

**MARKETING STRATEGY AT NIKA' SAE MSMES
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***Email:** isaura.fiaaa@gmail.com**ABSTRACT**

This research was conducted to find out the marketing strategies used in Nika' Sae MSMEs, especially in terms of the marketing mix. This research method uses qualitative research methods, namely observational research that provides descriptive data. The data collection technique of this research was carried out by conducting interviews with the owners of Nika' Sae MSMEs. The results showed that Nika' Sae's marketing strategy consists of a marketing mix consisting of 4Ps: Product, Price, Place, Promotion. The product strategy is in the form of determining the logo, creating a brand and using labels; pricing strategy is by setting a relatively affordable price; place strategy is by determining a strategic location; Promotion strategy is by using advertisements, social media and offering discounts

Keywords: Marketing Mix, Marketing Strategy, UMKM.**INTRODUCTION**

Micro, Small and Medium Enterprises play an important role in the national economy. Micro and small enterprises have advantages in the utilisation of natural resources, especially in the fields of processing industry, electricity, gas and mining. This proves that MSMEs and large businesses complement each other, despite the fact that MSMEs are superior in absorbing labour and have a greater contribution to national income. Most of the MSMEs in Indonesia are household businesses that have the potential to absorb a lot of labour. The contribution of MSMEs to labour absorption reaches 97% of the total workforce. Based on data from the Ministry of Cooperatives and SMEs, Indonesia has 65.5 million MSMEs, which account for 99% of all business units. This proves that MSMEs have a great impact and contribution to reducing unemployment. The more labour involvement in MSMEs, the more it will help reduce unemployment in the country. Currently, MSMEs are in good condition with the number increasing every year. This will have a positive impact on the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the MSME sector contributes 61% to the Gross Domestic Product (GDP), or Rp9,580 trillion. This shows that MSMEs in Indonesia have the potential to be developed so that they can contribute even more to the Indonesian economy. Marketing management is divided into 4 parts known as the marketing mix. According to Kotler and Armstrong (2004: 78) the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the desired response in the target market. The

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marketing mix consists of four groups of variables called the "four Ps", namely: Product, Price, Place, and Promotion. Nika' Sae is an MSME engaged in food which was established in 2019. When it was just starting out, namely in 2019, Nika' Sae sold its products online through online media platforms such as Instagram and WhatsApp, sales were made with a PO system. Then in 2020 Nika' Sae opened its first outlet. And in 2023, Nika' Sae opened a café and opened branches. Nika' Sae MSME has an income of more than 10 million per month.

METHODS

The data analysis method in this research is Qualitative Descriptive Analysis. According to I Made Winartha (2006: 155), the qualitative descriptive analysis method is to analyse, describe, and summarise various conditions, situations from various data collected in the form of interviews or observations regarding the problem under study that occurred in the field. Qualitative descriptive analysis in this study is in the form of marketing strategies at Nika 'Sae MSMEs in Sumenep City. The qualitative data in this study are in the form of addresses, income, price information, marketing strategies that will be carried out by Nika' Sae MSMEs, and so on. The data collection technique in this research is to use the observation, interview and literature study methods. In this study, researchers made observations by collecting research data using observation. Furthermore, researchers prepare questions to conduct interviews. Researchers also collect data by searching, reading and understanding reference literature sourced from journals, papers, and other relevant literature sources.

RESEARCH RESULTS

Marketing Strategies Applied by Nika' Sae MSMEs

In order for MSMEs to survive, owners must make business decisions, one of which is the marketing sector. Based on interviews conducted by researchers with MSMEs, there are strategies carried out by Nika' Sae MSMEs in maintaining and developing their business

1. Marketing Mix

a. Product

Products are a combination of goods and services offered by companies to target markets. The elements included in the product mix include product variety, quality, design, features, brand names, packaging, and services. Product launches require certain strategies, as for the product strategies carried out by Nika 'Sae MSMEs are:

1) Logo Determination



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Nika' Sae MSME has a logo that shows the brand and has a design that highlights the shape of chillies and sakera clothes with red, black and white colours.

