

MARKETING MIX STRATEGY AND SWOT EVALUATION TO IMPROVE MARKETING PERFORMANCE AT MOMOCI DESSERT MSMEs

Yosi Fahdillah¹⁾, Mira Gustiana Pangestu²⁾, Hanan Laras Sabrina³⁾, Yossinomita⁴⁾

^{1,2,3,4)} Universitas Dinamika Bangsa, Jambi, Indonesia

Corresponding author: yosifadillah230@gmail.com

Abstract

Momoci Dessert, a culinary UMKM, faces difficulties in maintaining and improving marketing performance amidst increasingly tight competition. The purpose of this study is to evaluate the marketing mix strategy (four Ps: product, price, place, and promotion) along with SWOT (Strengths, Weaknesses, Opportunities, and Threats) evaluation. The purpose of this analysis is to create a strategic plan that can improve marketing performance. This study was conducted descriptively qualitatively, and data were collected through observation, document analysis, and interviews. The results showed that Momoci Dessert's new flavor variations (strawberry, mango, and chocolate) and the use of social media as the main promotional tool succeeded in attracting customers. However, the SWOT analysis showed that promotions and threats from larger competitors were inconsistent. Increasing local snack trends can help expand market share. This study found that creative marketing mix strategies and proper SWOT analysis can help optimize the marketing performance of MSMEs. This study is also expected to provide practical insights for other MSMEs facing similar problems.

Keywords: Marketing Mix Strategy, SWOT Analysis, Marketing Performance, MSMEs, Momoci Dessert

Introduction

Micro, small, and medium enterprises (MSMEs) have a strategic role in improving the economy, creating jobs, and improving people's welfare. However, in the digital era, increasingly tight competition requires MSMEs to continue to develop and implement the right marketing strategies to survive and thrive. One relevant strategy is the implementation of a marketing mix, which involves four main elements, namely product, price, place, and promotion (4P). Zain et al., (2024) Based on the research results, it can be concluded that marketing strategies that include the marketing mix (product, price, promotion and place) have a significant influence on business competitiveness. By managing these elements effectively, MSMEs can increase competitiveness, attract more customers, and expand market share.

One of the UMKM engaged in the culinary sector, Momoci Dessert sells mochi with various modern flavors such as chocolate, strawberry, and mango. Momoci Dessert's social media-based marketing strategy supports the appeal of its products. However, amidst increasingly fierce competition, marketing success depends on the ability to find opportunities, face threats, and strengthen competitive advantages in addition to having unique products. Syarifah et al., (2024) Marketing mix strategy plays an important role in analyzing the company's strategy by combining several variables. Some of these variables have a crucial role in the company such as product, price, place, promotion, process, physical evidence, and people. All of these variables are then analyzed using the SWOT method to find out what are the strengths, weaknesses, opportunities, and threats that occur in the company. As a result, SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is an important tool for assessing internal and external elements that affect marketing performance. Riu et al., (2024) And also The results of this study indicate that the right strategy that can be used to increase sales in SMEs is: SWOT strategy.

In addition, achieving sales targets and the ability to dominate the market are signs of good marketing performance. Therefore, to improve the marketing performance of Momoci Dessert, a comprehensive approach is needed that combines marketing mix strategies with SWOT evaluation. This study is very important because it provides an overview of how Momoci Dessert can maximize its marketing potential through innovation and appropriate management strategies. Therefore, the results of this study are expected to be a reference for other MSMEs in managing marketing strategies well in dynamic market competition.

Methods

The research conducted is a qualitative research with a phenomenological method that aims to explain a unique phenomenon of MSMEs Momoci dessert. The subjects of the study were MSMEs Momoci dessert and the owner of MSMEs Momoci dessert. The entire process of business activities as the object of this research. The research was conducted actually and virtually where the author focused on observing the Marketing Mix Process and SWOT analysis as a Sales Strategy for MSMEs Products Descriptive Study on MSMEs Momoci dessert. The author uses data triangulation, namely source triangulation to test the validity of data obtained through observation, interviews, and documentation to obtain valid sources.

