

MARKETING STRATEGY IN INCREASING SALES VOLUME OF TEMPE MSMEs AT SIMPANG LIMUN MEDAN MARKET

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ABSTRACT

Tempe MSMEs Mr. Sinaga who is an MSMEs engaged in the food industry which produces processed tempeh wrapped in plastic and wrapped in banana leaves. This Tempe MSMEs is located at Jalan Santun No 70A, Sudirejo I Village, Medan Kota District, Medan City. The purpose of this study was to determine the marketing strategy for Mr. Sinaga's Tempe MSME in order to increase sales at the Medan intersection market. Tempe MSMEs Mr. Sinaga implements the 4P components of the Marketing Mix product (product), place (place), price (price), and promotion (promotion). This studies is a sort of subject studies, specifically the writer is going without delay to the sector at Tempe MSMEs, Mr. Sinaga, Sudirejo I Village, Medan City District. The author uses data analysis strategies, specifically qualitative methods with a descriptive technique. In analyzing the facts, researchers performed field observations, interviews and documentation to obtain the required data. The results of this study indicate that the application of a marketing strategy to Mr. Sinaga's Tempe MSMEs by implementing the 4P components of the advertising blend in increasing sales volume with the result of increasing sales to Tempe MSMEs by setting prices according to product quality and target market. The role of place in increasing Tempe MSMEs is choosing a strategic location and center of community outreach for shopping at the market. The promotion carried out by Tempe MSMEs is to increase sales, namely by cooperating with other traders, maintaining regular customers and marketing face to face around the market.

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1. INTRODUCTION

Sales is one of the advertising capabilities that is very crucial and decisive for the business enterprise in achieving corporation dreams, obtaining profits for the survival of the company. Marketing is how to understand, plan and manage the alternate of goods or offerings from the hands of producers to consumers as buyers so that consumers will obtain satisfaction [1]. Marketing also involves the process of identifying customer needs and wants, as well as creating long-term relationships between companies and customers through effective communication and sustainable delivery of value [2]. The achievement of a business enterprise in marketing a product requires the preparation of a mature and appropriate strategy plan, with the right strategy that the company can create and develop consumer demand more convincingly. The approach of fee, region and merchandising is a part of the marketing approach to increase sales volume. Marketing strategy is a series of activities aimed at achieving the target and with innovative and creative thinking patterns, to face the trends that occur within the company and outside the company. Marketing strategy is a form of plan that decomposes inside the subject of advertising and marketing. To reap gold standard outcomes, this advertising strategy has a huge scope inside the area of advertising such as strategies inside the face of competition, pricing strategies, product techniques, carrier techniques, and so forth [1].

The marketing blend method makes a speciality of commercial enterprise merchandising troubles, inclusive of the way to market products, what media to apply. With the marketing mix aims that people can create new products and create jobs in order to increase income. The 7P marketing mix consists of product, price, place, promotion, people, process, and physical evidence [3]. The chosen marketing strategy can penetrate the market. Especially in an increasingly competitive situation like today, the ability to seize market share will affect the survival of MSMEs. Tempe MSMEs are one of the located on Jalan Santun No. 70A, Sudirejo I Village, Medan Kota district, Medan City. Mr. Sinaga is one of the business people. Mr. Sinaga started his business since 2007. The owner of this Tempe MSMEs opened a business that was in accordance

