



Analysis of the Implementation of Marketing Mix Strategy in Chickinku MSME Tasikmalaya

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ABSTRACT

With the culinary industry growing rapidly, competition among MSMEs has intensified, making effective marketing techniques crucial for survival. The marketing mix (4Ps)—product, pricing, location, and promotion—forms the theoretical basis of this subject and is one method that may be utilized. The purpose of this study is to examine the marketing mix strategy and its application at Chickinku Culinary MSME in Tasikmalaya, and to identify the challenges encountered throughout this process. This study's premise is that businesses in the food service industry may benefit from a more competitive posture and increased customer appeal via the strategic use of the marketing mix (4Ps). The study used a descriptive qualitative methodology, gathering data through interviews, documentation, and observation. According to the findings, Chickinku has successfully executed its marketing mix strategy by offering a wide range of products at reasonable prices, promoting them through social media and culinary events, and distributing them through various digital platforms and physical locations. The location, however, still has certain issues, most notably a lack of parking and commercial space. The marketing mix plan has been executed to a reasonable degree; nevertheless, optimization in the location aspect is still required to increase consumer comfort and sustainably boost the firm's competitiveness

INTRODUCTION

The food service industry in Indonesia has grown rapidly in recent years. The proliferation of food and beverage companies, both large and small, proves this. The Ministry of Tourism (Kemenpar) and the Directorate General Center provide statistics on this (Kemenpar, 2026). There was an increase of 8.71% from the previous year, bringing the total number of companies in the culinary industry to 5.28 million units, as reported in 2024. The marketing mix approach is one approach that never goes out of style. The marketing approach known as the 'marketing mix' is used to inform customers, introduce them to new goods or services, encourage them to make purchases, and build brand reputation. Tasikmalaya City is one of the areas where this encouraging trend is clearly visible. Using data from the Ministry of Trade and MSME Services, we can see that in 2024, there were 28,248 MSMEs in the city, a significant increase from 17,512 in 2023. Businesses are now competing at a higher level than before, thus requiring effective marketing techniques to attract customers and keep them coming back (Budi et al., 2024).

Research on marketing mix strategies has been widely conducted by previous researchers. One of the strategies often used in marketing activities is the marketing mix strategy, which consists of four main elements, namely product, price, place, and promotion (Darmaningrum et al., 2022). Proper management of product, price, place, and promotion elements can help businesses face business competition (Timbuleng et al., 2021). The marketing mix strategy has an influence in increasing consumer purchase interest (Yustika Putri et al., 2023). An appropriate marketing strategy becomes one of the important factors in the success of a business.

Several previous studies have examined the application of marketing mix strategies in culinary SMEs. However, most studies still focus on partial analysis of the elements of the marketing mix or use a quantitative approach. Meanwhile, research that analyzes the application of marketing mix strategies comprehensively through a qualitative descriptive approach to Chickinku Tasikmalaya SMEs is still limited. Therefore, it is very important to conduct this study to fill the gap in our understanding of how marketing mix tactics can enhance a company's competitiveness.

The objects studied in this research are the MSMEs Chickinku Dimsum and Ayam Drakor Tasikmalaya. This business has been established since 2020. The business location is on Jl. Gunung Sabeulah Argasari, Cihideung District, Tasikmalaya City. Chickinku has three business branches located on Jl. Gunung Sabeulah Argasari, Cihideung District, Tasikmalaya City, Jl. Sukarindik, Indihiang District, Tasikmalaya City, and on the 3rd floor of Mayasari Mall. Chickinku is also actively participating in various bazaars and culinary events such as Ramadan bazaars, Pasar Mambo bazaar, and SunThai events as an effort to expand market reach and increase product sales. However, there are several challenges faced, particularly in terms of location.

Based on the description above, the purpose of this study is to examine how Chickinku SMEs in Tasikmalaya City use the 4P marketing mix: product, price, place, and promotion. Theoretically, this research is expected to provide a significant theoretical contribution to the advancement of marketing and related fields, as well as serve as a reference for further research on the topic of marketing mix implementation in micro, small, and medium enterprises (SMEs). For Chickinku business actors, this study is expected to have practical meaning: it will help them improve marketing techniques to attract more customers and develop their company.

