

**MARKETING MIX STRATEGY FOR CORN EMPING PRODUCTS AT UMKM ANTIQUE KITCHEN, OESAPA BARAT URBAN VILLAGE, KELAPA LIMA SUBDISTRICT, KUPANG CITY****(Strategi Bauran Pemasaran/Marketing Mix Produk Emping Jagung Pada Umkm Antique Kitchen Kelurahan Oesapa Barat Kecamatan Kelapa Lima Kota Kupang)**Yolan Nunuhitu<sup>1</sup>, Charles Kapioru<sup>2</sup>, Maria Bano<sup>3</sup><sup>1,2,3</sup>Agribusiness Department, Faculty of Agriculture, University of Nusa CendanaCorresponding Author: [nunuhituyolan@gmail.com](mailto:nunuhituyolan@gmail.com)Received: 3<sup>rd</sup> September, 2025Accepted: 9<sup>th</sup> September, 2025**ABSTRACT**

This study aimed to identify the marketing mix strategy implemented by UMKM Antique Kitchen for its corn emping product and to determine the output of sales improvement influenced by the four elements of the marketing mix, namely product, price, place, and promotion. The study used a mixed methods approach with a sequential explanatory design, in which quantitative analysis was strengthened by qualitative findings. The research was conducted at UMKM Antique Kitchen in Oesapa Barat Urban Village, Kelapa Lima Subdistrict, Kupang City, East Nusa Tenggara. Primary data were collected through observation, interviews, and questionnaires administered to the owner, employees, and consumers, while secondary data were obtained from books, scientific journals, and supporting documents relevant to the marketing activities of the MSME. A total of 50 respondents were involved in the study, and the data were analyzed using descriptive analysis and multiple linear regression supported by classical assumption tests, coefficient of determination, simultaneous F-test, and partial t-test. The results showed that the four elements of the marketing mix had a significant influence on sales improvement. The product strategy focused on maintaining quality, distinctive taste, and attractive packaging; the pricing strategy was adjusted to consumer purchasing power; the place strategy emphasized distribution through local stores, souvenir outlets, and online channels; and the promotion strategy utilized social media and local events. Overall, the implementation of the 4P strategy increased sales to an average of 250 packages per month with income of approximately IDR 11,900,000. The findings indicate that an integrated marketing mix strategy is important for improving competitiveness and sustaining the sales growth of local food-based MSMEs.

Keywords: marketing strategy, marketing mix, corn emping, MSME, Antique Kitchen

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui strategi bauran pemasaran (*marketing mix*) yang diterapkan oleh UMKM Antique Kitchen pada produk emping jagung serta mengetahui *output* peningkatan penjualan yang dipengaruhi oleh empat elemen bauran pemasaran, yaitu produk, harga, tempat, dan promosi. Penelitian ini menggunakan metode *mixed methods* dengan pendekatan *sequential explanatory*, yaitu analisis kuantitatif yang diperkuat dengan hasil kualitatif. Data diperoleh dari 50 responden melalui kuesioner, wawancara, dan observasi, kemudian dianalisis menggunakan SPSS. Hasil penelitian menunjukkan bahwa keempat elemen bauran pemasaran berpengaruh signifikan terhadap peningkatan penjualan. Strategi produk berfokus pada menjaga kualitas dan kemasan yang menarik, strategi harga disesuaikan dengan daya beli konsumen, strategi tempat menekankan distribusi produk melalui toko lokal dan penjualan daring, sedangkan strategi promosi memanfaatkan media sosial dan kegiatan lokal. Secara keseluruhan, penerapan strategi 4P mampu meningkatkan penjualan hingga rata-rata 250 bungkus per bulan dengan pendapatan sekitar Rp11.900.000.

Kata Kunci: Strategi Pemasaran, Bauran Pemasaran, Emping Jagung, UMKM Antique Kitchen.

**INTRODUCTION**

Indonesia, as an agrarian country, has considerable potential in the agricultural sector, particularly in corn production, which can be processed into various value-added products. One processed product that is currently favored by consumers is corn emping, which is produced through the milling and frying of corn

kernels to create a crispy and savory snack. In East Nusa Tenggara Province, this product has promising prospects in both local and regional markets.

