

MSME Marketing Mix Strategies For The International Market (Study Of “Bawang Kita” MSMEs In Nganjuk)

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Abstract: MSMEs are businesses owned by the community, both individuals and entities, that meet the criteria for being a business. Indonesia's success in increasing the scale of the national economy cannot be separated from the role of MSME behavior. MSMEs in Nganjuk Regency have their own attraction which is supported by natural potential, namely the large number of shallot commodities. As time goes by, many people in Nganjuk Regency make a living from processing shallots, so there are many similar products from MSMEs. “Bawang Kita” MSMEs face several obstacles, namely seasonal market demand which is always changing and threats from similar MSMEs which create a competitive market situation both in the national and international markets. Along with fluctuating sales and increasingly fierce competition, “Bawang Kita” MSMEs need to pay attention to marketing mix strategies that are in line with the desires of domestic and foreign consumers. This can also help companies achieve superiority over the competition. This research discusses the effectiveness of implementing international marketing mix strategies in “Bawang Kita” MSMEs which is supported by SWOT analysis. This research uses descriptive research with a qualitative approach by collecting data through in-depth interviews with MSME Owner, Resellers, and Consumers. Results of this research that the implementation of the international marketing mix strategy in “Bawang Kita” MSMEs is effective in terms of every aspect of the marketing mix which is supported by data on sales, production and distribution as well as the ability to purchase new machines. However, in the SWOT analysis carried out by researchers, there are still weaknesses in the implementation of the marketing mix carried out by MSME “Bawang Kita”. Thus, the implementation of the marketing mix strategy in “Bawang Kita” MSMEs must be further improved

Keywords: Marketing Mix; International Market; MSMEs; “Bawang Kita”

BACKGROUND

In Law no. 20 of 2008 Micro, Small and Medium Enterprises (MSMEs) are businesses owned by the community, both individuals and entities that meet the criteria for being a business. The classification of MSME actors is determined based on annual turnover, assets and the number of employees who work there. On the SME'sCO page, KEMENKOPUKM states that Indonesia's success in increasing the scale of the national economy cannot be separated from the role of MSME behavior. MSMEs are an important sector in the economy. These MSMEs also have a very good role in advancing the community's economy and have an active role in absorbing labor (Sudartono and Saepudin, 2020).

MSMEs in Nganjuk Regency have their own charm which is supported by the natural potential of tropical areas (Agnesia and Subekti, 2021). One of the natural potentials in Nganjuk Regency is the large number of shallot commodities. This is supported by dataBPS (2022) noted that in 2020-2021 shallots in Nganjuk Regency are the commodity with the greatest promise of production compared to other commodities. In this case, Nganjuk Regency is nicknamed the Red Onion City and makes the red onion commodity its icon (Setiadi, et al., 2021). Along with the increasing growth of MSMEs, especially in Nganjuk Regency, of course this must be accompanied by empowerment efforts. Empowering MSMEs has an important role in strengthening MSMEs. One of the important things in empowering MSMEs is the marketing aspect. This is in order to strengthen MSMEs so they can enter international markets (Rochayatun et al., 2022)

According to Kotler and Armstrong (2018) Marketing is a process that involves customers by managing profitable customers. In carrying out marketing, there is one important element, namely determining a marketing strategy. The function of determining a marketing strategy is so that MSME players can determine market segmentation, market targets and position in the market (Utama, 2019). Marketing strategy is all efforts or activities carried out by a company to achieve company goals (Yuliati, et al., 2018). One strategy that can be implemented is the marketing mix strategy (Timbuleng, et al., 2021).

In Kotler and Armstrong 2018, the 4 marketing mix variables include Product, Price, Promotion and Place. In implementing this marketing mix strategy, it is hoped that it will be able to achieve the company's goals, namely for MSMEs. The large production of shallots encourages small and medium businesses in Nganjuk Regency to process them into other high-value by-products, such as shallot juice (Setiadi, et al., 2021). It was recorded by BPS Nganjuk Regency that there are 16 MSMEs that are still active in the shallot processing industry (BPS Nganjuk Regency, 2019). One of the MSMEs that is involved in the field of food production based on processed shallots is the MSME "Bawang Kita".