Results and Discussion

Marketing mix

Kotler & Armstrong, (2018) marketing mix is a set of marketing tools that a company uses to achieve its marketing objectives in the target market.

Product Uniqueness



Figure 1. Strawberry Flavored Mochi

Mochi with modern flavors such as strawberry, mango, and chocolate provide an innovative twist on traditional Japanese food. Its chewy texture and popular fillings attract the attention of the young market. Quality: Maintaining the original flavor by using high-quality ingredients. Packaging: Attractive and hygienic packaging, such as minimalist and attractive designs, is suitable for promotions on social media. To attract environmentally conscious customers, use environmentally friendly packaging. Innovation: premium or seasonal flavors, such as matcha or tiramisu.

Pricing Strategy



Figure 2. Mochi Price

Penetration Pricing: Set a competitive price to attract new customers, for example IDR 5,000–IDR 15,000 per package. Bundle Pricing: Offer a savings package, for example buy 3 flavors at a discount. Prices can be adjusted to the purchasing power of the target market through market segments. For premium clients.

Social Media Promotion

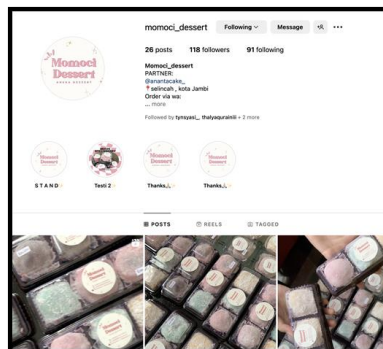


Figure 3. Momoci Dessert Instagram Account

Using Instagram, TikTok, and WhatsApp to contact young customers. Visual Content: Post attractive mochi photos, such as with interesting backgrounds and bright colors. Reels and Stories: Create short videos that show the process of making, the delicious texture, or customer feedback. Influencer Marketing: Collaborate with food bloggers or famous people in your environment to increase brand awareness. Promos

and Giveaways: To increase interaction, do promotions such as "buy 2 get 1 free" or giveaways that provide prizes for certain products. Customer Testimonials: Build trust with positive reviews from buyers.

Place (Place) Online Distribution



Figure 4. Momoci Dessert Stand

Focus on sales through social media (such as Instagram and TikTok) and delivery platforms such as GrabFood or GoFood. Offline Distribution: To expand the market and increase brand visibility, go to bazaars or MSME exhibitions in big cities. Shipping: goods

SWOT Analysis

Kotler & Armstrong, (2018) SWOT analysis is a strategic tool for evaluating the Strengths, Weaknesses, Opportunities, and Threats faced by an organization in its efforts to achieve its business goals.

Strengths

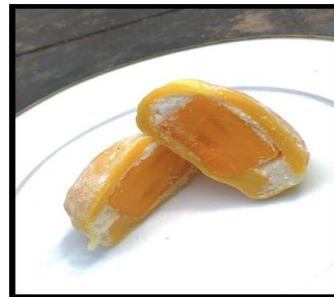


Figure 5. Mango Flavored Mochi

The mochi business has the advantage of combining the chewy texture of mochi with contemporary flavors such as strawberry, mango, and chocolate. This is very attractive to customers, especially the younger generation. The use of social media as a marketing channel provides a great advantage because it allows for lower marketing costs and a wide market reach. The focus of operations on online sales allows the company to change market trends quickly. In addition, beautiful and attractive product packaging increases its appeal, especially on platforms such as Instagram. This product is very competitive in the snack or dessert market because of its affordable price.

Weaknesses



Figure 6. Various Kinds of Mochi Flavors

However, the weakness of mochi products is their low shelf life because fresh mochi requires extra care when packed and distributed. Because algorithm changes or account sanctions can affect marketing reach, business dependence on social media becomes vulnerable. The ability to meet high demand can also be

hampered by the small scale of production. Weak branding is also a problem, especially when there is stiff competition with similar products.

