategy for new products or this introductory stage there are two alternative pricing strategies, namely: 1) Skimming Price, do Provide a high price to cover costs and generate maximum profit (the company can convince consumers that the product is different from other similar products). The skimming approach is convenient if there is

a price differentiation in a particular segment and relatively few competitors. Skimming can also be do utilized to limit demand until the company feels ready to do mass production. It was moreover, skimming increases the value of the product to be very prestigious. 2). Price Penetration, providing low prices to create market share and demand, can be applied to unfragmented market situations into different segments. The product does not have high symbolic value. This approach is

also effective prices sensitive target markets.

Pricing conducted by Arena Corner in business is to use penetration prices, where the product of sports location booking application is relatively new that are not yet known to the public, to introduce Arena Corner products to the public, then used penetration price strategy to be able to create a significant market share to create a substantial profit for the company. Here is the price list of Arena Corner services compared to existing competitors:

Table 2: Arena Corner Product Prices

Product	Field rentals and tools	Additional tool rental	Coach Facilities
Futsal	150,000		
Football Field	250,000		
Badminton	250,000		
Tennis	250,000		
Volley	250,000		
Fitness	100,000		
yoga	100,000	50,000	
Zumba	100,000	50,000	
Swimming	50,000	25,000	75,000
golf	100,000	85,000	175,000
Bowling	100,000	150,000	25,000

Source: Arena Corner Indonesia

Place Strategy/Distribution Channel

According to Kotler and Keller (2012), distribution flow is a series of interdependent organizations involved in making products or services ready for use or consumption. Adrian Payne (2001) suggests distribution channels are the kind of decisions that relate to who participates in delivering services, namely organizations and people. A distribution channel is essentially how the company, in this case, the manufacturer of the product or service produced, delivers the product to meet consumers' needs, wants, and demands to be consumed and used. The forms of distribution channels, according to Kotler and Keller (2012), state that the conditions of channels seen from the many intermediate stages will determine the size of the length of a channel, namely: Zero-level channels (also called direct-marketing channels) consist of companies that directly sell to end customers One-level channels containing one seller intermediary, such as retailers or by using distributors; A two-level channel contains two intermediaries,

such as retailers and large merchants, or companies that use representatives for their companies; The three-level channel contains three intermediaries, such as contractors, wholesalers, and retailers or companies that use representative branches and distributors.

The company's distribution channels are designed and managed to implement marketing strategies and achieve sales targets desired by the company. In this case, it does expect that the company's sales of goods or services can be sold more to increase profitability. Distribution channels have a significant role in increasing sales because a large number of sales will increase the sales volume that is the basis of the calculation of profit received by the company. Based on the explanation above, it can be concluded that distribution channels have a significant role in increasing sales volume, starting from the efficiency of costs incurred by the company to the company's target in reaching potential consumers to increase sales. The company's fundamental role is to sell the products or services produced by the company in more

significant quantities so that the sales volume of products offered by the company increases.

Arena Corner utilizes application technology in arena corner service distribution channels. Application technology is used as the best distribution channel for service companies in the current era because with the use of service distribution, and applications become fat so that consumers easily obtain the services needed. Furthermore, the company's speed to serve consumers can create customer satisfaction to increase sales volume and revenue targets.

Promotion Strategy

Promotion is an inseparable part of marketing itself, so marketing can't run at all without its existence. Promotion is an effort to introduce products/services so that they can be known and accepted by the public can be reached in various ways. The benefits of doing promotions are as follows: **1) Customer Loyalty**, Promotion is helpful to increase customer loyalty so that later on do not switch to competitor products; **2) Communication Media**, Promotion will be able to help a company to convey the information that wants to do conveyed to consumers and prospective customers; **3) Defense**, Promotion is one of the most effective ways to maintain the image of aggressive attacks by competitors of a company; **4) Trial and Repeat Buying**, by conducting promotions, will increase the chances of a company to continue to get new buyers as well as repeat buyers; **5) Building a Brand**, Promotion serves to increase "Brand Awareness," and also with the increasing level of "Brand Awareness,"

will make a product can be a "Top of Mind" in the community. Branding formed will strengthen a company in the public view of the public. The promotional mix does categorize into five forms of the promotion mix. The promotion mix consists of advertising, selling, direct marketing, sales promotions, and public relations.



