

STP Marketing Strategy Model for Salted Egg MSMEs: Product Differentiation Analysis Based on Production Technology

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*SMEs;
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Abstract:

(Main Problem of Research) This study highlights the weak competitiveness of small and medium enterprises (SMEs) in salted eggs due to low innovation in production processes and marketing strategies. A lack of attention to cleanliness, unclear market segmentation, and manual marketing become obstacles in reaching modern consumers. **(Research Objectives)** The purpose of this study is to review how consumers make decisions in consuming Tegal salted eggs produced by the UMKM Tegal salted eggs and to evaluate the effectiveness of manual and digital processes in terms of quality and market reach **(Methodology)** The approach used combines STP theory (Segmentation, Targeting, Positioning), Marketing Mix (7P), as well as a qualitative analysis approach. **(Results)** The results show that digitalization in production and promotion processes is more effective in building positive consumer perceptions, expanding the market, and increasing repeat orders.

Kata Kunci:

*UMKM
Marketing Mix
Telor Asin;
Produk
Diferensiasi*

Abstrak:

(Masalah utama dari penelitian) Penelitian ini menyoroti lemahnya daya saing UKM telur asin akibat rendahnya inovasi dalam proses produksi dan strategi pemasaran. Kurangnya perhatian terhadap kebersihan, segmentasi pasar yang tidak jelas, dan pemasaran manual menjadi hambatan dalam menjangkau konsumen modern. **(Tujuan penelitian)** Tujuan penelitian ini adalah untuk meninjau bagaimana konsumen membuat keputusan dalam mengonsumsi telur asin tegal produksi "UMKM telur asin Tegal" dan untuk mengevaluasi efektivitas proses manual dan digital dalam hal kualitas dan jangkauan pasar **(Metodologi)** Pendekatan yang digunakan menggabungkan teori STP (Segmentasi, Targeting, Positioning), Marketing Mix (7P), serta pendekatan analisis kualitatif. **(Hasil)** Hasil penelitian menunjukkan bahwa digitalisasi pada proses produksi dan promosi lebih efektif dalam membangun persepsi positif konsumen, memperluas pasar, serta meningkatkan repeat order.



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Introduction

Micro, small, and medium-sized enterprises (SMEs) are an important part of the national economic structure and play an important role in creating jobs, income equality, and inclusive economic growth. More than 60% of Indonesia's Gross Domestic Product (GDP) and over 97% of the national workforce are in this sector, according to data collected by the Ministry of Cooperatives and SMEs. With this significant contribution, SMEs are becoming a strategic tool to fight poverty and unemployment. The traditional processed food industry is one of the durable and popular SME sectors in the community. For some time, salted eggs have been considered one of the most popular products, especially in the Brebes and Tegal areas of Central Java, which are known as the largest salted egg producing places. The product is not only easy to make, but also has a high market demand and stable selling value, making it an attractive business option for many people and families.

Central Java is the national IMK granary at the provincial level. According to BPS national tables, Central Java has 811,039 micro units and 51,887 small units (2023) for the processing industry, indicating that the ecosystem of home and small production is vast. According to the publication "Profil Industri Mikro dan Kecil Provinsi Jawa Tengah 2023" (Profile of Micro and Small Industries in Central Java Province), IMK data is presented in a two-digit manner per KBLI and per district/city. The food-beverage subsector is the most frequent contributor to business units and labor in the processing cluster. In addition, this publication describes coaching services, marketing distribution, capital, and income, which are useful for assessing readiness for digitalization and market expansion.

The main problem faced is the dominance of manual production processes that are inefficient, time-consuming, and have hygiene risks and inconsistencies in product quality. This is exacerbated by the SMEs' lack of knowledge of modern marketing strategies, both in market segmentation, consumer targeting, and product positioning. Many SMEs sell their products conventionally, without packaging innovation, targeted promotion, or access to digital markets. As a result, their salted egg products are only known locally, unable to compete with similar products that have been professionally packaged and marketed through social media or marketplaces.

