

Implementation of Marketing Mix 7P at Artansi Agroeduwisata Chandra Kahuripan Purbalingga

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ABSTRACT

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The application of the 7P marketing mix in corn cultivation at Artansi Agroeduwisata Chandra kahuripan Purbalingga Regency is the main focus of this study. This study aims to analyze the application of the 7P marketing mix which includes products, prices, places, promotions, people, processes, and physical evidence, as well as identify supporting and inhibiting factors, as well as assess the effectiveness of its application in increasing consumer purchase interest. This study uses a descriptive qualitative method with data collection techniques through direct observation, interviews, and documentation during the study. The results of the study show that the application of the 7P marketing mix in corn cultivation is going quite well. The products offered are of good quality and diverse, the prices set are relatively affordable, the business location is strategic, and promotions are carried out through social and direct media. In addition, human resources, production processes, and physical evidence also support marketing activities. The application of 7P marketing mix for corn cultivation at Artansi Agroeduwisata Chandra Kahuripan is considered quite effective in increasing consumer buying interest.

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1. INTRODUCTION

Agriculture is a strategic sector that plays an important role in national economic development, food supply, and improving community welfare. One of the commodities that has high economic value and increasing market demand is corn. Corn is not only an alternative staple food, but also a raw material for the animal feed industry, processed foods, and bioenergy (Sentosa et al., 2025; La et al., 2024). Therefore, the development of corn cultivation is a promising opportunity for agricultural business actors (Li et al., 2023; Kidane et al., 2026).

The high market demand is not always directly proportional to the ability of farmers or business actors to market their crops. Many agricultural products, including corn, experience marketing constraints due to the lack of optimal implementation of planned and targeted marketing strategies (Adam et al., 2020; Grote et al., 2021). In the modern agribusiness era, business actors are required to not only master cultivation techniques, but also understand marketing concepts that are able to increase product added value (Dwijatenaya et al., 2020; Handayani et al., 2025). One of the relevant approaches in developing an agricultural commodity marketing strategy is the 7P marketing mix concept, which consists of *product*, *price*, *place*, *promotion*, *people*, *process*, and *physical evidence*. The application of 7P can help business actors understand consumer needs, improve service quality, and increase product competitiveness in the market (Nur et al., 2026; Saputri et al., 2025; Anggraini et al., 2024).

Artansi Agroeduwisata Chandra Kahuripan, located in Purbalingga Regency, is one of the agricultural education tourism areas that combines cultivation activities, education, and marketing of agricultural products. One of the commodities developed is the corn commodity. In addition to providing education to visitors about the farming process, Artansi Agroeduwisata Chandra Kahuripan also markets corn crops to the community and business partners. However, the success of product marketing in the agroedutourism area does not only depend on the quality of the product, but also on how well the marketing strategy is implemented. In reality, every element of the marketing mix is not necessarily optimally implemented (Syarif et al., 2022). For example, *product* strategies related to corn quality, *price* strategies related to competitive pricing, *promotion* strategies that utilize social media or agroedutourism activities, to *process* strategies in services

and purchase flows. The imbalance in the implementation of these strategies can affect sales rates, visitor attraction, and the sustainability of the corn cultivation business itself.

Seeing the importance of the implementation of the marketing mix in the agricultural sector and the great potential of Artansi Agroeduwisata in developing corn commodities, it is necessary to conduct research that examines in depth how the application of the marketing mix (7P) is carried out in corn cultivation and marketing activities. This research is important to find out the extent to which the marketing strategy has supported increasing selling value, strengthening the image of the agroedutourism area, and maintaining business sustainability.

2. METHODS

This study uses a qualitative descriptive approach to obtain a factual and in-depth picture of the implementation of corn crop agribusiness activities at Artansi Agroeduwisata Chandra Kahuripan Purbalingga Regency. The data used consisted of primary data and secondary data. Primary data was obtained directly from the field through observation and interviews with the leaders of Artansi Agroeduwisata Chandra Kahuripan. Primary data includes information on business profiles, corn commodity cultivation activities, agroedutourism management, facilities and infrastructure, agriculture-based tourism activities, as well as various obstacles and business development efforts. Meanwhile, secondary data was obtained through searching various literature sources, such as scientific journals, books, articles, documents, and other relevant sources related to agribusiness and agroeducation. Secondary data was used to support the interpretation of field findings and strengthen the theoretical foundation in the discussion.

