

Research Article

Marketing Mix Analysis in Enhancing Product Competitiveness in the Local Market (Case Study on Adam Koi)

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Abstract: This study analyzes the application of the 4P marketing mix strategy (product, price, place, promotion) at Adam Koi, a micro-business in the ornamental fish sector. Using a qualitative approach with a descriptive case study method, data was collected through direct observation and interviews with the owner's son, who manages social media and digital marketing. The study reveals that the marketing mix elements are integrated and mutually supportive to maintain competitiveness. In terms of product, Adam Koi focuses on quality by implementing quarantine, care, and high-quality feeding processes to preserve fish color and endurance. For pricing, the strategy is flexible, considering fish type, size, color, and consumer purchasing power. The place aspect utilizes a hybrid distribution system, combining offline and online sales with a focus on safe fish delivery. Promotion has shifted from traditional methods to digital marketing via social media platforms like Instagram to increase audience engagement and expand the market. The findings highlight that the effective use of the marketing mix strengthens competitive positioning, builds customer loyalty, and supports business sustainability. This research also provides practical insights for MSMEs in developing adaptive marketing strategies in the digital era.

Keywords: 4P; Adam Koi; Marketing Mix; Marketing Strategy; UMKM.

1. Introduction

In today era of globalization, market competition in the economic context has become increasingly fierce. The implementation of effective marketing strategies has become one of the determining factors for the sustainability and success of businesses, including micro, small, and medium enterprises (MSME). The concept of marketing mix is still widely used to design a combination of marketing policies that can increase product competitiveness in the market. The marketing mix is a strategic component that plays an important role in determining a company's sales level (Mas'ari et al., 2019). The main elements that make up the marketing mix, namely product, price, promotion, and distribution, have a significant influence on consumer behavior and purchasing decisions.

In addition, according to Sudirjo (2023) in his research entitled Marketing Strategy in Improving Product Competitiveness in the Global Market, an effective marketing strategy is the key to improving product competitiveness amid an increasingly competitive global market. Globalization, technological developments, and widespread internet access have changed consumer behavior and created new challenges for companies. Therefore, companies need to adjust their marketing strategies by adapting their products to global market needs, effective market segmentation, continuous innovation, and brand reputation management in order to compete in a dynamic market. The study emphasizes that the competitive advantage of a product depends not only on quality, but also on marketing strategies that are able to adapt to changes in global consumer preferences and behavior.

These four elements are often referred to as the 4Ps. These elements do not stand alone but are interrelated and interact with each other in shaping the overall effectiveness of a

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marketing strategy. Previous studies have shown that the coordinated application of the 4P contributes significantly to achieving competitive advantage and business performance, especially in small and medium-sized enterprises (Al Badi, 2018). However, in the current context, sustainable competitive advantage for MSME is also greatly influenced by the integration of entrepreneurial orientation and digital marketing capabilities (Wongsansukcharoen & Thaweepaiboonwong, 2023). Competition in the local market, micro, small, and medium enterprises (MSME) in Indonesia face the big challenge of maintaining business continuity while increasing product competitiveness.

In Indonesia, the ornamental fish industry, including koi fish, is one of the promising subsectors in Indonesia due to its aesthetic value and stable demand for both the domestic and export markets. Based on International Trade Statistics data in 2023, the value of Indonesia's ornamental fish exports reached USD 39.06 million or 11.1% of the total global ornamental fish exports which reached USD 351.89 million (Ministry of Maritime Affairs and Fisheries, 2025). Of this amount, freshwater ornamental fish were the main commodity, contributing 81.4%, while marine ornamental fish contributed 18.6%. Among the various types of ornamental fish, koi fish are one of the most sought after by the market (Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia, 2024).

Adam Koi, as one of the businesses in this sector, focuses on breeding and selling high-value koi fish. However, over the course of its journey, this business has faced various challenges. These include market price competition, limited distribution networks, and a shift to promotional platforms that require digitalization capabilities. These challenges require entrepreneurs like Adam Koi owner to adapt to market trends and utilize more effective marketing strategies to ensure the sustainability of their ornamental fish business and remain competitive in the local market. This is in line with the opinion (Kotler & Keller, 2016) that a company success in facing competition is not only determined by product quality but also by its ability to adapt to changes in the business environment through the application of targeted marketing strategies. Furthermore, social media now plays a crucial role in building brand communities and encouraging positive word-of-mouth communication, which is a valuable asset for promotion (Centeno & Wang, 2017).

