



Analysis of Marketing Mix Strategy in Increasing Sales Volume at Bu Nurhayati's Rengginang Outlet in Pahang Village, Batu Bara Regency

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ABSTRACT

This research was conducted on the Rengginang Bu Nurhayati outlet business with the aim of analyzing the marketing mix strategy in increasing sales volume in the business activities carried out. The type of research used is qualitative descriptive, the type of data used is secondary data. Data collection techniques were used, namely literature studies, interviews, observations and documentation. The data analysis technique uses qualitative descriptive. The results of the research obtained show that the marketing mix strategy at the Rengginang Bu Nurhayati business outlet is still not fully running optimally. This can be seen from the policy carried out by Bu Nurhayati who does not promote using trendy social media, so that rengginang products cannot be known and accessed by people outside the rural areas of Pahang, Batu Bara Regency and are only known by the surrounding community and people who pass through the area. In addition, business owners do not carry out distribution channels to other parties so that there is no cooperation in the distribution of Bu Nurhayati rengginang products so that consumers who want to sell the product must come directly to the business location. The suggestion that can be conveyed is that in the future, Bu Nurhayati should be able to use one of the online promotional media such as Facebook or IG to introduce his product to people outside the region so that the product can be interested and purchased by the community according to their needs. The existence of online promotional media, consumers or people from outside the region can access information about the types and variants of products sold so that it can be an alternative for people to buy these products as souvenirs to replace other goods that have added value and can be consumed for family and relatives.

Keywords. *Marketing Mix Strategy, Sales Volume.*

1. INTRODUCTION

The development of the business world today is starting to be oriented with a strategy to achieve cool goals so that it can continue to grow. In the business world, of course, it is very common for marketing or marketing to be used to achieve goals in the targeted market. Hasibuan, et al. (2024), explained that in building a business, the role of human resources is very important to be able to determine success in achieving the goals of the business. The role of humans is also very dominant because through the role of humans they can cooperate with each other to achieve goals by utilizing existing resources. To achieve these goals, there are many problems faced by businesses, one of which is caused by ineffective communication,

Marketing strategy is an important aspect because it helps to analyze how far the ability to attract consumers goes. For this reason, an effort is needed through a marketing program called a marketing mix. An important activity in a company is marketing because marketing is a business function that is directly related to consumers, namely to find consumers, retain consumers and increase sales volume. A large part of a company's success is determined by its marketing achievements. Marketing mix is

one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product sold by the company to consumers.

With the current high level of business competition, business owners will compete to find the right marketing mix strategy to be applied in marketing products and services in accordance with the scope and scale of the business as well as the needs of the company. In a company, the goal of marketing is to increase profitable sales volume in the sense that it can generate revenue optimally and increase the company's profit (Hulu, et al. 2021). Business owners can use one or more of the marketing mix strategies so that they can be used optimally in encouraging product sales so that they can be accepted by consumers in the midst of market and business competition. Typically, the existing marketing mix consists of four things, namely price, product, promotion and place or distribution.

In addition to price, the products sold by the company are also an important part for companies that market products to consumers in order to meet consumer needs. Suparyanto and Rosad (2018), stated that a product is a collection of tangible and intangible attributes consisting of packaging, color, price, quality, and *brand* plus the reputation and service of the seller. From the explanation above, it can be conveyed that companies that produce products so that they can be used by consumers should have the products they need in accordance with consumer demands and needs to support their activities. If the company is able to produce quality products in accordance with consumer expectations, this can provide a greater opportunity for consumers to buy the product so that it can encourage sales for the company.

The company's sales can also be increased through promotional activities carried out by using the right and sustainable media. Promotion is an effort to introduce or offer goods or services to the market with the intention of attracting potential customers to buy.

This research was conducted at the Rengginang business outlet of Mrs. Nuryahati which is engaged in the sale of crackers called Rengginang. In carrying out business activities in marketing their products, this business owner tries to carry out marketing efforts so that the products produced can be well received by consumers and the surrounding community so that the products sell well and can encourage the company's sales to achieve the desired target. However, with the high competition with other competitors who also sell crackers with different brands, business owners must look for new breakthroughs so that business continuity can continue to run smoothly.

