



## Implementation Of Marketing Mix Strategy 4P in With Love Milli Business

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**Abstract.** In the contemporary business environment, which is prone to competition, marketing can be considered as a series of structured business activities to plan, produce, price, promote, distribute goods, services, and ideas. The marketing mix is considered as one of the most important aspects of the marketing process, especially in MSMEs which are now growing very rapidly. This study was conducted with the aim of determining the marketing mix in the with love milli business which is used to drive product sales and create competitive advantages. This study uses a qualitative descriptive method that uses data collection techniques in the form of in-depth and structured interviews and observations. Based on the results of the interview, with love milli has implemented a marketing mix (product, price, promotion, place) to create competitive advantages and increase sales.

**Keywords** Marketing mix, MSMEs, Competitive advantage

### 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a significant contribution to the economy of Indonesia. Through the presence of MSMEs, they can create jobs and drive the country's economy. This makes MSMEs considered to have great potential in improving people's welfare. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Ministry of MSMEs) in 2021, there were 64.2 million MSME participants in Indonesia, contributing 61.07% to the country's gross domestic product (GDP) (Sulastri, 2022). MSMEs have the capacity to employ 97% of the nation's workforce and contribute to 60.4% of the total investment in Indonesia.

The large contribution of MSMEs to the Indonesian economy is also in line with the number of MSME actors in Indonesia which is increasing every year. Moreover, many of them offer similar services and products so that competition often arises between them. The increasing trade competition forces MSME business actors to develop various business strategies in order to win the competition. Business actors implement various strategies not only to outperform competitors but also to ensure the long-term sustainability of their operations. Seeing these conditions, differentiation is needed in terms of the products or services offered (Al Badi, 2018).

Competitive advantage enables organizations to distinguish the quality of their products or services, even at lower costs, in order to deliver greater value to customers and outperform competitors' offerings (Al Badi, 2018). In this context, distribution channels play a crucial role for organizations by enhancing the availability of their products and services while emphasizing key features through promotional activities (Al Badi, 2018). Overall, all organizational efforts should focus on improving customer satisfaction and fostering customer loyalty.

Regardless of the type and size of MSMEs, marketing strategy is very important for all MSME actors. The main concern of every marketing strategy is customer satisfaction. In today's competitive business landscape, marketing can be viewed as a set of organized activities aimed at planning, producing, pricing, promoting, and distributing goods, services, and ideas to meet the needs of relevant customers and clients (Amin, 2021). Mohammadzadeh, Aarabi & Salamzadeh (2013) define marketing strategy as a strategy that focuses on events regarding competitor and customer analysis, context analysis, segmentation, targeting, and outlining appropriate positions based on the marketing mix.

The marketing mix is regarded as a key element in the marketing process. It refers to the combination of actions and decisions made by an organization to understand customer demand and accomplish its marketing goals (Mohammadzadeh et al., 2013). Jasin & Firmansyah (2023) explain that the marketing mix consists of interconnected elements that are combined, organized, and applied correctly to help companies achieve their marketing objectives while meeting consumer needs and desires. The marketing mix plays a crucial role in fostering customer satisfaction, loyalty, and decision-making (Yusuf & Matiin, 2022; Sudari et al., 2019).

Specifically, the marketing mix or 4Ps (product, price, promotion, and place) operates as a major force in meeting customer demand and creating long and profitable relationships with them. Product can be defined as something that is offered as an effort to fulfill consumer desires and needs. Price is the amount of money that consumers must pay to get a product or service. Meanwhile, promotion is an effort made by a company to communicate with consumers and influence them to buy a product. Place in this case is related to product distribution, namely how the product can be reached and available to consumers.

As an effort to show the novelty between this research and previous research, the researcher attempted to further analyze how the implementation of the 4P marketing mix strategy (product, price, place, promotion) is used to create competitive advantage and increase sales of UMKM with love milli. The purpose of this study is to discuss the implementation of

the 4P marketing mix strategy (product, price, place, promotion) on UMKM with love milli. The urgency of this research is considering the increasing growth of UMKM, especially in the culinary field. This research is expected to provide a practical contribution, namely as an evaluation material for the future and provide new insights for UMKM actors on how the implementation of the marketing mix is carried out to create competitive advantage and increase sales.

## **2. LITERATURE REVIEW**

### **Marketing Mix**

Marketing Mix according to Kotler and Keller (2009:15) is a set of marketing tools that can be used by companies to achieve their marketing goals in the target market, consisting of product, price, distribution (place) and promotion.

