



Analysis of Marketing Mix Implementation at Mom Ecih Cake MSME

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ABSTRACT

This study aims to analyze the implementation of the 7P marketing mix in Bu Ecih Cake SMEs in Tasikmalaya, which includes aspects of product, price, place, promotion, people, process, and physical evidence. The research method used is a qualitative approach with descriptive research type. Data collection techniques are conducted through in-depth interviews, observation, and documentation, with the main informant being the business owner and consumers as supporting informants. Data analysis uses an interactive model that includes data reduction, data presentation, and drawing conclusions. The results of the study show that the implementation of the marketing mix at Bu Ecih Cake SMEs has been running quite well, although it is still simple. The product aspect shows variation and quality that can meet consumer needs, while prices are set to be affordable and competitive. Business locations that are easily accessible and the availability of online ordering services provide convenience for consumers. Promotions have utilized digital media such as WhatsApp and Instagram, but they are still not optimal and lack consistency. The aspects of people and process show friendly service and a fairly efficient ordering flow, while physical evidence still needs to be improved, especially in product packaging. Therefore, it is necessary to develop a more optimal marketing strategy, particularly in digital promotion, product innovation, and improving packaging quality to sustainably enhance the competitiveness of MSMEs

INTRODUCTION

The current development of the business world shows increasingly competitive dynamics, especially with the growing number of Micro, Small, and Medium Enterprises (MSMEs) in various sectors. MSMEs play a very important role in the national economy, not only as employers but also as drivers of community-based local economies. This indicates that the existence of MSMEs has become one of the main pillars in supporting economic growth in Indonesia Deby et al. (2024). However, the high level of competition requires MSME actors to be able to manage their businesses more strategically, especially in marketing aspects, in order to survive and grow sustainably. In the context of marketing, the success of a business is greatly influenced by the ability of business actors to implement the right marketing strategies. One approach that is widely used is the marketing mix, initially known as the 4P concept, which includes product, price, place, and promotion, and later developed into the 7P by adding people, process, and physical evidence. These seven elements are interconnected and play an important role in creating value for consumers as well as influencing purchasing decisions (Mohamad et al., 2021). In addition, the implementation of the right marketing mix strategy has also been proven to increase sales volume and strengthen the business position amid market competition (Ida et al., 2021). Along with the development of people's lifestyles, the culinary industry, especially traditional and homemade food products, has experienced quite rapid growth. Cake products are not only seen as a consumption necessity, but also become part of the lifestyle and preferences of the community. This condition encourages the emergence of various business actors who offer similar products with different flavors, quality, prices, and services. This intense competition requires business actors to be able to manage marketing strategies effectively in order to attract and retain consumers. Iqbal (2024) UMKM Kue Bu Ecih is one of the micro-enterprises engaged in the production and sale of cakes in the Tasikmalaya area. As a business operating in a highly competitive environment, UMKM Kue Bu Ecih is required to be able to optimize every element in the 7P marketing mix to improve business competitiveness. Consumers in this industry tend to have diverse preferences, ranging from taste quality, product variety, affordable prices, to service (people), service processes (process), and physical evidence provided by the business. Therefore, the application of the right marketing mix becomes an important factor in influencing consumers' purchasing decisions. The phenomenon of an increasing number of businesses in the culinary sector in Tasikmalaya has caused consumers to have many alternative product choices. This makes consumers more selective in choosing based on their perception of the product and the marketing strategies implemented by the business actors. If the marketing mix is not managed properly, the potential loss of consumers will be greater because consumers tend to switch to other products that are considered more capable of meeting their needs and providing better value (Ida et al., 2021). So far, research on the marketing mix has been widely conducted on large companies as well as medium-scale SMEs. However, studies that specifically discuss the implementation of the marketing mix in micro-scale SMEs, especially in the

culinary sector, are still relatively limited. Therefore, this study was conducted to analyze the application of the marketing mix in Bu Ecih Cake SMEs. This study aims to identify and analyze how the implementation of the marketing mix, which includes product, price, place, promotion, people, process, and physical evidence, is carried out in Bu Ecih Cake SMEs based on consumer perceptions. The results of this study are expected to provide an empirical overview of the marketing conditions applied and serve as evaluation material for business actors in improving marketing strategies and the competitiveness of the business sustainably.

