


## Increasing sales volume with a marketing mix strategy using swot analysis on a bread sourdough bakery

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Article Info	ABSTRACT
<b>Keywords:</b> marketing mix strategy, sales volume, SWOT analysis	A Bread Sourdough Bakery is a manufacturer and shop that sells sourdough bread products, where sourdough is a type of bread that is currently starting to be popular with consumers because the raw materials are considered more natural and healthy than bread on the general market. Determining a marketing mix strategy for this business is one of the strategies for developing, improving the business and facing intense competition. The aim of this research is to find out whether the aspects of the marketing mix strategy, namely product, price, place, promotion, people, physical evidence and process, are appropriate and can be applied to increase sales volume. This research is a qualitative descriptive study, data was collected directly from the company by conducting observations and interviews. The research results show that the marketing mix strategy implemented can increase sales volume so that the Bread Sourdough business owner must continue to improve existing strategies in order to win the competition.
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### INTRODUCTION

Healthy food has become a trend and a major need for society, especially after the Covid-19 pandemic has passed. Consumers are becoming more concerned about the nutritional and vitamin content of the food they consume. One staple food substitute for rice that has long been known is bread, which is usually consumed for breakfast or as a snack. The bread that is usually on the market is white or wheat bread which is prepared by a fermentation process using instant yeast as a rising agent. Later, sourdough bread emerged, namely bread prepared by adding natural leavening agents in the form of wheat flour and water with a certain composition which was fermented for several days. The results of fermentation in the form of a mixture of yeast, lactic acid bacteria, flour and water will help the bread rise and have a distinctive taste. Sourdough bread is known as the healthiest bread compared to other breads because it contains probiotics which can improve intestinal health.

increasingly rapid development of the bakery business at this time means that a Bread Sourdough baker must implement an effective strategy in order to survive while increasing sales volume. One strategy that can be implemented by bakery business actors is a marketing mix strategy, namely product, place, price, people, process (process),

physical appearance ( physical evidence ) and promotions ( promotion ) . a Bread Sourdough bakery with four branch stores in Semarang also implements a marketing mix strategy to overcome fluctuating sales volumes.

A Bread Sourdough bakery for 2023 in all branches.

**Table 1.** Sales of bread products at a Bread Sourdough Bakery 2023

Branch	February	March	April	May	June
Banyumanik	50,800,000	47,005,000	48,850,000	40,458,500	47,350,000
Sayudi	52,950,000	48,450,500	49,500,000	42,670,000	47,460,000
Ngaliyan				25,590,000	27,320,000
Fatmawati				23,460,000	26,250,000

From the sales data above, it can be seen that monthly sales of bread products at Bread Sourdough in each branch experience fluctuations. Tight competition is one of the factors causing unstable sales volumes because currently many bakeries sell products with various variants. Apart from that, promotions that are less focused on marketing activities and the lack of giving price discounts result in consumers switching to other products that are very intensively promoted and giving price discounts. Therefore, a Bread Sourdough Bakery must further develop its marketing strategy, namely a marketing mix strategy so that it can provide a more in-depth analysis of the obstacles it faces in order to be able to carry out appropriate and effective strategies to increase sales volume.

The right marketing strategy can be implemented after an analysis using SWOT analysis, which is an environmental analysis that relies on internal and external factors of the company. The internal environment is the strengths and weaknesses and the external environment is the opportunities and threats faced by business people. The company's strengths are product quality, price suitability and distribution, while its weaknesses are the many competitors who offer lower prices. The company's weakness is the relatively short shelf life of bread and difficult resource management. The opportunity is product innovation that can be carried out continuously and consumers who are increasingly aware of healthy food, while the threat is the number of bakery companies on the market.

### Research purposes

This research aims to :

1. Understand the marketing mix strategy implemented by a Bread Sourdough Bakery
2. Find out how strong the company's competitiveness is

### Literature Review

#### Marketing Management

Marketing management is an effective and efficient marketing activity within an organization that is designed, implemented and monitored so that it can achieve the expected company goals (Putri Ulfa, et all , 2022) . Marketing management also includes pricing, concept creation, promotion and distribution of products and ideas designed to create and maintain profitable exchanges with target markets so that company goals can be achieved (Poluan, Mandey, & Ogi, 2019) .

## Marketing

Marketing is doing work with a target market so that potential exchanges can be realized in order to satisfy consumer needs and desires (Bened, et al., 2022) (Bened et al., 2022) . Marketing concerns social and managerial processes in which individual and group consumers obtain their needs and desires by making offers and exchanging goods or services with one another (Delano, et al., 2022) .