Meanwhile, on the other hand, it can be conveyed that the owner of the Rengginang outlet, Mrs. Nurhayati, does not promote people outside the area by utilizing social media, so that the products sold by Mrs. Nurhayati are only known in the neighborhood around the place where the product is sold, while people outside the area do not know the cracker products from Mrs. Nurhayati. The occurrence of product sales at the business outlet may not be in accordance with consumer expectations and desires so that there are some consumers who are less interested in the cracker product and do not buy the product so that the monthly sales tend to be unstable. Based on the explanation from the table above and the results of previous research presented, the author became interested in conducting a research entitled Analysis of Marketing Mix Strategy in Increasing Sales Volume at Bu Nurhayati Rengginang Outlet.

2. LITERATURE REVIEW

2.1. Definition of Marketing Mix

The marketing mix is a marketing stimulus or a stimulus tool for consumer decision-making. So that the company's goal is achieved, which is to provide satisfaction to consumers in order to get profits. In this regard, this activity discusses the influence of marketing mix strategies on the effectiveness of sales volume in companies (Lestari, et al. 2023). Haryanto, et al. (2022), stated that the existence of a marketing mix is an activity carried out to integrate a company's offerings, consisting of products and prices with access that includes distribution and communication channels or ordinary promotions with the aim of creating a marketing power in the market.

2.2. Pricing Definition

Price describes the value of a product, be it goods or services that can be measured in a certain unit of currency value or other forms of measurement, which are useful for obtaining the right to own and use the product (Christian and Fauzi, 2022). Perdiana, et al. (2021), explained that price is the amount of money charged for a product or service, or more specifically, the sum of all the value provided by customers to get a benefit by owning or using a product or service.

2.3. Product Definition

Suparyanto and Rosad (2018), stated that a product is a collection of tangible and intangible attributes consisting of packaging, color, price, quality, and brand plus the reputation and service of the seller. Citra and Santoso (2019), explained that product quality is the sum of product characteristics resulting from marketing, engineering, production and maintenance that make the product can be used to meet customer expectations. Sari (2022), explained that product quality has a big impact in facing competitive advantages.

2.4. Definition of Promotion

According to Sunyoto (2018), explained that promotion is an element in the company's marketing mix that is used to inform, persuade, and remind about the company's products. Suparyanto and Rosad (2018), said that the promotion mix is a typical mix of advertising, personal sales, sales promotion and publicity of a company that is used to achieve advertising and marketing goals. Widia and Faroh (2021), stated that promotion is a communication activity between buyers and sellers regarding the existence of products and services, convincing, persuading and improving the products and services so as to influence attitudes and behaviors that encourage exchanges in marketing.

2.5. Definition of Distribution Channel

Gumilar, et al. (2022), explained that a place is a medium in distributing a product to consumers so it is also called a distribution channel. These distribution channels are interdependent in the process of manufacturing and marketing certain goods, services, and uses so that they can be reached and enjoyed by consumers. Christiani and Fauzi (2022), stated that distribution channels can make production products reach consumers in a good and satisfactory state. Distribution channels that can be referred to as marketing channels are various forms of activities that aim to convey products, namely goods or services, whose ownership changes from producers to consumers, carried out by a group of organizations or a team.

2.6. Definition of Sales Volume

Sales can also be interpreted as an effort made by humans to deliver goods to those who need a monetary reward according to a price that has been determined by mutual agreement. Sales volume is the final result achieved by the company from product sales carried out by salesmen and other salespeople (Haryanto, et al. 2022). Perdiana, et al. (2021), it can be said that sale is the process of transferring ownership of a good or service from the hands of the owner to a prospective new owner (buyer) at a certain price, and the price is measured in units of money.