Like the challenges faced by the owner of Adam Koi, many other business owners feel the same way. This makes the application of the marketing mix important in order to tailor every aspect of the marketing strategy to the needs and characteristics of the target market. Coordination between the four main elements of the 4Ps (product, price, place, promotion) is expected to increase competitive advantage and strengthen long-term relationships with customers (Al Badi, 2018). The product element must reflect quality, uniqueness, and added value, where product quality is the main determinant in shaping customer value perception and loyalty. Meanwhile, price needs to be set based on market segmentation and customer value perception. In addition, place or distribution must be designed so that products are easily accessible to consumers, and the development of integrated online distribution channels is a critical factor in expanding market reach in the digital era. Meanwhile, promotion plays a role in building awareness and loyalty through effective communication.

By comprehensively understanding and implementing marketing mix strategies, business owners such as Adam Koi are expected to strengthen their competitiveness in the ornamental fish industry and create sustainable added value for consumers and companies alike. Analysis of the 4P marketing mix in this context not only serves to assess the effectiveness of the strategies that have been implemented, but also provides a basis for designing more innovative, responsive marketing policies that are in line with the dynamics of market behavior.

Therefore, this study aims to examine the application of marketing mix elements in Adam Koi's business and analyze the extent to which these strategies play a role in increasing product competitiveness in the local market. The findings of this study are expected to provide empirical contributions to the development of MSME based marketing studies and serve as a practical reference for ornamental fish business actors in developing effective and adaptive marketing strategies in the digital era.

2. Literature Review

The marketing mix concept has become a widely used framework in modern marketing strategies to achieve business objectives. The main elements of the marketing mix, namely product, price, place, and promotion, remain a widely used strategic approach for designing marketing policies to increase product competitiveness. Research conducted by Yunisari et

al. (2023) confirms that marketing strategies can help economic actors, especially in marketing, to attract consumer interest through various strategies, including the marketing mix. However, business actors such as Adam Koi face various challenges, such as price competition, the need for digitalization of promotion, and limited distribution networks. This poses a threat to business success because being unaware of increasingly stringent business strategies will cause businesses to slowly die out.

Similarly, the advancement of business strategies in MSME now involves a lot of technology. Seeing that there are more and more MSME business actors, they must be agile in making new innovations to win the competition and keep up with current trends so as not to be left behind by other entrepreneurs (Purwianti and Dila, 2021). Therefore, the application of an integrated marketing mix is very important to increase competitive advantage. This study aims to analyze the application of marketing mix elements in Adam Koi's business and the role of these strategies in enhancing product competitiveness in the local market, contributing to the development of MSME marketing studies and serving as a practical reference for developing adaptive marketing strategies in the digital era.

3. Proposed Method

This study uses a qualitative approach with a descriptive case study method that aims to describe in depth the application of the 4P marketing mix (product, price, place, and promotion) in Adam Koi's business. This approach was chosen because it provides a comprehensive understanding of the phenomena occurring in the field, by tracing in detail how marketing strategies are applied in a real context without researcher intervention. Data collection was conducted through direct observation of Adam Koi's business activities and promotional activities, both offline and online, as well as through in-depth interviews with the son of the owner of Adam Koi, who acts as the social media administrator and is directly involved in the implementation of marketing strategies. This informant is considered to have a comprehensive understanding of the business management process, especially in terms of digital promotion, customer interaction, and brand image management on social media. Through this observation and interview process, the researcher sought to obtain natural and contextual data on how each element of the marketing mix is applied to strengthen business competitiveness, attract consumer attention, and maintain customer loyalty amid increasing competition in the ornamental fish business. Thus, this study is expected to provide a complete and in-depth picture of the actual marketing strategies implemented by Adam Koi in managing and developing his business.

4. Results and Discussion

Adam Koi is a business engaged in koi fish breeding and sales. The business was founded by Mr. Sohibil Karomat in 2017. He said that this is a family business, which means that everything from management to marketing and sales is handled by the family itself. Adam Koi exists because of the large family, as the owner's extended family has a business in the fisheries sector. Over time, Adam Koi has grown and developed, allowing the business to continue operating to this day. Entering the era of modern marketing, the strategy implemented by Adam Koi can be analyzed through the marketing mix approach, which includes four main elements: Product, Price, Place, and Promotion (Kotler & Keller, 2016). To see how Adam Koi implements this 4P strategy, the researcher explains as follows:

Product

In a narrow sense, a product is simply a collection of tangible physical characteristics that are assembled into an identifiable form. In a broad sense, a product is a combination of both tangible and intangible attributes (such as color, packaging, price, retailer position, and supporting services from manufacturers and retailers). Consumers perceive all of these attributes as something that has the potential to satisfy their wants and needs (Stanton, 2013).