Corn is an important commodity in East Nusa Tenggara and is produced in abundant quantities every year. It is not only consumed as a staple food but is also used as a raw material for processed food products. This potential supports the development of local industries, particularly micro, small, and medium enterprises (MSMEs). MSMEs play an important role in the regional economy. Data from Statistics Indonesia show that 99% of non-agricultural businesses in East Nusa Tenggara are MSMEs, and these enterprises absorb more than 90% of the workforce (Statistics, 2016).

One MSME in Kupang City that utilizes the potential of corn is Antique Kitchen. Established in 2014, this business focuses on processed products based on local raw materials. Since 2023, Antique Kitchen has consistently produced corn emping, which is marketed through local stores, major malls, and its own store. The product has received a positive response from consumers; however, market competition and changes in consumer trends remain major challenges faced by the business.

In responding to these challenges, UMKM Antique Kitchen requires an effective marketing strategy. One approach that can be applied is the marketing mix concept. The marketing mix is a combination of marketing variables used by a company to achieve its marketing objectives. Traditionally, the marketing mix consists of four main elements known as the 4Ps: Product, Price, Place, and Promotion. However, in the context of service-based businesses and MSMEs, particularly in marketing processed food products such as corn emping, a broader 8P marketing mix is also relevant. The 8P marketing mix includes the additional elements of People, Process, Physical Evidence, and Productivity and Quality (Zeithaml, Bitner, & Gremler, 2018).

The marketing mix has several important elements that contribute to increasing product competitiveness and sales volume. A good product should meet consumer needs and preferences. In this regard, the corn emping produced by UMKM Antique Kitchen should maintain good quality, a taste that matches consumer preferences, and innovations in flavor variation and attractive packaging (Setiawan, 2018). Price is also an important element in the marketing strategy, because competitive pricing can increase consumer interest in the product. According to Suparyanto and Rosad (2015), effective distribution channels are important, while Ashari (2020) emphasized the importance of distribution in MSME marketing strategies to reach broader markets. Christiani and Fauzi (2022) also found that innovative and creative promotion is essential for increasing MSME product sales.

This study aimed to identify the marketing mix strategy implemented by UMKM Antique Kitchen for its corn emping product and to determine the output of sales improvement influenced by the four elements of the marketing mix, namely product, price, place, and promotion. The results are expected to provide strategic input for MSMEs in optimizing their marketing approach, particularly in facing market competition and changes in consumer behavior.

## METHODS

### Research Time and Location

This research was conducted at UMKM Antique Kitchen, located in Oesapa Barat Urban Village, Kelapa Lima Subdistrict, Kupang City, East Nusa Tenggara. The location was selected because UMKM Antique Kitchen has implemented a marketing strategy for corn emping products that is considered successful and relevant to the focus of this study.

### Types and Sources of Data

This study used a mixed methods approach, combining quantitative and qualitative approaches to obtain more comprehensive results. Primary data were obtained through observation, interviews, and questionnaires distributed to the owner, employees, and consumers of UMKM Antique Kitchen. Secondary data were obtained from books, scientific journals, and documents or reports relevant to the marketing activities of the MSME.

### Data Collection Technique

The data used in this study consisted of primary and secondary data. Primary data were obtained through direct observation, interviews, and questionnaire distribution to the respondents involved in the marketing activities of UMKM Antique Kitchen. Secondary data were obtained from relevant institutions and literature studies that supported the research.

### Sampling Technique

Respondents in this study consisted of consumers and parties involved in the marketing of UMKM Antique Kitchen. The data collection process involved direct observation, interviews, and questionnaires. A total of 50 respondents were included in the study to provide information on consumer perceptions and purchasing decisions regarding the corn emping product.

### Data Analysis Method

To answer the first objective, namely to identify how UMKM Antique Kitchen implements the marketing mix strategy for corn emping products, descriptive quantitative analysis was used. This analysis aimed to describe the influence of product, price, promotion, and place variables on consumer purchasing decisions for UMKM Antique Kitchen products.

To answer the second objective, namely to determine the sales improvement output of corn emping products influenced by the 4P marketing mix (Product, Price, Place, and Promotion), multiple linear regression analysis was used. Before the regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model did not produce uncertain or biased estimates (Abdi, 2022).

The coefficient of determination ( $R^2$ ) was used to determine the proportion or percentage of the total variation in the dependent variable explained by the independent variables (Ghozali, 2018). In this study, the coefficient of determination was used to determine the ability of product, price, promotion, and place variables to explain purchasing decisions.