In reality, "Bawang Kita" MSMEs are still not optimally operating their businesses well. "Bawang Kita" MSMEs face several obstacles, namely seasonal market demand which is always changing and threats from similar MSMEs which create a competitive market situation. Onion MSMEs We need to pay attention to marketing mix strategies that are in line with consumer desires. This can also help companies achieve superiority over the competition. Moreover, currently MSME "Bawang Kita" is trying to do cross-country (international) marketing. Achievement of marketing objectives can be measured through the concept of

effectiveness (Yuliati, et al., 2018). Effectiveness is a performance capability carried out to achieve the goals previously set by the company (Najidah and Lestari, 2019).

An effective marketing program can combine marketing mix elements into a single marketing strategy program designed to achieve company goals by involving customers and providing value to customers (Kotler and Armstrong, 2018). In this case, the effectiveness of the marketing novelty implemented by a company can influence decision making and the volume or level of sales of the company's products (Yulianti, et al., 2019). Based on the background that has been described, researchers want to know how the marketing mix strategy is implemented and effective by MSMEs, especially "Bawang Kita" MSMEs..

THEORETICAL STUDY

MSMEs

According to Law no. 20 of 2008, MSMEs are businesses owned by individuals or entities that already have the criteria for being a business. The classification of MSME actors is determined by the annual turnover, assets and number of employees they have. The classification or criteria for MSME actors is also explained in Law no. 20 of 2008 Chapter V Article 6 as follows:

a. Micro business

Micro businesses in MSMEs are productive economic businesses owned by individuals or business entities in accordance with the criteria for micro businesses. A business can be classified as a micro business if it has assets or net worth of a maximum of 50 million rupiah (excluding land and building assets) and has a profit from the business of 300 million rupiah per year.

b. Small business

Small businesses in MSMEs are productive economic businesses that are independent or stand alone, whether owned by individuals or groups, not as branch businesses of the main company. A business can be classified as a small business if it has assets or net worth of 50 million rupiah to 500 million rupiah (excluding land and building assets) and has profits from the business of 300 million rupiah to 2.5 billion rupiah per year

c. Medium Business

Medium businesses in MSMEs are productive economic businesses that are independent or stand alone, whether owned by individuals or groups, not as branch businesses of the main company. A business can be classified as a medium business if it has assets or net

worth above 500 million rupiah to 10 billion rupiah (excluding land and building assets) and has profits from its business of 2.5 billion rupiah to 50 billion rupiah per year.

Marketing Strategy

Marketing is an important thing in running a business. One of the important elements in running marketing is determining a marketing strategy. Determining a marketing strategy is generally synonymous with how entrepreneurs can create customer-oriented value. According to Kotler and Armstrong (2018) there are 4 (four) main steps in designing a marketing strategy that is driven by customer strategic value, namely: Determining Market Segmentation; Determining Target Market; Creating Differentiation; and Have a market position. In the marketing mix strategy or marketing mix there are 4 variables which are referred to as the 4Ps. In Kotler and Armstrong (2018), the 4 marketing mix variables include Product, Price, Promotion and Place.

RESEARCH METHODS

This research uses descriptive research with a qualitative approach. Qualitative research is research that aims to explain and describe something through research. This research does not look at the relationship or make a comparison between variables (Ulum, et al., 2021: 102).

Researchers usually use a naturalistic approach to understand a phenomenon to be studied (Anggito and Setiawan, 2018: 9). This type of descriptive research was chosen because it is in accordance with the research that will be carried out, namely discussing the analysis of the effectiveness of the marketing mix in "Bawang Kita" MSMEs. Determining the research focus is more directed at the freshness of information obtained from the current economic and social situation so that researchers can determine and select data that is appropriate and relevant to the research object to be studied. In this case the researcher also uses SWOT analysis in an effort to analyze the marketing mix strategy.

