

## **Abstrac**

*PT Pelabuhan Indonesia is an Indonesian state-owned enterprise engaged in logistics, especially port management and development. Currently, the company operates 94 ports located in 32 provinces in Indonesia, from West Sumatra to West Java, Pelindo is one of the strategic SOEs where all managed ports have a significant position in the transportation of international trade networks based on sea transportation. sea transportation which is a liaison facility with other regions to carry out export and import activities. The port has a very important role in the country's economy to create economic growth growth. The purpose of this study was to determine the existing marketing mix activities at PT. Pelabuhan Indonesia (Persero) Regional 2 Teluk Bayur Branch. This study used a qualitative method using techniques Collecting data using observation, interviews, documentation and triangulation at PT. Pelabuhan Indonesia (Persero) Regional 2 Teluk Bayur Branch. Then perform data analysis, collect data and then draw conclusions. Conclusion PT Pelabuhan Indonesia (Persero) Regional 2 Teluk Bayur Branch is a company engaged in port services. one of the duties of this company is to provide ship services or land rental services as well as port fitting services carried out by PT Pelabuhan Indonesia (Persero) Regional 2 Teluk Bayur. And as a marketing tip carried out by PT. Pelabuhan Indonesia (Persero) Regional 2 Teluk Bayur, related to the marketing mix that has been observed and interviewed is door too door service which theoretically is a combination of Direct Marketing (Direct Marketing), Interactive Marketing (Interactive Marketing) and Public Relations to service users /stackholders such as conducting Customer Visits, Media Gatherings, Coffee Mornings, and Customer Satisfaction Surveys as well as Cooperation with the Padang City Government and the Government of West Sumatra Province to promote Teluk Bayur Port Nationally and Internationally.*

*Keywords: Marketing Mix, Service Activities, Economic Growth*