In addition, in today's digital era, changes in consumer behavior are increasingly complex. Consumer purchasing decisions are no longer based solely on taste, but also on the visual aspects of the product, packaging, halal labeling, hygiene, and other consumer testimonials (Word of Mouth/WOM). Many consumers now search for products through online searches and social media before deciding to buy. Therefore, it is important for SMEs to revisit their business development strategies, not only from the production side but also from a marketing approach that suits modern consumer behavior patterns.

Salted egg SMEs as a form of people's business based on traditional products, should be able to grow and compete sustainably if supported by a strategic approach. One approach that can be applied is the STP (Segmentation, Targeting, Positioning) and Marketing Mix (7P) models to develop a comprehensive marketing strategy, while utilizing data-based technology such as Gemini Block AI to analyze consumer behavior, market preferences, and the effectiveness of manual and digital production methods.(Wulandari, 2023)

In addition to providing economic solutions, this approach is in line with the principles of justice, efficiency, and sustainability in sharia economics, where business actors are encouraged to fulfill consumer rights (rights to quality, information, and product hygiene), and maintain business sustainability that provides broad benefits to the surrounding community.(Sari, N. M., & Kurniawan, 2024) In the context of maqashid sharia, the development of clean, transparent, and productive SMEs is part of hifz al-mal (preserving wealth) and hifz an-nafs (preserving health).

Methodology

The research was conducted using a qualitative approach with a comparative design to analyze the differences in the effectiveness of Segmentation, Targeting, Positioning (STP)-based marketing strategies in salted egg SMEs in Tegal that implement two production models, namely manual (home-based) and semi-automatic. A qualitative approach was chosen because it is able to deeply explore marketing practices, entrepreneurs' perceptions, and the socio-economic context that influences marketing strategy decision-making.

The research object is household-scale salted egg SMEs in the Tegal area. Data collection was carried out through three main techniques. First, direct observation to identify the production process, distribution patterns, and marketing activities conducted by each SME. Second, in-depth interviews with business actors to obtain information related to market segmentation strategies, as well as product positioning efforts in the market. Third, documentation, including sales records, promotional materials, product packaging, and other relevant archives to strengthen validity ...

Results and Discussion

The Role of Salted Egg SMEs in the Local Economy

MSMEs have a strategic role in income distribution, poverty alleviation, and community-based economic development.(Hakim, 2024) However, despite their large number and significant contribution, many MSMEs still face major challenges in business development, especially in terms of product innovation, business management, production technology, and modern marketing strategies.(Maulana, 2024) This is also the case with salted egg SMEs, where the business process is still dominated by conventional approaches in both production and distribution and has not been able to compete optimally in the digital market. Successful SMEs are not only determined by the scale of production, but by the ability to adapt to market needs and changes in consumer behavior. (Jenni Situngkir, 2025)

The salted egg business in Tegal is thriving as Brebes salted eggs have become popular throughout the country. Many people in Tegal learned to make salted eggs because of their proximity to Brebes. Then they created their own brand and marketing network. The presence of duck egg raw materials from local farmers, the ease of obtaining salt, and Tegal's status as a transportation hub and tourist spot encouraged this growth.(Sofyan, F., & Rahman, 2020) According to the document, this product is considered an "attractive business option for many people and families" because it is "easy to make," has a "stable selling value," and has a "relatively high market demand."

History and Characteristics of Tegal Salted Egg SMEs

The salted egg small and medium-sized enterprises (SMEs) in Tegal are growing along with the popularity of Brebes' salted eggs, which are well known throughout the country. Due to Tegal's proximity to Brebes, many home-based farmers learned how to make salted eggs and then created their own brands and marketing networks. The development in Tegal was driven by the availability of duck egg raw materials from local farmers, the ease of obtaining salt, and the large market opportunity as the city is a transportation hub and tourist destination. With time, the Tegal salted egg factory developed into one of the local souvenir specialties. The factory provides various types of salted eggs, including boiled and baked ones, as well as contemporary preparations such as shredded and salted egg sambal. In Tegal, many salted egg SMEs are family-based, micro to small-scale, and employ a small number of employees. The egg production process begins with egg selection, washing, salting, cooking, cooling, and packaging. Usually, what is sought after is an oily yolk with a balanced savory taste and egg whites that are not too salty. The products are sold in souvenir shops, food stalls, and are also sold digitally through marketplaces and social media. However, the main issues faced by the SMEs include inconsistent quality, limited shelf life, changes in raw material costs, and product legality requirements such as distribution permits and halal labels.