Figure 1: Promotional Mix Arena Corner

Advertising

Advertising is a form of non-individual communication with a certain amount of costs using certain media carried out by companies, non-profit organizations, or individuals. The primary purpose of advertising is to increase demand for the products offered. While the benefits of advertising are: Allows the seller to communicate with many people at once, it allows the seller to disseminate information about the product and the company, Allows the seller to dramatize the company and its products through the use of prints, sounds, and colors that attract attention. Advertising is generally bulk. Arena Corner utilizes advertising media in communicating to consumers and providing information about Arena Corner service applications. The advertising media used are:

Table 3

Advertisement	Media	Target Time	Target Visitor	Total targets
Google Ads	Website application	6 Months	8820 per day	1,587,600 Visitors and download apps
Facebook Ads	Facebook	6 Months	100,100 per day	18,018,000 Visitors and app market downloads
Instagram Ads	Instagram			
You tube	You tube	6 Months	8500 Per Day	765,000 viewers and subscribers

Source: Arena Corner Indonesia

Personal Selling

Arena Corner uses a Personal Selling strategy by campaigning to the

sports community, the Youth and Sports Office, and businesses related to the sale of sports equipment to introduce a corner

service application product to the community.

Publicity-Public Relations (PR)

Arena Corner uses a Public Relations (PR) strategy on the Campaign on National Sports Day, a national online shopping day, and weekends where people have the opportunity to exercise.

Sales Promotion

Arena Corner Conducts promotions through digital marketing conducted at certain events. Doing innovation, which is the fundamental strength of marketing, will continue to be done to position the brand in the minds of prospective consumers (Marsuki et al., 2019). Arena Corner uses a promotional strategy using special price promotions on paydays, weekdays, public holidays, and customer's birthdays.

Direct Marketing

Arena Corner Direct Marketing can be one of the interactive marketing systems that Arena Corner can develop to generate direct responses from targeted customers. By doing this promotional technique, Arena Corner will be able to create good relationships with customers. Direct Marketing Promotion conducted by Arena Corner includes direct mail marketing, telemarketing, marketing through catalogs (Catalog Marketing), and Online Channels (Online Channel), the use of letters, telephone, facsimile, email, and other personal liaison tools to communicate with or get direct responses from specific customers and potential customers. Following the development of The Era of Digitalization and Telecommunications, Arena Corner uses a Direct Marketing startup by using Direct WhatsApp to promote and remind customers to build good relations between Arena Corner service providers and customers. Based on 2018 statistical data, the most effective marketing plan is social media marketing. Social media marketing is the best way in 18% of the top list compared to other marketing means (Arifin et al., 2019).

People Strategy

People are a significant asset in the service industry, especially businesses that require high-performance resources. Consumer needs for high-performing employees will cause consumers to be satisfied and loyal. Good knowledge skills will be a basic competency in the internal company and good imaging outside. People are all actors who play a role in the service provider to influence customer perception. Elements of people are corporate employees, consumers, and other consumers in the service environment. Concerning the marketing of services, the person who serves as a service provider dramatically affects the quality of services provided. Decisions about this person are related to selection, training, motivation, and management of human resources.

Arena Corner requires high-performance human resources both in terms of partners as well as employees and leaders. Arena Corner Human Resources is required to love sports and other supporting competency certificates. In addition, as a company engaged in the application of technology, Arena Corner requires reliable IT personnel so that arena corner applications can run well and smoothly, following the needs of consumers.