In line with this expert opinion, Adam Koi, as its name suggests, provides various types of koi fish that are ready for market as well as koi that are still in the development stage to be raised until they reach optimal quality. The products produced by Adam Koi are not only koi fish as physical commodities, but also reflect aesthetic value with the beauty of the patterns and colors of each fish sold. The beauty of these colors and patterns can also be a symbol of status and an attraction for ornamental fish lovers, especially koi fish lovers. The products offered are able to satisfy the desires and needs of consumers (Kotler, 2002). To achieve high-quality products, Adam Koi implements a very strict product quality management process.

Each koi fish that is marketed goes through a quarantine stage in a mud pond to strengthen its immune system and growth. Then, before being marketed, the fish are moved to a concrete pond so that their colors become more beautiful and attractive. The business owner said that high-quality feed is given to maintain the health of the skin and color of the koi fish. Before being sent to consumers, the fish are quarantined again and given special medication so that they do not experience stress during the shipping process, as stress can affect the color and endurance of the fish.

This study is in line with research conducted by (Anugrah Anugrah et al., 2024), which shows that the high-quality marine ornamental fish business with a wide variety of products is more in demand in the international market than ordinary consumption fish. This confirms that product quality and visual differentiation are key factors in increasing the selling value and market interest in the ornamental fish sector.

Price

Price is an important element in the marketing mix because it is an indicator of the value received by consumers compared to the benefits of the product. Price is the total amount of value given by customers to obtain the benefits of owning or using a product or service (Kotler, 2012). In accordance with the theory (Kotler & Keller, 2016), pricing is based on customer value perception, production costs, and market conditions.

Adam Koi sets various price types, starting from the cheapest at Rp.5,000 per fish. The prices set by Adam Koi are based on the type of koi, size, pattern, or color. The purchase price per fish and the bulk purchase price also differ depending on the size of the fish and the type of koi available. Adam Koi is also flexible in negotiating koi prices, especially with regular customers or buyers who are working on special projects.

Adam Koi's pricing strategy is in line with research conducted by (Wibowo et al., 2022), which confirms that pricing that is responsive to consumer purchasing power can increase buying interest and expand market potential. The study confirms that in the context of MSME, price flexibility is a form of strategic innovation that allows businesses to adapt to fluctuations in consumer demand and economic conditions.

Place

The place aspect emphasizes the importance of choosing effective distribution channels so that products can be easily accessed by consumers (Kotler & Keller, 2016). Distribution channels serve as a bridge between producers and buyers, covering not only the physical aspects of delivery but also information systems, customer relations, and ease of transaction.

Adam Koi implements a hybrid distribution strategy, combining online and offline sales systems. Offline, customers can come directly to see the condition of the fish firsthand. This is a distinct advantage because potential buyers can visually assess the color, pattern, and health of the fish before making a transaction.

Meanwhile, buyers from outside the area can access Adam Koi contact information to negotiate. The owner will then make a video call via WhatsApp to confirm the condition of the fish with the prospective buyer. In addition, the prospective buyer will be sent a video showing the quarantine process until the fish are placed in plastic bags before being sent to the prospective buyer.

Before distributing koi fish to prospective buyers, Adam Koi implements packaging procedures that prioritize the safety and comfort of the fish to minimize stress during transportation. The koi fish are packed in plastic bags approximately one day before they are shipped. This is done so that the fish can adapt to their new environment during the trip. When it is time to ship them, additional medication is added to the water and the packaging is provided with sufficient oxygen so that the fish do not experience stress. This ensures that when they arrive at the consumer location, the color of the fish remains the same as before they were shipped.

According to the owner, stressed fish are affected in terms of their patterns and colors. Therefore, to maintain the condition of the fish and ensure customer satisfaction, the distribution process is an important stage that is always directly supervised by the business owner. Packaging and shipping are carried out carefully to ensure that the fish remain in prime condition until they reach the buyer.

The distribution strategy implemented by Adam Koi is supported by research conducted by (Sousa et al., 2024). This study explains that the adaptation of an effective distribution strategy depends on two main factors, namely managerial commitment and responsiveness to customer needs, which directly affect marketing performance and customer satisfaction. This is in line with the hybrid distribution practices carried out by Adam Koi, where business owners are directly involved in communication and delivery supervision through physical

visits, video calls, and the delivery of quarantine process documentation to customers outside the region.

Promotion

Promotion is known as a strategy to introduce our products to the general public with the aim of getting them interested in viewing and purchasing our products. Promotional activities include advertising, sales promotion, public relations, direct marketing, and personal selling (Kotler & Keller, 2016). Promotional strategies are determined by the plans and tactics implemented in marketing plans to increase demand or services (Reken et al., 2024).

The strategy implemented by Adam Koi initially involved uploading videos and photos on his personal Facebook account and utilizing Facebook communities. However, according to the business owner, this strategy was considered quite effective but was undermined by individuals who disrupted market prices, so they only focused on making large profits without paying attention to the quality of the fish being sold.

