

## BUSINESS MARKETING STRATEGY TO IMPROVE SALES OF PAKAYON NOODLES AT HOME INDUSTRY JAYA LESTARI, MANISA VILLAGE, BARANTI DISTRICT, SIDENRENG RAPPANG REGENCY



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### **ABSTRACT**

*This study aims to analyze the marketing strategy implemented by Home Industry Jaya Lestari in increasing sales of its "Pakayon" noodle products and to formulate strategies that can sustain optimal sales beyond major events such as weddings or celebrations. The research adopts a qualitative approach using a case study method. Data were collected through in-depth interviews with the business owner, production staff, and consumers, and analyzed using NVivo 15 Plus through coding and thematic analysis techniques. The findings indicate that product sales are heavily dependent on large-scale events, with the majority of transactions occurring during such occasions. This dependence is primarily attributed to limited digital promotion, insufficient product innovation tailored to daily consumption, restricted distribution channels, and the absence of a structured customer loyalty program. Nevertheless, the product's key strengths lie in its distinctive taste, desirable noodle texture, and satisfactory customer service. The study recommends implementing product diversification, strengthening branding and digital marketing efforts, expanding distribution networks, conducting market education initiatives, and developing a customer loyalty program to encourage repeat purchases. By adopting more adaptive and innovative marketing strategies, Home Industry Jaya Lestari is expected to reduce reliance on seasonal demand and enhance business sustainability amid increasingly dynamic competition in the food industry.*

**Keywords:** *Marketing Strategy; UMKM; Product Diversification; Digital Promotion; Customer Loyalty*

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## INTRODUCTION

In an era of globalization at a rapidly evolving and changing level of marketing, the way we live and do business is undergoing significant transformation (Gangele & Kumar 2025). This is especially evident in the changes taking place in the global marketplace, where factors such as technology, economics, and culture are increasingly influencing how businesses operate and compete (Secinaro et.,al 2025). These changes have created a new paradigm that is forcing individuals and organizations to adapt in order to stay relevant and thrive amidst increasingly fierce global competition. One key aspect of this change is the evolution of thinking in strategic management, which is the foundation for an organization's long-term success.

More traditional economic thinking has been replaced by a new paradigm that recognizes the critical role of technology, innovation, and flexibility in dealing with rapidly changing markets (Penchev & Kenarova-Pencheva, 2025). In this regard, strategic management has become increasingly vital as companies must be able to formulate and implement adaptive strategies to meet rapidly changing challenges (Ujam, 2025). In addition, a paradigm shift is also evident in marketing strategy. The history of marketing has witnessed this evolution, where methods that were effective in the past are no longer relevant or effective in this new era. Modern consumers have greater access to information and have increasingly dynamic preferences (Sharma & Dutta 2025). Therefore, companies must be able to follow trends and change their marketing approach to meet customer needs and expectations (Budiarti, 2023).

Indonesia is one of the countries with increasingly advanced technological developments from time to time, making competition in the world of work increase, the more advanced science is needed, efforts are needed and the goals to be achieved are facilitated (Lahiya, 2025). The increasingly rapid development of the business world has been colored by various types of competition in MSME businesses. Seeing these conditions, business people are increasingly required to have the right strategy in meeting the target sales volume. According to Abdurrohman (2025) The MSME industry in the country is currently facing such a difficult situation amidst increasingly complex changes in the business environment. Competition has also become increasingly tight along with the rapid flow of free trade which automatically creates competition from all corners, both domestically, regionally, and globally (Sirkin et al., 2025). Micro, Small and Medium Enterprises (MSMEs) are an important part of the economy of a country or region, including in Indonesia. The development of the Small and Medium Enterprises (MSMEs) sector gives its own meaning to efforts to increase economic growth and in efforts to reduce poverty in a country (Sope, 2023).

At the provincial level in South Sulawesi, marketing presents significant challenges and cannot be undertaken without a well-formulated strategy. Effective marketing requires a carefully designed approach that aligns with the objectives and expectations of the company or business. The selection of an inappropriate strategy may not only hinder market performance but also threaten the long-term sustainability of the enterprise (Peng, 2025). Therefore, businesses operating in this region must adopt strategic, context-sensitive marketing initiatives to remain competitive and ensure continued growth.

According to Baca and Reshidi (2025), the role of marketing is very important, not just introducing a product. However, you have to think about how the product can be accepted and can satisfy consumers. For a businessman, it is also necessary to understand the things that must be considered in marketing. Because, one of the keys to the success

of a business will be assisted by its marketing strategy. Depending on what strategy the company will use (Pada et al., 2022).

At the Regency Level, especially in Sidenreng Rappang, Home Industry Jaya Lestari is an MSME engaged in the production of dry noodles and wet noodles of the Pakayon brand. Established since 2019, located on Jalan Bonging, Manisa Village, Baranti District. Home Industry Jaya Lestari is one of the MSME players in the noodle production sector that has great potential to grow. The noodle products produced have good quality and affordable prices, so they can be an alternative choice for consumers. However, in practice, this business faces challenges in maintaining sales. Sales of noodle products from Home Industry Jaya Lestari tend to depend on certain events, such as weddings, celebrations, or other large activities. Outside of these moments, sales demand for products tends to decrease significantly. This seasonal pattern is clearly illustrated in Figure 1, which compares sales proportions during special events and normal days. As shown in Figure 1, most transactions occur during event periods, while daily purchases contribute a much smaller share.



**Figure 1**  
**Daily Sales Distribution of Home Industry Jaya Lestari**

The figure indicates that Home Industry Jaya Lestari's daily sales increase substantially during special events, contributing approximately 72% of total transactions. This finding confirms that special occasions and event-based activities have a significant impact on attracting customers and driving sales. In contrast, sales outside such events account for only 28%, demonstrating that although transactions continue under normal conditions, their volume is considerably lower. These results suggest that event-based promotions play a crucial role in boosting the company's daily revenue.

However, the business faces challenges related to the ineffectiveness of its current marketing strategy. Limited promotional activities, insufficient product innovation in marketing, and a restricted distribution network hinder the company's ability to reach a broader consumer base. Additionally, public awareness of Home Industry Jaya Lestari's noodle products remains relatively low, reducing its competitiveness in the market.