The simultaneous test (F-test) was used to determine whether all independent variables simultaneously had a significant effect on the dependent variable. According to Ghozali (2018), the F-test indicates whether all independent variables jointly influence the dependent variable. In this study, the F-test was used to determine whether product, price, promotion, and place simultaneously influenced purchasing decisions. The F-test formula is presented as follows:

$$F = (R^2 / k) / ((1 - R^2) / (N - k - 1))$$

where F is the F-statistic value,  $R^2$  is the coefficient of determination, k is the number of independent variables, and n is the sample size.

The partial test (t-test) was used to determine whether each independent variable individually had a significant effect on the dependent variable. According to Sugiyono (2018), the t-test is a statistical test used to determine whether an independent variable partially has a significant influence on a dependent variable. The formula is as follows:

$$t = r\sqrt{(n - 2) / (1 - r^2)}$$

where t is the calculated t-value, r is the correlation coefficient, and n is the sample size. The significance level used was 0.10. If the significance value was greater than 0.10 or the calculated t-value was smaller than the t-table value,  $H_0$  was accepted and  $H_a$  was rejected, indicating no significant effect. If the significance value was less than 0.10 or the calculated t-value was greater than the t-table value,  $H_0$  was rejected and  $H_a$  was accepted, indicating a significant effect.

After the data were analyzed, the researcher drew conclusions based on the findings from the analysis process.

## RESULT AND DISCUSSION

### Business Profile of UMKM Antique Kitchen

UMKM Antique Kitchen is a micro, small, and medium enterprise located in Oesapa Barat Urban Village, RT 014/RW 005, Kelapa Lima Subdistrict, Kupang City. The business operates in the field of local food processing. Initially, the business produced birthday cakes using chocolate modeling. The production process was carried out semi-manually because the business processed semi-finished materials

with the assistance of household family members. The products were then sold by offering them to close acquaintances.

In 2023, Mrs. Raden Rara Ekawati Astuti, ST attempted to create new innovations to develop the business and increase income. The innovations included the production of local food snacks such as corn emping, cassava crackers, havermuth, dry moringa choux, butter jagung titi, and moringa corn flakes with cheese. These local snack products were produced in various flavor variants to attract consumers.

Antique Kitchen became more widely known in the community in 2023. Over time, the Antique Kitchen corn emping product attracted increasing consumer interest and gained many customers, including orders from outside Kupang Regency. Mrs. Raden Rara Ekawati Astuti, ST also began processing product licensing for local food snacks at the Food and Drug Monitoring Agency (BPOM), and UMKM Antique Kitchen has obtained BPOM RI MD authorization so that its products can circulate outside Kupang City.

**Respondent Characteristics**

The respondents in this study consisted of 50 consumers of UMKM Antique Kitchen. Based on tabulation results, most respondents were aged between 20 and 35 years and were students or private-sector employees. Most respondents had middle-level income and frequently repurchased the product, indicating a relatively high level of loyalty toward Antique Kitchen corn emping. This composition shows that consumers of Antique Kitchen are dominated by productive-age groups with purchasing power and awareness of local product quality.

**Marketing Mix (4P)**

The descriptive analysis of the marketing mix variables, consisting of Product, Price, Promotion, and Place, showed positive responses from consumers. For the product element, consumers assessed that the quality of Antique Kitchen corn emping was good, with a distinctive taste and attractive packaging. For the price element, the price was considered appropriate to the product quality and affordable for various consumer groups. For promotion, promotion through social media and souvenir stores was considered effective in attracting purchasing interest. For place, the sales location was considered accessible and the product was available in several partner stores, although distribution still needs to be expanded. Overall, the four elements of the 4P marketing mix have been implemented fairly well and influence consumer purchasing decisions.

Table 1. Summary of the 4P Marketing Mix Implementation at UMKM Antique Kitchen

Element	Implementation	Consumer Response
Product	Maintaining product quality, distinctive taste, flavor variation, and attractive packaging.	Consumers assessed the product as good and attractive.
Price	Pricing is adjusted to product quality and consumer purchasing power.	Consumers considered the price affordable and appropriate.
Promotion	Promotion is carried out through social media, souvenir shops, and local events.	Promotion was considered effective in attracting buying interest.
Place	Products are sold directly and through local partner stores and online channels.	Access was considered good, but distribution needs to be expanded.