Comparison of Manual vs Digital Production Methods

In the salted egg industry, there are two production methods, digital and manual. Salted egg SME businesses differ greatly in terms of marketing strategies and production processes. Traditional manual production and digital production are the two main approaches used by businesses in Tegal. While each method has significant advantages and disadvantages, each has a significant impact on product quality, efficiency, and competitiveness in the market. However, keep in mind that the term "digital" does not refer to full automation, but to the use of modern technology to improve quality and efficiency, which is usually called "semi-automation" or "partial automation." A description of both production methods follows:

1. Manual (Traditional) Production Method

Manual production methods have been passed down from generation to generation and characterize Tegal salted egg products. Human labor at every stage of the process is indispensable. Duck egg production begins with egg selection, washing, scrubbing, salting and boiling. All of these processes are done manually.

The traditional process is considered to produce Tegal salted eggs with a more evenly distributed salty flavor and a denser yolk. The perceived authenticity and uniqueness of the manual process is one of its biggest advantages. It is often thought that a runny, oily yolk and evenly salted flavor is a sign of authenticity. Traditional (Manual) methods are very helpful for local employment due to the labor-intensive nature of the process. Small and medium-sized businesses (SMBs) using this approach directly reduce unemployment rates and increase income at the community. The business does not require much capital as it does not require a lot of sophisticated machinery. This method does not require a lot of money for sophisticated equipment or machinery.

One of the main constraints of this method is the limited production capacity and low efficiency. The entire process, from washing to salting, relies heavily on the speed and amount of labor used. As a result, it is difficult for businesses to meet spikes in demand by significantly increasing production volumes in a short period of time.

Product quality can differ as it depends on the abilities of individual workers in the coating and salting process. The maturity, texture, and saltiness of the eggs may differ from one grain to another. If not managed to strict standards, manual processes pose greater hygiene issues. If not maintained properly, the use of traditional hands and tools can increase the risk of bacterial contamination.

2. Semi-Automated Methods

Digital production methods, also called semi-automated, use advanced technology to improve efficiency and consistency in some stages of the production process. Technology has changed the way SME businesses work, although it is not yet fully automated. Examples include automatic egg washers and scrubbers, boiling machines with precise temperature and time settings, and packaging with vacuum sealers to extend shelf life. (Darmawan, 2023)

a. Advantages of Digital Methods:

- 1) **Efficiency and Scalability:** Greater production capacity is made possible by the use of machines, which allows SMEs to meet greater market demand. Faster production time from washing to packaging is also improved, which allows SMEs to better handle large orders.
- 2) **Standardized Quality:** Since the process is controlled by machines, the quality of the product is more uniform and consistent. Machine-controlled processes reduce human error and ensure that every product is of the same quality in terms of saltiness, texture, and cleanliness.
- 3) **Improved Hygiene:** Product hygiene standards are improved as the use of modern machinery and equipment minimizes direct contact with human hands.

- 4) Product Innovation: Production of salted eggs with different flavors, baked salted eggs, or salted eggs that are low in salt are examples of product innovations that can be done through digital methods, which can expand the target market.
 - 5) Save Time and Labor: Production can be done faster, which means less manual labor
- b. Drawbacks of Digital Methods:
- 1) High Initial Investment: The purchase of advanced equipment and machinery requires huge capital.
 - 2) Technology Dependency: Machinery is critical to the production process, so a technical failure can halt the entire process.
 - 3) Potential Loss of Traditional Value: Products made using this method may be perceived as less "authentic" than products made manually.