### **Product**

Kotler and Keller (2009:4) describe a product as anything presented to the market to fulfill a need or want, encompassing physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. As according to Mahmud Machfoedz (2010:62) that a product is a good or service that reflects the potential to meet a range of consumer needs, both conscious and unconscious. The product consists of a combination of physical and service elements and the balance between the two varies

### **Price**

According to Kotler and Keller (2009:67), price is a key component of the Marketing Mix that generates revenue, while other elements incur costs. Price is the most flexible element in a marketing program, as it can be adjusted quickly, unlike product features, channels, and communication materials, which require more time to modify. Price is a flexible element of the Marketing Mix which can change at any time according to place and time. Price is not just a nominal figure listed on a package label, but price has many forms and performs many functions, such as rent, costs, wages, interest, tariffs, storage costs, and salaries. All are the price that must be paid to obtain goods or services.

### **Promotion**

Promotion is a way of marketing that aims to provide information and provide offers that attract the attention of customers who are the target market with the aim of customers

buying the products they promote (Christiani & Fauzi, 2022). Promotion is very important when marketing with the aim of informing consumers about the products offered in order to attract the attention of consumers. With the development of technology and the times, promoting through social media has many benefits in attracting the attention of consumers (Saputra & Roswaty, 2020). In the marketing process, it is not only through direct marketing or social media but also through word of mouth to consumers who have experience buying the product. This does not require costs, because sellers only need to prioritize good quality so that consumers voluntarily promote to the public.

### **Place**

Place is a combination of location decisions and distribution channels because the way to communicate with consumers is considered a distribution channel. The decision in determining the location and channel to offer products to consumers regarding thoughts on how and where to provide services to consumers, this must be analyzed in the service sector, because it is difficult to ascertain both the location of production and consumption which may not occur simultaneously (Alimah Nur & Atik Lusia, 2023). Place can be a determinant of whether consumers are busy or not because location is the highest investment. Distribution channels are one of the places and distribution strategies have three components, the first is transportation, distribution systems, and distribution channel (Dzikrulloh, Muhtarom, Sulaeman, & Santoso, 2022).

### **3. METHODS**

The research was conducted using a descriptive qualitative approach. Descriptive research is a measurement used to examine information through the description of information that has been collected without planning for general purposes. In this study, researchers used a number of data collection techniques including observation, interviews, and documentation. This study uses data sources, namely primary data and secondary data. Primary data sources are basic sources of information obtained directly from the field and there is no previous information. Primary data sources are obtained by conducting structured interviews and observations. In this study, primary data was obtained through interviews with MSME owners with love milli. Secondary data was obtained through a number of journal literature. Data analysis uses interactive model analysis (data collection, data reduction, data presentation and drawing conclusions) which is presented descriptively.

#### **4. RESULTS AND DISCUSSION**

Marketing Mix is a marketing strategy that involves a combination of important elements to achieve business success. Kotler and Keller (2010) define Marketing Mix as a series of tools used by companies to achieve marketing goals, which include four main elements: product, price, place, and promotion.

##### **Product**

Product is one of the key elements in the Marketing Mix that plays an important role in creating value for consumers. With love milli offers a variety of mousse burnt cheesecake flavors, such as blueberry, matcha, chocolate, strawberry, mango, and classic tiramisu cheesecake. This variety of flavors not only reflects innovation but also provides consumers with a wide range of options to choose products according to their tastes. This product innovation is also relevant to the theory that states that products with high differentiation value have a greater chance of winning the market (Machfoedz, 2010).

The two variants that are most in demand by consumers are strawberry mousse burnt cheesecake and classic tiramisu cheesecake. This shows that a favorite with love milli taste but still has aesthetic appeal is a favorite among consumers. In line with research by Fitri Anjelika and Triana Sinaga (2022), product aesthetics combined with premium quality can increase purchasing decisions.

In determining the products sold, With love milli prioritizes high-quality ingredients combined with aesthetic cake designs. This attractive cake design not only adds value to the product but also helps attract consumers' attention, especially in the era of social media that prioritizes visuals. In addition, With love milli products have quite good durability, namely 3-4 hours at air-conditioned room temperature and up to 6 days if stored in the refrigerator, with the best quality in the first 3 days.

With love milli also continues to follow market trends, such as the popularity of burnt cheesecake mousse in various places, so that its products remain relevant to consumer preferences. Daily production of 7 pans with various flavors proves the efficiency and flexibility of producers in meeting market demand.