2) Creating a Brand

The brand of this MSME is Nika' Sae, where the owner launches products in the form of heavy meals, snacks and drinks

3) Creating Labels



The label used is the writing Nika' Sae and the Nika' Sae logo which is accompanied by a Whatsapp Number and Instagram Account.

b. Price

Price is the amount of money a customer must pay to obtain a product. Price is the only element of the marketing mix that generates revenue, while the other elements generate costs. In determining the price, the owner calculates the production cost, then adjusts it to the desired margin and adjusts it to the desired target market. The prices of the products sold are:

Menu Kona

Produk	Harga (Rp)
Cilok Kuah	8.500
Cilok PUBG	8.500
Cilok Kacang	9.000
Ceker Pedas	10.500
Sayap Pedas	12.000
Pempek	13.000
Mie Barat	11.000
Mie Timur	11.000

Seblak Prasmanan

Produk	Harga (Rp)
Sosis	2.000
Chikuwa	1.500

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Bakso	1.000
Odeng	2.000
Tofu	1.500
Dumpling Keju	2.000
Dumpling Ayam	2.000
Ekor Udang	2.000
Otak-Otak	1.500
Crabstick	2.000
Udang Gulung	2.500
Duo Twister	2.000
Bola Lobster	2.000
Telur Puyuh / 3 Pcs	2.000
Sayap	3.000
Bola Salmon	1.500
Cilok/3 Pcs	1.500
Mie	2.000
Ceker	2.000
Kwetiau	2.000
Sawi Putih	1.000
Sawi Hijau	1.000
Telur Ayam	3.000
Kerupuk	1.000
Makaroni	1.000
Pilus Cikur	1.000
Siomay Kering	1.000
Cuanki	1.500
Jamur Kuping	2.000
Jamur Enoki	2.000
Scallop	1.500
Dimsum Ayam	1.500
Jeruk Limau	1.000
Kembang Cumi	1.500
Ekstra Pangsit	1.000
Level Pedas (1-3)	Gratis
Level Pedas (4)	1.000
Level Pedas (5)	2.000

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Cemilan Gurih

Produk	Harga (Rp)
Kentang Goreng	9.000
Tahu Kress	8.000
Sosis Goreng	8.000
Singkong Goreng	10.000
Jamur Krispi	9.000
Pangsit Pedas	10.000
Tahu Kocek	9.000
Onion Ring	9.000

Cemilan Manis

Produk	Harga (Rp)
Roti Maryam Ori	9.000
Roti Maryam Coklat	10.000
Roti Maryam Keju	11.000
Roti Maryam Susu Keju	10.000
Roti Bakar Coklat Susu	10.000
Roti Bakar Susu keju	10.000
Roti Bakar Tiramisu	10.000
Roti Bakar Coklat Keju	12.000
Ketan Milo Misis	10.000
Ketan Keju Misis Milo	11.000
Ketan Keju	10.000
Ketan Keju Milo	10.000
Banana Roll Ori	9.000
Banana Roll Tiramisu	10.000
Banana Roll Tiramisu Oreo	10.000
Banana Roll Coklat Keju	11.000

Minuman

Produk	Harga (Rp)
Teh Hangat/Dingin	4.000
Jeruk Peras Hangat/Dingin	6.000
Kopi Hitam	6.000
Kopi Susu	7.000
Air Mineral	3.500
Cendol	7.000
Cappucino Cincau	7.000

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Milk Based Coffee

Produk	Harga (Rp)
Almond Coffe Latte	11.000
Salted Caramel Coffe Latte	11.000
Brown Sugar Coffe Latte	11.000
Dalgona Coffe Brown Sugar	11.000

Milk Based Non Coffee

Produk	Harga (Rp)
Taro	10.000
Red Velvet	10.000
Matcha	10.000
Brown Sugar	10.000
Choco	10.000

Topping

Produk	Harga (Rp)
Nangka	2.000
Tape Ketan	1.000
Durian	5.000
Boba	3.000

c. Place

Places or marketing channels include company activities that make products available to target customers. The location of Nika' Sae MSMEs is on Jl Ahmad Yani No 1, Pajagalan Village, City District, Sumenep Regency. According to the owner, the location chosen is a strategic location because it is in the city centre. Meanwhile, the branch is located on Jl Raya Gapura, Panagan village, Gapura subdistrict, Sumenep district, in front of the BRI Gapura unit. According to the owner, this location is also strategic because it is located in the countryside and is located on the side of the road so that it is easily accessible by buyers, the location of this Nika 'Sae branch is also located near SMA Negeri 1 Gapura.

d. Promotion

According to Kotler (2005) Promotion is a variety of activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these products.

1) Advertising

In this case, Nika' Sae MSMEs do marketing using social media such as Instagram, WhatsApp. Marketing carried out such as posting products on WhatsApp, creating Instagram feeds with interesting posts and uploading videos on Tiktok