LITERATURE RIVIEW

Marketing Mix

The marketing mix is a fundamental concept in marketing science used as a strategic tool to achieve a company's goals in the target market. This concept includes a set of variables that can be controlled by business actors to influence consumer behavior toward the products or services offered. Initially, the marketing mix was known with the 4P concept, consisting of product, price, place, and promotion. However, along with the development of marketing science, especially in the service sector and SMEs, this concept has been expanded to be broader. Putri et al. (2023) stated that the development of the marketing mix is not limited to the 4Ps, but can expand up to 7Ps or even 11Ps, which includes the aspects of people, process, and physical evidence as important parts in creating a comprehensive consumer experience. This shows that modern marketing is not only focused on the product, but also on the interactions and value perceived by consumers. In addition, Sofiah et al. (2023) explained that the marketing mix is a combination of strategies used to influence consumers' purchasing decisions, where each element has a complementary role. Therefore, the proper application of the marketing mix will be able to increase the product's appeal and create a competitive advantage in the market.

Marketing Mix in MSMEs

In the context of SMEs, the implementation of the marketing mix plays a very important role in increasing competitiveness and business sustainability. SMEs generally face limitations in terms of resources, whether in capital, technology, or labor, so an effective and efficient marketing strategy is needed. Azmi et al. (2021) state that the current SME marketing strategy needs to be supported by the use of digital marketing in order to reach a wider market. This shows that the implementation of the marketing mix is not only carried out conventionally, but must also adapt to technological developments. Furthermore, Andini et al. (2024) revealed that the implementation of an appropriate marketing mix strategy can increase sales and strengthen the position of SMEs amidst business competition. This is reinforced by Rahmawati et al. (2024), who stated that a well-planned marketing mix strategy can help SMEs face market competition and enhance consumer loyalty. Therefore, the marketing mix becomes a highly relevant approach for SMEs because it encompasses various important aspects directly related to consumer needs and preferences.

Product

Product is a main element in the marketing mix that reflects the value offered to consumers. Products are not only in the form of physical goods, but also include quality, design, features, as well as benefits perceived by consumers. Sofiah et al (2023) stated that product quality has a significant influence on consumer purchasing decisions, especially in the MSME sector. Products that have good quality, suitable taste, and attractive appearance will be more easily accepted by the market. In the context of culinary SMEs, products are also related to taste consistency, cleanliness, and innovation in creating product variations. Therefore, business actors must be able to maintain product quality sustainably in order to meet consumer expectations.

Price

Price is an element in the marketing mix that serves as a determinant of a product's value. Price becomes an important factor that influences consumer purchasing decisions because it is directly related to purchasing power. Sofiah et al. (2023) stated that proper pricing can increase consumer attraction and provide competitive value for the product. Prices that match the product's quality will create a positive perception in the eyes of consumers. In addition, MSME actors need to consider various factors in setting prices, such as production costs, competitor prices, and market segmentation so that the prices offered can be accepted by consumers.

Place

Place is related to the business location and the distribution channels used to deliver products to consumers. A strategic location will make it easier for consumers to access products. Andini et al. (2024) stated that choosing the right location can increase sales opportunities because it makes it easier for consumers to make purchases. In addition, technological developments also allow MSME actors to utilize digital platforms as distribution channels. Irawati et al. (2022) added that the use of e-marketing in product distribution can increase consumer purchasing interest, especially among the millennial generation who are more active in using digital platforms.

Promotion

Promotion is a marketing communication activity aimed at delivering product information and influencing consumers to make a purchase. Fadhilah & Pratiwi (2021) stated that the effective promotion strategy for MSMEs today is through digital marketing, such as social media and other online platforms. Digital promotion is considered more efficient and has a wider reach compared to conventional methods. Rahmawati et al. (2024) also explained that attractive and communicative promotions can increase purchase interest and strengthen the product's image in the eyes of consumers.