3. RESEARCH METHODS

3.1. Research Approach

The research used is descriptive research with a qualitative approach, Sudaryono (2017), is a research that seeks to analyze social life by describing the social world from the perspective or interpretation of individuals (informants) in a scientific setting. In other words, qualitative research seeks to understand how an individual sees, interprets or describes his social world. This study is intended to describe the marketing mix strategy carried out by Mrs. Nurhayati's business outlets in increasing sales volume. Analyze social life by describing the social world from the perspective or interpretation of individuals (informants) in a scientific setting. In other words, qualitative research seeks to understand how an individual sees, interprets or describes his social world. This study is intended to describe the marketing mix strategy carried out by Mrs. Nurhayati's business outlets in increasing sales volume.

3.2. Data Analysis Techniques

In this study, the data analysis technique used is qualitative descriptive analysis. The data analysis steps carried out are:

1. Collecting the research data needed related to the marketing mix strategy at the Rengginang Bu Nurhayati business outlet.
2. Presenting information obtained about the marketing mix strategy applied by Mrs. Nurhayati in increasing sales volume.
3. Group the data that has been obtained according to each part such as price, product, promotion, distribution channel and sales volume.
4. Describe the marketing mix strategy used by Mrs. Nurhayati to encourage an increase in sales volume.
5. Conducting analysis and evaluation of the marketing mix strategy presented by the company in business activities.
6. Taking conclusions and suggestions from the results of the research that has been carried out.

4. RESEARCH RESULTS AND DISCUSSIONS

4.1. Research Results

Mrs. Nurhayati's rengginang gerasi business is one of the businesses engaged in the sale of rengginang in the location of Pahang village, Talawi District, Batu Bara Regency. This business was founded by Mrs. Nurhayati in 2004 by selling various types of Malay souvenirs known as rengginang. As a private and individual company, Mrs. Nurhayati intervened directly to manage the business. At the beginning of the establishment of the business, the business owner, Mrs. Nurhayati, still sold several types of crackers that were commonly sought after and needed by the surrounding community so that it was hoped that the product could be well received. With the passage of time and the product is increasingly in demand, Mrs. Nurhayati added the product variants so that the product is expected to meet consumer demand that continues to change and increase from time to time.



Figure 1. Mrs. Nurhayati's Rengginang Business Outlet

1. Price compatibility with product quality

From the information obtained from business owners regarding the questionnaire provided, it can be conveyed that the products sold to consumers are in accordance with the quality of the products sold so that they do not disappoint consumers when buying the product. With a suitable price, there are a number of consumers who feel suitable and buy products according to the amount they want to buy according to their needs. Consumers' reactions when seeing the price of the product and the quality of the product from Mrs. Nurhayati are positive because in the consumer's view that the price is still within reach of some consumers who have bought the product before.

Price competitiveness

From the information obtained by the author regarding the price competitiveness questionnaire, it was obtained that the price of products from Mrs. Nurhayati is not much different from the price of competitors, so that consumers who have come and bought products at Mrs. Nurhayati will come back to buy the price. In addition, business owners also sometimes make product price adjustments when they feel that the price of competitors has increased quite significantly. Meanwhile, for the consumer response from the answer given by the owner that consumers were not surprised by the difference in product prices between Mrs. Nurhayati and her competitors.

Price compatibility with quantity

From the information obtained by the author regarding the questionnaire provided, it can be conveyed that the price will be given a discount if the product is purchased in a certain amount if it is to be resold. However, if the product is consumed by itself, the price will not be discounted. Consumers know and are given information from the owner that if the purpose of the consumer's purchase is to resell, it will get a cheaper price than the normal price for consumption. In addition, it can be said that consumers get a price from the owner when buying a large enough amount of meki for their own consumption and this applies to certain products only.

2. Product

Product performance

From the information obtained by the author from business owners, it can be conveyed that products purchased by consumers can last for several days if stored in the right place. In addition, the products purchased by consumers have good quality in the eyes of consumers so that they are in accordance with consumer expectations. In addition, the business owner said that the products he sells are made of good and quality materials so that consumers will not be disappointed when consuming the product.

