

ABSTRACT

Organizations, both non-profit and profit in this era have been widely spread, from various circles and various purposes. Many of these organizations have voiced the importance of environmental protection including endangered wild animals. The World Wide Fund or commonly called WWF is one of the international organizations spread across several major countries in the world, including Indonesia, that has a mission to protect the environment and the life in it. But to carry out that mission, of course, every organization has a strategy used to market their programs or products. Therefore, this study aims to test empirically the marketing strategy used by WWF Indonesia on the marketing performance as perceived from outside the organization. This study uses the basic theory of 7P marketing on the strategies that WWF uses, namely educational marketing strategies and financial marketing strategies on educational performance and financial performance. This research was conducted by distributing questionnaires to samples who are people from outside the organization. Multiple linear regression analysis test was carried out in this study. The results of this study confirm that the educational marketing strategy does not have a direct effect on educational and financial performance even though it gives positive responses. The financial marketing strategy also does not have a direct effect because it does not provide significant results even though it gives positive results on financial performance itself. However, regarding financial marketing strategies that have an ambiguous effect on educational performance, the data shows significant and positive results.

Keywords: *Non-profit Organization, Marketing, 7P Marketing, Educational Marketing Strategy, Financial Marketing Strategy, Educational Marketing Performance, Financial Marketing Performance*