## Marketing strategy

Marketing strategy is an elaboration of the company's expected plans for the influence of marketing programs on sales of products and product lines in a target market (Fauzi, et al., 2022) . Marketing strategy will involve the mindset regarding marketing that will be used to achieve marketing goals (Mait and Lumanauw, 2022) . Marketing strategy focuses on decisions and actions to build product differentiation on an ongoing basis in order to win the competition (Ginting, & Hasibuan, 2022) .

## Marketing Mix

Marketing mix is a variable indicator that a company uses so that its marketing objectives can reach the specified target market (Nurul Amalia & Ningsih, 2021) . The variables used to understand the marketing mix process carried out by a Bread Sourdough bakery are 7P, namely product , price , place , promotion , people , physical evidence (physical appearance), process ( process ) .

## Sales Volume

Sales volume is one of the factors that influences the amount of working capital where the company invests part of the funds it has as working capital which will be used to support company activities to increase sales (Liani, 2019) .

## SWOT analysis

SWOT analysis is a systematic identification of several factors that can be used to formulate company strategy, where the analysis is based on logic that can optimize strengths and opportunities but at the same time can minimize weaknesses and threats . (Saputra, 2022)

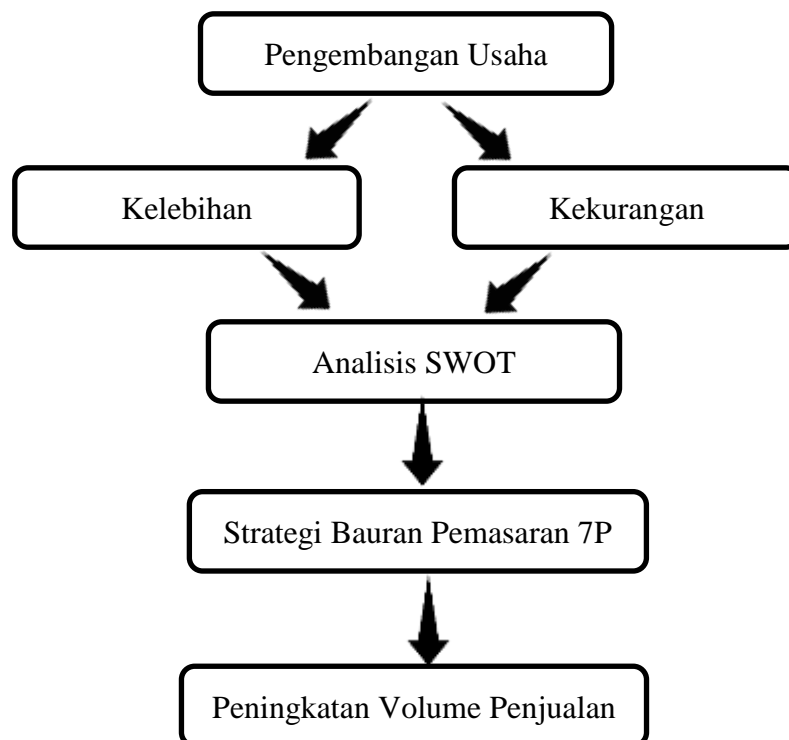
## Previous Research

Research by Ihda & Budi (2023) aims to find out and analyze marketing strategies in increasing sales volume at the Complex Coffee Cafe in Surabaya. This research is descriptive research using the SWOT analysis method. Data collection techniques are carried out using interviews and observations related to the 7P marketing strategy, namely product, place, price, promotion, process, physical evidence and people to find strengths, weaknesses, opportunities and threats. The results of this research suggest that the Kopi Complex Cafe has a favorable situation because of its great opportunities and strengths so that it can take advantage of existing opportunities.

Tilova & Barusman, (2023) in research conducted at Nudi Eat Drink Leisure Cafe concluded that the right strategy for Nudi Cafe to anticipate competitors is a combination of the SWOT matrix strategy, namely the Strength-Threat strategy using strength to avoid threats. The type of research used is descriptive qualitative with explicit data and fact collection methods to obtain information about the object under study.

Research by Witnessari, (2023) at Alaya Resort Ubud aims to identify potential internal and external environments and analyze appropriate strategies that will be used so that room occupancy rates will be higher. The research uses qualitative data, namely the 7P Marketing Mix and quantitative data in the form of questionnaire results which are used to determine the SWOT analysis. The conclusion of this research is that Alaya Resort Ubud has internal and external environmental potential that can be utilized to increase the number of room occupancy. The strategy implemented is based on SWOT quadrant analysis, namely an aggressive growth policy ( Growth Oriented Strategy).