People

People are parties involved in delivering products to consumers, including business owners and employees. In MSMEs, direct interaction between sellers and consumers becomes an important factor in creating a positive experience. Putri et al. (2023) stated that the quality of service provided by business actors will greatly affect consumer satisfaction and loyalty. Friendly, fast, and responsive service will increase consumer trust in the business.

Process

Processes are related to the flow of services provided to consumers, starting from ordering until the product is received by the consumer. Putri et al. (2023) explained that effective and efficient service processes will increase consumer comfort as well as speed up transactions. Simple yet well-structured processes will provide a positive experience for consumers.

Physical Evidence

Physical evidence is tangible proof that can be seen by consumers regarding the quality and existence of a business. Physical evidence includes the appearance of the business location, cleanliness, and product packaging. Sofiah et al. (2023) stated that an attractive physical appearance can enhance consumers' positive perception of a product. In culinary MSMEs, attractive and hygienic packaging is an important factor in attracting purchase interest.

Marketing Mix Measurement

Marketing mix measurement is carried out to determine the effectiveness of implementing marketing strategies in meeting consumer needs. Irawati et al. (2022) stated that the measurement of the marketing mix can be done through consumer perceptions, especially in observing the influence of each element on purchase intention. Thus, the results of this measurement can be used as a basis for evaluating and improving marketing strategies...

METHODOLOGY

The research method used in this study is descriptive research with a qualitative approach. This approach aims to analyze in depth the application of the marketing mix in the SME Kue Bu Ecih. A qualitative approach was chosen because it can provide a comprehensive understanding of marketing phenomena based on the perspectives of business actors and consumers, particularly regarding the application of the elements of product, price, place, promotion, people, process, and physical evidence. This research was conducted on the SME Kue Bu Ecih located in Tasikmalaya, with the research subject being the business owner. To obtain valid and reliable data, this study also involved supporting informants as a form of triangulation, namely consumers who have made purchases as well as documentation data in the form of products sold, marketing activities, and promotional media used. The selection of informants was carried out using purposive sampling techniques, which is a sampling technique based on certain considerations in accordance with the research objectives. According to Agustianti et al. (2022), purposive sampling is a technique for selecting informants based on specific criteria so that the data obtained is relevant to the research focus. The criteria for informants in this study are:

- (1) business actors who are directly involved in production and marketing activities, and
- (2) consumers who have purchased UMKM Kue Bu Ecih products.

The data collection process is carried out through two sources, namely primary data and secondary data. Primary data is obtained through in-depth interviews, observation, and documentation. Interviews are conducted to explore information related to the implementation of the 7P marketing mix,

which includes product, price, place, promotion, people, process, and physical evidence. Observation is conducted to directly see business activities, including production processes, service, and interaction with consumers. Documentation is used as supporting data in the form of product photos, packaging, business location, and promotional media used. Meanwhile, secondary data is obtained through literature studies, scientific journals, and other documents relevant to the research. Secondary data serves as support to strengthen the primary data obtained in the field. According to Adil et al. (2023), data collection techniques in qualitative research include interviews, observation, and documentation carried out systematically to obtain in-depth data. In addition, the use of supporting data such as documentation and literature is very important in enhancing the validity of research data. The data analysis in this study uses an interactive analysis model which includes data reduction, data presentation, and drawing conclusions. Data reduction is carried out by selecting and simplifying the data obtained from the field. Next, the data is presented in the form of descriptive narratives to make it easily understood. The final stage in data analysis is drawing conclusions based on patterns, themes, and relationships found from the reduced and presented data. This process is carried out gradually and thoroughly so that the conclusions produced truly reflect the conditions in the field. Sholihin and Mukhlis (2023) stated that data analysis in qualitative research occurs continuously to fully understand the phenomenon. Therefore, the analysis in this study was carried out systematically until data saturation was reached, resulting in conclusions that are valid and accountable.