Additional privileges

From the information obtained from the business owner, it can be conveyed that there are no additional privileges of the products sold, it's just that the product can be in the form of Malay souvenirs that can be consumed by anyone. Consumers who buy products from Mrs. Nurhayati's outlet business can get products that are quite good quality because they are made of materials that suit consumer needs. In addition, consumers who have bought and consumed products from Mrs. Nurhayati before will be satisfied with the quality of the product.

Reliability

From the information obtained from the business owner, it can be conveyed that the products sold by Mrs. Nurhayati can be relied on by consumers to be used in meeting daily needs, so that the product can be a substitute for souvenirs for relatives and family. Consumers who have bought products at rengginang outlets give a positive response because they know what to do with the product. In addition, consumers can also buy back products at Mrs. Nuryati rengginang according to their needs so that the products can be used for consumption or resold by consumers if needed.

Durability

Based on the information obtained from the business owner, it can be conveyed that the products sold by Mrs. Nurhayati can last and be stored for several days and a maximum of 1 week in a cool and not humid place. This is done to maintain the freshness of the product before consumption. Consumers who come to Mrs. Nurhayati's business outlet and buy the product are still informed by the business owner how many days the product can be stored and used. In addition, consumers are informed by the owner about ways that can be done to maintain the freshness of the product after being purchased and taken home.

Serviceability

Based on the information obtained from the owner, it can be conveyed that it provides a quick response to consumers when facing obstacles in purchasing products at the business establishment. In addition, the solutions provided by the owner to consumers for the problems faced are felt to be suitable and effective by consumers so that consumers get satisfaction when shopping for products at Mrs. Nurhayati's rengginang outlet.

Aesthetic

From the answers given by the business owner to the author, it can be conveyed that the products sold by Mrs. Nurhayati can provide different flavors and this is in accordance with consumer tastes and needs. On the other hand, the products sold by the owner are also able to provide their own attraction for consumers who have come to buy the product several times so that in the future there is no hesitation in consumers to buy the product again.

3. Promotion

Consumer engagement

Based on the information obtained from business owners, it can be conveyed that consumers who come to the rengginan business outlets are quite interested and interested in the products sold by Mrs. Nurhayati. With the attractiveness of the products sold, consumers decide to buy the product as souvenirs. In addition, consumers also have the desire to buy back and come to the business outlet for the products they need according to their wishes.

Conversion into a promotional effectiveness evaluation step

From the information provided, it can be conveyed that there are several consumers who have often bought products who want to give advice to owners on how to market products to people outside the region. In addition, consumers can also receive messages conveyed by the owner regarding the products they will buy. Consumers who have been loyal to the products from Mrs. Nurhayati always provide good and positive feedback for the smooth business of the rengginang business outlet so that both parties have a smooth communication relationship and are established in marketing activities and mutually beneficial for both parties in the future.

Consumer retention

Based on the answers given by the business owners, it can be conveyed that Mrs. Nurhayati can retain consumers who have come several times to buy the product and this is sought through fostering a good and smooth communication relationship between Mrs. Nurhayati and consumers. In addition, Mrs. Nurhayati also persuaded consumers so that in the future they can come back to buy the products sold.

Return on investment

Based on the information obtained, the seller did not carry out promotions on target because his business was carried out in the region. Thus, the products sold by Mrs. Nurhayati can only be done by word of mouth from consumers who have come to visit and buy the product before or from people who have passed through the affected areas. Therefore, Mrs. Nurhayati's business outlet has not received optimal benefits from promotions that are not carried out to introduce to the public outside the business area.

Feedback from consumers

Based on the information obtained, it can be stated that the owner does not provide a suggestion box at the place of business so that consumers can submit suggestions or criteria. Business owners respond directly to consumers to complaints submitted when buying the product. Consumers give advice and criticism to business owners by conveying what is the obstacle they are facing when buying the product, namely the condition of a considerable distance because Mrs. Nurhayati's products can only be purchased if they come directly to the business location.