**Framework**



**Figure 1.** Framework of Thought

**METHODS**

**Research Approach**

This research use descriptive qualitative approach. Descriptive research is a method used to carry out data analysis by describing or illustrating the data that has been collected as it is without having the intention of making a general conclusion or generalization (Rumambi et all , 2022) .

**Population, Sample and Sampling Techniques**

The population and sample are unknown in qualitative research. Throughout the research process, research subjects will provide the necessary information. Samples in qualitative research are not called respondents but as sources or informants. The resource person in the research is a shop owner with 16 employees consisting of 12 in the sales department and four in the production department because he is trusted to know

information in the bakery environment, a Bread Sourdough Bakery. The sampling technique in this research was carried out based on the researcher's assessment of the knowledge of potential sources in providing answers to research questions.

### **Data Types and Sources**

This research uses primary data and secondary data. Primary data was obtained based on the results of in-depth direct interviews with sources, namely shop owners and employees regarding the problem being researched. Apart from that, we also carry out direct observations in the field or observations at the Bread Sourdough bakery which are carried out systematically by looking, observing, recording behavior and events according to the actual situation.

The secondary data in this research is documentation using notes and documents at the research location as well as sources relevant to this research. Secondary data also involves collecting information using literature related to research such as books or scientific journals.

### **Operational Definition of Variables**

Marketing mix is a tool for carrying out strategies that have been determined by the relevant company in carrying out in-depth analysis of the company's business so that it can be used as a determinant for increasing sales volume and increasing profits (Kumalasari, et all 2021) . The components of the marketing mix are Product , Price , Place , Promotion , People , Physical Evidence , Process or known as 7P (Rosyidin, et al . all , 2022) .

#### **Product**

Products are goods or services that can attract the attention of the market to be purchased, used, consumed and can be owned so that they can satisfy consumer needs and desires (A'yun, et all 2021)

#### **Price**

Price is the value of a product or service expressed in money and is the only element of the marketing mix that provides income for the company (Yusup & Ramdani, 2022) .

#### **Place**

Place or distribution is choosing the channels that will be used in developing distribution that handles product sales so that the product can reach the target market on time (Syuhada, et all , 2023)

#### **Promotion**

Promotion is a very important component in the marketing mix because it conveys certain messages about products or services and trademarks to consumers so that consumers become more familiar with the brand or product so that it will increase purchases (Setiawan, Mandey, & Jorie, 2022) .

#### **People**

People or human resources are all those involved in an enterprise or business, whether company employees or consumers (Ayu, et all , 2023) . In a company or shop, people are part of the service which greatly influences consumer purchasing decisions. Companies must ensure that all employees related to their business are competent in business.

### **Physical Evidence (Physical Appearance)**

It is physical evidence that is needed by consumers in purchasing a product or service so that trust can be established in more real business relationships such as offices or shops ( offline) or websites ( online ) that can be visited, or forms of promotion both online and offline that can be seen by consumers. consumers (Zahrah, et all , 2021)

### **Process**

The process is an activity carried out by the seller in stages to market their product starting from providing sales services to creating transactions between sellers and consumers (Safitri & Anas, 2022) .

### **Testing Research Instruments**

Instruments in qualitative descriptive research are tools used to collect data. In this research, data collection uses the observation or direct observation method to obtain data that corresponds to the actual situation. Apart from that, interviews were also conducted with owners and employees. The researcher is also an instrument where the researcher is also tasked with planning the research, carrying it out, making analyzes and collecting data as well as concluding the research results.

### **Data analysis technique**

Data analysis techniques are the process of interpreting data that has been collected from research subjects and then processing the data to obtain information and facts (Mait & Lumanauw, 2022) . This research uses qualitative descriptive data analysis techniques, which look at the results of interviews with business/shop owners, employees and consumers of a Bread Sourdough Bakery .

## **RESEARCH RESULTS AND DISCUSSION**

### **Research result**

#### **Description of Research Object**

A Bread Sourdough bakery was founded on February 8 2023 by Theresiana Dwiwana because she loved bread so she wanted to have her own bakery. Aware of the needs and desires of today's consumers who want to always consume healthy food, the Bread Sourdough product is made using natural ingredients, one of which is sourdough or natural yeast (natural yeast). Sourdough bread is fermented with naturally occurring yeast or bacteria to produce a more fragrant taste and aroma and can be made from basic ingredients, namely wheat flour, water and salt. Another product advantage is that it is healthy, no preservatives, no instant yeast, no softeners and no artificial sweeteners.