Data source

The data sources in this research are divided into two, namely primary data and secondary data. The following are the data sources in this research:

1. Primary Data:

- A. Owner "Bawang Kita" MSMEs
- B. Resellers
- C. Consumer

2. Secondary Data

In this research, secondary data is in the form of documentation, namely articles, journals and books as a basis for understanding the research object, existing supporting photos and photos produced by yourself. Additional data in this research are “Bawang Kita” sales data archives, competition data for similar products in Nganjuk Regency obtained from BPS Nganjuk Regency, research literature studies such as theses, journals, and photos which will be obtained directly.

Data collection

Several data collection techniques used by researchers in this research are as follows:

1. Interview

Interviews are a process of obtaining information by means of face-to-face questions and answers between researchers and research informants. The interview will contain questions that will be asked to MSME “Bawang Kita” regarding the implementation of the marketing mix strategy implemented by MSME “Bawang Kita”.

2. Observation

Observation is a comprehensive observation of a particular situation. The purpose of the observation is to understand certain activities in the research object, in this case the implementation of marketing mix strategies at “Bawang Kita” MSMEs. The way to collect data can use the five senses.

3. Documentation

Documentation is a data collection technique using studies from written documentary materials in the form of textbooks, newspapers, magazines, journal articles, theses, etc. Researchers also use field notes in the form of very short scribbles obtained when the researcher listens, observes, and are used as additional data plus photos or drawings taken during the research.

Data Analysis

Qualitative data analysis after the data collection stages:

1. Data condensation or compressing data, namely the process of selecting, simplifying, summarizing and transforming data that approaches all parts of written field notes, interview transcripts, documents and other empirical material.
2. Presenting or displaying the data that has been selected and simplified at the initial stage into a form to help draw conclusions.
3. Drawing and drawing conclusions, namely the process of concluding research results..

RESULTS AND DISCUSSION

Nganjuk Regency is a city in East Java Province. Nganjuk Regency was formed in 2001 as a division city from Malang Regency. Nganjuk Regency is also part of a regional unit known as Malang Raya. Most of the residents of Nganjuk Regency make their living as farmers. The main agricultural products from Nganjuk Regency are secondary crops, horticulture and vegetables. The agricultural product which is the main commodity of Nganjuk Regency is shallots. Nganjuk Regency is one of the second largest shallot producing cities in Indonesia, so Nganjuk Regency is nicknamed the Red Onion City.

In this research, "Bawang Kita" MSME was chosen and used as the location and object of research. MSME "Bawang Kita" is an independent business in the form of a multi-business cooperative (KSU) which produces "Bawang Kita" food in packaged form in a home industry..

MSME "Bawang Kita" was formed as a joint venture where this business was initially sparked by the idea of PKK mothers consisting of 20 housewives. The formation of MSME "Bawang Kita" was also based on the enthusiasm of local residents due to the impact of layoffs carried out by the Wastra Indah company at that time. Then, as time went by, the Onion Kita MSME received business training support from the government to process shallot agricultural products in making shallot jenang and Kita Bawang.

4P Marketing Mix Marketing Strategy Analysis

Carrying out business activities is very important for business actors to design a good marketing strategy. Marketing strategies have the function of ensuring that all business activities run according to plan and can achieve the targets that have been set. After the company has determined its overall marketing strategy, the company is declared ready to start planning a marketing mix strategy.

a. Product

The company must ensure that it has the right type of product according to the specified market. The first thing that MSME "Bawang Kita" does is select what products will be made before mass production activities are carried out. "Bawang Kita" MSMEs are sensitive to the natural potential that exists in their environment, namely Nganjuk Regency. Nganjuk Regency is a city with natural potential, namely producing shallot commodities.