When the COVID-19 pandemic hit, Adam Koi moved to Instagram to promote the fish for sale. Then, when Instagram introduced the Reels feature, Adam Koi took advantage of the opportunity to achieve high engagement, which was useful for increasing visibility and interaction with potential buyers. Through the Instagram Reels feature, Adam Koi displays short videos that show the beauty of the colors, patterns, and movements of koi fish in a more attractive and dynamic way. Additionally, Adam Koi does not rely on just one account, but uses three accounts (@adamkoi, @malikkoifishcenter, and @shohibil_koi) for promotional strategy to increase engagement, but ultimately focuses only on the '@adamkoi' account to concentrate on the branding of this business. This strategy has proven effective because visual content such as videos is more likely to attract the audience's attention and encourage purchasing interest, especially among ornamental fish hobbyists.

The business owner also utilizes the WhatsApp story feature to build more personal communication with regular customers, while expanding the reach of word-of-mouth promotion. As social media trends change, Adam Koi is still adjusting to adapt to the TikTok platform for marketing through live streaming features. Because this business is family-run, Adam Koi still faces some difficulties in adapting to the TikTok platform, especially in terms of technological mastery and consistency in content creation.

The business owner acknowledges that promotion through TikTok requires technical skills such as video editing, understanding algorithms, and creativity in presenting content that is interesting and relevant to trends. Limited human resources and time are challenges in themselves, considering that the business is managed independently by family members without a dedicated team in the field of digital marketing.

Digital transformation through the use of social media has a positive influence on improving marketing performance in micro, small, and medium enterprises (Amin et al., 2025). These findings are in line with the promotional strategy implemented by Adam Koi, which transformed from using Facebook to Instagram and is now adapting to TikTok as the main means of introducing products and building interactions with consumers.

Adam Koi efforts in utilizing visual features such as Instagram reels and adapting to TikTok illustrate a form of digital adaptation that can increase brand engagement and visibility. As revealed in the study, limitations in human resources, technological capabilities, and consistency in content management remain major challenges for MSME, including Adam Koi, in optimizing the benefits of digitalization to achieve business competitiveness and sustainability.

5. Conclusion

Based on the results of research on the application of the 4P marketing mix strategy (product, price, place, promotion) in Adam Koi business, it can be concluded that these four elements have been implemented in an integrated manner and play an important role in maintaining the business competitiveness amid increasing competition in the ornamental fish industry. In terms of product, Adam Koi demonstrates a high commitment to the quality of the koi fish it markets through a rigorous selection, care, and quarantine process to ensure that the fish remain in prime condition and visually appealing. The beauty of the patterns, colors, and health of the fish are the main values that distinguish Adam Koi from its competitors. This approach not only strengthens the brand image but also increases customer trust and loyalty, who consider quality to be a major factor in their purchasing decisions.

In terms of price, Adam Koi strategy is flexible and adapts to market conditions, fish size, and the type of koi sold. Pricing is determined by considering customer value perception

and consumer purchasing power, where this flexibility allows businesses to reach various market segments while maintaining a balance between profit and customer satisfaction. This type of pricing strategy has proven effective for small and medium-sized businesses, as it provides room for adaptation to the dynamics of fluctuating market demand and competition. Meanwhile, in terms of place, Adam Koi implements a hybrid distribution strategy that combines offline and online sales systems. Customers can come directly to see the fish in person or make remote transactions with video call assistance and documentation of the delivery process. This system reflects a form of personalized service that is oriented towards customer satisfaction and maintains consumer confidence in the quality of the products received.

In terms of promotion, Adam Koi has successfully transformed from a conventional strategy to digital-based marketing by utilizing social media such as Facebook, Instagram, and now TikTok. The use of visual features such as Instagram Reels has proven to be effective in increasing audience engagement and expanding market reach. Despite facing challenges in terms of technological mastery and limited human resources, these steps reflect an adaptive and innovative spirit in facing changes in consumer behavior in the digital era. Overall, the application of the marketing mix strategy at Adam Koi shows that coordination between the four elements of the 4P can create synergies that influence increased competitiveness, long-term relationships with customers, and business sustainability. By continuously optimizing product quality, price flexibility, distribution effectiveness, and digital promotion innovation, Adam Koi has the potential to become an inspiring example for other MSME in building adaptive, creative, and relevant marketing strategies that meet the demands of the modern market.

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Data Availability Statement:

This study uses a descriptive qualitative approach with a case study method through field observations and in-depth interviews as the main sources of data. The data collected is contextual and obtained directly from the owners and managers of Adam Koi, so there is no dataset that can be displayed or shared publicly.

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Conflict of Interest:

The author declares that there is no conflict of interest in the implementation and preparation of this research.

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