Opportunities



Figure 7. Bazaar Momoci Dessert

As consumer demand for unique desserts sold online increases, this business has great potential to grow. To increase brand exposure and reach a wider audience, collaborating with food content creators or influencers can be an effective strategy. Opportunities for product innovation also arise when you create new flavors, such as durian, matcha, or other local flavors. In addition, brands can be better known by entering the offline market through culinary markets or stands in strategic locations. Businesses can also attract customers by following eco-friendly trends by using sustainable packaging.

Threats

Despite having many opportunities, the company faces threats from the high competition in the online snack market, where many other businesses offer similar products with aggressive marketing strategies. Since the food market tends to change with trends, rapid changes in consumer tastes also pose risks. Reliance on delivery services becomes more difficult because customer satisfaction can be affected by delays or damage to products during delivery. In addition, changes in the price of high-quality raw materials can impact profit margins. Food regulations such as requirements for halal certification or distribution permits add to the operational difficulties.

Marketing Performance

Ferdinand, (2000) revealed that good marketing performance is expressed in three main quantities, namely, Sales value indicated by the value of money profit or product units sold, Sales growth indicated by an increase in sales of the same product compared to a certain time unit. And Market share indicated by the product's contribution in dominating the product market compared to competitors which ultimately leads to company profits.

You can calculate the sales value of marketing performance from the number of mochi units sold and financial profit. Selling mochi with various flavors of mango, strawberry, and chocolate on social media can attract the attention of the target market, especially the younger generation. Promotions carried out on platforms such as Instagram or TikTok can increase product sales by displaying attractive visuals and informing customers about the quality of the taste. Offers such as flavor bundling packages or discounts for limited purchases can also increase sales. The profit value that continues to increase over a certain period of time indicates that effective marketing is working.

Sales Growth, increased sales compared to the previous period indicates sales growth. Mochi businesses that actively use social media can record this growth through innovative promotional campaigns or launching new flavors to attract both existing and new customers. For example, sales of strawberry mochi increased from 500 units to 700 units in the same period the previous month, indicating positive sales growth. The use of paid advertising on social media or collaboration with influencers can accelerate sales growth as well.

Market Share, the ability of a business to dominate a market segment is indicated by market share. For the mochi business, market share can be calculated by looking at how often their products are chosen compared to competitors' products that are also sold through social media. This indicator can be seen from the number of interactions on social media accounts, such as likes, comments, and shares, compared to competitors, as well as sales volume in the same market segment. Increasing market share can be achieved by providing advantages, such as the use of high-quality ingredients, more attractive packaging, or flavors that other

competitors do not have. If this mochi contribution to the online snack or dessert market continues to increase, it indicates marketing success.

Conclusion

The conclusion of the marketing mix analysis, SWOT, and marketing performance of Momoci Dessert MSMEs shows that the marketing mix strategy carried out is quite effective in attracting market attention, especially through innovative products such as mochi with strawberry, mango, and chocolate flavors and active promotions through social media. The SWOT analysis reveals strengths in the form of product quality and branding, but also identifies weaknesses in promotional consistency and threats from larger competitors. Available opportunities, such as local snack trends and partnerships with influencers, can be utilized to expand market share. In terms of marketing performance, increased sales and customer loyalty were recorded as good, but a more aggressive strategy is still needed to optimize sales growth and market share. By integrating existing strengths and opportunities and overcoming weaknesses through continuous innovation, Momoci Dessert has the potential to significantly improve marketing performance. Rahma et al., (2023) the marketing mix, also known as the marketing mix, is a marketing strategy carried out to influence product demand and the desired market response according to the target targets planned by the company.

And also Gunara et al., (2023) Based on the results of research and discussion regarding Marketing Mix Strategy Analysis in Efforts to Increase Product Sales. Dewi Puspaningtyas Faeni et al., (2023) revealed that the research results showed that in the marketing process it cannot be separated from the use of SWOT analysis in order to find out what the strengths, weaknesses, opportunities and threats are for a small business unit such as MSMEs or companies, with SWOT analysis, companies are able to develop various strategies to market their products or services in order to increase sales volume.

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