Has four branch stores, producing A Bread Sourdough bakery carried out on Jl. Breadfruit Raya no. 41 Banyumanik as well as a shop that sells its products, then distributed to three other branches in Semarang City, namely Jl. Suyudi 62, Jl. Fatmawati 65C and Jl. Prof. Hamka Kav. 6 Ngaliyan.

#### **Marketing Mix Strategy Applied at the 'A Bread Sourdough' bakery**

marketing mix strategy applied at the ' A Bread Sourdough' bakery consists of 7Ps and is as follows:

## **Product**

'A Bread Sourdough' bakery offers premium quality products for the middle to upper market segment and is unique or different from similar bread products, namely that it uses natural leavening agents ( soudough ), not instant yeast so it is healthier and more natural. Producers must be consistent in maintaining product quality and always innovate to create new types of bread. Quality and unique products will make consumers not only interested but also make purchases with the aim of consumer loyalty, thereby increasing sales volume.

## **Price**

Quality and variety of bread products at 'A Bread Sourdough' bakery makes producers dare to set higher prices than competitors so that consumers will be willing to spend more. Customers and potential buyers must get products that match the costs incurred. Before determining the selling price, producers have obtained any information that makes consumers willing to pay and have gained an understanding of product demand in the market because price determines product positioning against competitors.

## **Place (Location / Distribution)**

' A Bread Sourdough' bakery A strategic bakery will be easier to reach by consumers so that they can increase purchases which will have an impact on increasing sales volume. Determining the location for product sales is also adjusted to the target market, namely middle to upper class. Product distribution is also related to the ease of product transportation to reach consumers.

## **Promotion**

Promotion carried out by the bakery 'A Bread Sourdough' bakery so that consumers are interested in the products offered, become more familiar with the product brand so that they arrive at a decision to purchase the product. Promotion is also related to the media used to market products, where currently social media and online sales promotions are the main promotional tools for companies. Promotion is an important stage in business to communicate to consumers about the advantages and product variants of ' A Bread Sourdough' bakery so that consumers are interested in making purchases.

## **People**

One of the important components in the marketing mix strategy is employees who have a big role in the production process, connecting with consumers, receiving orders and questions about products. Employees are also required to be skilled in carrying out production so that they can maintain consistent quality of the products produced. For shop employees (saleswomen), A Bread Sourdough' Bakery prioritizes employee attitude such as appearance, good speech, body language, attractive way of speaking and expressions.

## **Process**

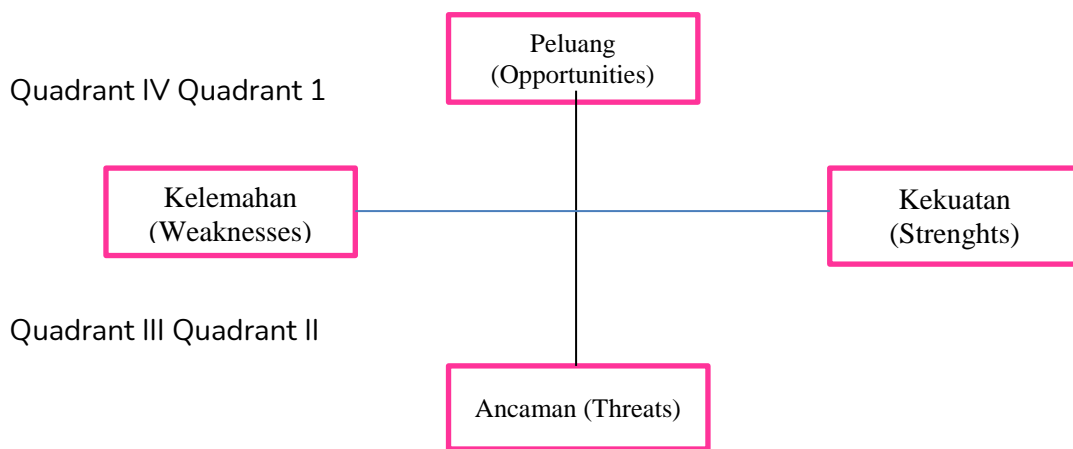
The process includes all activities in making sourdough bread starting from selecting raw materials, making yeast, making dough until the product is ready to be sold. The bread making process is carried out at one of the shop's branches, namely the Banyumanik branch. The bread making process is carried out according to procedures to be effective and efficient, thereby increasing consumer satisfaction.

