

## MARKETING MANAGEMENT PROGRAM TO INCREASE SALES OF HOME INDUSTRY PRODUCTS "PEYEK MBAK IMA"

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### Abstract

*This research aims to examine marketing programs that can be implemented by small businesses, especially the "Peyek Mbak Ima" home industrin Tuban, East Java, in order to increase product sales through a holistic marketing approach. This marketing program includes integrated marketing, relationship marketing, internal marketing, and socially responsible marketing. Provide an overview of marketing programs to increase sales and explain how factors influence marketing programs. Qualitative research design through direct observation and interviews with the business owner "Peyek Mbak Ima." . It is known that social media marketing and consumer relations are the main factors in increasing product competitiveness in the local market. The marketing program implemented at "Peyek Mbak Ima" helps increase sales of peyek products through a strategy that focuses on social media promotion, consumer interaction, and local collaboration. Due to internal and external factors, this business succeeded in strengthening its position in the local market despite facing technical obstacles.*

**Keywords:** Marketing program, Increased sales, Home industry.

### Introduction

In the era of globalization, business competition is increasingly fierce. Business people need to develop effective marketing programs to introduce products to consumers and increase sales. A marketing program is one of the starting points for introducing a product to consumers and this will be very important because it will be related to the benefits that will be obtained. Marketing programs will be optimally useful if they are supported by well-structured planning both internally and externally (Yossy Inka Febriani & Siswahyudianto, 2022).

Programs usually start from the concept of how to effectively empower company resources to overcome business challenges and opportunities in order to gain excellence (Hamid, 2020). Currently, many business people are pursuing marketing programs which are often discussed and reviewed to find effective marketing programs. According to Hamid et al., (2023), marketing programs are carried out to answer problems such as many competitors, varied products and varying consumer demand. "Peyek Mbak Ima," a small business in the food sector, faced this challenge and utilized marketing programs to expand the reach and competitiveness of the product. An accurate thing can be shown that in selling dent products using a marketing program.

Peyek Mbak Ima, a typical product from Tuban, East Java, is one of the home industry products that has great potential to develop through effective marketing strategies. As part of small and medium enterprises (UKM), this dent not only offers an authentic traditional taste but is also a representation of local wisdom that can compete in the market. In the context of a marketing management program, efforts to increase sales of this product are important because competition in the snack market is getting tighter, both at the local and national levels. By utilizing modern marketing techniques such as digital marketing, attractive packaging, and local story-based promotions, this dent can be better known and in demand by a wider range of consumers. Therefore, this research focuses on the importance of innovative marketing strategies to help home industries such as Peyek Mbak Ima increase their competitiveness in the market and at the same time support local economic growth.

Digital marketing needs the right steps to meet current consumer needs. Providing online platforms, such as Instagram, Facebook, websites, and various other platforms, is an important means for MSMEs in Tuban City to market and sell their products. In addition, the use of brand ambassadors and influencers as promotional tools, creating creative content on social media companies, online marketing campaigns, and storytelling can attract consumer interest and increase product sales. Optimizing digital marketing strategies, MSMEs can also save marketing costs through the use of technology. MSME products are expected to be sold at affordable prices and have strong competitiveness (Mavilinda et al., 2021)

The marketing program used is very effective and efficient so that it can have an impact on the

novice businessman, both in terms of the profits and losses that have been obtained to date. Sales targets have also begun to be implemented by offering many dent products to relatives, friends, family, factory/office employees, university students, students and others. This is supported by facilities currently in the era of digitalization and good service so it is not surprising that the products sold are in demand by customers.

This research focuses on the use of marketing programs to increase sales and product attractiveness in local markets. Therefore, researchers are interested in conducting research on Marketing Management Programs to Increase Sales of Home Industry Products "Peyek Mbak Ima".

### Methods

This research is descriptive with a qualitative approach, namely research that produces data in a descriptive manner, such as interview sessions, field notes, photos from the production site of Peyek Mbak Ima in Tuban City and others. This study aims to describe and explain clearly the business strategy carried out by the Peyek Mbak Ima Industrial Home in Tuban City. To collect information to fulfill this research, I used the research method by conducting an interview session with the Owner of Peyek Mbak Ima in Tuban City and recording the results of the interview. And conduct descriptive analysis.

### Results and Discussion

After conducting research by interviewing the Owner of Peyek Mbak Ima in Tuban City, it was found that:

a. Overview of Home Industry "Peyek Mbak Ima"

Home industry "Peyek Mbak Ima" was established in August 2008 in Jenggolo Village, Jenu District, Tuban Regency. The beginning of this business is the owner's desire to help the family economy by utilizing his skills in making snacks. The peyek produced has various variants of toppings such as anchovies and peanuts, which makes this product known among the local community.

b. Marketing Strategy

Research shows that the marketing program run at "Peyek Mbak Ima" includes several main promotion methods that focus on social media and direct sales promotion to consumers. This marketing program aims to introduce products to a wider range of consumers, especially by utilizing digital technology and existing networks of friends.

c. Implementation of Marketing Programs

Various marketing programs are implemented taking into account product elements, prices, venues, and promotions. Among them is Social Media: Using social media platforms to reach a wider range of consumers. The advantages are wide range and relatively low cost, despite technical constraints and limited consumer access to smart devices.