STP Marketing Analysis (Segmentation, Targeting, Positioning) of SMEs Tegal salted eggs

To achieve its marketing objectives, a company undertakes a series of planned actions known as marketing strategy. Building value for customers, building strong relationships, and ultimately getting value back from customers are the main objectives of this strategy. (Muhammad Andre Alkahfi, 2021) Small and medium-sized enterprises (SMEs) need a marketing strategy to allocate their limited resources effectively, which allows them to compete with larger market players. The STP (Segmenting, Targeting, Positioning) and Marketing Mix models are one of the most basic and effective frameworks in marketing strategy (Deni Saputra, 2021)

The concept of Segmenting, Targeting, and Positioning (STP) is the foundation of contemporary marketing strategy. The process begins with segmentation, which is the division of a large market into smaller groups that have similar requirements and actions. (Deni Saputra, 2021) For salted egg SMEs, segmentation can be done based on demographics (age, income), geography (location), or consumer behavior (e.g., whether buyers are seasonal or regular). After identifying market segments, the next step is targeting, which means selecting one or more of the most potential segments to serve. This selection is made based on how attractive the segment is and how well it fits the business objectives. (Erwin Parulian Pakpahan, 2025) Designing a product's image and offering so that it occupies a unique and meaningful position in the minds of customers is known as positioning. A strong position is important for building positive perceptions and differentiating from competitors. Overall, the STP model helps businesses allocate resources and create a targeted marketing mix, which allows them to compete in a dynamic market.

This analysis should look at how the product is marketed to customers. STP (Segmentation, Targeting, and Positioning) analysis is a relevant method to find out how businesses divide the market into specific groups. This analysis is important because Tegal's salted egg SMEs compete with similar products from Brebes and are required to change customer behavior in both digital and traditional markets. STP can illustrate different strategies for SMEs that still use manual methods and SMEs that already use digital methods in production and marketing. According to segmentation, there are local consumers who buy salted eggs for daily needs or simple souvenirs, tourists who make them typical souvenirs of Tegal-Brebes, and digital consumers who are looking for practical and hygienic products through markets and social media. In addition, there are also corporate segments such as restaurants, hotels, or hampers providers that require large quantities of salted eggs with special quality standards.

As a result of such segmentation, each type of SME has a different approach to targeting customers. Souvenir centers usually accept both local and overseas customers. They rely on traditional flavors and relatively lower prices. On the other hand, SMEs that have taken a digital approach concentrate more on modern consumers, such as online shoppers at marketplaces,

middle- and upper-middle-class people who are concerned about packaging quality and food safety, and wholesale buyers from restaurants or large gift shops. They can penetrate a wider market and not be limited to Tegal alone with digitalization. The manual SME positioned its product as a "traditional salted egg from Tegal" that emphasizes flavor, aroma, and family-heritage production methods. The cachet it builds is authentic, unique, and economical. Digital SMEs, on the other hand, portray their products as "modern salted eggs with premium quality" that are hygienic, packaged in an attractive way, durable, and easy to purchase online.

7P Marketing Mix Analysis (Segmentation, Targeting, Positioning) of SMEs Tegal salted eggs

Marketing mix is a strategy that combines various marketing elements; (*The Concept of "Marketing Mix" and its Elements (A Conceptual Review Paper) - ProQuest*, n.d.) such as product, price, distribution, and promotion, People, Process, and Physical Evidence carried out simultaneously. This concept is used by companies to reach target markets, influence consumer decisions, and achieve business goals effectively. The main focus of the salted egg marketing mix in Tegal is Product, supported by Promotion (Gustanto, n.d.) (digital promotion) and Place (distribution). All three significantly influence purchase interest and customer satisfaction. Tegal salted eggs have a unique identity that distinguishes them from salted eggs from other regions, especially from Brebes, which is also famous for its salted egg products. The main characteristic of Tegal salted eggs is their traditional and semi-automatic production model, which has a character resulting from product differentiation advantages. Different production techniques produce significant product differentiation in terms of quality, consistency, efficiency, and sensory characteristics.