### Physical Evidence (Physical Appearance)

Physical appearance concerns the appearance of the store ( store atmosphere) both inside and outside (surrounding environment) as well as products including product packaging and product appearance. An attractive, unique shop interior design with sufficient lighting will influence consumers' positive emotions , making them feel at home in the shop and making purchases. The arrangement of products on shelves is easy to reach, attractive, hygienic and creates buying interest considering the product A Bread Sourdough' This bakery is ready to eat food.

### SWOT Diagram " a Sourdough Bread " Bakery

The resulting SWOT diagram is as follows:



**Figure 2.** SWOT diagram for a Bread Sourdough Bakery

In Figure 2 above, a Bread Sourdough is located in quadrant I where the company apart from having great opportunities also has good internal strengths. This is a very profitable situation for the company where the company can take advantage of existing opportunities. The strategy implemented is a growth oriented strategy that supports aggressive growth policies, meaning the company is in perfect condition so it is very possible to continue developing products and maximizing opportunities.

### SWOT Matrix of a Bread Sourdough Bakery

Strategy for a Sourdough Bread Bakery can be formulated as follows:

#### SO Strategy:

The strategy was created based on the results of the analysis carried out by the company, namely by using all its strengths, including quality and product variants as well as an attractive and easily accessible store appearance so that it can take full advantage of opportunities.

#### Strategy :

The strategy created is based on the company's strengths, including product superiority in terms of health and clear market share to face existing threats, namely the large number of competitors with lower prices.

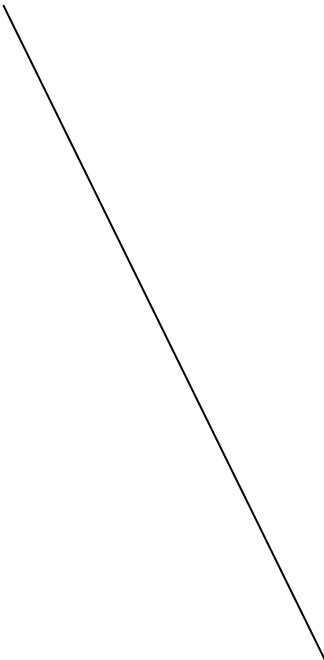
### WO Strategy:

Taking advantage of existing opportunities, namely bread products that are healthy, gluten-free and low in sugar so that they are suitable for people with diabetes and obesity to minimize the weaknesses, namely a less sweet taste, a short shelf life and a shape that does not rise enough.

### WT Strategy

Minimizing the company's weaknesses by creating product innovations that are healthy but still attractive and contemporary and avoiding threats by creating products that are different from competitors.

**Table 2.** SWOT Matrix for a Bread Sourdough Bakery

	<p>Strengths :</p> <ol style="list-style-type: none"> <li>1. Bread products are easy to digest due to natural fermentation</li> <li>2. The soft texture of the bread is due to sourdough microorganisms</li> <li>3. Long shelf life without preservatives</li> <li>4. Rich in unique taste and aroma</li> <li>5. Healthy because of natural fermentation, low sugar and gluten free</li> <li>6. Good for people with diabetes, obesity, hypertension and others</li> <li>7. Production process with modern tools</li> <li>8. Product distribution is evenly distributed across four stores in Semarang City which are easily accessible</li> <li>9. Shop with attractive product displays</li> </ol>	<p>Weaknesses</p> <ol style="list-style-type: none"> <li>1. The production process takes longer</li> <li>2. The price is more expensive than similar bread products</li> <li>3. It is difficult to find competent production employees</li> <li>4. Not yet halal certified</li> </ol>
<p>Opportunities :</p> <ol style="list-style-type: none"> <li>1. Market development opportunities are still broad</li> </ol>	<p>SO Strategy:</p> <ol style="list-style-type: none"> <li>1. Creating more diverse and contemporary product variants that are currently</li> </ol>	<p>WO Strategy:</p> <ol style="list-style-type: none"> <li>1. Determine a price adjustment strategy by adjusting product weight</li> </ol>