RESULT AND DISCUSSION

The research results indicate that the implementation of the marketing mix at UMKM Kue Bu Ecih has been carried out through the management of product, price, place, and promotion aspects in a simple manner, yet sufficiently adaptive to consumer needs. Based on interviews with the business owner and several consumers, it was found that each element of the marketing mix plays an important role in attracting consumer interest and retaining customers.

Product Strategy Analysis

Based on the results of interviews with the business owner, it is known that the product strategy at UMKM Kue Bu Ecih is focused on providing various types of traditional and modern cakes with a variety of flavors and shapes. The products offered are adjusted to consumer tastes as well as developing market trends..

Then the business owner stated:

"Usually my mother provides all kinds of cakes, from wet cakes to dry cakes, with a variety of flavors so that buyers do not get bored and can choose according to their taste." (Informant, 19:03, 2026)

From the consumer's perspective, most stated that the products offered have a delicious taste, attractive appearance, and fairly good quality. The variety of products available is considered able to meet consumer needs for various occasions, such as daily consumption or special orders. This shows that the product strategy implemented has been market-oriented, particularly in terms of product variety, taste quality, and adaptation to consumer preferences.



Figure 1. Variation of Cake Products at Bu Ecih's SME
Source: Researcher's Documentation (2026)

Price Strategy Analysis

Based on the interview results, pricing at UMKM Kue Bu Ecih is determined by considering production costs, market prices, and consumer purchasing power. The business owner strives to set affordable prices in order to reach various consumer groups.

This is in accordance with the statement from the informant who conveyed:

"What's certain is that we make it affordable so that all people can buy it, but still adjusted according to the cost of materials." (Informant, 19:14, 2026)

Consumers consider that the prices set by UMKM Kue Bu Ecih are commensurate with the quality of the products received, in terms of taste, appearance, and cleanliness. This perception indicates a match between the value expected by consumers and the benefits obtained after making a purchase. In addition, the implementation of flexible pricing policies, such as discounts or price adjustments for bulk purchases, becomes an additional attraction for consumers, especially for those who place orders for special events. Furthermore, such pricing flexibility not only increases consumer satisfaction but also encourages the creation of long-term relationships between the business and its customers. Consumers tend to feel benefited and more loyal because they receive more value from every transaction they make. Thus, the pricing strategy implemented by UMKM Kue Bu Ecih can be categorized as a strategy that is competitive and adaptive to market conditions, making it effective in attracting consumer purchase interest while also encouraging continuous repeat purchases.



Figure 2. Cake Product Sales Transaction Process
Source: Secondary Data (2026)

Place Strategy Analysis

The place strategy for Bu Ecih's Cake MSME relates to the business location and ease of access for consumers. Based on the results of observations, the business location is quite easy for the surrounding community to reach. And according to the business owner, it was stated:

“Our business location is in an area that is certainly easily accessible, so customers can come directly or order from home.” (Informant, 19:17, 2026)
In addition to direct sales, UMKM Kue Bu Ecih also accepts orders through digital media such as WhatsApp. This makes it easier for consumers to place orders without having to come directly to the location. Consumers stated that the ease of accessing the location as well as the availability of online ordering services provides convenience in the purchasing process.



Figure 3. Location of Bu Ecih's SME Cake
Source: Researcher's Documentation (2026)

Promotion Strategy Analysis

Based on the interview results, the promotional strategy carried out by the SME Kue Bu Ecih is still considered simple, but it has utilized digital media as the main means to reach consumers.

Promotion is carried out through:

WhatsApp (status and direct messages)

Social media such as Instagram

Word of mouth promotion

The business owner stated:

“Mothers usually like to do promotions through WhatsApp, like updating their status or sending it to customers. Sometimes they also upload it on Instagram.” (Informant, 19:23, 2026)

Consumers consider that promotion through WhatsApp is quite effective because the information can be received directly and quickly. However, some consumers stated that promotion through social media is still lacking in consistency. Thus, the promotion strategy that has been applied has utilized digital media, but still needs to be improved in terms of consistency and content creativity.



