

## **ABSTRACT**

ULP PLN Purbalingga is an office that focuses on serving customer needs related to electricity needs such as electricity installation, applying for increased voltage or added power and the main focus of this office is to facilitate the public to receive complaints related to their electricity needs, with the development of information technology in the era of revolution 4.0 technology continues to grow and provides easy service for users, PLN mobile is an integrated application that combines complaint applications with integrated complaints (APKT) as well as applications with centralized customer service, with the aim of making it easier for users to handle electricity, be it buying electricity tokens, finding out information about blackouts electricity, knowing bills, submitting complaints, but in fact the general public does not know much about the presence of this mobile PLN and still takes the time to go visit the Purbalingga ULP office to complain about electricity needs their research, departing from this the aim of the research was to make an analysis using a descriptive method of the PLN mobile application which was socialized via video and targeted to the public and supported by the Marketing Mix method (7p's) where there are components of product, price, place, promotion, people, processes, and customer provision. From this research it will produce an illustration that the Marketing Mix method (7p's) is focused on elements of promotion where this is digital selling through promotional video editing that is distributed digitally.

**Keywords:** Marketing Mix(7p's), Editing, PLN Mobile.