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Analysis of Marketing Mix In Enhancing The Marketing Of UMKM Kue Podeng Enin, Tigaraksa District, Tangerang Regency

Abstract

Kue Podeng is a traditional cake made from wheat flour, grated coconut, and sugar. It is relatively simple to prepare: the mixed dough is poured into molds and cooked until done. This culinary product is well known among the residents of Tigaraksa, Tangerang Regency, as it is an original local delicacy that has been around for decades. Currently, the business is managed by the third generation of the family. In terms of taste, *kue podeng* is sweet with a soft texture, and its price remains highly affordable for the local community. Despite being the only business that produces and sells this product in the area, the development of the *kue podeng* micro, small, and medium enterprise (UMKM) appears stagnant. Like all business actors—whether on a small or large scale the goal is to grow the business and generate profit, which ultimately contributes to the welfare of the entrepreneurs. This study aims to examine strategies to improve the marketing of this UMKM through a detailed analysis using the 7P marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence). The research is based on qualitative data collected through field interviews and observations. The findings are expected to provide significant contributions to the marketing development of *Kue Podeng Enin* and offer valuable insights for stakeholders, including UMKM actors, the government, investors, and the broader community. This research is categorized as field research, where data is collected directly from the site by observing various relevant issues. The study was conducted at UMKM Kue Podeng Enin, located in Tigaraksa District, Tangerang Regency. Data collection methods included field observation, interviews, and documentation, with interviews serving as the primary research instrument.

Keyword: Marketing Mix, Enhancing Marketing, UMKM, Kue Podeng Enin

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs), commonly referred to as UMKM in Indonesia, play a vital role in national development, particularly in the area of economic growth. As one of the pillars supporting the national economy, MSMEs contribute not only to economic expansion but also to job creation and the reduction of unemployment. The growth

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and advancement of the MSME sector are often regarded as key indicators of successful development, especially in countries with low per capita income. Ardiansyah, R., & Putri, L. M. (2025).

The *kue podeng* MSME managed by Mrs. Enin's family in Tigaraksa, Tangerang Regency, holds significant potential. However, its business operations still face several challenges, particularly in expanding and optimizing its marketing reach. To achieve sustainable growth and increase market penetration, proper analysis and strategic planning are essential. Oktaviani, S., & Rahmadani, D. (2024).

This study aims to analyze and identify effective strategies for developing and enhancing the marketing efforts of *Kue Podeng Ibu Enin*. The research adopts a marketing mix (7P) approach, which includes: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Ardiansyah, R., & Putri, L. M. (2025).

Among these seven elements, the research focuses primarily on two key aspects Product and Physical Evidence as they are considered crucial areas for improvement. The remaining elements Price, Place, Promotion, People, and Process—are deemed to be relatively adequate at the current stage. This study is expected to offer practical recommendations to improve marketing strategies and support the sustainable development of Mrs. Enin's *kue podeng* business. Fatah, S., & Hidayat, T. (2025).



Figure 1. Community Service Program (PKM) Participants at UMKM Kue Podeng Enin,

In an effort to develop and enhance marketing performance, UMKM actors must be more responsive to the potential of their products and to emerging market opportunities. Currently, the market for *kue podeng* is still limited to the adult population of Tigaraksa. However, there are many untapped market segments around Tigaraksa that present strong potential for expanding the reach of *Kue Podeng Ibu Enin*. Suryani, I., & Ramadhani, F. (2024).

Field observations revealed that *kue podeng* has a unique identity and is the only product of its kind in the Tigaraksa area, making the opportunity to broaden its marketing network highly feasible. Despite this, the product has not yet been explored or developed seriously. At present, Mrs. Enin only offers the cake in a single flavor variant. Additionally, both the visual appeal and packaging of the product still have considerable room for improvement. Purwianti, L., Agustin, I. N., & Jesty, J. (2025).

By implementing effective marketing and product development strategies, the current average daily production capacity of 15–20 kilograms could potentially be increased. This, in

turn, would lead to greater profitability for the business and contribute to the overall growth of the UMKM.