<p>2. Not many bakeries use it yet sourdough system in the production process</p> <p>3. More and more consumers are choosing low-sugar and gluten-free bread</p> <p>4. Maximize marketing strategies with online sales and discounts</p> <p>5. Product quality is recognized by customers</p>	<p>popular with consumers</p> <p>2. online marketing strategies for wider reach so that more consumers know about the product</p> <p>3. Maintain consumer loyalty by providing promotions and member discounts</p>	<p>2. Recruit employees who are competent in production, in collaboration with SMK Boga</p>
<p>Threats :</p> <p>1. Competitors will emerge in the next years with the same products</p> <p>2. Competitors can offer cheaper prices</p> <p>3. Consumers can switch to other stores</p>	<p>ST Strategy:</p> <p>1. Increase market share, add market segments</p> <p>2. Product innovation to anticipate intense competition</p> <p>3.</p>	<p>WT Strategy</p> <p>1. Conduct training for production employees to improve skills</p> <p>2. Product diversification, namely cookies, gellato ice cream , coffee drinks and spiced drinks</p>

## Discussion

### Marketing Mix Strategy Analysis (Marketing Mix) at a Bread Sourdough Bakery

Marketing mix strategy is a combination of business steps starting from product introduction to consumer purchasing decisions, including how to get the right product, at the right time and place at the right price. The bread product produced is a product differentiation strategy, namely a product that is different from other bread products, where this product is made from natural ingredients, without added chemicals so of course it is healthier.

The Bread Sourdough Bakery bakery company utilizes the effectiveness of marketing mix strategies to increase sales volume which ultimately enables the company to survive and win the competition. The marketing mix strategy used is the 7P concept.

### Marketing Analysis Mix applied to the product (Product)

A Bread Sourdough bakery produces various types of sourdough- based bread such as various sweet breads, various whole wheat breads, cakes , croissants and cookies. Targeting consumers who prioritize healthy food, this product uses different basic ingredients from its competitors' products but remains contemporary in line with developments in market demand. The product variants are diverse and not boring with additional ingredients such as pure fruit jam, smoked beef, various types of cheese, shredded meat, chocolate, sausages and various fruits. This product is also safe for consumers who have a history of diabetes because it helps reduce blood glucose levels.

Apart from that, sourdough bread also contains protein, fat, balanced vitamins and minerals, antioxidants, folic acid and other nutrients which are very good for body health.

A Bread Sourdough bakery also makes other products that are unique and different from other shops which creates product differentiation. The unique products produced include strawberry chia jam , which is strawberry jam mixed with chia seeds without preservatives and synthetic coloring, very suitable to be eaten with sourdough bread . A Bread Sourdough bakery also makes gellat o ice cream products made from fruit with low sugar content as well as beverage products that are currently popular, namely coffee lattes packaged in ready-to-drink glass bottles. Products are packaged in environmentally friendly and safe paper bags . A Bread Sourdough bakery also provides special packaging for hampers (delivery) which are in great demand during holidays and other celebratory events.

### Marketing Mix Analysis applied to Price (Price)

Price is a sensitive and determining component for consumers in their decision to purchase a product. Consumers' consideration of price which determines purchasing decisions at this time is not only cheap, but consumers will also look at the quality and function of the product. By purchasing products that are more beneficial from a health perspective, namely low sugar and gluten-free, consumers prefer these products.

A Bread Sourdough Bakery's bread products is slightly higher than similar products from competing stores, but A Bread Sourdough Bakery guarantees that the quality of the products it produces are healthier and more natural.

The following is a price list for A Bread Sourdough bakery products

**Table 3.** Price List for A Bread Sourdough bakery

Sourdough Sweet Bread		
No	Product name	Price
1	Shredded chicken	Rp. 15,000
2	Beef floss	Rp. 14,500
3	Babka	Rp. 15,500
4	Choco Almonds	Rp. 15,500
5	Chocolate Lava	Rp. 16,000
6	Garlic	Rp. 20,000
7	Cheese	Rp. 15,000
8	Milk cheese	Rp. 16,000
9	Meses	Rp. 14,400
10	Chocolate Banana	Rp. 15,000
11	Banana Cheese	Rp. 15,000
12	Red Beans	Rp. 15,000
13	Savory Choco	Rp. 15,000
14	Sausage Mayo	Rp. 15,500
15	Savory Bread	Rp. 20,500
16	Nutella Raisin Roll	Rp. 16,000
17	Goguma Banana	Rp. 16,500