Sustainability of *brand awareness*

Based on the information obtained, it can be conveyed that the owner is trying to become the name of the rengginang business outlet by providing quality products and in accordance with consumer expectations. Consumers who have bought and consumed products from Mrs. Nurhayati will always remember and come back to hate it. Consumers who are loyal to Mrs. Nurhayati's products are not easily influenced by other products.

4. Distribution

Product availability in a convenient location

Based on the information obtained, it can be conveyed that business owners leave several choices of rengginang products that are usually sought after and needed by consumers to be used as souvenirs. In addition, Mrs. Nurhayati does business in a location that is easy to find and access by consumers and people who want to buy the product. Consumers who come and have bought the product get the same from the seller because they are well served and satisfied.

Time

Based on the information obtained, it can be said that Mrs. Nurhayati always provides her rengginang products in sufficient quantities, so that consumers can buy according to their portions and needs. In addition, Mrs. Nurhayati also provides an opportunity for buyers to suddenly buy products in large quantities needed, so that business owners know what product variants are usually sought after and bought by consumers.

Shape

Based on the information obtained, it can be conveyed that consumers like the form of the product sold by Mrs. Nurhayati. In addition, consumers get satisfaction when consuming products purchased from Mrs. Nurhayati's rengginang business outlet from the product variants she buys. On the other hand, the response of consumers was happy with the form of the product from Mrs. Nurhayati's rengginang so that they became interested in buying the product as a souvenir or for their own consumption.

Information

Based on the information obtained, each consumer who comes to the rengginang business outlet will get enough information about the products that are sold properly and correctly. For this reason, the information provided directly by the business owner is used as the basis for making decisions to buy rengginang products. The business owner also always provides all information about the product to all consumers who come to visit and buy the product.

5. Sales volume

- a. Based on the information obtained, it can be said that the price of the products sold by Mrs. Nurhayati is still affordable for some consumers. In addition, the price of products from Mrs. Nurhayati's rengginang is still able to compete with the prices of competitors. Business owners will adjust the price of their products, usually once every six months or once a year.
- b. Based on the information obtained, it can be said that Mrs. Nurhayati offers rengginang products needed by consumers, both as souvenirs and for their own consumption. The products sold by Mrs. Nurhayati are in accordance with the quality expected by consumers, which is good, can last and is able to provide a sense of satisfaction to consumers when consuming the product. The products sold by Mrs. Nurhayati are able

to meet the demand of consumers who have felt that they are suitable for the product so that consumers can order the product in large quantities.

- c. Based on the information obtained, it can be conveyed that business owners do not promote either through social media or print and electronic media regarding their rengginang products. This is due to limited funds and business locations also in rural areas. Because there is no promotion by the business owner, the people from outside do not know and do not know the products sold by Mrs. Nurhayati. In addition, the business owner who has been operating for more than 20 years has been known for a long time by buyers who have come to visit and buy the product so that from this condition later it can be conveyed to colleagues, relatives or others about rengginang products in the location.
- d. Based on the information obtained, it can be stated that the business owner does not distribute rengginang products to other parties. This is done because, in Mrs. Nurhayati's view, if there is a party who wants to resell the product, they can come directly and buy the product in large quantities. For this reason, Mrs. Nurhayati's rengginang products are only sold at locations in areas that have been established and operated for a long time and have been known by the surrounding community as well as by consumers and people outside the region who have come past the business location.