The next thing that MSME "Bawang Kita" does is carry out production activities. part to another or can be said to be a product manufacturing procedure. Production activities are carried out for 6 days, namely Monday to Saturday. On Sunday, production activities at MSME "Bawang Kita" are closed. "Bawang Kita" food production activities at MSME "Bawang Kita" take place in MSME "Bawang Kita"'s own production house. The procedure for making

“Bawang Kita” food products starts from selecting raw materials, continues with processing the raw materials, and ends with packaging the finished product. After the “Bawang Kita” food product is finished, the product is ready to be distributed.

The next step taken by MSME “Bawang Kita” is to maintain product quality. Controlling the quality of “Bawang Kita” food products begins with selecting the raw materials needed to make the product. Next, monitoring the production process, packaging until the final stage, namely delivering the product to consumers. In an effort to maintain product quality, it is necessary to have certification that must be obtained by a company's product. The purpose of this certificate is as a quality guarantee so that the products produced have more validated quality.

The fourth step taken by MSME “Bawang Kita” is choosing the type of packaging and variations in product packaging. The packaging used by MSME “Bawang Kita” for its products is divided into two variants, namely original flavor and spicy flavor. The fifth step taken by MSME “Bawang Kita” is to provide a halal label so that it can enter international markets based on Muslim populations such as Saudi Arabia, Malaysia and the United Arab Emirates.

b. Price

Adjusting product prices has a significant impact on the implementation of the overall marketing strategy. When building a business, it is of course very important for business actors to build prices to suit the target market they want to achieve. The first thing that MSME “Bawang Kita” does is set the selling price of “Bawang Kita” food. In this case, the sales price determination strategy carried out by MSME “Bawang Kita” is to pay attention to the company's internal factors. Internal factors include costs or prices of raw materials, prices of supporting materials, operational costs, warehouse costs and margins. After that, you will find the cost of sales.

However, “Bawang Kita” MSMEs do not provide discounts or discounts when consumers buy products. Consumers who make retail purchases (under 100 pcs) will be charged prices according to shop or retail standards. Meanwhile, consumers who make wholesale purchases, namely purchasing a minimum of 100 products, will be charged a wholesale fee according to predetermined standards. And for every wholesale purchase, you will be given a bonus of 1 free product. Prices for international markets are set the same as national product prices.

The third thing that MSME “Bawang Kita” does is accept cash and non-cash payments. The payment procedure applied by MSME “Bawang Kita” is by cash and consignment. Cash payments can also be made directly to the head of the shop unit if you want to purchase products

on a large scale. Then for non-cash payments, MSME "Bawang Kita" only serves inter-bank transfers.

c. Place/Distribution

Place includes all company activities that make the marketed product available to customers. Companies are required to be able to position and distribute products. MSME "Bawang Kita" has a business location in Nganjuk Regency. The reason MSME "Bawang Kita" chose this location is that the current production location is close to abundantly available raw materials.

The focus of MSME "Bawang Kita" is marketing its product, namely "Bawang Kita" food. The market coverage reached by "Bawang Kita" MSMEs in marketing "Bawang Kita" food products is almost all over Indonesia, including Java, East Kalimantan, NTT, to Bali, and abroad such as Saudi Arabia, Malaysia, Taiwan, Australia, Japan, and so on. In general, it is sent to foreign markets via packages and the consumers are Indonesian workers in those countries. This does not rule out the possibility that "Bawang Kita" MSMEs can cover a wider market considering that Nganjuk Regency is a tourism city that has lots of visitors from various regions who come.

MSME "Bawang Kita" applies direct and indirect distribution channels. The direct distribution channel is the simplest marketing channel, namely producers sell directly to consumers without going through intermediaries. Meanwhile, indirect distribution channels mean that producers distribute their products through several intermediaries to reach final consumers. Before production activities take place, "Bawang Kita" food products are stored in the warehouse. This aims to stock goods, namely in order to maintain the inventory of products sold. When storing goods in a warehouse, storage quality is maintained properly in the warehouse regarding room temperature and so on.

d. Promotion/Promotion

Promotion is also an important part of the marketing mix because promotion can increase brand recognition and sales. The most important factor for a company's success is how to maintain customer relationships. Customers are also needed through positive service to attract new customers and generate business in them. This is also used to keep customers loyal to products, especially "Bawang Kita" MSME products.