Promotion, (Chandra et al., 2025) which is an indicator of the marketing mix, is carried out to attract customers. Business actors often offer packages of 10 pieces ranging from Rp50,000 to Rp75,000, as well as free shipping promotions on marketplace platforms. Not only that, the promotion targets souvenir shops around Tegal. In their salted egg MSMEs, they have not used influencers to promote their products, what they do is still limited to the marketplace only.

Place is a significant variable in the marketing mix of Tegal salted eggs, with the expansion of distribution to major cities as a key strategy to increase sales and competitiveness. The strategic physical locations are spread across Tegal MSME centers, souvenir shops, traditional markets, and also shipped to snack centers in major cities such as Jakarta, Surabaya, Bandung, and several times even exported abroad. Tegal salted egg MSMEs use a distribution model to resell salted eggs to consumers through agent methods and direct shipping in several city points. With significant place and wide distribution, Tegal salted egg MSMEs can increase sales, brand awareness, and competitive position in the national market and various countries.

The pricing strategy applied to Tegal MSME salted eggs must match the abilities and capacity of consumers. They maintain a stable price of Rp.5000-Rp6500. However, there is also premium pricing for gift packaging with attractive packaging. For salted eggs of such criteria, the price is around Rp35,000 to Rp100,000 per box containing 10 eggs. Uniquely, many consumers prioritize quality (amber color, savory taste) over price. To obtain this product, consumers are willing to pay more. But with market competition, affordable prices for daily consumption and premium pricing for gift packaging, Brebes salted eggs can reach both the mass market and the premium market simultaneously.

Increasing customer satisfaction, loyalty, and shopping experience that has a long-term impact on sales. HR management must be optimized, because there are still many problems related to staff being unfriendly, having rigid communication, and not being responsive to consumer questions, so they need training to improve knowledge and skills (e.g., communication), so that staff can recommend products accurately and answer consumer questions. Friendly and knowledgeable staff make customers comfortable and satisfied. This activity can be carried out weekly/monthly for both new and existing staff and provide rewards or incentives for the best-performing staff. This not only increases customer satisfaction and

profits, which are the goals, but also loyalty and a good working environment, which are also important considerations.

The ordering and delivery process of products carried out by Tegal salted egg MSMEs is still conducted semi-manually. On one hand, they record all transactions, but they cannot do it in real-time. Slow order confirmation and the lack of status updates still result in many human errors, and a serious problem is when product stock runs out and there is no overstock, which sometimes disappoints customers or agents.

At the physical evidence stage of the Tegal salted egg MSME, the store facade is still in its original form and thus lacks eye-catching appeal. An attractive store makes people want to enter, such as a store layout that is comfortable to visit, allowing consumers to stay longer in the store to see more products and increase their purchases. An appealing store display will enhance the store's brand image, making consumers trust it and recommend it to their friends and family to buy salted egg products from the Tegal MSME. Although previous research shows that People, Process, and Physical Evidence do not significantly influence purchase intention directly, these three elements are very important for long-term customer experience, which will impact satisfaction, loyalty, and word of mouth, ultimately increasing sales.

Strategizing for Salted Egg SME Sustainability: The Road to the Future

Micro, Small, and Medium Enterprises (SMEs) depend not only on the quality of their products, but also on their ability to strategically leverage technology, adapt, and innovate. To ensure that salted egg SMEs survive and thrive in an increasingly competitive market, important strategic recommendations are made based on an in-depth analysis of 7Ps and STPs, as well as a comparison of digital and manual models. Product quality improvement and innovation, distribution and marketing optimization, and collaboration and HR development are the three main pillars of these recommendations.