These conditions highlight the need for a more innovative and targeted marketing strategy to ensure sustainable sales growth. In an increasingly competitive business environment, an effective marketing strategy not only attracts new customers but also strengthens customer loyalty. By implementing appropriate strategies, Home Industry Jaya Lestari can expand its market reach, enhance product appeal, and achieve more stable sales performance throughout the year.

This study aims to explore and determine the marketing strategies that have been implemented by Home Industry Jaya Lestari to overcome existing problems. Through a qualitative approach, this study will identify challenges in marketing, evaluate strategies that have been carried out. The results of this study are expected to be able to explore strategic marketing information that has been implemented at Home Industry Jaya Lestari in increasing sales of dry noodles and wet noodles, as well as contributing to the development of MSME businesses in the food sector. Thus, this business is expected to be more competitive, competitive, and able to provide a positive economic impact on the surrounding community.

## **LITERATURE REVIEW AND RESEARCH FRAMEWORK,**

### **Understanding Marketing Strategy**

According to Sunyoto (2015), a marketing strategy is a technique that will be used by a company to achieve previously planned goals, filled with core decisions about target markets, product placement in the market, marketing mix and the value of marketing costs required (Prabowo et al., 2021).

According to Wijaya (2018: 67), marketing strategy is "a set of principles that are appropriate, accurate, consistent and feasible to be carried out by educational institutions in order to achieve the target market in the short and long term in certain competitive situations and conditions." Assauri (2001), defining a marketing strategy is a comprehensive and integrated plan in the marketing field that provides guidance on activities to be carried out in order to achieve marketing goals. In other words, a marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time (Zebua et al., 2022).

### **Product innovation**

Product innovation is a process of developing or improving product characteristics that aims to create added value for consumers (Schilling, 2020). This innovation can be in the form of improvements in quality, design, function, packaging, or additional benefits offered by the product. With innovation, companies are able to respond to changing market needs and desires, as well as adapt to technological developments and consumer trends. The right product innovation not only increases customer satisfaction but also strengthens the company's competitive position in the market (Abdurohim, 2025).

For Micro, Small, and Medium Enterprises (MSMEs), product innovation is an important strategy to increase competitiveness (Sirkin et al., 2025). Increasingly tight competition and increasingly diverse consumer demands require MSMEs to continue to update the products they offer. Through product differentiation, MSMEs can create uniqueness that distinguishes their products from competitors. This uniqueness can be in the form of a distinctive taste, attractive packaging, or the use of quality raw materials (Sirkin, 2025). Thus, product innovation encourages increased product appeal in the eyes of consumers.

In addition, product innovation plays a significant role in building consumer loyalty (Garcia, 2025). When MSMEs are able to offer innovative products that are in accordance with market needs, consumers tend to be more loyal and make repeat purchases (Jadmiko, 2025). This loyalty ultimately has an impact on increasing sales volume and business sustainability (Lin et al., 2025). Therefore, the development of sustainable product innovation is a crucial aspect in the marketing strategy of MSMEs, including for Home Industry Jaya Lestari in an effort to increase sales of the noodle products it produces.

## Research Framework

This study aims to explore and understand how the marketing strategies implemented by Home Industri Jaya Lestari contribute to increasing sales of dry and wet noodles under the "Pakayon" brand. The research adopts a qualitative approach with a case study method, allowing for an in-depth exploration of the experiences, strategies, and challenges faced by the business owner.

The research framework is built upon three main components. First, the 4P marketing mix, which consists of product, price, place (distribution), and promotion (Alexander, 2025). This component is used to analyze how Home Industri Jaya Lestari develops its product offerings, determines competitive pricing, selects effective distribution channels, and implements promotional efforts to reach target consumers. Second, the element of digital marketing, which involves the utilization of platforms such as social media (Instagram, Facebook, WhatsApp), online marketplaces, and digital content strategies to enhance product visibility and attract a wider audience in the current digital era.

Third, to systematically and thoroughly analyze the collected data, this study employs thematic analysis using NVivo software. All data obtained from interviews, observations, and documentation will be transcribed, coded, and organized into key themes and sub-themes related to marketing strategy. The use of NVivo enables the researcher to map patterns, identify effective marketing practices, and evaluate the challenges and opportunities faced by Home Industri Jaya Lestari. Through this research framework, the study is expected to provide comprehensive insights into how marketing strategies influence sales performance and to offer actionable recommendations for business development in the future.

## METHOD

This study uses a qualitative approach with a case study method. The qualitative approach was chosen because it aims to gain a deep understanding of the marketing strategy implemented by Home Industri Jaya Lestari in an effort to increase sales of "Pakayon" noodle products. The case study method allows researchers to explore various aspects related to marketing phenomena contextually, taking into account the dynamics and specific characteristics of the company being studied (Annamalah, 2025).

Data collection was conducted through three main techniques, namely in-depth interviews, direct observation, and documentation. Interviews were conducted with business owners, marketing staff, and customers, in order to obtain comprehensive information regarding the marketing strategies implemented, consumer perceptions, and challenges faced. Direct observation was conducted to observe marketing practices in the field and the company's interactions with consumers. Meanwhile, documentation includes collecting various related documents, such as sales records, promotional materials, and digital archives related to marketing activities.

The collected data was analyzed using the thematic analysis approach assisted by NVivo software (Annamalah, 2025). The analysis process began with interview transcription, followed by a coding process to identify main themes and sub-themes related to marketing strategies, digital marketing, and factors influencing sales. The use of NVivo allows researchers to manage and visualize data more systematically, resulting in more accurate and in-depth findings. Through this process, the study is expected to provide a clear picture of the effectiveness of the marketing strategy implemented by

Home Industri Jaya Lestari and provide applicable recommendations for future business development.

## RESULTS AND DISCUSSION

### Overview of Research Location

This research was conducted at Home Industri Jaya Lestari, a micro, small and medium enterprise (MSME) engaged in the production of noodles, especially dry noodles and wet noodles with the brand "Mie Pakayon". The location of this business is on Jalan Bonging, Manisa Village, Baranti District, Sidenreng Rappang Regency, South Sulawesi Province.