In sales promotion, MSME "Bawang Kita" uses social media and e-commerce as tools for sales promotion. The product promotion concept carried out by MSME "Bawang Kita" is digital marketing which focuses on social media marketing. The social media used in this sales promotion are Instagram, Facebook and Tiktok. The reason for using this platform is because

it is easily accessible to consumers and the public both at home and abroad. Social media at MSME “Bawang Kita” is created and operated by outsourcing staff. This is also the same as official accounts on e-commerce. The concept applied to e-commerce is digital marketing by utilizing e-commerce media, namely hard selling. Hard selling is a method of selling directly to the target market. This method has generally been applied, especially to MSMEs. The e-commerce media used by MSME “Bawang Kita” is Tokopedia.

MSME “Bawang Kita” has its own outlet to carry out direct marketing offline. The official outlet of MSME “Bawang Kita” is not far from the production house. Located near the city center

Discussion

Effectiveness is a performance capability carried out to achieve the goals previously set by the company. The implementation of the 4P marketing mix strategy (Product, Price, Place, Promotion) feels effective in the products offered. MSME “Bawang Kita” needs to be aware of and pay attention to this so that every sale and production of its products can run optimally. The results of the interviews also obtained data that the application of marketing mix aspects to the promotion aspect was very effective. Judging from the promotions carried out by MSME “Bawang Kita” online. Because from the results of interviews with agents and consumers, they found out that “Bawang Kita” MSMEs were promoted online, whether through social media or e-commerce. Therefore, ““Bawang Kita”” MSMEs must pay close attention to this because online promotion is the main thing in the current digital era. The results of the interview also stated that “Bawang Kita” MSMEs also have to pay attention to their shop because it does not have a large parking area. The results of the interview also stated that “Bawang Kita” MSMEs did not implement marketing mix strategies in the place aspect effectively in terms of product inventory and storage.

SWOT analysis

The analysis was carried out to identify problems in research and formulate strategies as solutions. The following is a SWOT analysis of MSME “Bawang Kita”:

a. Strength (S):

1. Having product quality that is beyond doubt is supported by several food quality assurance certificates that have been obtained
2. Products are easy to find in various souvenir shops
3. Has a delicious and unchanged taste
4. The product has practical packaging and is easy to carry anywhere
5. Have access to places that are easily accessible to the public

b. Weakness (W)

1. Small product storage warehouse capacity
2. We don't have any other product variations besides "Bawang Kita" food
3. Has product prices that are relatively higher compared to competitors
4. The age of the employees working is above the productive age
5. Limited product payment methods
6. Not making good use of digital platforms for promotions and sales
7. Has only one fleet unit for distribution channels
8. Shipping costs are relatively expensive, especially shipping overseas

c. Opportunities (O)

1. Increase in population in Nganjuk Regency
2. Increase in the number of tourists coming to Nganjuk Regency
3. Technological advances in terms of payment instruments
4. Technological advances that simplify promotions and distribution channels
5. Many Indonesian citizens are abroad.

d. Threat (T)

1. There are many competitors with similar products
2. More innovative competitors emerge
3. Sales promotion competition between similar products
4. The product is faced with a saturation point position
5. Unable to maintain consumer loyalty
6. In this case, there are several strategies that can be implemented by "Bawang Kita" MSMEs, namely:

e. Strategy (SO):

1. Create non-permanent official outlets to reach a wider range of consumers
2. Committed to maintaining the taste and quality of products
3. Strategy (WO):
4. Use and utilize various tools and technology to carry out promotions
5. Collaborating with distribution services such as JNE, JnT, etc.
6. Assign employees specifically to manage official social media and e-commerce accounts
7. Adding product payment tools and methods
8. Carrying out employee regeneration
9. Increase the fleet used to transport products