Figure 1. Examples of platforms for marketing

d. Marketing Collaboration

Cooperation or co-marketing is also carried out with local partners to increase brand awareness and expand market reach. However, the results of the study show that risks related to partner reputation need to be considered, as they can affect the brand image of the product.

From the results of the above research, it can be seen that the marketing strategy implemented by "Peyek Mbak Ima" is quite effective in increasing sales, especially through social media and direct interaction with consumers. However, the main obstacles faced are limitations in technological resources and additional costs for promotional distribution. The use of social media provides a wider reach than traditional promotion, allowing for low-cost but effective marketing. In addition, marketing collaboration with third parties also helps in building a positive image, although it is necessary to be careful in choosing partners to maintain the product image. The use of a balanced marketing mix (product, price, place, promotion) also supports the success of the "Peyek Mbak Ima" marketing program in facing the challenges of the local market. These results reinforce the importance of flexibility and adaptability in marketing strategies for small businesses looking to compete in a wider market.

### Discussions

Based on the data from the interviews, this study aims to evaluate Peyek Mbak Ima's marketing strategy in terms of SWOT Analysis in fulfilling strategies to increase sales.

#### a. Strength

Strength is a relative advantage for competitors and strength can be seen in financial resources, brand image, market leadership, buyer-supplier relationships, and other factors. This can be seen from the results of an interview on October 15, 2024 with the Owner of Peyek in Tuban City.

- What are the advantages of peyek mbak ima?

*"The advantage of our products is that they have a distinctive and authentic taste, the result of the use of selected ingredients such as rice flour, anchovies, peanuts, and fresh green beans. Traditional recipes inherited with a touch of modern innovation ensure that each sheet of peyek has a crispy texture and delicious taste, making it a favorite among consumer."*

- What strategies can make you get high sales?

*"Currently we are expanding sales in the East Java region, especially in Tuban. The product "Peyek Mbak Ima" has high quality with a distinctive taste that has been widely known among the local community. The existence of established local brands provides a competitive advantage in the market. Additionally, the venture has leveraged social media such as Instagram and Facebook as a marketing channel, allowing for a wider reach at a relatively low cost. The planned product variations, such as adding squid, shrimp, and fish toppings, are an added value to attract more customers. On the other hand, business owners have their own production sites, so they are able to reduce operational costs such as rental costs."*

From the results of the interviewee's answers, the strength of the sales strategy at Peyek in Tuban City can be stated to have an economical price that is friendly to consumers in the sense of being cheap, has a fairly good, unique and very innovative service by using promotional media through mass media as well as combing customers from outside Tuban, such as other East Java regions or big cities in Indonesia, who are looking for regional souvenirs or quality snacks.

#### b. Disadvantages

Weakness is a lack of resources, capabilities and skills that can slow down the effective performance of a company. Financial resources, facilities, marketing skills, management capabilities, and brand image can be a source of weakness. This can be seen from the results of an interview on October 15, 2024 with the Owner of Peyek Mbak Ima in Tuban City.

- What factors can cause Mbak Ima's sales in Tuban City to decrease?

*"Yes, there are several things, the first is the emergence of new competitors who offer similar products, both in terms of taste, price, and quality. Competitors who are able to offer more attractive flavor variants, more modern packaging, or more competitive prices can attract customers' attention, making them switch from Peyek Mbak Ima products. Secondly, the ever-evolving taste of consumers can affect the popularity of our Peyek taste. If consumers start to be more interested in healthier snacks or have a low calorie content, then peyek products that are considered oily or high in calories can lose their appeal. In addition, more and more consumers are looking for innovations in taste and texture, so products that do not undergo changes or the addition of new variants can lose their relevance in the market. Third, the increase in the price of raw materials can affect production costs, which in turn can cause the selling price of products to be higher. If the price of the product is not balanced with the appropriate quality and added value, consumers may feel that the product is not worth the price paid. Pricing that is too high compared to competitors can also make this product less attractive in the eyes of consumers, and the most important thing is related to product promotion, due to limitations in digital promotion, many potential consumers may not know our products or the advantages we offer. We often rely only on direct and word-of-mouth promotion, which of course has a limited reach. As a result, we struggled to attract new consumers and expand our market beyond the local area. Competitors who are more aggressive in leveraging technology, such as paid advertising and partnering with influencers, can reach a wider market and create higher brand awareness."*

From the results of the explanation of Peyek's weaknesses, Mbak Ima must immediately make branding changes and provide education about the differences between Peyek from other

products to consumers, and conduct market raids so that they can reach a wider market, so that promotion must be further developed by starting to learn marketing through online platforms.

c. Opportunities

Opportunity is a very important and profitable condition in the corporate environment. Predisposition is one of the sources of opportunity. The recognition of market segments that were previously forgotten, will shift to competitive conditions, technological changes, and improved relationships between buyers or suppliers can provide opportunities for companies. This can be seen from the results of an interview on October 15, 2024 with the Owner of Peyek Mbak Ima in Tuban City.