Home Industri Jaya Lestari was established in 2019 and has a reputation among the local community, especially in meeting the demand for noodle products for special events such as weddings, celebrations, and other social activities. Its location in a residential area and close to traditional markets provides easy access to local distribution and procurement of raw materials.

However, based on observations and interviews in the study, product sales tend to increase significantly only during certain events. Outside of these moments, demand for the product decreases drastically. Therefore, this location was chosen as the research location because it is the center of the phenomenon to be studied, namely the optimization of marketing strategies to increase sales sustainably.

### Characteristics of Research Respondents

In this study, informants or respondents were selected using purposive sampling techniques, namely the deliberate selection of individuals who are considered to have the most understanding and relevance to the focus of the study. There are three main categories of respondents involved. First, business owners, who are key figures and have a comprehensive understanding of all business activities at Home Industri Jaya Lestari, from marketing strategies, production processes, to product distribution. Business owners provide primary information related to business development visions, marketing constraints, and strategic steps that have been and will be implemented.

The second category is marketing staff (if available), which is the party directly involved in implementing marketing activities, such as promotion, packaging, pricing, and interaction with customers. This staff is expected to provide practical insight into how marketing strategies are implemented in the field.

The third category is consumers or customers, which in this study involved five people. They were selected based on their experience as users of Home Industri Jaya Lestari noodle products, both as regular consumers and seasonal consumers who usually buy products when there are certain events. This group of respondents provided an assessment of product quality, price, effectiveness of promotion, and conveyed their hopes for future product development.

The following are details of the characteristics of the informants involved in the research:

**Table 1**  
**Characteristics of Research Informants**

No	Informant Initials	Gender	Age	Address	Work
1.	Hadrini	Woman	40	Manisa	Entrepreneurship
2.	Mudzaffar Qatas Asdar	Man	19	Manisa	Cashier Staff
3.	Rosida	Woman	49	Tangkoli	Housewife
4.	Sriani Aras	Women's	24	Tangkoli	Student
5.	Nurhayati Amir	Women's	32	Tangkoli	Private Sector Employee

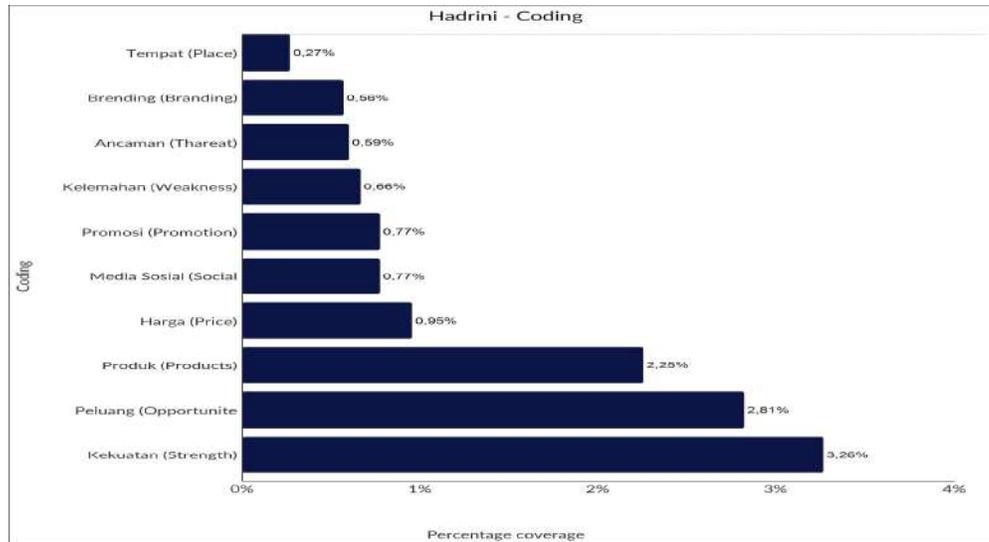
6.	Ratna	Women's	40	Warranty	Housewife
7.	Andi Aswar	Man	26	Rappang	Private Sector Employee

Data analysis in this study aims to examine the characteristics, relationships, patterns, and influences that emerge in the marketing strategy of Home Industri Jaya Lestari, especially in efforts to increase sales of dry noodle products and wet noodles brand "Pakayon". This study emphasizes the importance of implementing an integrated marketing strategy, which includes the SWOT Analysis approach, 4P Marketing Mix, and Digital Marketing. This is very relevant considering that product marketing has so far still depended on certain event moments, such as weddings or celebrations.

To support the analysis process, researchers used NVivo Plus 15 software as a tool in managing and analyzing interview data. The use of NVivo facilitates the process of organizing, coding, and identifying the main themes that emerge from interviews with informants. Through the coding carried out, researchers can obtain a visual picture of word frequency, relationships between themes, and informants' perceptions of the marketing strategies implemented by Home Industri Jaya Lestari.

Based on the formulation of the problem obtained from the results of observations and interviews, as well as through a list of questions compiled using the SWOT Analysis approach, 4P Marketing Mix, and Digital Marketing, several important things were found. The main questions answered in this study include: (1) why product marketing is less than optimal outside of certain event moments such as weddings or thanksgiving, and (2) what marketing strategies can be carried out to increase product purchases outside of these moments.

From the interview with the main informant, namely Hadrini as the owner of Home Industri Jaya Lestari, various very in-depth information was obtained. As the main actor in the business, Hadrini has a comprehensive understanding of marketing strategies, production processes, distribution management, and promotion implementation. She also has direct experience in facing marketing challenges and designing various efforts to increase sales. Through this interview, researchers gain an understanding of the operational realities of the business, the obstacles faced, and the potential for future business development. The information obtained from Hadrini is the main foundation in formulating a more effective marketing strategy for Home Industri Jaya Lestari. The results of thematic analysis using the NVivo 15 application are then presented in various categories of visual findings that support the data interpretation process. The distribution of coded themes generated from the SWOT analysis, 4P marketing mix, and digital marketing categories is presented in Figure 2.