##### **Price**

Price is an important element in the Marketing Mix because it directly influences consumer purchasing decisions. With love milli sets a uniform price for all variants, which is IDR 28,000 per tray. This strategy gives the impression of fair prices for consumers while simplifying the transaction process. This supports the theory that pricing strategies must consider the balance between costs and value provided to consumers (Kotler, 2011).

Pricing is done using the cross-subsidy method, where raw materials for some more expensive variants are subsidized by other variants. This allows With love milli to keep prices affordable without sacrificing product quality. A flexible payment system, namely through QRIS and cash, makes it easier for consumers to make transactions. Although With love milli does not provide discounts for large purchases, special discounts are offered on special days such as double number promos, holidays, and Christmas. This strategy not only drives sales but also increases consumer loyalty.

When raw material costs increase, With love milli maintains the effectiveness of the selling price by replacing certain ingredients that are more economical without changing the taste. In addition, With love milli expands its sales reach through collaboration with other coffee shops and cafes, such as Koffietogo, so that it can maintain profit margins while increasing brand exposure.

## **Promotion**

Based on the results of interviews conducted with the owner of the cafe with love milli & ire patisserie, it was said that with love milli & ire patisserie promotes through three media, the first is offline promotion by using a word of mouth strategy. What is meant by word of mouth is that customers promote by recommending delicious and attractive products to other consumers, thus creating trust and loyalty from new customers. In addition, cafe with love milli & ire patisserie holds culinary events or exhibitions to directly promote the products it sells. Cafe with love milli & ire patisserie also holds workshops on cake decoration for people who want to learn more about how to make beautiful cakes to attract consumers' attention. In addition, cafe with love milli & ire patisserie opens baking classes for people who want to learn how to make cake techniques correctly.

Then the second is through WhatsApp Business, consumers can buy products via WhatsApp Business and can directly contact the contact person on the number. Then other social media is Instagram because the most efficient promotional tool for promotion is Instagram. The owner said that Instagram has an attraction for consumers to buy products because they see photo and video content uploads that attract consumers to try cake with love

milli & ire patisserie. In addition to promoting through Instagram, *caffè with love milli & ire* accommodates consumers so they can buy through the *gojek* application with promo price offers on certain days such as independence day, twin dates, Christmas, and Eid al-Fitr, on that day *caffè with love milli & ire* provides a promo of 10-12% per purchase or buy 5 get 6. Then the third *caffè with love milli & ire* collaborates with a coffee shop in Surabaya, namely *koffietogo*. The coffee and tea offered at *caffè with love milli & ire* are mild latte butterscotch, rose mint tea, and hibiscus jasmine tea. By collaborating with this coffee shop, it is hoped that consumers can enjoy cake with *love milli & ire* with fresh drinks according to the tastes of consumers.

### **Place**

In the results of the interview conducted with the owner of *caffè with love milli & ire* patisserie located at Jemur Sari Selatan XII No.25 C, Jemur Wonosari, Kec. Wonocolo, Surabaya, East Java 60237. The place chosen by the owner is his own house in the garage of the house and does not require rental fees. The area is in a residential area so that people around the area can consume cakes at *caffè with love milli & ire*. To distribute the products sold to consumers, you can use *gojek* which in that feature has a *gosend* delivery service, because *caffè with love milli & ire* does not have its own delivery service. The layout conditions carried out by the owner of *caffè with love milli & ire* are arranged very neatly. The cakes sold are arranged neatly and according to the appropriate temperature so that the cakes served to consumers are cakes of the best quality. There is also a display refrigerator that provides several tea and coffee drinks so that consumers can buy them cold and fresh. For the place provided at *caffè with love milli & ire* if consumers want to consume directly or eat at the *caffè with love milli & ire* has a very comfortable place, there are comfortable seats and tables and also an air-conditioned room. The place is also decorated with aesthetics, neat and clean. To consume directly or eat at the place, consumers are not allowed to bring pets, dogs or cats because they can make the place dirty and the food served in the shop window becomes unhygienic.

## **5. CONCLUSION**

Based on the results of the research and discussion that has been done, the author concludes that the implementation of the 4P marketing mix strategy in this *love milli* business is: Product, has a variety of quality product variants that are packaged aesthetically. Price, the price is set using the cross-subsidy method to keep prices affordable for consumers and can compete on price in the market. Promotion, promotions are carried out both directly

and online through the use of social media. While place, this business has an offline store so that it can distribute its products directly to consumers. In addition, with love milli also sells its products online by opening a merchant on the Gojek application.

### **LIMITATION**

This study has a limitation. Because this study only examines one UMKM object, the conclusion may change if examining other UMKM objects in different UMKM sectors. Therefore, further research can examine several UMKM actors in different sectors.

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