4.2. Discussion

Mrs. Nurhayati's Rengginang business outlet is a sale of rengginang products that have been established for more than 20 years so that the product has been known for a long time by the surrounding community as well as by consumers who have and often buy products from Mrs. Nurhayati. As one of the individual businesses located in Pahang village, Batu Bara Regency, the business owner every day provides and sells his products with various choices according to consumer needs. With the length of the business has been quite long, business owners have tried to carry out a marketing mix strategy in accordance with their conditions and abilities so that sales occur every month even though sometimes the expected sales target is not realized properly. Based on the results of interviews conducted by the author on business owners regarding the marketing mix strategy at Mrs. Nurhayati's rengginang business outlet which is being researched, the following results of the discussion obtained can be presented, namely:

1. Price

For the price part, it can be known that business owners offer the price of their products to consumers with a price range of Rp 30,000 – Rp 35,000 per kg according to the product variant. In the view of business owners, these prices are considered to be able to compete with prices from competitors and can be reached by some consumers, although there are some consumers who still think that the price of the product is considered expensive. In addition, the seller also does not often make changes to its products except in certain conditions such as rising raw material prices or price increases from competitors. Business owners make adjustments to price increases when deemed necessary, usually once every six months or once a year. On the other hand, business owners also make a policy by providing price discounts if buyers buy products in large quantities with the intention of being able to resell or for souvenirs for relatives and relatives. The price is also adjusted to the quality of the product sold by the owner to the consumer so that consumers get the quality of the product in accordance with the applicable price. Therefore, business owners try to set the price of rengginang products so that they can always be reached by new consumers and consumers who have come to buy the product several times. Thus, consumers can compare the price of Mrs. Nurhayati with the price of her competitors' products and this condition can provide an important picture for consumers in deciding to buy the product according to their financial condition and ability.

2. Product

For the product section, it can be known that Mrs. Nurhayati offers and provides products with several different variants and forms so that this can give consumers a choice to determine which product they want to buy. Business owners also provide products that have good quality according to consumer needs so that consumers will not be disappointed when buying and consuming these products. In addition, the products sold by Mrs. Nurhayati are products that can be relied on by consumers because the rengginang product is able to last for several days and at most one week by being stored in a cool and not humid place. This is intended so that the product remains fresh and has a fragrant aroma. Rengginang products are also offered to consumers by adding new and different flavors so that consumers who come to the business outlet become interested and interested in buying the product. To keep the product in demand by consumers, the owner provides fast and appropriate service by providing a responsive response to the problems faced by consumers as long as it is related to the product. This is done with the aim that consumers are not disappointed and get attention and concern from business owners. With this sense of empathy, consumers are expected to have no hesitation to come back to buy the product in larger quantities. The owner also maintains the quality of the product by arranging the product as attractive as possible at the location of the business so that every consumer who comes and passes through the area when seeing will be interested in buying the product.

3. Promotion

For this part of promotion, it can be known that business owners do not promote by using promotional media, both social media and electronic. This is due to the owner's reason that the business locus is quite far from the city because it is carried out in rural Pahang. In addition, students can also save a large amount of promotional costs so that owners use other searches in introducing their products to the public and consumers, namely consumers who come to buy the product. On the other hand, the owner uses a promotional strategy by maintaining good relationships with consumers through communication and providing complete and correct information about rengginang products and how to store them properly and correctly. Consumers who have bought Mrs. Nurhayati's rengginang products several times in a certain amount, the hope of business owners that consumers will convey this information to colleagues, relatives, relatives and others so that this can help business owners to promote their products as one of the mainstay products in Batu Bara district as souvenirs or for their own consumption. Business owners also do not provide a suggestion box at the business location, so that if there are consumers who want to convey suggestions and criticisms, they can be directly done to the seller so that the information can be immediately resolved by providing a quick and appropriate solution to consumers. Promotion carried out by word of mouth by the owner has its own advantages so that business owners do not need to spend a large amount of promotional costs to introduce and inform their products to people outside the region, it is enough to do it from buyers who have bought the product once and several times.