LITERATURE REVIEW

Marketing

Marketing can be understood as a series of activities carried out by a company to introduce, offer, and distribute products to consumers with the aim of fulfilling needs and achieving profit. A company's ability to sell its goods in a way that can compete with other companies in the market is a key factor in the company's success (Introduction to Entrepreneurship (From Traditional to Digital), 2023). Marketing strategy is a well-thought-out plan followed by a business to achieve its marketing objectives. In developing this plan, we consider current market conditions, customer desires and needs, as well as our ability to meet those demands. According to Darmaningrum et al. (2022), an organization's marketing strategy is a well-developed plan to reach the target market by taking into account external factors such as market conditions and customer needs, as well as internal resources such as company expertise. The company's competitiveness and market share can be increased with an appropriate marketing plan.

Marketing Mix

The marketing mix is all the things a business uses to make people react in a certain way to their goods. The purpose of applying this approach is to get the desired reaction from customers through the integration of several marketing materials (Sudirman et al., 2023).

Marketing Mix Variables

Product

A product is anything that can be sold to the general public to satisfy desires and needs, while also being beneficial and profitable for the buyer. Products are designed to attract consumers' attention, be used, or consumed in order to provide satisfaction to consumers. According to Budi et al. (2024), the product is the main element in marketing activities because it is the primary object offered to consumers. Therefore, product quality, design, variety, and the benefits provided to consumers are important factors in determining a product's success in the market. In addition, Meilda et al. (2022) explains that good product management can increase consumer satisfaction because a quality product will provide added value for customers.

Price

Price is the amount that customers must pay to obtain services or products from a business. Because it can influence customers' choices to buy or not, pricing is an important part of every marketing plan. According to Zhahra Lubis et al. (2024), the price of a company's service or product is the amount that consumers must pay to obtain it. Pricing is an important aspect of every marketing strategy because it affects consumers' decisions to buy or not. In addition, it should be noted that when setting prices, it is important to consider factors such as production costs, market conditions, competition, and customers' purchasing power, among other things. Companies can maximize revenue while also increasing the attractiveness of their products with the right pricing approach.

Promotion

To educate, convince, and remind customers about the products or services they offer, companies engage in what is known as promotion. Companies can showcase their merchandise to customers and encourage them to buy it through promotional efforts. According to Salmayanti (2024), marketing without promotion will fail to increase product awareness and foster a positive impression of the brand among the target audience. There are many different ways to promote anything. Some examples include advertising, sales promotions, direct selling, and social media marketing. Businesses can increase product sales and customer attention with a well-executed promotion plan.

Place

What we mean by location or distribution is ensuring that goods reach customers as quickly as possible. Customers will find it easier to obtain supplied goods if the company is located in a strategic area and has an efficient distribution system. According to Timbuleng et al. (2021), choosing the right place is an important factor in marketing activities because it relates to the ease for consumers to acquire products. A strategic location can increase sales potential and expand market reach. In addition, technological developments also allow product distribution to be carried out through digital platforms. (Sono et al., 2023) explains how business actors can benefit from digital marketing by reaching a wider audience and distributing products more efficiently.

METHODOLOGY

This study uses qualitative descriptive techniques to provide a comprehensive overview of the phenomenon. Qualitative data collection in this study includes primary and descriptive secondary information sources collected through interviews and participant observation. Interviews and participant observation provide the main data used to answer the research questions. In addition, the researcher is also involved as they work part-time for the people who are research participants. This allows for deeper and more contextual data collection related to operational activities and marketing strategies that are applied. Because of this participation, the researchers were able to collect more detailed and contextual data about the operations and marketing tactics being carried out, which aids the observation process. The methods of information collection for this research include: (1) observation, which is conducted by directly observing Chickinku's business activities such as the condition of the

business premises, the sales process, and interactions with consumers to identify existing problems, then making notes of the problems according to the actual conditions. (2) Interviews are conducted in an unstructured manner (in-depth interview). To gather information about the marketing methods used by Chickinku Tasikmalaya, the researchers will conduct interviews with the owner and employees. The interview will be guided by a set of questions posed by the researchers. (3) Documentation is conducted by collecting data in the form of photos, audio recordings, notes, or documents related to the marketing activities carried out by Chickinku. Secondary data is used to complement the research needs obtained from books, websites, and journal articles.