The research activity was carried out at Artansi Agroeduwisata Chandra Kahuripan, Purbalingga Regency, Central Java. The selection of the location was carried out purposively by considering the characteristics of Artansi Agroeduwisata Chandra Kahuripan which has agricultural and agro-educational activities that are relevant to the agribusiness sector. The location has corn commodity cultivation activities and agro-educational activities that integrate aspects of agricultural production, education, and tourism. This condition allows for the acquisition of information and empirical experience regarding the application of agribusiness concepts in agroedutourism-based business management.

Data collection was carried out through observation, interviews, and documentation. Observations were carried out directly on the location conditions and various activities that took place at Artansi Agroeduwisata Chandra Kahuripan, including corn cultivation activities, the condition of facilities and infrastructure, the management of agro-eduisha activities, and other supporting activities. Interviews were conducted directly with the manager as the main informant to obtain more in-depth information about the history and business profile, the management process of agribusiness and agroeduwisata activities, cultivation activities, business development, obstacles faced, and strategies carried out in business management. Documentation was carried out by collecting notes, and supporting documents related to research activities. The documentation was used to strengthen the information obtained through observations and interviews and to become supporting evidence for empirical conditions in the field.

Data were analyzed in a qualitative descriptive manner through the stages of collection, reduction, presentation, and drawing conclusions. Data from observations, interviews, and documentation were first selected and grouped based on information relevant to the research objectives. Furthermore, the data was interpreted by connecting empirical findings in the field with concepts and theories obtained from various literature. The results of the analysis were then presented systematically in the form of descriptive descriptions to describe the conditions, activities, management, and development of agro-edutourism-based agribusiness at Artansi Agroeduwisata Chandra Kahuripan Purbalingga Regency. Conclusions were drawn based on the results of the overall interpretation of the data so that a comprehensive picture of the object being studied was obtained.

3. RESULTS AND DISCUSSION

The results of the study show that the application of the *7P marketing mix* on corn commodities at Artansi Agroeduwisata Chandra Kahuripan Purbalingga Regency has been implemented through various activities related to product management, pricing, distribution, promotion, human resources, service processes, and marketing support facilities. The application of these seven elements is an interrelated part of supporting corn marketing activities while supporting the function of Artansi Agroeduwisata Chandra Kahuripan as an agroedutourism area. Corn products are not only positioned as a result of cultivation activities, but also part of educational activities and tourism experiences for visitors. Thus, the marketing strategy implemented is not solely oriented to the sale of crops, but is also directed to provide added value through the integration of agricultural, educational, and tourism activities. In general, the application of the *7P marketing mix* can be seen through the aspects of *product, price, place, promotion, people, process, and physical evidence*, each of which has its characteristics and role in supporting the marketing of corn commodities at Artansi Agroeduwisata Chandra Kahuripan.

3.1. Product

The corn products produced come from cultivation activities carried out directly on agricultural land managed by Artansi Agroeduwisata Chandra Kahuripan. In the midst of the many types of corn plants that can be cultivated, Artansi Agroeduwisata Chandra Kahuripan developed several superior corn varieties. The corn varieties cultivated on the land consist of purple glutinous

corn, white glutinous corn, rainbow corn, and sweet Japanese corn. The four varieties were chosen because they have different characteristics and have their own attractiveness both in terms of color, taste, and shape.

Purple glutinous corn has a characteristic purple color on the seeds with a fluffier texture after cooking. Meanwhile, white glutinous corn has a white seed color with a fluffy texture and a distinctive taste. Furthermore, rainbow corn has a grain appearance with various attractive colors so that it is often a special attraction for visitors who come to the agroeduwisata area. In addition, there is also Japanese sweet corn which is known to have a sweeter taste compared to other types of corn. The diversity of corn varieties cultivated at Artansi Agroeduwisata Chandra Kahuripan shows that corn plants have great potential to be developed both in terms of production and as an agricultural educational medium. Each corn variety has different characteristics, both in terms of color, texture, and taste so that it can provide an interesting experience for visitors. Results of the research by Kancana et al. (2026) shows that the existence of the product is very important in the marketing of corn commodities. Likewise, research conducted by Heryanto (2025) stated that the quality of corn products plays an important role in the corn supply chain in East Java.