1. Product quality improvement and innovation

Every business depends on product innovation. Salted egg SMEs must venture out of their comfort zones and experiment amidst intense competition. Diversified products and consistent quality will be the main factors that differentiate contemporary customers. Diversifikasi Produk dengan Varian Inovatif:

- a. **Product Diversification with Innovative Variants:** The conventional salted egg model that is thick and classic in flavor should be enriched. Generating new product options will open up new markets. Low-salt salted eggs, for example, can attract customers who are concerned about health and reducing sodium intake. Roasted or smoked salted eggs provide different flavors and textures, attracting customers looking for new culinary experiences. (Edina Molnár, 2026) A younger market that likes to try new things may be attracted to flavors such as spicy salted eggs or with spices. The end product is not the only innovative product; creating derivative products such as salted egg oil, shredded salted eggs, or salted egg powder for seasoning will expand the business and increase the selling point. In this way, SMEs can stop depending on one type of item. (Anwar, M., & Susanti, 2023)
 - b. **Standardization and Quality Certification:** Although the manual model has the advantage of authenticity, inconsistencies often arise. To address this issue, manual SMEs should start implementing simple Standard Operating Procedures (SOPs) to ensure the quality of each salted egg is the same. This includes standards for batter composition, salting time, and washing. On top of that, obtaining certifications from government agencies such as Halal or PIRT (Home Industry Product) certification is now a must. (Ernayani & Firman, n.d.) These certifications not only guarantee hygiene and safety, but are also powerful marketing tools to increase customer trust, especially for customers who cannot see the production process in person. Digital SMEs should incorporate these certifications into the product descriptions on their online platforms..
- #### **2. Optimization of Distribution and Marketing Channels: Expanding Market Reach**
- In today's omnichannel era, relying on a single distribution channel is dangerous. The next strategic recommendation is to build a complex marketing strategy and fully utilize the power of

digital.

- a. Hybrid Strategy: Combining Offline and Online: SMEs should use a hybrid model. For SMEs that work manually, this means maintaining physical stores to interact with customers and sell souvenirs while starting to use digital platforms. Digital SMEs, on the other hand, should remember the power of offline marketing. They can start by opening a store on marketplaces such as Shopee or Tokopedia and marketing their goods on social media such as Instagram or TikTok. Participating in exhibitions, fairs, or pop-up stores in shopping malls can help them gain new consumers and build a physical connection with their brand. SMEs can maintain the specific advantages of each channel while reaching a wider market with a hybrid model. (Hasibuan, R., & Anggraini, 2022)
- b. Data Utilization and Simple Analytics: Data availability is one of the biggest advantages of digital marketing. SMBs should start learning how to analyze their sales data. Market data can show which products sell best, where customers come from, and when they shop the most. SMEs can use this data to optimize stock, set up more effective promotions, and target customers correctly. This analysis will change marketing strategies from "guessing" to making evidence-based decisions. (Prasetya, 2020)

Moving from a manual to a digital model for salted egg SMEs is a necessity. However, true sustainability is the ability to combine the best of both worlds, rather than choosing one over the other. Manual SMEs must maintain their cultural heritage and authentic flavors while adopting technology for efficiency and market reach. (Agustin Ainur Rohmah & Achluddin Ibnu Rochim, 2021) Digital SMEs, on the other hand, must continue to innovate and build a strong brand image without forgetting the importance of product quality. Salted egg SMEs in Tegal can overcome current challenges and ensure their authentic products remain relevant in local and national and global markets by gradually and consistently implementing these strategic recommendations.

Conclusion

Using manual production has an advantage in positioning themselves as authentic salted egg producers with a strong traditional flavor. This suggests that the difference between digital and manual production methods significantly affects their marketing strategy and effectiveness. Their target market is customers who value authenticity and heritage. However, quality consistency, efficiency, and limited distribution reach hindered them. SMEs that use digital production, on the other hand, have a competitive advantage in terms of efficiency, product consistency, and the ability to expand market reach. They can position themselves as producers of hygienic and premium-quality salted eggs, attracting contemporary customers who prioritize convenience and standards. However, they may need to work harder to improve the "traditional" perception that Tegal salted egg products have. In general, no technique is truly better than another. The SMEs' ability to adapt their production methods to the right STP strategy and marketing mix is the key to success. In other words, manual SMEs should concentrate on maintaining their traditional story, while digital SMEs should utilize technology to ensure quality and expand their reach.

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