RESULTS AND DISCUSSION

The researcher conducted a study that began in February–March 2026 by conducting direct interviews with the owner of Chickinku as well as performing direct observations on site. Based on the results of the analysis of the implementation of the 4P marketing mix at Chickinku, among others:

Product

Chickinku is one of the MSME culinary businesses that provides a variety of main food menus as well as drinks and complementary menus for consumers. The large number of competitors in the culinary business poses a challenge for Chickinku to maintain its products in order to withstand competition in similar businesses. Therefore, Chickinku needs to maintain consistency in the quality and quantity of products provided to consumers, as well as continuously develop various product variations and innovations. The products offered by Chickinku emphasize the use of high-quality ingredients so that the resulting products have advantages compared to other culinary businesses. This is done with the aim of attracting consumer interest as well as creating satisfaction for customers.

The products offered by Chickinku are essentially quite similar to the products found in similar culinary businesses because they have a market segment that is widely favored. Therefore, the business owner presents various flavor variations and carries out product innovations to maintain consumer interest so that the offered products do not seem monotonous. Chickinku has a diverse range of products, from dim sum, Drakor chicken, to beverages. The main food menu is Drakor chicken, including: rice wings, wings without rice, fillet with rice, fillet without rice, share it wings, share it fillet, potato fillet, and potato wings. Meanwhile, there are 15 (fifteen) types of side dishes of dim sum, namely chicken dim sum, crab dim sum, shrimp dim sum, smoked beef dim sum, chicken spring rolls, nori, gyoza, tofu skin spring rolls, ekado, soup dim sum, melted cheese dim sum, mentai sauce dim sum, tartar sauce dim sum, melted cheese with tartar sauce dim sum, and melted cheese with mentai sauce dim sum. Not only food, Chickinku also has 7 beverage variants, including: mineral water, chocolate, choco hazelnut, coffee, taro, sweet cheese, and bubble gum.

Price

Pricing strategy is one of the important factors in attracting consumer interest. A business can be said to be successful if it is able to attract consumer interest through various factors, one of which is setting the selling price of products. Chickinku sets product prices that are relatively affordable and in accordance with consumer purchasing power, especially for students, college students, and the general public. The offered price list varies depending on the type of product chosen, such as chicken packages, side dishes, and beverages. The pricing is determined by considering production costs, market prices, and the level of competition with similar businesses.

In addition, Chickinku also often offers discounts or price reductions at certain times, for example during the launch of new products. These discounts aim to attract consumer attention, increase purchase interest, and introduce new products to customers. Moreover, promotions are also often offered through food delivery service platforms, allowing consumers to enjoy products at more affordable prices.

In terms of the payment system, Chickinku provides convenience to consumers by offering several payment methods, namely cash payments and non-cash payments using QRIS. The ease of these payment methods provides comfort for consumers in conducting transactions and speeds up the payment process. With the availability of price variations, discount promotions, and the convenience of the payment system, the pricing strategy applied by Chickinku is expected to increase product attractiveness and encourage sales growth.

Promotion

Promotional strategies carried out by Chickinku include social media marketing, direct selling, and word of mouth. Since the beginning of establishing the business, Chickinku has implemented a door-to-door promotional strategy as well as utilizing word of mouth to introduce its products to the public. This strategy is carried out by offering products directly to prospective consumers and relying on recommendations from consumers who have tried Chickinku products. Over time, promotion through word of mouth continues to naturally develop from consumers who are satisfied with the products and services provided.

In addition, Chickinku also implements a direct selling marketing strategy by participating in various events and bazaars, such as attending the SunThai event, Ramadan bazaars, and the Mambo Market bazaar. Through these activities, Chickinku can interact directly with consumers, introduce products, and provide opportunities for consumers to try and purchase products directly. This strategy also serves as a way to expand market reach and attract new consumers.