**Figure 2**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

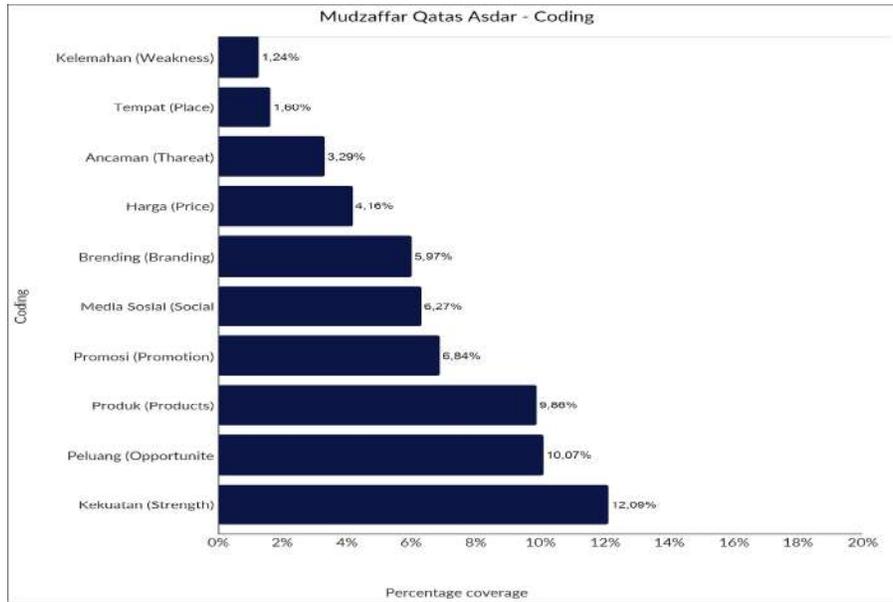
The result of processing interview data with the business owner, Hadrini, which was analyzed using the NVivo 15 application. Based on the coding result graph, it can be concluded that the most dominant aspect in the interview is the Strength category, with the highest percentage of 3.26%. This shows that Mrs. Hadrini highlights the internal advantages of her business, such as product quality, production skills, and commitment to customer satisfaction. In addition, the Opportunities category also has a fairly large portion, which is 2.81%. This indicates the optimism of business owners towards market developments, including the potential for expanding marketing networks and positive trends for local products.

In addition to these two categories, the Product aspect also received significant attention, with a percentage of 2.25%. This shows that products remain the main focus in business development strategies. Price recorded a percentage of 0.95%, which means that pricing is considered, although it is not a top priority at this time. Meanwhile, the role of digital media in marketing is reflected in the Social Media and Promotion categories, each of which recorded a figure of 0.77%. This shows that the use of social media and promotional activities has begun to be carried out, but has not become the center of attention in existing marketing strategies.

Meanwhile, the Weakness and Threat aspects occupy quite low positions, with only 0.66% and 0.59% respectively. This reflects that informants do not really view internal constraints or external risks as significant issues in current business management. Meanwhile, Branding (0.56%) and Place (0.27%) are the categories with the lowest percentages, indicating that brand identity and location factors have not been a priority in the development of the Home Industry Jaya Lestari business.

Overall, the coding results reflect the business owner's great focus on strengthening internal potential, improving product quality, and exploring market opportunities. Aspects such as digital promotion, branding development, and distribution optimization are still areas that can be improved in the future. With a more integrated strategy, especially in utilizing digital marketing and distribution cooperation, Home Industri Jaya Lestari has the potential to strengthen its product position in a wider

market. Figure 3 presents the coding results obtained from the Nvivo 15 Plus application based on the SWOT analysis, 4P marketing mix, and digital marketing categories.



**Figure 3**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

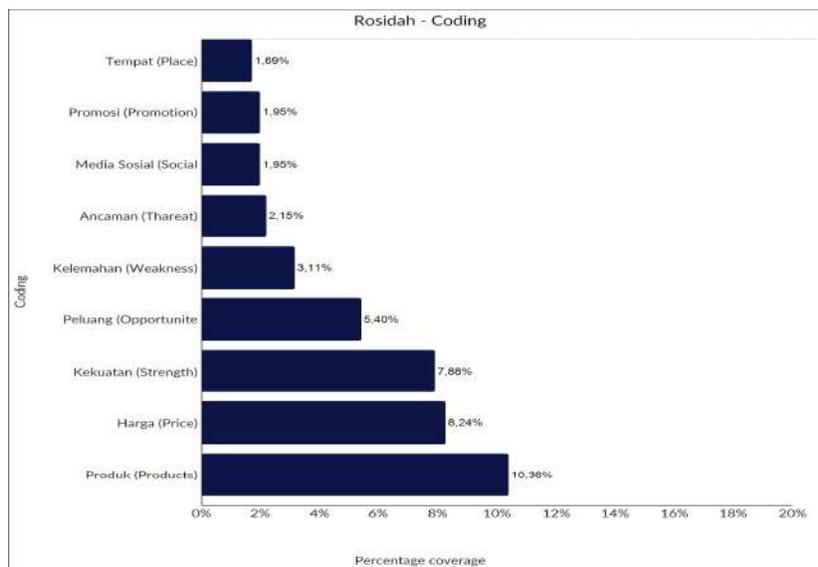
The Figure 3 is the result of an interview that has been processed using the NVivo 15 application, based on coding from informant Mudzaffar Qatas Asdar, production and marketing staff at Home Industri Jaya Lestari. The most dominant aspect is Strength at 12.09%, which shows a great emphasis on internal advantages such as product quality, standardized production processes, and product uniqueness. Opportunities recorded 10.07%, illustrating optimism for business development, both through market expansion, distribution cooperation, and utilization of digital marketing. The Product aspect is also quite large, 9.86%, indicating that product quality remains the main focus. In addition, the Promotion, Social Media, and Branding categories are 6.84%, 6.27%, and 5.97% respectively, reflecting attention that is starting to be directed at strengthening digital promotion and creating brand image.

Meanwhile, the categories of Price (4.16%), Threat (3.29%), Place (1.60%), and Weakness (1.24%) indicate that these factors are still not the main focus in the current strategy. Overall, the results of this coding reflect that Mudzaffar is very focused on product strength and developing market opportunities. Although promotion and branding have begun to be intensified, distribution and internal challenges still need to be strengthened. With strengthening in the areas of distribution, workforce, and digital strategy, Home Industri Jaya Lestari has great potential to grow more widely in regional and national markets.