with his views and could channel his talents. Tempe MSMEs have been able to exist in competitive conditions between MSMEs and other MSMEs. To support the name of Tempe MSMEs, the owner conceptualizes his house as a place for his products. Mr. Sinaga market and sell tempe products in a market that is Pasar simpang lemonade medan. To attract people to come and buy their products, Tempe MSMEs implement appropriate marketing strategies to progress their business. The following types / kinds of products produced and will be marketed by Tempe MSMEs are processed Tempe wrapped in plastic and processed Tempe wrapped in banana leaves. Processed tempeh made by Mr. Sinaga is very healthy because the processed tempeh does not use preservatives. Tempe MSMEs are still far behind other MSMEs because Tempe MSMEs are still selling directly or selling in the market. Tempe MSMEs are one type of small and medium businesses that focus on tempe production. Tempe is a processed food that is very popular in indonesia and has a fairly large market share. However, competition in the food industry is very tight, so Tempe MSMEs need to use effective marketing strategies to increase the sales volume. Tempe products are produced types of plastic-wrapped tempe and leaf-wrapped tempe that are marketed at the medan Lemonade junction market. Processed tempeh on Jalan santun No. 70A which is produced by Mr. Sinaga in his own Home industry which in the future will be one of the superior products. To attract more customers and adapt to the circumstances stronger competitors to sell tempe products. Mr. Sinaga not only markets in the market but he also markets by depositing in grocery stores around his house. Based on the explanation above, the researchers are interested in conducting research with the title "Marketing Strategy in Increasing sales Volume of Tempe MSMEs at Simpang Limun Medan Market".

2. LITERATURE REVIEW

A. Marketing

Marketing (advertising) comes from the word market (market). In simple terms, the market can be understood as a place in which a group of sellers and consumers meet to perform activities of exchange transactions for goods. Marketing is a social managerial process in which individual corporations reap their wishes and goals through creating, imparting, and exchanging something of value with each other. . [4]. The learning process is the process by which the company involves students, build good relationships with students, and assign value to students, so as to obtain value/good feedback from students in order to improve profity and competence of students. "Marketing is a social process by which individuals and groups obtain what they need and want through the free creation, offer and exchange of products and services of value with others". [3]. advertising is a science concept in commercial enterprise method that ambitions to gain sustainable satisfaction for stakeholders (clients, personnel and shareholders) [5].

B. Marketing Strategy

Advertising method is an idea to be able to be used to achieve advertising and marketing goals in a organization, may be about precise techniques for target markets, positioning, advertising blend and the quantity of a advertising cost [6]. advertising approach is an idea so that it will be used to obtain advertising goals in a employer, can be about unique strategies for target markets, positioning, advertising blend and the amount of a advertising and marketing expenditure (Kotler & Keller, 2016). A Marketing Strategy is a plan that lays out a agency's expectancies for the impact of various marketing activities or programs at the call for for its products or product strains in a particular target marketplace [7].

C. Various Marketing Strategies

In principle, strategies are grouped by various strategies, namely management strategies, investment strategies, and business strategies. This approach is orientated to the capabilities of management activities including advertising techniques, production strategies, distribution strategies, and techniques related to finance [8].

D. Objectives and functions of the marketing strategy

The motive of advertising is to exchange the orientation of other marketing control philosophies that have verified unsuccessful in overcoming various issues, because of modifications within the traits of ultra-modern markets that have a tendency to expand. these adjustments arise, among others, due to populace boom, elevated buying electricity, elevated and substantial relationships or communique, technological trends, and changes in different marketplace environmental factors. whilst the marketing function is an hobby carried out in companies involved in shifting goods and offerings from producers to clients.

E. Marketing Mix

The advertising and marketing mix consists of the whole lot a organization can do to steer the demand for its products [8]. advertising mix as a hard and fast of advertising and marketing equipment a corporation makes use of to pursue its advertising and marketing desires in target markets [8]. advertising and marketing blend as a fixed of advertising tools a enterprise uses to pursue its advertising and marketing goals in target markets [9]. it is able to be concluded that the advertising mix is a marketing interest this is executed in an integrated manner. this means that this hobby is executed in tandem the various factors in the marketing mix itself. each detail can't run on its personal without the guide of the others [8].