Process Strategy

The process is all actual procedures, mechanisms, and activity streams used to deliver services. This element of the process means something to provide services. The process in service is a significant factor in the marketing mix of services such as service customers will be happy to feel the service delivery system as part of the service itself. Service or product quality is highly dependent on the process of delivering services to consumers. Given that the driver of the service company is the employee itself, so to ensure the quality of service (quality assurance), all operations the company must be carried out following the system and procedures standardized by employees who are competent, committed,

and loyal to the company in which they work

Physical Evidence Strategy

The building is part of the physical evidence, characteristics that become a value-added requirement for consumers in service companies. Attention to interiors, building equipment, including lighting systems, and spacious layouts are significant concerns and can affect the mood of visitors. Buildings should be able to the atmosphere by paying attention to ambiance so as an experience to visitors and can provide value for visitors, especially being the main requirement of service companies with special market classes. Arena Corner has its head office located in Tebet, South Jakarta City, DKI Jakarta Province. This building does use as a centre for the sustainability and supervision of the arena corner application business.

Sales Marketing Strategy

Sales Strategy

As one of the new start-up's in Indonesia with Arena Corner Application Services. So, we need an effort to introduce this Arena Corner Application to the public. Therefore, we need a strategy for Arena Corner to be accepted and become a market leader in Indonesia. The system undertaken by Arena Corner are:

Push Strategy

It is a strategy to stimulate consumers to use arena corner application services and add value to used consumers. This strategy builds brand awareness and creates a massive sports application market that can reach the community. This strategy is carried out through various electronic media and social media to introduce Arena Corner to the public, and the design does implement above the Arena Corner Strategy.

Pash Strategy

Arena Corner comes with a Campaign Strategy. Citra, as a domestic product is strived to attract consumers to

download and use arena corner application services. Campaign Strategy does conduct to the sports community, Diaspora, KONI, and academics to build Brand awareness, creating a positive image as the work of the nation's children. In addition, Arena Corner prioritizes quality venue services and facilities. Therefore, we take great care of the quality of the venue and things related to Arena Corner products. Campaign Strategy is conducted to consumers through direct WA to build a positive relationship between consumers and Arena Corner, media reminder consumers to do, and promote the latest programs and events Arena Corner. This strategy does implement in the Below the Line Strategy.



Figure 2: ATL and BTL Strategy
(Matrix processed by yourself for research purposes)

Sales Marketing Target

Table 4: Sales Marketing Target Normal

Product	Price	Venue	30%	Revenue
Futsal	150,000	229	69	1,316,463,750
Field	250,000	139	42	1,331,793,750
Football	250,000	247	74	2,366,568,750
Badminton	250,000	174	52	1,667,137,500
Tennis	250,000	155	47	1,485,093,750
Volley	250,000	196	59	1,877,925,000
Fitness	100,000	160	115	1,469,125,000
yoga	100,000	160	83	1,053,937,500
Zumba	100,000	230	80	1,022,000,000
Swimming	50,000	97	49	309,793,750
golf	100,000	17	9	108,587,500
Bowling	100,000	10	5	63,875,000
				14,072,301,250

Source: Arena Corner Indonesia

Sales Marketing Target is a target calculated based on the assumption of arena corner agreement based on the number of venues available in Jakarta. So that, the promising target result is 50% of the number of venues, the normal target of 30%

of the number of venues, and the pessimistic target of 20% of the number of venues.

Marketing Timeline

Marketing Timeline is a series of activities that Arena Corner will conduct. As for the initial actions in the framework of the introduction of this Application Service Product, we work on a Campaign on the community of sports branches, the Youth and Sports Office, and businesses related to the sale of sports equipment. The campaign does conduct in the form of introduction and sponsorship of various activities. The next

step is to work marketing through multiple media, namely electronic media through TV and Radio; Social Media is Google ads, Facebook, Instagram, you tube. Through Influencers, in this case, we do endorse cooperation with sports players from artists, public figures, and sports athletes. The next activity to attract new consumers and make consumers repeat Arena Corner products is through attractive promotions on paydays, weekdays, public holidays, and customer birthdays.