Rosidah is a consumer of Mie Pakayon products produced by Home Industri Jaya Lestari. In her interview, Rosidah revealed that she chose Mie Pakayon because of its distinctive taste, chewy texture, and the use of natural ingredients that she considered healthier for the family. She also appreciated the friendly and polite service of the producer, creating a pleasant shopping experience.

However, Rosidah highlighted the limited distribution as a major weakness. She suggested that the product be more available in general stores, especially in the Sidrap area. In terms of price, she considered Mie Pakayon very affordable and competitive compared to similar products on the market. She also said that promotion through social media, such as Facebook, was very effective, and suggested adding a discount strategy to attract more customers.

Overall, Rosidah showed satisfaction with the product and expressed her willingness to recommend Mie Pakayon to others because of its quality and value for money. The following is a description of the results of the Nvivo 15 Plus analysis in the following categories: Figure 4 presents the coding distribution generated from the Nvivo 15 Plus application, reflecting the SWOT analysis, 4P marketing mix, and digital marketing dimensions for the third informant.



**Figure 4**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

The Figure 4 is the result of an interview with Rosidah, a Mie Pakayon customer from Home Industri Jaya Lestari, which was analyzed using the NVivo 15 Plus application. The coding results show that the Product theme is dominant with a percentage of 10.36%, indicating that the quality and taste of the product are highly appreciated by consumers. Rosidah highlighted the delicious taste, chewy texture, natural ingredients, and product variety as the main attractions. In addition, Price (Price) of 8.24% is also an important factor, where Rosidah considers the price of the product to be very affordable and commensurate with the quality. The Strength theme of 7.88% shows appreciation for the friendly service provided by Home Industri Jaya Lestari.

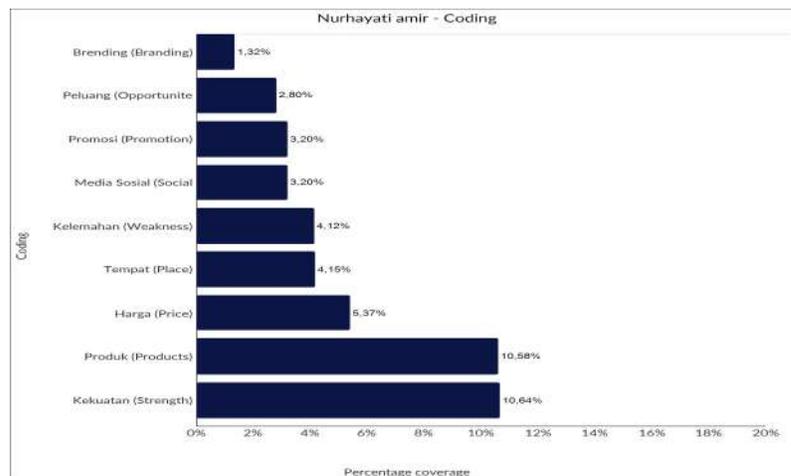
Next, the Opportunities theme of 5.40% reflects Rosidah's view of the potential for product development, including opportunities to expand distribution to online stores, supermarkets, and restaurants. However, Weakness of 3.11% indicates deficiencies in the distribution aspect. Rosidah suggested that the product be easier to find in the market, especially in the Sidrap area. In addition, Threat of 2.15% indicates the potential for a shift in consumer preferences if the product price increases significantly. Other

themes such as Social Media, Promotion, and Place have a smaller portion (below 2%), although Rosidah knows this product through Facebook and suggests increasing promotions through discounts to attract more customers.

Overall, Rosidah gave a very positive assessment of Mie Pakayon, especially on the quality and price of the product. However, she also provided constructive input regarding the need to strengthen distribution and increase promotion. Therefore, Home Industri Jaya Lestari is advised to expand its distribution network and strengthen its digital marketing strategy so that products can be more easily accessed by wider consumers, while maintaining customer loyalty like Rosidah.

Nurhayati Amir is one of Mie Pakayon's consumers who said that she chose this product because of its soft and chewy texture and distinctive taste that is considered superior compared to similar products on the market. She also appreciates the friendly and friendly service of the producer, thus providing comfort when transacting. In terms of price, Nurhayati considers that Mie Pakayon is very affordable and in accordance with the quality offered, and is worthy of being recommended to others because of its good health value.

However, Nurhayati highlighted the limited distribution as one of the weaknesses, where this product is still difficult to find in some areas. She suggested that manufacturers expand their distribution reach to general stores, restaurants, supermarkets, and online platforms, as well as presenting more flavors and packaging variants. In addition, promotional strategies such as providing discounts are considered important to increase customer loyalty and strengthen the product's appeal in a wider market. Figure 5 presents the coding results generated through the Nvivo 15 Plus application, illustrating the distribution of SWOT analysis, 4P marketing mix, and digital marketing categories for the fourth informant.



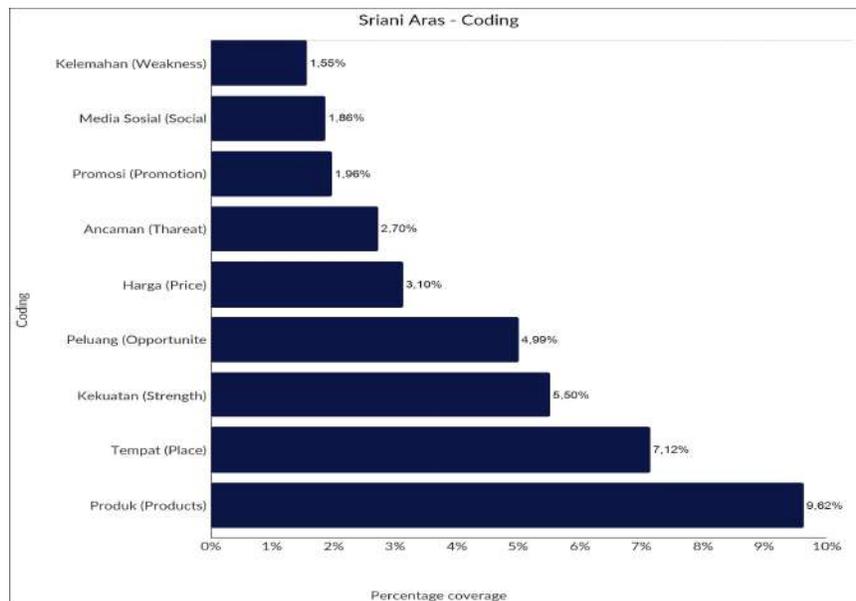
**Figure 5**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

Interview results analyzed using NVivo 15 Plus showed that the dominant themes of Nurhayati Amir's responses were Strength and Product, at 10.64% and 10.58% respectively. This reflects a positive assessment of the quality of Mie Pakayon, both in terms of its distinctive taste, soft texture, and friendly service from the producer. In addition, the Price aspect of 5.37% indicates that the price of the product is considered

appropriate for its quality, although discounts are considered to increase attractiveness. Place (4.15%) and Weakness (4.12%) highlight the limitations of distribution in the market and the need for new product innovation to attract consumers.