- What do you think current products do to increase sales?

*"For now, our promotions continue to provide special prices to consumers who are very loyal to Peyek Mbak Ima. There is also a correlation between here and there such as reviews from customers after buying our products, this can help to increase sales of Peyek products. Because people who have bought our products mostly post on personal social media to just post what they are buying and enjoying, from there we indirectly feel benefited, because they also take part to introduce our products".*

From some of the explanations above, customer loyalty is one of the success factors for the Owner of Peyek Mbak Ima. With this word-of-mouth promotion with customers, industrial home owners do not need to spend more money to introduce their products.

- How is the development in line with the home industry?

*"With the development of digital technology for marketing and sales, it is increasingly important. Peyek Mbak Ima can utilize social media such as Instagram, Facebook, and TikTok to promote products visually and attract the attention of a wider audience. In addition, utilizing e-commerce platforms such as Shopee, or delivery services such as GrabFood and GoFood can help these products reach consumers outside the Tuban area, expanding the market at a relatively affordable cost."*

From the results of the interview, technological developments can increase sales. The emergence of Shopee, Facebook and other online platforms has made it easier for people to order online. No longer makes customers tired of coming to buy at home directly.

d. Threats

Threats are also an important condition and are not favorable to the corporate environment. Threats are the main detrimental factors to the current position or that the company wants. The existence of new competitors, sluggish market growth, increasing bargaining power of buyers or suppliers, and technological changes. It can be seen from the results of an interview that was conducted on October 15, 2024 with the Owner of Peyek Mbak Ima in Tuban City.

- What factors threaten Home Industry in peyek products?

*"The threat factor is the first expensive price, the second is raw materials that are starting to decrease because the raw material products are indeed high in price, or the third is the emergence of product quality issues. Now that's what threatens our marketing, so if the rest doesn't exist, but indeed the threat in the future is that our products must immediately change from old-school branding to modern ones that are trending in the market."*

From the results of the explanation above, this is a threat to the Home Industry in Tuban City in increasing sales. Because of difficulties in raw materials which are increasingly expensive and the quality is sometimes not good, causing delays in product production and causing a shortage of product numbers from customer demand.

e. Response from some customers

Responses from customers provide important insights to improve product quality and marketing strategies in a business. It can be seen from the results of interviews that have been conducted on October 25, 2024 with three Peyek Mbak Ima consumers in Tuban City.

- Where did you find out about Peyek Mbak Ima's products?

*"If I know it from Facebook social media, yes, because I always see interesting content."*

- What do you think about Peyek Mbak Ima's products?

*"I like peyek, so I think the peyek is very good. Especially the most delicious shrimptopping!"*

- What do you think can be improved from Peyek Mbak Ima's products?

*"In terms of price and more variety, this might be enough!"*

From the results of the above statement based on interviews with three Peyek consumers in Tuban, although Peyek products have good quality, there is room to increase competitiveness by paying attention to pricing strategies, product innovation, and maintaining the effectiveness of promotions on social media.

### **Discussion of the Condition of Peyek Mbak Ima's Home Industry in Tuban City in SWOT Analysis.**

#### **1. Analyze Strengths and Weaknesses**

##### **a) Strength**

##### **1. Affordable Product Prices**

Home Industry Peyek Mbak Ima aims to offer its products at affordable prices to attract more consumers. However, it is important to maintain and ensure that the quality of the products provided to consumers remains consistent.

##### **b) Weaknesses**

##### **1. Product Branding that is Less Known in the Community due to Technology Limitations**

Most of the people in Tuban City are not fully familiar with the products of Ms. Ima. Knowledge about Mbak Ima's peyek products, which are original products from Tuban, is still limited among the public. This is one of the weaknesses for Home Industri Peyek Mbak Ima in marketing its products in Tuban City.

#### **2. Opportunity and Threat Analysis**

##### **a) Opportunities**

##### **1. Loyal customers and technological developments for promotion**

Customer loyalty can provide benefits to the business, through word-of-mouth promotion by customers to potential customers is the surest thing in promotion, besides that by utilizing online platforms can expand the market so that more people know about this product.

##### **b) Threats**

##### **1. Increase in the selling price of raw materials**

This can be a threat to Home Industries in Tuban City in increasing sales. Because of difficulties in raw materials which are increasingly expensive and the quality is sometimes not good, causing delays in product production and causing a shortage of product numbers from customer demand.

### **Conclusions and Suggestions**

#### **1. Conclusion**

The marketing program implemented in "Peyek Mbak Ima" helps increase sales of peyek products through strategies that focus on social media promotion, consumer interaction, and local collaboration. By paying attention to internal and external factors, this business has succeeded in strengthening its position in the local market despite facing technical obstacles. This marketing strategy is recommended for other small businesses that want to increase their competitiveness in a competitive market.

#### **2. Suggestion**

- a. For Entrepreneurs: Maintain product quality and foster good relationships with consumers to strengthen loyalty.
- b. For Researchers: This research can be continued with a more in-depth exploration of the use of digital technology in marketing for small businesses.

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