The concept of marketing mix (marketing mix) consists of 4P, namely: product, price, place of promotion :

- a. The product represents everything that the manufacturer can offer to be noticed, requested, sought, bought, used or consumed by the market as a fulfillment of the needs or desires of the market in question [10].
- b. Price is the sum of all the values that consumers exchange for the benefits of owning or using the desired product or service. The price level set will affect the quantity of goods sold and indirectly affect the cost because it is related to production efficiency because the price will have an effect on revenue and total costs incurred by the company [8]. Price is the amount of money charged, for a product or service or the amount and value exchanged by customers to obtain benefits and have or use a product and service [9].
- c. Location means the distribution decision concerned with the ease of access to the sale of products/services for consumers. The location where the product is available on a number of distribution channels and outlets that allow consumers to easily obtain a product.
- d. advertising means the advertising characteristic that describes the numerous approaches wherein the agency on the way to sell merchandise to customers. The promotional mix of yesteryear can encompass diverse methods, particularly marketing, sales merchandising, face-to-face sales and citizen family members . advertising is one of the variables inside the marketing mix this is very important for the organisation to marketplace products or services. sales advertising is a shape of persuasion this is done solely via the usage of diverse media that may be set to stimulate the acquisition of merchandise straight away or increase the quantity of goods to be purchased by using customers. With promotions, corporations can appeal to the eye of recent clients and impact them to attempt new products and increase impulse buying.[8].

F. Sales Volume

Sales is an activity in the field of marketing in selling goods produced to consumers carried out by the company in delivering goods produced so that they can be enjoyed by consumers (Komala, 2021). sales extent is an success expressed quantitatively in phrases of physical or extent or units of a product [8]. Sales Volume is to increase the volume of product sales that are profitable in the sense that they can generate optimal revenues and deny profits [11]

3. METHOD

1. Primary Data

Number one statistics is facts obtained immediately from the problem of studies, in this example the researcher obtains information or facts without delay the use of the devices that have been set. primary records is accrued by means of researchers to answer research questions. primary information collection is an internal a part of the studies process and is often essential for selection-making functions. primary information are taken into consideration extra correct, considering the fact that they're presented in element [8]. The primary Data in this study is to make observations, observations, and conduct in-depth interviews between researchers and owners of Tempe MSMEs Mr. Sinaga.

2. Secondary Data

Secondary records is statistics received or accrued by folks that conduct studies from current assets. This statistics is used to guide number one information that has been acquired from library substances, literature, previous research, books, and so on [8]. Secondary Data in this study is the literature in the form of books, reports, notes, and journals.

Data Sources

1. Internal

Internal Data is a type of data obtained from within the research site such as observation records and documents that come from organizations or companies that are researched. Informants, namely parties

who are considered to be able to provide information about the design of digital marketing strategies to increase sales volume at Tempe MSMEs, Mr. Sinaga.

2. External

External Data refers to data obtained from sources outside the research site such as reference books as reading material and theoretical references related to the problems studied. Documentary, which comes from documents related to data on the design of digital marketing strategies to increase sales volume at Tempe MSMEs, Mr. Sinaga.

Data Collection Methods

Facts series techniques are the most strategic step in research because the main goal of researchers is to obtain statistics. Related to the problems studied instruments in this study are guidelines for interviews, observations, and documentation. As in this study using data collection techniques in the form of observation, interviews, and documentation

1. Observation

Observation technique is used to obtain information about the situation and condition of Medan Lemonade intersection market directly. Observation is done by viewing and recording the activities that occur in the market and pay attention to the factors that affect the marketing strategy of Tempe MSMEs in the market. Observation is defined as the process of seeing, observing, and observing and recording behavior systematically for a specific purpose. Observation is an activity to find data that can be used to give a conclusion, [12]. observation as a data series technique has unique characteristics while in comparison with other techniques, specifically interviews and questionnaires, [13].

2. Interview

Interview techniques are used to obtain information directly from Tempe MSMEs actors in Medan Lemonade intersection market and customers who make purchases in the market. Interviews are conducted by asking open questions and following the flow of existing conversations. Interviews were conducted with selected speakers in purposive sampling. Interview is an activity that seeks research data to respondents directly, [8]. Interviews are used as a records collection approach if the researcher desires to conduct a initial study to locate the troubles to be investigated, and additionally if the researcher wants to understand the matters of the respondents in extra intensity and the number of respondents is small/small, [14].