Social Media and Promotion aspects (each 3.20%) indicate that digital channels have been used quite well, although they can still be strengthened. Meanwhile, Opportunities (2.80%) and Branding (1.32%) indicate the potential for market expansion through collaboration with restaurants or digital platforms, as well as the need to improve brand identity. Overall, the interview with Nurhayati Amir highlighted that product excellence and service quality are the main strengths, while the biggest challenges are uneven distribution, lack of product variety, and weak branding. Optimizing digital promotions and expanding the market are strategic steps that can support future business development.

Sriani Aras, one of Mie Pakayon's customers from Home Industri Jaya Lestari, chose this product because of its delicious taste, soft texture, and quality that competes with other products on the market. She also appreciated the friendly and fast service from the business owner. However, she highlighted the limited distribution, especially outside the production area, and suggested that the product be sold more widely through shops, supermarkets, or online. In terms of price, the product is considered very affordable and commensurate with its quality. Sriani also proposed innovations in size variants and promotional programs such as discounts or customer loyalty. Overall, she is satisfied with the product and is ready to recommend it, as long as the quality and price are maintained. Figure 6 presents the coding results obtained from the Nvivo 15 Plus application, illustrating the distribution of SWOT dimensions, the 4P marketing mix, and digital marketing categories for the fifth informant.



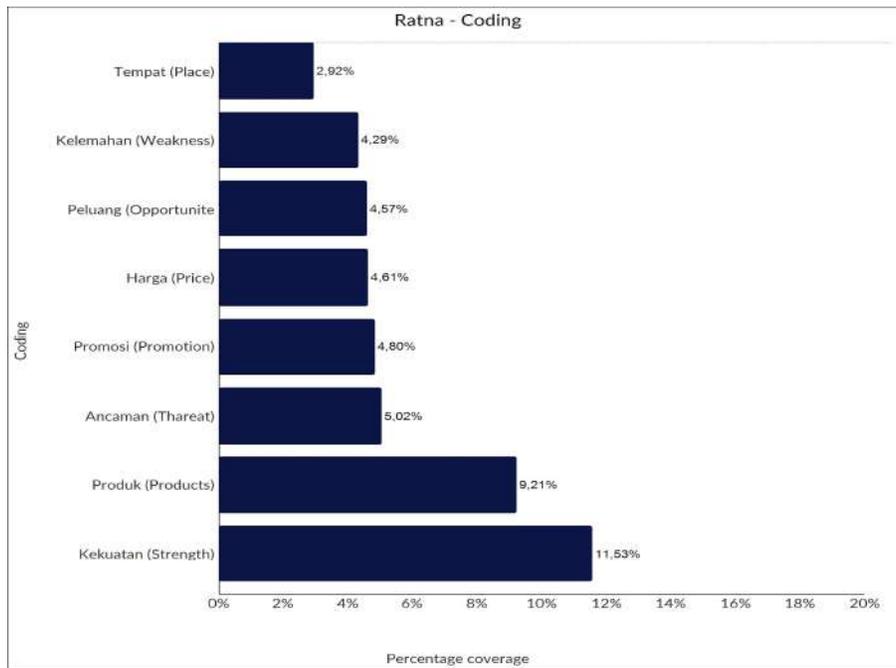
**Figure 6**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

The results of interview coding with Sriani Aras consumers analyzed using NVivo 15 showed that the Product category dominated with a percentage of 9.62%, indicating

that product quality and diversity are the main strengths of Home Industri Jaya Lestari in attracting customers. The Place aspect of 7.12% indicates that ease of access or business location is an important factor for consumers. In addition, Strength recorded 5.50%, illustrating consumer recognition of service excellence, quality, and product uniqueness. Opportunities of 4.99% indicate the potential for business development, while Price (3.10%) and Threat (2.70%) indicate that price is still considered even though it is not a dominant factor, and there are concerns about market competition.

On the other hand, Promotion (1.96%) and Social Media (1.86%) reflect that digital marketing strategies are still not optimal. Weakness of only 1.55% shows that the weaknesses of this business are relatively small in the eyes of consumers. Overall, Sriani Aras assessed that Mie Pakayon's main strength lies in product quality and service, while development potential can be focused on expanding distribution and increasing digital promotion. With strengthening in these areas, this product has a great opportunity to compete more widely in the market.

Ratna, one of Mie Pakayon's customers from Home Industri Jaya Lestari, chose this product because of its delicious taste, soft noodle texture that does not break easily when cooked, and friendly and professional service. She considered the product price to be quite affordable and commensurate with its quality. However, Ratna noted the limited distribution in more remote areas and suggested that distribution be expanded to general stores and online platforms. She also suggested adding product variations and attractive promotions such as discounts or loyalty programs to attract and retain customers. Overall, Ratna was satisfied with the product and was willing to recommend it to others. Figure 7 presents the Nvivo 15 Plus coding results for the sixth informant, illustrating the distribution of SWOT dimensions alongside the 4P marketing mix and digital marketing categories.