Figure 2. The Production Process of Kue Podeng at UMKM Ibu Enin

2. Theoretical Framework

The marketing mix is a fundamental concept in marketing theory that refers to a set of controllable, tactical marketing tools that a business uses to produce the desired response in the target market. The 7P marketing mix comprising Product, Price, Place, Promotion, People, Process, and Physical Evidence is an extension of the traditional 4P model and is especially relevant for service-based and small-scale businesses, including micro, small, and medium enterprises (MSMEs).

According to Kotler and Armstrong (2012), the marketing mix helps organizations deliver value to customers and achieve competitive advantage. Each element of the mix plays a specific role in influencing consumer behavior and business success:

- a. Product refers to the goods or services offered by the business to satisfy customer needs. A well-developed product should meet consumer expectations in terms of quality, variety, and innovation.
- b. Price represents the amount of money customers are willing to pay for a product or service. It reflects the perceived value and must align with the target market's purchasing power.
- c. Place involves the distribution strategies used to deliver the product to consumers efficiently and conveniently. It includes decisions related to location, logistics, and accessibility.

- d. Promotion refers to all communication strategies used to inform and persuade customers. It includes advertising, sales promotion, public relations, and digital marketing.
- e. People are the individuals involved in the delivery of the product or service. In small enterprises, the behavior, attitude, and competence of business owners and staff greatly influence customer satisfaction.
- f. Process encompasses the actual procedures and systems used to produce and deliver the product or service. An efficient process ensures smooth operations and enhances customer experience.
- g. Physical Evidence includes all the tangible aspects that support the delivery of a service or the presentation of a product, such as packaging, branding, layout, and physical environment. Kotler, P., & Keller, K. L. (2024).

In the context of MSMEs like *UMKM Kue Podeng Enin*, applying the 7P marketing mix is crucial to increasing competitiveness, reaching a wider market, and improving sustainability. Product innovation, effective promotional strategies, and attractive packaging, in particular, are key areas that can significantly enhance customer appeal and business growth. Prasetyo, D. A. (2025).

This study is grounded in the 7P marketing mix framework to evaluate the current marketing practices of *UMKM Kue Podeng Enin* and to identify strategies that can strengthen its market presence and overall performance in the competitive local food industry. Kementerian Koperasi dan UKM RI. (2025).

3. Method

This study is categorized as field research, in which the data is collected directly from the research site. The objective of the data collection is to identify real-world problems closely related to the main research topic. The focus of this research is the *kue podeng* business managed by Mrs. Enin, located in Tigaraksa District, Tangerang Regency. Sari, M. D., & Wibowo, R. (2025).

The Community Service Program (PKM) activities were conducted from Saturday, June 21 to Sunday, June 22, 2025. A total of 25 participants were involved, consisting of 20 lecturers from Universitas Tangerang Raya and Universitas Muhammadiyah Tangerang, and 5 students from Universitas Prima Graha. Handayani, S., & Widodo, A. (2024).

Data collection methods included observation, interviews, and documentation. The main instrument used was an interview guide to obtain in-depth and accurate information from research subjects. Prasetyo, D. A. (2025).

The study utilizes the 7P Marketing Mix approach as proposed by Kotler and Armstrong (2012:62), which includes:

- a. Product – Managing product components including planning and developing goods or services that are market-ready, as well as modifying existing products by adding or changing features.
- b. Price – Establishing a pricing system that determines base prices and strategies involving discounts, shipping costs, and other pricing-related variables.
- c. Place (Distribution) – Selecting and managing distribution channels to deliver products or services to the target market and establishing effective distribution systems.
- d. Promotion – Informing and persuading customers about new products or services through advertising, personal selling, sales promotions, and publicity.

- e. Physical Evidence – Tangible elements that influence consumer decisions, such as the physical environment, equipment, logo, color scheme, and packaging.
- f. People – All individuals involved in delivering services, including employees and customers. Employee attitude, appearance, and interaction greatly affect service delivery.
- g. Process – All procedures, mechanisms, and flows used in service delivery. Efficient processes improve the customer experience and are a key factor in marketing services.

Based on the 7P framework, it is clear that these elements significantly influence consumer purchasing decisions and are essential in formulating effective marketing strategies. Mawardi, A., & Setiawan, Y. (2024).

