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Marketing Strategy to Increase Sales of Retail Snack Products at MRM Ngawi Stores

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Abstract: Marketing is an important tool for businesses to increase sales of their products. In the case of retail snack products at the MRM Ngawi Store, an effective marketing strategy can help increase sales and increase brand presence in the market. This article will explain the importance of marketing in the snack industry and how marketing strategies can be implemented at the MRM Ngawi Store to increase sales of snack products. This research aims to analyze effective marketing strategies in increasing sales of retail snack products at the MRM Store in Ngawi. Using a qualitative research method approach, this research identifies factors that influence consumer purchasing decisions, as well as analyzing marketing strategies that have been and are being implemented by MRM Stores. It is hoped that the research results can provide recommendations for better marketing strategies to increase sales of retail snack products at MRM Stores and contribute to the development of knowledge in the field of marketing. This research will examine various aspects of marketing, starting from market analysis, consumer behavior, to evaluating marketing strategies that have been implemented. Thus, it is hoped that an optimal marketing strategy can be found to increase the competitiveness of MRM stores in the retail snack market.

Keyword: Marketing strategy, Retail snack products, MRM Store, Ngawi, Consumer behavior

INTRODUCTION

There are several examples of marketing strategies commonly used by companies. One of them is product differentiation, where the company offers products that are different from competitors, both in terms of quality, features and price. With differentiation, companies can create uniqueness and competitive advantages in the market (Ramadhani & Lita, 2019). Apart from that, building strong branding is also an effective marketing strategy. Companies strive to build brands that are easy to remember and have positive associations in consumers' minds. A strong brand can help a company maintain customer loyalty and attract new consumers. Effective promotion is also

an important marketing strategy. The company carries out attractive and targeted promotions to reach consumers and encourage sales. Good promotions can increase brand awareness and encourage consumers to buy products.

From examples of existing marketing strategies, the author wants to know which marketing strategy is appropriate to increase sales of retail snack products at the MRM Ngawi Store, which in the 4th quarter of 2023 experienced a decline in product sales.

Research from Silviana (2012) entitled "Implementation of Marketing Mix Marketing Strategy (Case Study at PT. Batik Danar Hadi)." This research analyzes batik products from PT. Danar Hadi Batik using a product life cycle approach. The conclusion that can be drawn is that PT. Batik Danar Hadi in its marketing implementation uses a marketing mix strategy by paying attention to and maintaining the combination of product, price, promotion and distribution.

Research from Yuliana, Ardansyah (2022) entitled "Analysis of Marketing Strategy to Increase Sales of Square Coffee Shop Drinks in Bandar Lampung City" research shows that management regarding marketing strategy includes segmentation, targeting, positioning and marketing mix. It can be concluded that implementing marketing strategies to improve current marketing is quite good in the elements of segmentation, targeting, positioning and targeting mix which can then increase sales and income.

Based on the background and several previous studies, the author wants to know what efforts must be taken to maximize sales of snack products at the MRM Ngawi Store, as well as which marketing strategies are suitable for increasing sales of MRM Store snack products, and also the factors that can influence effectiveness of marketing strategies in increasing product sales at the MRM Ngawi Store.

METHOD

The type of research used in this research is qualitative research with a descriptive analysis approach. In this research, data was obtained directly observed at the MRM Ngawi Snack Retail Store by taking data results through interviews with informants including: MRM Ngawi Retail Snack Store Manager, MRM Ngawi Retail Snack Store Employees and consumers. This research uses secondary data obtained from reports obtained from sales reports at the MRM Ngawi Retail Snack Shop. So the author uses this secondary data to obtain accurate information to strengthen the findings that have been made.

In this research, the object of research is the fluctuation in sales at the MRM Ngawi Retail Snack Shop. Meanwhile, the subject of this research is the MRM Ngawi Retail Snack Shop which is located on Jl. Mangkubumi No. 54, Ngawi.

In the data collection method, the author uses 3 data collection methods, the first is observation, which is a data collection technique, where the author makes direct observations of the research object to look closely at the activities carried out. In this research, the author made observations in the field by knowing the strategies used in maintaining a business at the MRM Ngawi Retail Snack Shop. The second is an interview. In this research, the author conducted semi-structured interviews whose main aim was to discover problems more openly, which required the author to listen carefully and note down what was stated by the interviewee. Complementary data used together with observation and interview methods is obtained through documentation.