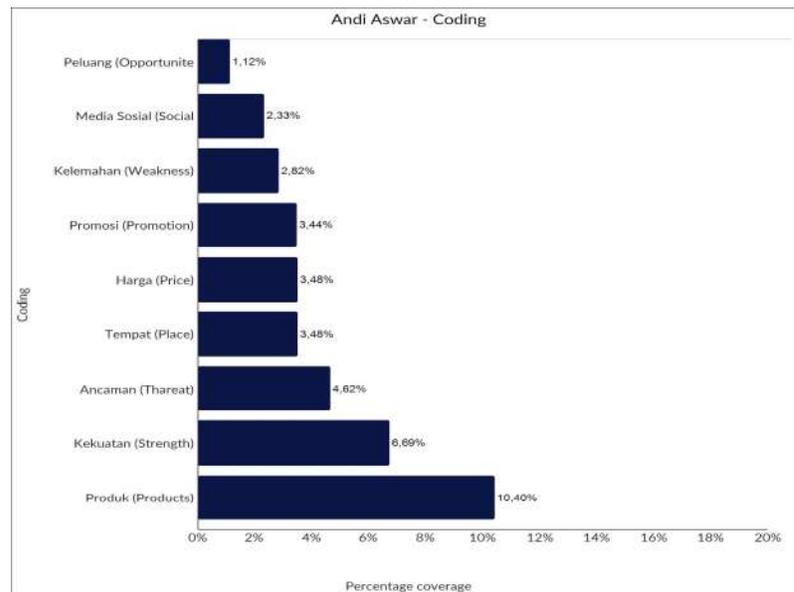


**Figure 7**  
**Results of the Nvivo 15 Plus Application SWOT Analysis,**  
**4P Marketing Mix and Digital Marketing**

The coding results from the interview with Ratna analyzed using NVivo 15 showed that consumer perceptions of Home Industri Jaya Lestari were greatly influenced by Strength, with the highest percentage of 11.53%. This shows that customers greatly appreciate the excellence of the business, both in terms of product quality, friendly service, quality consistency, and other added values offered. In addition, the Product theme also occupies an important position with 9.21%, which reflects that diversity, taste, and product quality are the main concerns of customers in choosing Mie Pakayon.

Threats appeared at 5.02%, indicating consumer concerns about potential risks such as market competition or quality decline. The Promotion (4.80%) and Price (4.61%) themes show that marketing and pricing strategies have been sufficiently considered by consumers, but there is still room for improvement. Opportunities and Weaknesses in the range of 4% indicate that consumers see potential for development, although they are also aware of several shortcomings that need to be addressed.

The aspect with the lowest percentage is Place at 2.92%, which means that product distribution has not been a major concern or may have been considered adequate by these consumers. Overall, Ratna's interview results show that internal strength and product quality are the main attractions of Home Industri Jaya Lestari, while attention to promotion, price, and market risk mitigation still needs to be improved to maintain customer loyalty and expand market share. Figure 8 presents the Nvivo 15 Plus coding results for the seventh informant, illustrating the distribution of SWOT dimensions together with the 4P marketing mix and digital marketing categories.

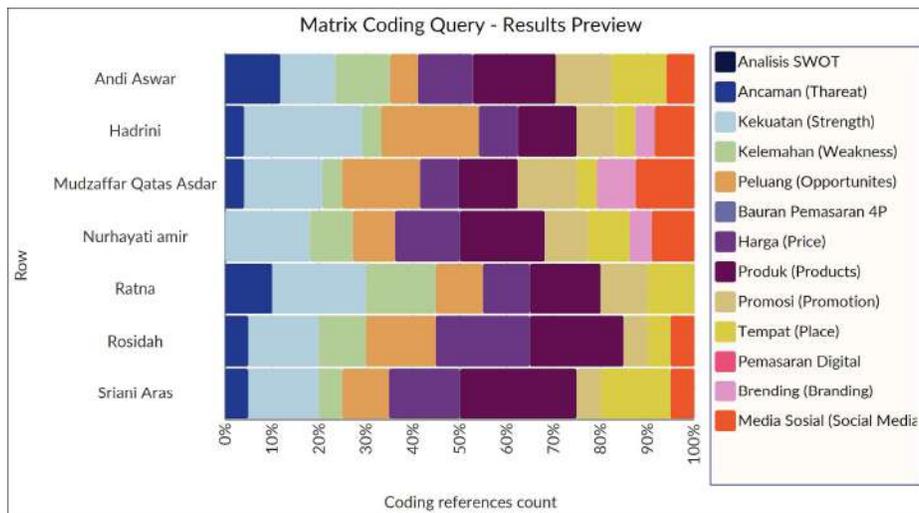


**Figure 8**  
**Results of the Nvivo 15 Plus Application SWOT Analysis, 4P Marketing Mix and Digital Marketing**

Based on the coding results from the interview with Andi Aswar analyzed using NVivo 15, it is known that the strongest consumer perception is focused on the Product aspect at 10.40%, indicating that product quality, variety, and attractiveness are the main factors in purchasing decisions. In addition, Strength at 6.69% reflects consumer recognition of other advantages such as good service, trust in producers, and local

product value. Threat at 4.62% indicates concerns regarding competition, changes in market trends, or potential declines in quality. Place and Price aspects are each 3.48%, and Promotion at 3.44%, indicating that access and price are still being considered, while promotion is not yet optimal.

In addition, Weakness 2.82% and Social Media 2.33% indicate that some shortcomings and the use of social media still need to be improved. Opportunities are at the lowest level (1.12%), which indicates that future business development has not been fully maximized. Overall, the interview with Andi Aswar showed that Home Industri Jaya Lestari has superior products and good internal strengths, but still needs strengthening in the promotion aspect, utilization of social media, and exploration of wider market opportunities in order to encourage sustainable business growth and increase competitiveness in the wider market. To provide an overall comparison across informants, Figure 9 presents the Matrix Coding Query results, showing the distribution of coding references for SWOT analysis, the 4P marketing mix, and digital marketing categories.



**Figure 9**  
**Conclusion Results What factors can be done to increase sales at Home Industri Jaya Lestari, results of the Nvivo 15 Plus application, interview results using SWOT Analysis, 4P Marketing Mix and Digital Marketing**

Based on the results of interview data processing using the NVivo 15 Plus application through the Matrix Coding Query feature, a visual depiction of the intensity of the themes discussed by informants related to SWOT, 4P marketing mix, and digital marketing strategies such as branding and social media was obtained. Most informants gave dominant attention to the Promotion aspect, as seen from the prominent dark purple color in the diagram, especially for respondents such as Ratna, Rosidah, and Sriani Aras. In addition, the Place and Product dimensions were also mentioned a lot, indicating the importance of wide distribution and attractive product variations. Informants such as Nurhayati Amir and Mudzaffar Qatas Asdar also provided a lot of input on the Strength and Opportunities aspects, which reflect recognition of Home Industri Jaya Lestari's internal advantages and potential market development.