**Business Income and Profit Analysis**

The income analysis showed that UMKM Antique Kitchen earned stable business profits from the sale of corn emping, both through direct sales and consignment systems with local stores. Net income tended to increase along with the growth of demand and the effectiveness of the marketing strategy. The ratio of profit to cost indicated fairly good business efficiency, meaning that production and marketing activities were implemented optimally.

**Sales as the Dependent Variable**

The research results showed that sales of Antique Kitchen products were influenced by the marketing mix strategy implemented by the business. The product, price, promotion, and place variables jointly increased consumer buying interest. Sales increased significantly after promotion through social media

and cooperation with souvenir stores. This shows that the 4P variables make an important contribution to sales improvement. Overall, the implementation of the 4P strategy increased sales to an average of 250 packages per month, with income of approximately IDR 11,900,000.

Table 2. Sales Output after the Implementation of the Marketing Mix Strategy

Indicator	Result
Average sales volume	Approximately 250 packages per month
Estimated income	Approximately IDR 11,900,000
Key drivers	Product quality, affordable price, social media promotion, and local store distribution
Main improvement need	Expansion of distribution networks and stronger digital promotion

**Research Instrument and Regression Results**

The multiple linear regression analysis showed that product, price, promotion, and place variables influenced consumer purchasing decisions. The F-test results indicated that the four independent variables simultaneously had a significant effect on purchasing decisions. The partial t-test showed that product, price, and promotion had significant effects, while place had an effect but was not significant. The coefficient of determination ( $R^2$ ) indicated that most of the variation in purchasing decisions could be explained by the four variables, while the remainder was influenced by other factors outside the model.

Table 3. Summary of the Regression Findings

Test/Variable	Finding
Simultaneous F-test	Product, price, promotion, and place jointly had a significant effect on purchasing decisions.
Product	Significant effect on purchasing decisions.
Price	Significant effect on purchasing decisions.
Promotion	Significant effect on purchasing decisions.
Place	Had an effect but was not significant.
Coefficient of determination	Most variation in purchasing decisions was explained by the four marketing mix variables.

**Discussion**

The results of this study indicate that the implementation of the marketing mix (4P) has a clear influence on consumer purchasing decisions for UMKM Antique Kitchen products. Consumers considered product quality and price to be the main factors influencing their purchasing decisions, while promotion through social media effectively expanded market reach. Although place did not have a significant effect, the availability of products in souvenir stores and local shopping centers still provided additional value.

These findings strengthen marketing theory, which states that an appropriate combination of product, price, promotion, and distribution strategies can improve competitiveness and sales. In the context of local food-based MSMEs, product quality and packaging are crucial because they shape first impressions and consumer trust. At the same time, affordable prices and active promotion through digital media increase the likelihood of repeat purchases.

Overall, the marketing strategy implemented by UMKM Antique Kitchen has been effective in supporting sales improvement. However, further improvements are needed through digital promotion innovation, packaging development, and expansion of distribution networks so that business sustainability can be maintained. Strengthening distribution and online marketing is especially important because consumers increasingly rely on digital information and easy product access when making purchase decisions.

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

This study shows that product, price, promotion, and place variables simultaneously have a significant effect on consumer purchasing decisions for UMKM Antique Kitchen products. Partially, product, price, and promotion have significant effects, while place has an effect but is not significant. This finding proves that the 4P marketing mix strategy plays an important role in increasing consumer buying interest and sales of corn emping products.

The marketing mix strategy implemented by UMKM Antique Kitchen has supported sales growth by emphasizing product quality, affordable pricing, social media promotion, and distribution through local sales channels. Sales reached an average of 250 packages per month, with income of approximately IDR 11,900,000, indicating that the strategy has contributed positively to business performance.

### **Recommendation**

UMKM Antique Kitchen is advised to continue improving product quality and strengthening promotion through social media to reach a broader range of consumers. The pricing strategy should remain adjusted to community purchasing power without reducing product quality. In addition, expanding distribution networks, strengthening cooperation with souvenir shops, and developing more attractive packaging can help strengthen the product position in local and regional markets.

Future research may examine additional marketing mix elements, such as people, process, physical evidence, productivity, and quality, to provide a more comprehensive understanding of MSME marketing performance. Further studies may also include broader consumer segments and compare the marketing strategies of similar local food MSMEs in Kupang City or East Nusa Tenggara.

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