18	Gluten Free Brownies	Rp. 25,000
	Barley Wheat Sourdough	
1	Chocolate Loaf	Rp. 30,000
2	Original Loaf	Rp. 25,000
3	Loaf Seed	Rp. 40,000
4	Chocolate Wheat Bargain	Rp. 40,000
5	Bargain Cheese Wheat	Rp. 45,000
6	Original Wheat Bargain	Rp. 30,000
7	Bargain Wheat Seed	Rp. 45,000
	Sourdough	
1	Chocolate Sourdough	Rp. 16,500
2	Sourdough Cranberries	Rp. 16,500
3	Cheese Sourdough	Rp. 16,500
4	Raisin Sourdough	Rp. 16,500
5	Original Sourdough	Rp. 14,500
6	Sourdough Seed	Rp. 16,500
	Sourdough Croissants	
1	Almond Custard	Rp. 37,000
2	Beef Mozzarella	Rp. 33,500
3	Belgian Chocolatine	Rp. 31,000
4	Chicken Mozzarella	Rp. 34,500
5	Cinnamon	Rp. 27,000
6	Chocolate Cinnamon	Rp. 29,500
7	Chocolate Raspberry	Rp. 30,000
8	Strawberry Cheesecake	Rp. 30,000
	Etc	
1	Blackmond Cookies	Rp. 40,000
2	Blackthin Cookies	Rp. 35,000
3	Cheesethin Cookies	Rp. 33,000
4	Pumpberry Cookies	Rp. 40,000
5	Ginger Lemon Juice	Rp. 20,000
6	Turmeric Lemon Juice	Rp. 20,000

### Marketing Mix Analysis applied to Place/Distribution (Place)

A shop is an exclusive point determined by a company to carry out activities as a place for production and sales of products related to the strategy implemented by the company. Targeting the upper middle market segment, A Bread Sourdough bakery has four shops spread across the Semarang City area so that consumers can easily reach them. The location of each shop is on a big road with a unique shop name so that consumers can easily recognize it. A fairly large and safe parking area is also one of A Bread Sourdough Bakery's strategies for consumer convenience.

Production is carried out in only one branch, namely on Jl. The Raya Banyumanik

breadfruit will then be distributed by fleet to three other shops. Production is carried out every day to ensure product quality is guaranteed. The shop's location is easy to access by any means of transportation and ample parking is an added value for this bakery.

### **Marketing Mix Analysis applied to Promotion (Promotion)**

marketing mix strategy is determined, in part, by promotion. Whatever the quality of the product produced, if it has never been known and heard by consumers, consumers will not be sure about the benefits of the product and how it is different from other similar products.

Online promotion using social media Instagram with the account "abread\_sourdough" which has a total of 1,538 followers . On his Instagram account, photos and videos are displayed about products from A Bread Sourdough bakery with the specifications and uniqueness of each product. The photos posted are very attractive with a contemporary appearance to attract young consumers. Apart from that, discount prices are also displayed at certain events , for example on Indonesian Independence Day, August 17. This Instagram continues to highlight the superiority of products that are different from similar bread products, namely the development of products that use sourdough or natural leavening and not instant yeast like most other bread products.

The advantages of this type of Instagram promotion, apart from being free, are unlimited reach throughout the world as well as time and cost efficiency. Instagram also has connections with several other social media. This promotional strategy is carried out to inform and offer sourdough bread products to consumers in order to create consumer purchases and loyalty so as to increase sales volume.

In line with consumers' enthusiasm for using the TikTok application, A Bread Sourdough also uses TikTok business as a means of promoting its products with the account "@sourdoughabread". Currently, TikTok is not only popular with young people but also all groups, thereby increasing greater opportunities to reach consumers.

### **Marketing Mix Analysis applied to People**

Human resources have always been one of the important things that determine the progress or decline of a business. Good human resources have the potential to produce good performance for the company so that the impact will also be good. Starting from the beginning of the recruitment process until the moment the employee works, business owners always pay attention to the character and way of working of employees. Apart from that, you also need to know how motivated the employees are to work for the company.

To get quality employees who are in line with the business needs of a Bread Sourdough bakery , namely the production section , sales clerk, cashier and distribution section, several criteria have been determined which must be in accordance with the capabilities of each section. The production department must master the knowledge of basic ingredients, nutritional content, manufacturing and processing techniques for the various types of bread, cakes and cookies produced. Knowledge of how to make natural leavening agent ( sourdough ) is also needed because it is the main product of this business. The composition of making sourdough starter is a company secret so a strong

commitment from human resources in the production department is required. The production department is also required to be skilled in using equipment for production as well as maintaining it, including maintaining cleanliness and regular servicing.