Figure 4. Product Promotion through Social Media
Source: Researcher's Documentation (2026)

People Strategy Analysis

The people aspect of Bu Ecih's Cake MSME relates to the role of the business owner in serving customers. Based on interview results, the service provided to customers is considered quite friendly and responsive. The business owner is directly involved in the service process, from taking orders to delivering products to customers. Customers stated that the service provided is quite good and communicative. This indicates that the people aspect has supported the creation of a positive experience for customers, although it is still relatively simple.

Process Strategy Analysis (Process)

The process in Bu Ecih's Cake MSME includes the flow of ordering, production, and delivery of products to consumers. Based on the results of observation, the service process is classified as simple but quite efficient.

The business owner stated:

“Usually customers order first, then mother makes it according to the order, after that it can be picked up or delivered. Besides that, it is also often distributed around to the neighbors.” (Informant, 19:27, 2026)

Consumers consider that the ordering process is quite easy and not complicated. However, under certain conditions such as large orders, the processing time becomes longer. Therefore, the applied process is already quite good, but it still needs improvement in production time efficiency.

Analysis of Physical Evidence

Physical evidence at UMKM Kue Bu Ecih includes product appearance, packaging, and the condition of the business premises. Based on observations, the product packaging is still simple but fairly neat and clean. Consumers stated that the product appearance is quite attractive, but the packaging can still be improved to be more modern and appealing. Thus, the physical evidence aspect meets the basic standards, but there is still an opportunity to develop it further to increase the product's appeal.

Challenges in Implementing the Marketing Mix

Based on the interview results, there are several obstacles in implementing the marketing mix at UMKM Kue Bu Ecih, including: Limitations in digital promotion, especially a lack of consistency in using social media; Limited resources, both in terms of personnel and time to manage the business; Increasingly intense business competition, particularly in the culinary sector; Product packaging that is still simple, thus less effective in attracting consumer attention.

The business owner stated:

"The main obstacles are promotion and time, because everything is still done by ourselves." (Informant, 19:33, 2026)

Therefore, efforts are needed to develop a more optimal marketing strategy so that UMKM Kue Bu Ecih can improve its competitiveness and business sustainability.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that the implementation of the 7P marketing mix at Bu Ecih Cake MSMEs has been running quite well, although it is still relatively simple. The product aspect has been able to meet consumer needs through good variety and quality, while the pricing aspect is set competitively and according to consumers' purchasing power. In terms of place, the strategic business location and the availability of online ordering services provide ease of access for consumers. In the promotion aspect, the use of digital media such as WhatsApp and Instagram has been carried out, but it is not yet optimal and still lacks consistency. The people aspect shows friendly and responsive service, while the process aspect has been running fairly efficiently, although there are still obstacles in production time under certain conditions. Meanwhile, the physical evidence aspect shows that the product's appearance is quite good, but the packaging still needs improvement. Overall, the implementation of the marketing mix at Bu Ecih Cake MSMEs has been able to support consumer appeal, but it still requires development in several aspects to improve business competitiveness

FURTHER STUDY

For Business Actors (Bu Ecih's Cake SMEs)

It is recommended to improve consistency and creativity in digital promotion, especially through social media such as Instagram and other platforms, so that market reach becomes broader. In addition, continuous product innovation and improvement in packaging quality are necessary to make it more attractive and have higher selling value. Business actors also need to increase production process efficiency to be able to meet large orders on time while maintaining service quality for consumers.

For Institutions (Educational Institutions/UMKM Mentors)

Institutions are expected to provide training and guidance to UMKM actors, particularly in the fields of digital marketing, business management, and product development. In addition, institutions can also play a role in facilitating UMKM access to technology, market information, and broader marketing networks in order to increase business competitiveness.

For Future Researchers

It is recommended to conduct research with a broader scope, both in terms of the number of respondents and research objects, as well as using different methodological approaches such as quantitative or mixed methods. Future research can also examine more deeply the influence of each marketing mix element on consumer purchase decisions in a more measurable way.

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