Meanwhile, the Weakness and Threat aspects did emerge, but the portion was relatively small, indicating that obstacles such as suboptimal promotion and limited distribution were acknowledged, but not yet a major concern. On the other hand, awareness of the importance of digital marketing began to form, although its implementation still needs to be improved. Overall, the results of the Matrix Coding Query analysis showed that informants emphasized the importance of active promotion and wider distribution as the main strategy to increase Mie Pakayon sales, with the need for a more creative and innovative marketing approach, as well as the use of digital technology to reach a larger market sustainably.

## **Discussion**

Based on the results of the study through in-depth interviews and NVivo 15 Plus analysis, it was found that the marketing of Mie Pakayon from Home Industri Jaya Lestari still relies heavily on the momentum of big events such as weddings, thanksgiving, or celebrations. Around 72% of sales occur during events, while only 28% come from daily purchases. This causes a fluctuating and unsustainable sales pattern. The main causes of this condition include weak promotional strategies that are still traditional, limited product innovation (large packaging without daily variants), narrow distribution only around the production environment, no customer loyalty program, and low consumer understanding of product advantages. The lack of education and digital penetration also makes brand awareness low, especially among the younger generation.

To answer these challenges, this study formulated various marketing strategies that can be carried out to increase product purchases outside of event moments. The first step is product diversification, such as presenting small, practical packaging, new flavor variants, or healthy noodles for daily consumption. Second, strengthening branding and digital promotion through social media, interesting content, new logos and packaging, and regular promotional programs. Third, expanding the distribution network by placing products in stalls, shops, cooperatives, or through online marketplaces such as Tokopedia and Shopee. This aims to make products more easily accessible to consumers in various regions.

In addition, market education is an important strategy, such as cooking demonstrations, participation in UMKM bazaars, and dissemination of information about product benefits, so that consumers are more familiar with and trust Mie Pakayon products. Finally, the implementation of customer loyalty programs such as point systems, discounts for loyal customers, and purchase rewards will encourage repeat purchases. All of these strategies also need to be supported by internal improvements, including production efficiency, improved customer service, and more professional distribution management.

Overall, the success of marketing Mie Pakayon products outside of event moments is highly dependent on the business's ability to develop more innovative, adaptive, and consistent strategies. By reducing dependence on major events through strong digital promotions, product diversification, wider distribution, and increased customer loyalty, it is expected that sales can grow sustainably throughout the year and not just seasonally.

## **CONCLUSION AND SUGGESTION**

Based on the results of the study conducted through in-depth interviews with business owners, staff, and consumers, as well as data analysis using NVivo 15 Plus, it can be concluded that Home Industri Jaya Lestari's current marketing strategy is still very dependent on big event moments such as weddings, thanksgiving, and celebrations. This

dependence is caused by weak digital promotion, limited product innovation that is relevant for daily consumption, narrow distribution, and the absence of a customer loyalty program. Although the Mie Pakayon product has the main strength in the quality of taste, texture, and good service, marketing efforts outside of big events are still not optimal, resulting in quite significant sales fluctuations.

To improve sales sustainability throughout the year, strategies that can be implemented include product diversification, strengthening branding and digital promotion, expanding distribution networks, market education, and developing customer loyalty programs. By implementing more innovative, adaptive, and digital-based marketing strategies, Home Industri Jaya Lestari has a great opportunity to reduce dependence on seasonal markets, expand market share, and increase consumer loyalty. This is expected to support more sustainable and competitive business growth amidst the dynamics of the increasingly developing culinary market.

Based on the research results, Home Industri Jaya Lestari is advised to immediately develop a more proactive and adaptive marketing strategy. An important initial step is to diversify products to better suit the needs of everyday consumers, as well as strengthening digital promotions through the use of social media and e-commerce platforms. In addition, strengthening the distribution network outside the production area also needs to be optimized, either through collaboration with retail stores, cooperatives, or online marketplaces. The implementation of a structured customer loyalty program will greatly assist in increasing customer retention and encouraging repeat purchases.

In addition, business actors are expected to continue to improve the quality of service, educate the market about product advantages, and maintain product quality consistency. Given the importance of the role of digital in marketing today, Home Industri Jaya Lestari should also increase HR capacity in terms of social media management and digital marketing. Thus, the company can not only reduce dependence on event-based sales, but also build a wider and more sustainable customer base. This strategy is expected to encourage more competitive business growth in the future.

Future studies should build on these findings by moving beyond thematic mapping (SWOT, 4P marketing mix, and digital marketing) toward testing relationships between variables that emerge as dominant in the NVivo coding results. For example, future research can operationalise key dimensions such as Strength–Opportunity and Product–Price–Promotion–Place into measurable constructs and examine their effects on marketing and business performance, such as sales growth, customer acquisition, repeat purchase, and profitability. To enrich the model, researchers may also include additional variables that are highly relevant for MSMEs, including digital marketing capability (content quality, consistency, engagement, paid advertising use), innovation capability, entrepreneurial orientation, and customer-related outcomes such as trust and loyalty, either as mediators or moderators depending on the research focus.

From a methodological perspective, future research is recommended to adopt mixed methods, where qualitative insights from NVivo guide item development for a survey instrument, followed by quantitative testing using regression or SEM approaches (e.g., PLS-SEM) to strengthen generalisability. Comparative designs across different regions, business scales, or product categories are also suggested to evaluate whether the SWOT–4P–digital marketing patterns remain consistent across contexts. In addition, longitudinal or pre-post designs could capture how strategies evolve over time, particularly after digital marketing interventions (training, marketplace integration, or paid campaign implementation). Finally, integrating qualitative data with objective

digital analytics (platform insights, engagement metrics, or marketplace transaction data) would improve validity by aligning informant narratives with measurable online performance indicators.

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