Sales assistants as employees who deal directly with consumers must be able to communicate well in customer service, maintain an attitude , prepare and carry out product displays to make them attractive. The cashier will of course be responsible for incoming and outgoing money and running the bookkeeping system, all of which is done digitally. The distribution department will distribute all products produced by the production department to the 3 store branches according to the scheduled time. Distribution must not be late because it will disrupt the smooth process of product sales. Each employee in each section must be able to communicate well and effectively so that the company can continue to run well.

### **Marketing Mix Analysis applied to Physical Evidence (Physical Appearance)**

The physical appearance is the appearance of the company (store) which can describe the store brand , including product packaging, store design and the appearance of the product itself. In terms of production results, the various products produced look tempting so consumers will be curious to try the taste. For example, the red gluten free red velvet cake is very tempting for consumers to taste it. So apart from carrying a healthy brand , it also tastes delicious and has an attractive appearance.

Product display is the arrangement of products on shelves that are neatly arranged and attractive according to the type of product, for example various types of bread, cakes , pastries and others. Product displays for bread will be different from cakes which use a certain temperature so that they remain fresh when consumers buy them.

The room in the shop is designed to be beautiful, comfortable and cool and tables and chairs are provided so that consumers can immediately enjoy A Bread Sourdough bakery products comfortably so they feel at home in the shop for a long time and make product purchases. Menu options are available for dine in or eating on site such as gellato ice cream , bread ice cream and other products.

### **Marketing Mix Analysis applied to Process**

The process relates to the activities carried out by business actors until the product is in the hands of consumers, including the production process to how the company provides services to consumers when purchasing products, starting from ordering the product. A Bread Sourdough bakery product requires processing so that it can be enjoyed by consumers. The production process takes quite a long time starting from selecting fresh, high quality and safe ingredients. The next stage is to mix the ingredients according to the composition of each different product. For bread products , this is where natural yeast ( sourdough) begins to be added , then the process of developing ( proofing ) the dough, resting the dough ( resting), forming the dough, filling the dough with various ingredients such as fruit jam, chocolate, cheese and others and roasting using an automatic oven until the product is cooked perfectly. Then the product is packaged and the product is ready to be distributed.

When the consumer is in the shop, the process continues with self-service product

purchases for several products, namely the consumer chooses the product he or she wants to buy on the display rack , places it on the tray provided and then takes it to the cashier to make payment. The cashier will process the consumer's purchase, package the product and then hand it over to the consumer after the consumer has handed over an amount of money according to the amount calculated by the cashier. The cashier will provide proof of payment receipt. For products that cannot be picked up themselves, there will be a salesperson who is ready to pick up the product in the display case and package the product, then the consumer will take the product back to the cashier for payment. Products that have reached consumers can be taken home immediately or consumed in the shop in the space provided.

### **Marketing Mix A Bread Sourdough bakery analysis of Sales Volume**

The sustainability of a business depends on the sales volume obtained every day, as well as the business carried out by A Bread Sourdough Bakery. In order for the sales volume to remain profitable, many efforts are made by business owners so that the sales volume continues to increase and does not decline. Fluctuating sales volume is influenced by many factors, one of which is the number of competitors in similar businesses.

Marketing mix strategy carried out by A Bread Sourdough bakery will have a direct impact on consumer interest in the products they buy, which is the main thing in increasing sales volume. When consumers purchase products by spending a certain amount of money, the company's sales volume will increase. Consumer purchasing decisions regarding A Bread Sourdough bakery products are influenced by factors in the marketing mix that make consumers interested.

## **CONCLUSION**

The qualitative research that has been carried out aims to find out how the marketing mix strategy can increase sales volume at the A Bread Sourdough bakery in Semarang City. The author can conclude that the marketing mix strategy consists of Product , Price , Place , Promotion , People , Physical Evidence , Process or what is known as with 7P will have a positive impact on increasing the sales volume of A Bread Sourdough bakery products. In accordance with the results of interviews, research discussion results and the author's interpretation, A Bread Sourdough bakery has implemented a marketing mix strategy in the business it runs and has had a positive impact on sales volume and facing competition. Even though the sales volume is still fluctuating due to the shop being relatively new and prices being relatively higher than its competitors, this product can be accepted by the local community and also from other cities thanks to advertising in online media . Products with the advantage of using natural ingredients, without instant developer and without preservatives create product differentiation. In terms of location and distribution, A Bread Sourdough bakery opened four stores with easy access. In the future, A Bread Sourdough bakery must be able to improve the implementation of marketing mix strategies by exploiting strengths and opportunities in facing competition and challenges.

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