10. Increase storage capacity
11. Strategy (ST):
12. Making the product an identity or icon for typical souvenirs from Nganjuk Regency
13. Maintaining commitments from several food quality assurance certifications obtained such as BPOM, Halal, etc.
14. Involving consumers in promotional activities
15. Strategy (WT):
16. Promote attractive products by creating good social media content according to current trends.
17. Add product variants

CONCLUSIONS

This research was conducted to determine the effectiveness of implementing the marketing mix strategy implemented by “Bawang Kita” MSMEs, Nganjuk Regency. In the research that has been conducted, researchers focused on using the 4P Marketing Mix strategy variables (4P Marketing Mix) which include Product, Price, Place and Promotion. Based on the problems previously formulated, as well as the results of the analysis and hypothesis testing carried out in the previous chapter, the following conclusions can be drawn from this research:

1. Products from MSME “Bawang Kita” has been effective. This proves that making “Bawang Kita” food products has its own charm. This is proven by the background of making products where the MSME “Bawang Kita” can utilize the natural potential that exists in Nganjuk Regency, namely the large number of Red Onion Commodities. In terms of product manufacturing, “Bawang Kita” food products produced by MSME “Bawang Kita” have a delicious taste. The taste of red onions is more pronounced and doesn't make your throat sore. Products from MSME “Bawang Kita” have also received quality assurance certification and a Halal label, so this increases consumer confidence. The product packaging at MSME “Bawang Kita” is in line with consumer needs, such as packaging that is practical and easy to carry anywhere.
2. Price from MSME “Bawang Kita” has been effective. This is based on the results of interviews conducted with companies, agents and consumers who stated that the product selling price was affordable and competitive with competitors. Apart from this, the price set by MSME “Bawang Kita” is still always purchased by agents and consumers regardless of the price offered. Determining wholesale prices also increases

the level of effectiveness of prices, this is because the wholesale prices set have relatively large differences, making it profitable for agents and consumers.

3. Place from MSME "Bawang Kita" has been effective. This is based on the results of interviews conducted with companies, agents and consumers who stated that paying attention to the choice of location as a product distribution channel by MSME "Bawang Kita" is good and strategic because it is near the city center and the edge of the main road. This strategic location is an advantage of MSME "Bawang Kita" because it can be found quite easily by agents or consumers who want to buy MSME "Bawang Kita" products. The distribution channels carried out by MSME "Bawang Kita" are quite good because for delivery areas within the city there is no postage fee and this makes it quite easy for customers to obtain products.
4. Promotion from MSME "Bawang Kita" has not been effective. This is based on the results of interviews conducted with companies, agents and consumers who stated that the promotions carried out by MSME "Bawang Kita" online did not have an effective impact, even agents and consumers did not know that MSME "Bawang Kita" carried out sales promotions online. through social media and e-commerce. Promotions that are felt are promotions that are carried out offline. The promotion carried out by MSME "Bawang Kita" offline is by participating in MSME events and it is not uncommon for the main manager of MSME "Bawang Kita", namely Mr. Ir. Riyanto was a speaker or resource person at each of these events. Therefore, online promotion at "Bawang Kita" MSMEs needs to be increased by developing the company's human resources so that they are able to keep up with developments in online promotion trends.

SUGGESTION

Based on the conclusions above, several suggestions can be put forward by researchers which are expected to become useful recommendations for academics for further research, as well as for other parties. The suggestions that can be put forward are as follows:

- a. This research focuses on the 4P Marketing Mix strategy variable (Product, Price, Place, Promotion). The results of this research show that there are other variables that can deepen and sharpen this research.
- b. It is hoped that similar research in the future will use other methods such as quantitative research methods. You can use other measuring variables such as the 7P Marketing Mix variables or so on. As well as adding more informants to deepen and complete the data.

Similar research could also focus on the impact seen from customers or external factors from “Bawang Kita” MSMEs.

- c. For “Bawang Kita” MSMEs to carry out an effective marketing strategy, they can overhaul their marketing strategy, especially those that focus on the 4P Marketing Mix strategy, looking at weaknesses and threats after carrying out a SWOT analysis.

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