3.2. Price

The price of corn products offered by Artansi Agroeduwisata Chandra Kahuripan Purbalingga Regency is determined by considering the quality of the product and the prevailing price conditions in the market. In general, the price of corn offered is still relatively affordable for consumers. Although the price set by Artansi Agroeduwisata Chandra Kahuripan is slightly higher than the price of corn sold in traditional markets, it is still relatively more affordable when compared to the price of similar products sold in other supermarkets. The price difference is adjusted to the quality of the products offered to consumers.

The pricing carried out by Artansi Agroeduwisata Chandra Kahuripan is considered proportional to the quality of the corn produced. Because consumers can get corn with better taste quality, fresh product conditions, and a more attractive physical appearance. In addition, the cultivation process that is carried out in a controlled manner also affects the quality of the harvest produced. Therefore, the price offered is considered in accordance with the quality of the product obtained by consumers (Susilo et al., 2024; Shen & Qiu, 2024).

In its application, the price of corn sold by Artansi Agroeduwisata Chandra Kahuripan is also differentiated based on the type of variety cultivated. The varieties of purple glutinous corn, white glutinous corn, and rainbow corn are set at a price of IDR 18,000 per kg. Meanwhile, Japanese sweet corn has a slightly higher price of IDR 20,000 per kg because it has a higher level of sweetness and superior quality compared to other corn varieties. Thus, the pricing strategy implemented does not only consider the aspect of profitability, but also pays attention to product quality and consumer purchasing power.

3.3. Promotion

The promotion carried out by Artansi Agroeduwisata Chandra Kahuripan is assisted by celebrities through social media, especially Instagram. Through the help of these celebrities, information about products can be spread more widely and can reach consumers from various circles. With the promotion through social media, the products offered by Artansi Agroeduwisata Chandra Kahuripan become better known by the public.

In addition to through social media, promotions are also carried out directly to visitors who come to the location of Artansi Agroeduwisata Chandra Kahuripan where Artansi administrators also play a role in explaining and offering products to visitors. This direct promotional activity provides a clearer explanation of the products offered so that it can influence consumer interest in making purchase decisions (Rifandi et al., 2026; Iswahyuni et al., 2025).

Promotional media used by Artansi Agroeduwisata Chandra Kahuripan include through social media such as Instagram with a *artansi_chandra_kahuripan* account, TikTok with a *@artansichandrakahuripan* account, and Facebook with the name Artansi Chandra Kahuripan AgroEduwisata. These social media are used as a means to introduce products, provide information to the public, and attract consumer interest in the corn products produced.

3.4. Place

Artansi Agroeduwisata Chandra Kahuripan is located in Karangpucung Village, Kartanegara District, Purbalingga Regency, Central Java. The location of Artansi Agroeduwisata Chandra Kahuripan in Purbalingga Regency is one of the factors that support marketing activities and distribution of corn products. The business location has access that is quite easy to reach by various types of vehicles, making it easier to transport crops and the mobility of consumers and visitors who come to the agroedutourism location. Good and adequate road access conditions are one of the important factors that support the smooth distribution of the corn products produced. In addition, the location of Artansi Agroeduwisata Chandra Kahuripan is also not far from community settlements. This provides an advantage for Artansi Agroeduwisata Chandra Kahuripan because it makes it easier for the surrounding community to access the location and buy the corn products produced. The proximity of the location to residential areas also aims to increase the number of consumers who come directly to the place of business (Anam et al., 2025; Ramadhan et al., 2024).

3.5. People

People or Human Resources (HR) is one of the important factors in marketing and production activities, because it includes all individuals involved in the business process, ranging from managers, workers, to consumers. The existence of competent human

resources greatly affects the success of cultivation activities and marketing of the corn products produced. Artansi Agroeduwisata Chandra Kahuripan has a workforce that plays a role in corn cultivation activities that are tasked with managing land, planting, maintenance, and the harvest process. In addition to involving internal labor, Artansi Agroeduwisata Chandra Kahuripan also collaborates with external parties, especially local farmers in the surrounding area. This collaboration is carried out as a form of collaboration in the development of corn cultivation, including the application of several corn varieties such as purple glutinous corn. Through this collaboration, local farmers can participate in cultivation activities by applying techniques that have been developed. Research results Kołodziejczak (2025) and Astiti et al. (2023) mentioned that the use of labor from outside the business will increase the company's ability to carry out farming activities.