3. Documentation

Documentation techniques are used to obtain data from documents related to this study. The documentation obtained is written data from Tempe MSMEs Mr. Sinaga, production process images, images with business owners and product images. files are statistics of occasions which have passed. documents can be inside the shape of writing, photographs, or the works of someone. (Susanti et al., 2017)

Data Analysis Methods

Kulaitatif data analysis is continuous data with words not in the form of numbers and no classification of structured categories. In this research, the data analysis technique that will be applied follows the concept of Milles & Huberman (Sugiyono, 2016) which clarifies data analysis in three steps, namely:

1. Reduction Of Data(Data Reduction)

Data reduction is a form of data analysis that directs, summarizes, classifies themes and removes unnecessary so that the reduced data will provide a clear picture so that it can be drawn and verified, and makes it easier for researchers to collect subsequent data that will be needed when analyzing the data.

2. Presentation Of Data (Data Display)

The records presentation stage through compiling relevant facts and describing information obtained from numerous sources and has been arranged systematically, so that it can be concluded or the that means of the studies that may be executed by way of creating a comparison of phenomena that occur, and subsequent planning, the intention is to discover the problems that need to be observed up or no longer and examine the validity based totally at the records obtained.

3. Conclusion

conclusion is a overview or conclusions bobbing up from and from the records after being tested for truth. Drawing conclusions and verifying statistics or solutions from the formula of problems in qualitative analysis which can be temporary and could expand or trade if there is robust and supporting evidence in information series. If the realization is supported through strong or constant evidence whilst rediscovered inside the discipline, the belief is received correct or credible, the belief can be inside the shape of a description principle or an unclear photograph object will become clear after careful examination.

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4. RESULT AND DISCUSSION

Data Analysis

Data analysis of key informants in this study include :

Table 1. List of Tempe MSMEs informants Mr. Sinaga in Jl. Santun No. 70A, Sudirejo I Village, Medan City District, Medan City, North Sumatra province

NO	NAMA	KETERANGAN
1	Mr.Sinaga	The owner of the Tempe MSMEs
2	Mrs. Nurmauli	Wife of Mr. Sinaga Tempe MSMEs
3	Hendra Effendi	1st child of Mr. Sinaga Tempe MSMEs
4	Nurliana	Son 2 of Mr. Sinaga Tempe MSMEs
5	Nurlianti	Son 3 of Mr. Sinaga Tempe MSMEs



Figure 1. Photo with the owner of Tempe MSMEs

Mr. Sinaga (46 years old) is the owner of the Micro, Small and Medium Enterprises (SMEs) in Tempe Village Sudirejo I Medan City District which has been established for approximately 16 years. The reason I chose Tempe MSMEs Mr. Sinaga because he is the Direct owner of the Tempe MSMEs so that he understands all the conditions of the Tempe MSMEs both from the process of making, selling, and earning the Tempe MSMEs.



Figure 2. Photos with Tempe MSMEs employees Mr. Sinaga

Hendra Effendi (29 years old) is the son of one of Mr. Sinaga's employees who has helped to run Tempe'S MSME process until this point. Mr. Sinaga involves all his family to run this business because he believes in his children. The reason I want to follow the process of Tempe MSMEs is because I believe that with the establishment of this business I already know and understand enough about the condition of the Tempe MSMEs.