The social media marketing strategy carried out by Chickinku utilizes several social media platforms, namely Instagram, TikTok, and WhatsApp as promotional tools to reach potential consumers and customers. Through Instagram and TikTok, the business owner uploads various interesting content such as photos and videos of products, the ambiance of the place, as well as activities related to Chickinku's business. The appearance of the content on these social media platforms is made as attractive as possible to capture the attention of social media users. In addition, Chickinku also uses Instagram Story and WhatsApp features to share customer reviews or testimonials, product information, and ongoing promotions. The form of reviews shared through these features can also be categorized as part of direct selling, as it allows more direct communication between the seller and the consumer.

In addition to utilizing social media, Chickinku also promotes through food delivery service platforms such as GrabFood, GoFood, and ShopeeFood. Through these platforms, Chickinku often participates in various promotional programs available, such as discounts, promo packages, or special promotions at certain times. Promotion through these delivery service applications provides convenience for consumers to purchase products without having to visit the business location directly. In addition, the use of these digital platforms also helps to expand market reach and increase consumer purchase interest in Chickinku products.

Place

Chickinku has three branches located on Jl. Gunung Sabeulah Argasari, Cihideung District, Tasikmalaya City, Jl. Sukarindik, Indihiang District, Tasikmalaya City, and Mayasari Mall, Third Floor. The existence of these branches aims to make it easier for consumers to access Chickinku products from various areas in Tasikmalaya City. In addition to operating at fixed locations, Chickinku also actively participates in various bazaar activities and culinary events, such as Ramadan bazaars, Pasar Mambo bazaars, and SunThai events. Participation in these activities is one of the strategies to expand market reach and introduce products to a wider range of consumers.

Chickinku uses various food delivery services through digital platforms such as GrabFood, GoFood, and ShopeeFood, in addition to direct sales at stores. Customers can order Chickinku products more easily through various channels, so they no longer need to visit the store physically. This delivery service not only makes it easier for customers but also provides the company with the opportunity to reach more people through marketing and possibly increase sales. However, there are some limitations regarding the location aspect. The relatively small size of the business premises makes space for consumers limited, especially when there are many buyers.

In addition, the business location does not provide a designated parking area, so customers usually park their vehicles on the side of the road. This condition has the potential to disturb other road users and can cause inconvenience for customers who bring vehicles. The location of the business on the side of the road and its somewhat recessed position also make the business less visibly noticeable to potential customers passing by, so in terms of visibility, the location is considered less strategic. Space limitations also affect the facilities available to consumers, such as the waiting area and dining space, which are not very spacious. In addition, limited operational space makes product arrangement and work activities less flexible, especially during a surge in purchases. Therefore, the aspect of place is one of the things that needs to be considered to support consumer comfort as well as the smooth operation of the business. This indicates that the place strategy being applied is still not optimal, particularly in terms of accessibility and consumer comfort. If not promptly addressed, this condition can impact the decline in visitor interest and the business's competitiveness amid increasingly tight culinary industry competition.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research conducted, it can be concluded that the implementation of the 4P marketing mix strategy in Chickinku's culinary business is: (1) In terms of product, Chickinku offers various menu options such as dim sum, chicken drakor, and beverages with maintained quality ingredients. (2) In terms of price, Chickinku sets prices that are relatively affordable for various consumer groups. (3) In terms of promotion, Chickinku utilizes promotional strategies through social media such as Instagram, TikTok, and WhatsApp, as well as direct promotion through bazaars and culinary events. (4) Meanwhile, in terms of place, Chickinku has several branches in Tasikmalaya City, but there are still limitations such as relatively small venue sizes and limited parking availability. Although the marketing mix strategy has been implemented fairly well, the place aspect remains the main weakness that needs to be prioritized for improvement to enhance the business's competitiveness.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of Analysis of the Implementation of Marketing Mix Strategy to perfect this research and increase insight for readers and authors.

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