RESULTS AND DISCUSSION**Analisis Wawancara dari Informan****Triangulasi Data**

Question	Informan						Kategori	
	Manager	Man. Pemasaran	Man. Gudang	Karyawan 1	Karyawan 2	Customer 1	Customer 2	
1. How do you maximize sales of Snack MRM products?	1. Maintain and pay attention to product quality 2. Affordable prices 3. Product guarantee	1.Improved product quality 2. Promotion	1. Providing discounts 2. maintain quality	1. Providing discounts 2.Addition of souvenirs 3. Maintain product quality	1.Product quality is improved 2. Affordable prices 3. Providing discounts	1. Increase product variants 2. Affordable prices 3. Providing discounts	1.Stable price 2. Product quality 3. Providing discounts	1. Product quality 2. Providing discounts 3. Product guarantee
2. What factors influence increasing sales of MRM Ngawi Snack products?	1. Promotion 2. Affordable prices 3. Maintain product quality	1. Promotion 2. Product Quality 3. Stable prices	1. Friendly service 2. Stable prices 3. Product quality is maintained	1. Affordable service 2. Friendly service 3. Strategic location	1. Friendly service 2. Strategic location 3. Strategic location	1.Stable price 2. The service is friendly 3. The place is not comfortable and the location is strategic	1.Stable price 2. Improved service 3. The place is not comfortable and the location is strategic	1. Good service 2. Affordable prices 3. Place (The location is strategic, the place is less comfortable)

DISCUSSION**1. Products**

Based on interviews conducted by researchers with the MRM Snack Shop Manager, employees and customers, it was found that the MRM Ngawi Snack Shop strategy to increase product sales is to always maintain the quality of the products used. Customers feel that the quality of the products sold at the MRM Snack Shop is in accordance with the prices offered. Based on observations in the field, it was also seen that many customers were coming and not just buying one product, but even dozens of products.

2. Price

Based on interviews conducted by researchers with the MRM Snack Shop Manager, employees and customers, it was found that the efforts made by the MRM Snack Shop to increase sales of its products were by providing affordable prices for the lower middle class and upper

middle class. So customers who want to buy batik products at MRM Ngawi don't need to worry about the prices offered by the MRM Ngawi Snack shop because the prices are still affordable.

3. Place

Based on interviews conducted by researchers with the MRM Snack Store Manager, employees and customers, it was found that the efforts made by the MRM Ngawi Snack Store to increase sales of its products were by choosing a strategic location that was easy to reach for customers so that it would not be difficult for customers to come.

4. Service

Based on interviews conducted by researchers with the Manager of the MRM Snack shop and customers, it was found that the strategy carried out by the Manager of the MRM Ngawi Snack shop and implemented by the employees was able to make customers comfortable and even come back again. Employees are given directions to serve customers sincerely, politely, with a smile and patience. When a customer comes, employees help to find the item the customer is looking for and serve until the customer completes the purchase transaction.

CONCLUSION

Based on the results of the analysis carried out by researchers, it can be concluded that the success of the marketing mix for the MRM Ngawi Snack Shop is the efforts made by the MRM Ngawi Snack Shop in terms of providing the products provided, namely by maintaining product quality, from materials to neat stitching. With a target for all groups, the MRM Ngawi Snack Shop must maintain the quality of its products so that consumers are not tempted by other batik products. MRM Ngawi Snack Shop's efforts in setting prices are according to the target market. Because this target applies to all groups, we provide affordable prices with estimated expenditure but by emphasizing the costs of the products offered so that the prices that have been set, even though they are cheap, still make a profit and can be used to run the MRM Ngawi Snack Shop business. In terms of location, the MRM Ngawi Snack Shop, the efforts made by the MRM Ngawi Snack Shop in choosing a location in the middle of the city are correct, because this location is very strategic. So consumers who shop at the MRM Ngawi Snack Shop can easily find the location of the MRM Ngawi Snack Shop, here consumers will also feel comfortable when shopping and get the facilities that consumers need. The efforts made by the MRM Ngawi Snack Shop when promoting its products are by using social media as a medium for promotions such as Instagram, Shopee, Tokopedia to find out about the latest products, events that will be held or other promotions. However, promotions are also carried out through offline media to offer products, such as placing banners on the roadside, distributing brochures. So the several indicators mentioned above are the key to the success of the marketing mix for the MRM Ngawi Snack shop.

Based on the conclusions above and the reality that occurs in the field, several suggestions emerge as follows:

1. From the research that the researchers have carried out, one of the researchers' suggestions for the progress of the Ngawi MRM Shop is to expand the shop and its parking area, so that it can accommodate more customers who come.

2. Adding more types of products, such as products that are currently viral which of course are sought after by many people, so that customers will be more interested in coming to the MRM Ngawi Store

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