2) Sales Promotion

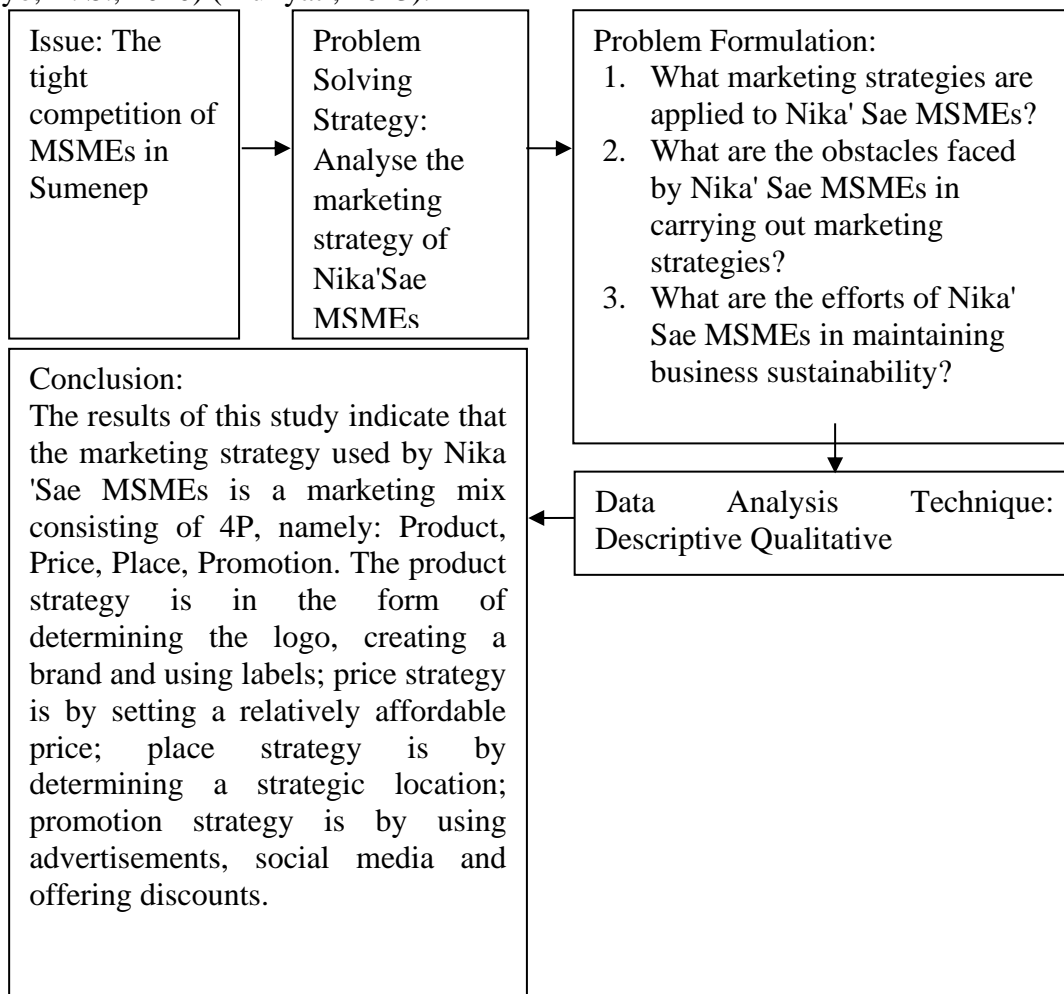
Nika' Sae MSMEs have sales promotion innovations, namely by providing special prices if there is a bundling package purchase and providing discounts on certain days.

Obstacles Faced by Nika' Sae MSMEs in Implementing Marketing Strategies

In the business world, business actors will inevitably experience obstacles, including the marketing strategy implemented by Nika' Sae MSMEs. The obstacles include fierce market competition and lack of financial planning.

Efforts of Nika' Sae MSMEs in Maintaining Business Sustainability

In maintaining business continuity, there are several things that Nika' Sae will do, namely: Look for innovations that match consumer desires. Looking for a more strategic location. Trying to sell products through e-commerce such as Shopee. The products to be sold are cilok frozen. Research Model Framework (Ani, N. W., Pujiharto, P., Naelati, T., Suryo, B. S., 2020) (Mulyati, 2023).



CONCLUSIONS

Conclusion: The results of this study indicate that the marketing strategy used by Nika 'Sae MSMEs is a marketing mix consisting of 4P, namely: Product, Price, Place, Promotion. The product strategy is in the form of determining the logo, creating a brand and using labels; price strategy is by setting a relatively affordable price; place strategy is by determining a strategic location; promotion strategy is by using advertisements, social media and offering discounts. Based on observations made of Nika' Sae MSMEs, there are several suggestions that can be applied, namely: First, Influencer Marketing: Cooperate with several influencers to help promote Nika' Sae products so that they can increase insight. Second, Creative Content Consistency: Develop creative ideas by utilising social media platforms and ensure that every content created has an appeal to consumers or potential consumers. Third, Evaluation and Innovation: Analyse the marketing strategy of Nika' Sae MSMEs so that it can be seen whether there is a need for improvement or adjustment.

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