Consumers who come to Artansi Agroeduwisata Chandra Kahuripan come from various circles, both the surrounding community and visitors from outside the region. Most of the consumers are visitors who come for educational tourism purposes, so in addition to buying corn products, they also gain knowledge about the corn cultivation process. Therefore, a workforce is needed that can help the company in explaining corn cultivation.

3.6. Process

Based on the results of an interview with the leader of Artansi Agroeduwisata Chandra Kahuripan, it is known that the corn cultivation process is carried out based on the Standard Operating Procedures (SOP) that have been set. At the cultivation stage, starting from land preparation, planting, maintenance, to harvesting, it is carried out in a planned and systematic manner so that it is able to produce products in accordance with the expected quality standards. The corn cultivation process lasts for approximately 60 – 65 days, starting from the planting stage to entering the harvest period. This time span shows that the corn cultivation process is relatively short, so that cultivation management can be carried out in a scheduled and sustainable manner. In the implementation of cultivation activities, it is carried out consistently by adjusting the planting pattern applied at Artansi Agroeduwisata Chandra Kahuripan. The timing of planting and harvesting is arranged regularly so that the production process can run more coordinated and efficient. In the post-harvest stage, based on the results of the interview, it is known that Artansi Agroeduwisata Chandra Kahuripan has carried out a sorting process of all corn crops to select products based on the best quality of corn to be marketed. This aims to keep the corn received by consumers in a fresh condition. However, if there is corn that has passed the optimal level of maturity, harvesting will be carried out first to maintain the quality and freshness of the corn. The results of the research conducted by Mandic et al. (2018) and Mustaqim et al. (2024) shows that the time of harvesting corn will determine the quality of the corn produced. Furthermore, at the marketing stage, the corn products produced will be marketed directly to consumers and visitors who come to the agro-eduweiser location. In addition, marketing is also supported through the use of social media as a means of promotion which aims to expand market reach and attract consumer interest more broadly.

3.7. Physical Evidence

Artansi Agroeduwisata Chandra Kahuripan Purbalingga Regency has a physical environmental condition that supports cultivation activities as well as marketing corn products. The business location is easily accessible and supported by good road conditions making it easier for consumers and visitors to come directly to the location. In addition, the neatly organized and clean cultivation environment gives a positive impression to visitors. The agricultural land used for corn cultivation is well managed, so that it reflects organized and professional production activities. The existence of supporting facilities such as cultivation areas, educational places, and other supporting facilities is also a special attraction for visitors (Sarmila, 2026). As an agroedutourism area, Artansi Agroeduwisata Chandra Kahuripan not only functions as a place of production, but also as a means of agricultural education.

4. CONCLUSIONS

The implementation of the marketing mix (*7P marketing mix*) at Artansi Agroeduwisata Chandra Kahuripan has gone quite well. In the *product aspect*, the corn produced is of good quality, fresh, and has variations such as purple sticky rice, white sticky rice, rainbow, and Japanese sweet, and is supported by the concept of agroedutourism which provides added value. In the *price aspect*, the price set is relatively affordable and in accordance with the quality of the product. In the *place* aspect, the business location is strategic and easy to reach by consumers. In the *promotion aspect*, marketing has been carried out through social media such as WhatsApp, Instagram, TikTok, and Facebook, as well as direct promotion to visitors. In the *people* aspect, it is supported by experienced workers. In the *process aspect*, cultivation activities are carried out systematically according to SOPs with a planting time of 60-65 days. Meanwhile, in the *aspect of physical evidence*, the condition of the business environment is well organized and supports consumer comfort.

The application of the marketing mix (7P) at Artansi Agroeduwisata Chandra Kahuripan can be said to be quite effective in increasing consumer buying interest. This can be seen from the attractiveness of quality products, appropriate prices, and promotional support through social media and the concept of agroedutourism that provides a direct experience to consumers. However, marketing effectiveness still needs to be improved, especially in the management of digital promotions so that the market reach becomes wider and optimal.

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6. CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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