Table 2 Patterns and concepts

No	Research Issues	Patterns and concepts
1	How is the right marketing strategy carried out by Tempe MSMEs at Simpang Limun Medan Market, in an effort to increase sales Volume?	In an effort to increase the marketing strategy sales volume of Tempe products Mr. Sinaga is to always pay attention and maintain the quality of the materials used to make tempe in order to get the perfect taste and maintain its flavor image. Conduct promotions to introduce their products to customers/consumers who do not know Mr. Sinaga's tempe products. Always prioritize the comfort of customers / consumers by providing good service and providing what consumers want. Maintaining old customers in order to increase sales of Mr. Sinaga's products, as well as provide discounts to regular customers so that these customers feel comfortable with the Tempe product sales service at Mr. Sinaga'S MSMEs.
2	What factors are influential in increasing sales at Tempe MSMEs at Simpang Limun Medan Market?	Influential factors in increasing sales, especially on good quality and taste in order to remain in demand by customers/consumers. Doing promotions in various places either at kiosks or street vendors. With the promotion, many people will recognize the product. Tempe products Mr. Sinaga set the main location or center of the tempe sales in Medan Lemonade Market intersection. The service performed must also be polite and suave so that our customers/consumers are comfortable when buying our tempe products. When customers buy enough products, keep giving discounts and provide affordable prices without reducing product quality. Make it easier for customers/consumers to buy products, for example by maintaining regular customers to provide product delivery services to their homes. Marketing strategy is very important for business owners where marketing strategy is one way to achieve the goals of the business. There are several ways to create a marketing strategy, as is the case with the Tempe MSMEs Mr. sinaga by applying a marketing mix such as a strategic place, expanding sales promotions, providing affordable prices, and good service to customers/consumers. From the above patterns, the concept appears as follows : <ol style="list-style-type: none"> 1. Products 2. Promotion 3. Services 4. Price 5. Location 6. Services 7. Marketing Strategy

Discussion

Based on the above interviews and findings on patterns and concepts that have been made by researchers, the following discussion is raised :

A. Products

Products are everything that a company offers for its target market to consume as a basic need. This product has become a standard for a company to improve the quality of sales and develop the MSME business economy to be superior to other competitors. Therefore, in creating a product the company needs to offer a quality product and an attractive appearance so that consumers feel this product can meet their needs. Based on the observation that research conducted with Mr. Sinaga as the owner of Tempe MSMEs that to increase sales of these products is always to maintain and pay attention to the quality of the materials used to make or produce the tempe.

The consumers feel Tempe sold by Mr. Sinaga has good quality at an appropriate price. Mr. Sinaga processed his processed Tempe without preservatives so it is very safe if consumed in the community.

According to [12], product approach a combination of goods and services presented by using the business enterprise to the goal marketplace. (HASANAH, 2022). says that a product is the whole lot that can be provided to the market to satisfy a preference or need. merchandise advertised consist of bodily items, offerings, experiences, events, humans, places, property, companies and thoughts. The product is the first and most essential element inside the marketing mix.

B. Promotion

MSMEs for basic needs rarely make social media a place to promote. So this Tempe MSME uses local residents and also face to face to do promotions or offers, because this method is more effective than using social media. Mr. Sinaga's wife is part of the Marketing of the sale of Tempe products and he offered to kiosks or other street vendors. Promotion by [12] as follows: "a form of marketing communicate that seeks to disseminate records, affect or convince, reminding the goal market of the company and its merchandise to be willing to buy and constant to the goods provided by way of the agency.

C. Services

Ministry is sulking at the act or process of providing help, support, information or other needs to an individual or group. Good service is a service that meets the expectations and needs of customers or service recipients in an effective, efficient, friendly and professional manner. Service efforts made in Tempe MSMEs Mr. sinaga is quite good, friendly, polite and patient when customers come to buy tempe products. If there are customers who complain about their Tempe products, then the business owner can compensate for the customer's complaint. To retain customers is also evident from our service to consumers. Where when there are consumers we have to serve them wholeheartedly and talk to them.

provider is the motion or deed of a person or organisation to offer delight to customers, fellow employees and leaders. [12].

D. Price

Price is a value that is made to be a benchmark for the value of an item. Price is the only component of the marketing mix that directly affects a company's profits and incurs other costs. Price is also one element of the marketing mix that is very flexible, the point is that prices can fluctuate. In addition, Price also affects costs, because the quantity sold affects the costs incurred in relation to production efficiency. Efforts made in Tempe MSMEs Mr. Sinaga related to prices also provide affordable prices for customers or consumers. So that customers are happy with the cheap price and given a discount by Mr. Sinaga. Price is a value expressed in rupiah for exchange / transaction or a sum of money to be paid by consumers to obtain goods and services [12].