4. Results And Discussion

4.1. Results

Geographically, Tigaraksa District is the administrative center of Tangerang Regency, covering an area of 5,279 hectares. Demographically, while the exact population in 2025 is not yet known, the 2016 data recorded a population of 131,286 residents (Source: Tangerang Regency Integrated Website). This indicates a promising market for developing local UMKM. Astuti, H., Wijaya, S., & Agustina, M. (2025).

In the case of *Kue Podeng Ibu Enin*, the marketing mix analysis shows several advantages and areas for improvement:

Product

- a. The main product offered is *kue podeng*.
- b. The cake has a soft texture and a distinctive traditional flavor.
- c. Currently, it is only available in a sweet flavour there are no variations such as savory, chocolate, vanilla, or pandan.

Price

- a. The product is affordably priced at IDR 6,000 per serving, making it accessible for the local community.

Place (Distribution)

- a. The UMKM is located on Jl. Aria Wangsakara, Tigaraksa, a strategic and easily accessible location for customers using both public and private transportation.
- b. However, the production facility still appears quite traditional and lacks modern features.

Promotion

- a. The product is known by some local residents in Tigaraksa.
- b. However, public awareness across the broader Tangerang area remains limited.

People

- a. The production process does not require many workers.
- b. The owner and operator possess sufficient skills and knowledge in making the product.

Process

- a. The cake-making process is simple and can be easily replicated.
- b. It does not require extensive time, making it suitable for daily production.

Physical Evidence

- a. Visually, the cake lacks attractive or eye-catching presentation.
- b. Packaging remains very basic, using folded food wrapping paper without any branding or design elements.

Figure 3. Certificate of Appreciation Presented to UMKM Kue Podeng Ibu Enin

4.2. Discussion

Based on observations and interviews conducted during this study, the 7P marketing mix analysis reveals that there are three elements Product, Promotion, and Physical Evidence that still offer significant room for improvement and development. Fatah, S., & Hidayat, T. (2025).

From the product perspective, UMKM Kue Podeng currently offers only one flavor. This presents an opportunity to diversify by introducing new variants, which could attract a broader range of customers. New flavors such as chocolate, savory, vanilla, pandan, and others could enhance the appeal of the product. Ardiansyah, R., & Putri, L. M. (2025).

In terms of promotion, efforts remain minimal. Although the product is somewhat familiar to a portion of the Tigaraksa community, a large number of residents are still unaware of its existence. Therefore, promotional activities need to be strengthened and made more strategic to improve visibility. Handayani, S., & Widodo, A. (2024).

Regarding physical evidence, both the appearance of the product and its packaging are relatively basic and visually unappealing. Enhancing the product's aesthetic and upgrading its packaging could increase consumer interest and marketability. Ardiansyah, R., & Putri, L. M. (2025).

5. Conclusion and Recommendations

5.1. Conclusion

Based on the 7P marketing mix analysis, it can be concluded that UMKM Kue Podeng Ibu Enin is in a strategic and potentially profitable business position. Several aspects—namely Price, Place, Process, and People are already functioning quite well. However, the study also found that there is significant potential for further development, especially in terms of Product diversification, Promotion, and Physical presentation.

Like any field research, this study has its limitations. Future research is encouraged to broaden the scope of discussion so that findings may contribute more meaningfully to strategies that improve UMKM profitability and enhance the welfare of small business owners.

5.2. Recommendations

- a. Product
 - 1) UMKM Kue Podeng Ibu Enin should consider expanding its flavor options to attract a wider audience. Suggested variants include savory, chocolate, vanilla, pandan, and others.
- b. Promotion
 - 1) Promotional efforts should be intensified to raise public awareness of *kue podeng*. Utilizing social media platforms would be a more effective approach given the large number of active users.
- c. Physical Evidence

- 1) The visual appeal of the product should be improved to make it more eye-catching and attractive to consumers. This could also help optimize ingredient use and reduce waste.
- 2) The current packaging, which uses plain wrapping paper, should be replaced with more attractive yet cost-effective alternatives, such as simple cardboard boxes.

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