Table 5: Marketing Activity Schedule Plan

	Pra Launching						Launching													
	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	10	11	12		
Campaign	Venue Olahraga																			
	Dispora																			
	Organisasi Olah raga Indonesia																			
	Komite Olah Raga Nasional Indonesia																			
	Asosiasi Olahraga Video Game Indonesia																			
	Akademi (kampus & Sekolah)																			
Digital Marketing	Google ads																			
	fb																			
	ig																			
	youtube																			
	Buzzer						Buzzer						Buzzer							
	Bumper						Bumper						Bumper							
	Endorse						Endorse				Endorse				Endorse					
	Youtube						Youtube						Youtube							
	RADIO						RADIO						RADIO							
	Sponsor Acara/Event/Promo	WEEKDAYS						WEEKDAYS		RAMADHAN SEHAT		TAHUN AJARAN BARU				HAORNAS & HARI PELANGGAN NASIONAL		HARBOLNAS		Libur Natal/Tahun Baru

Marketing Budget

Table 6: Budget Marketing Table

Budget	Institution	Cost	Time	Total
Campaign	Sports Venues	20,000,000	1	20,000,000
	Dispora	10,000,000	1	10,000,000
	National Sports Committee	10,000,000	1	10,000,000
	Indo sports organization	10,000,000	1	10,000,000
	Indo Sports Association	10,000,000	1	10,000,000
	Campuses and Schools	10,000,000	1	10,000,000
Digital Marketing	Google ads	24,000,000	6	144,000,000
	Facebook Instagram	33,000,000	6	198,000,000
	YouTube	33,000,000	6	198,000,000
	Buzzer	15,000,000	3	45,000,000
	bumper	25,000,000	2	50,000,000
	Endors	66,000,000	4	264,000,000
	Adslibs	100,000,000	2	200,000,000
	Sponsorship–Even–Promo	Weekdays Promo (disc 20%)	20,000,000	2
Healthy Ramadan (Disc 40%)		40,000,000	2	80,000,000
Know the new Doctrine (10% - 20%)		12,720,000	2	25,440,000
National Sports Day		30,000,000	1	30,000,000
National Customer Day (Disc 30%)		30,000,000	1	30,000,000
Harbolnas (Disc 50%)		50,000,000	2	100,000,000
Christmas and New Year (Disc 50%)		25,000,000	1	25,000,000
(Valid on 1000 user firsttime)				
Total Cost Promotion				1.499.440.000

Source: Arena Corner Indonesia

In achieving financial performance, proper marketing planning does require. But the implementation requires costs that will

undoubtedly have an impact on the company. Therefore, it takes the right measuring instrument to measure the

effectiveness of marketing planning to financial reports. Here is a table of calculations of marketing cost budget or marketing budget PT. Arena Corner Indonesia:

CONCLUSION

Based on the marketing strategy will determination marketing mix 7P Arena Corner, researchers concluded that Arena Corner would use all of these strategies in winning a competition with similar competitors or start up sports venue applications. In addition, the implementation of marketing mix 7P will be more focused on promotions where it will use the existing digital platform to the maximum extent possible, this is considering for Brand Awareness will be easier to achieve if using such digital media such as Google ads, Facebook, Instagram, Tik, Tok, and YouTube. This approach is essential because the market has turned to a digital community that has begun to improve.

For Arena Corner, it is also necessary to look at other factors needed in winning competition in the digital industry, such as the need for a good user experience and user interface, so that customers do present with an experience that they will not get on other mobile applications and services.

Acknowledgement: None

Conflict of Interest: None

Source of Funding: None

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How to cite this article: Rachmawati ER, Syah TYR, Indradewa R et.al. Influence of marketing mix strategy on business Arena Corner. *International Journal of Research and Review*. 2021; 8(8): 76-86. DOI: <https://doi.org/10.52403/ijrr.20210812>