E. Location

Location means relating to where MSMEs carry out their operations or activities, it is important to carry out all the activities that are used to channel products and their ownership status from producers to consumers. Choosing a location to trade is a decision to do business.

Based on observations with Mr. Sinaga that the chosen location is strategic by customers or consumers. A good and right opportunity to open this Tempe Mr. Sinaga MSME on Jalan Santun No. 70A, Sudirejo I Village, Medan Kota district, Medan City, North Sumatra province this is very important because it must understand the location of a strategic location and easy to reach by consumers. In this village, no one produces tempe products, Mr. Sinaga is the only person who makes his home a place for the production of tempeh. [12] declaring that the region is a selection of business enterprise activities to make merchandise produced or sold inexpensive and to be had to the goal marketplace, in this case related to how to supply products or services to clients and wherein a strategic place.

F. Services

Based on observations that researchers did in Tempe SMEs Mr. Sinaga as the owner of the Tempe SMMEs, that the strategy undertaken by Mr. Sinaga in increasing sales of its products is to deliver directly to regular customers, such as stalls, kiosks that have become regular customers Mr. Sinaga. This method greatly alleviates and makes it easier for customers / consumers to buy these Tempe products.

According to [12] service is some thing intangible wherein the movement or performance is obtainable by way of one birthday party to any other and does now not cause the switch of any possession. In production, services can and won't be tied to a physical product.

G. Marketing Strategy

In general, a marketing strategy is a very important way for a business where a marketing strategy is a way to achieve goals planned by MSME business owners. In marketing management are grouped in 4 aspects that are often known as the marketing mix, namely :

- a) Merchandise is a superb or provider that a organisation gives to its marketplace percentage market. The types protected within the product blend consist of product range, product first-class, emblem call, packaging, and carrier.
- b) Rate is the amount of cash that clients have to pay to achieve the desired product. charge is the best element of the advertising mix that generates profits.
- c) Places premises include business activities that create products intended for target customers. The right or strategic place is very profitable for the entrepreneur to run his business.
- d) Promotion means an activity in delivering a product and inviting customers to buy the product. For producers, promotion is an activity to inform products, invite consumers to buy and increase consumers so as not to forget the product. For consumers promotion is communication between producers or customers/consumers.

A marketing strategy is a statement of how a brand can achieve its corporate goals by developing a sustainable competitive advantage through the market it enters and the marketing programs it uses to serve that market share. Marketing strategy is an important part of a business that can give direction to all management functions of an organization [12].

5. CONCLUSION

In conducting marketing strategies, Tempe MSMEs Mr. Sinaga implemented a Marketing mix marketing Mix strategy consisting of Product Strategy, price strategy, Place strategy, and promotion strategy well to be able to maintain or improve Tempe MSMEs Mr. Sinaga at the Medan Lemonade intersection market. Tempe MSMEs Mr. Sinaga has made several efforts, namely in terms of providing products provided by maintaining product quality, in particular, the materials used and cleanliness in managing or producing products. Tempe MSMEs Mr. Sinaga in setting the price that is in accordance with the target market. Because the target market applies to all circles, so provide an affordable price with a fixed expenditure estimate by emphasizing the cost of the products offered so that the price that has been set even though it is cheap, it can still make a profit and be able to play Tempe Mr. Sinaga'S MSME business. Tempe MSMEs Mr. Sinaga including locations that are said to be strategic. The location of the Tempe MSME production process is at Mr. Sinaga's own house, which is located at Jl Santun No. 70A. While the main marketing place is located at Medan Lemonade Market intersection. Tempe MSMEs Bapak Sinaga using face to face promotion. Or make an offer directly at the Simpang Lemonade market. Where with marketing like this is already said to be effective to market. By looking at a strategic place that is a shopping center. In addition, Mr. sinaga also offers products such as the same bejerha with traders in the market and selling around to leave the tempenya at street vendors.

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