4. Distribution

For the distribution part, it can be known that business owners do not use distribution channels such as agents or retailers for their rengginang products. This is done because the business run by Mrs. Nurhayati is a private company and the scope of business is not too large like a large company. With the demikia, there is no distribution channel in Mrs. Nurhayati's rengginang business, so consumers from outside the region who want to buy the product can come directly to Pahang village, Batu Bara regency by buying a large number of products according to their needs. In order to support their business activities in the distribution sector, business owners conduct business by providing all the information consumers need about rengginang products completely, clearly and understandably. This is done so that consumers do not make the wrong choice and the decision taken to buy products at Mrs. Nurhayati's business outlets is the right choice. On the other hand, the owner also provides various forms of rengginang products that have different flavors and shapes with the aim of attracting attention from buyers so that consumers who want to resell the product in their area can do so by buying in large quantities and marketing in the buyer's area. With the absence of a distribution channel in Mrs. Nurhayati's outlet business on the grounds that the scale of the business is still small and the location is quite far from the city, the owner can save on distribution and storage costs in dugang and find other ways to distribute his products through buyers who come to the business location and buy rengginang

products in large quantities. Thus, indirectly Mrs. Nurhayati's rengginang products have been resold by consumers in her area.

SWOT ANALYSIS

1. Strength (strength)

The products sold by Mrs. Nurhayati have a high level of reliability for consumers in meeting their daily needs, so that the product can function as a substitute for souvenirs for relatives and family. Consumers who have made purchases at rengginang outlets give a positive response, because they understand how to use the product well. In addition, consumers also have the option to repurchase at Mrs. Nurhayati's rengginang outlet according to their needs, so that the product can be used for personal consumption or resold if needed.

2. Weakness

The owner of the rengginang business, Mrs. Nurhayati, does not promote through social media, print media, or electronic media for her rengginang products. As a result of this promotion, people from outside the region do not know and do not know the products sold by Mrs. Nurhayati.

3. Opportunity

The location of Bu Nurhayati's outlet is very strategic because it is easily accessible to consumers, and is located on the path traveled by tourists visiting Batu Bara. Mrs. Nurhayati always provides an adequate amount of rengginang products, so that consumers can buy according to their wants and needs. In addition, Mrs. Nurhayati provides opportunities for consumers to make sudden purchases in large quantities, which helps business owners to understand the product variants that are most in demand and often purchased by consumers.

4. Threat

The high level of business competition with competitors who sell crackers with different brands.

5. CONCLUSION

The marketing mix strategy at the Rengginang Bu Nurhayati business outlet is still not fully running optimally. This can be seen from the policy carried out by Mrs. Nurhayati who does not promote using trendy social media, so that rengginang products cannot be known and accessed by people outside the rural area of Pahang, Batu Bara Regency and are only known by the surrounding community and people who pass through the area. In addition, the business owner does not carry out distribution channels to other parties so that there is no cooperation in distributing Mrs. Nurhayati's rengginang products so that consumers who want to sell the product must come directly to the business location.

The marketing mix strategy at Rengginang Bu Nurhayati's business outlets has not been able to fully increase sales volume every month. The condition is because business owners only carry out two types of marketing strategies, namely in terms of price and products, while in terms of promotion and distribution, they are not carried out in marketing activities of their products to people outside the area where the business is located. Therefore, the sales target desired by Mrs. Nurhayati cannot be realized optimally every month.

SUGGESTION

The suggestions given are as follows

1. Implement a competitive pricing strategy by conducting in-depth analysis of prices set by competitors, planning and implementing promotional and discount programs, adopting a pricing plan offering system to expand consumer choices, and considering the implementation of loyalty programs to maintain and increase market share.

2. Business owners can use one or more of the marketing mix strategies so that they can be used optimally in encouraging product sales so that they can be accepted by consumers in the market and business competitors.
3. As a business owner, it is important to establish strategic partnerships with other parties in order to distribute their products to a wider market in various regions. The development of a structured and efficient distribution network is crucial in supporting Buk Nurhayati's marketing strategy to expand market reach and increase market share outside the region of origin.

Effective distribution cooperation will enable Buk Nurhayati to reach previously untapped market segments, capitalize on new demand potential, and increase the visibility and availability of its products in various locations. Thus, business owners can accelerate sales growth in accordance with the targets that have been set.

In addition, this approach can also help in strengthening Buk Nurhayati's market position by building a strong reputation at the national or even international level, depending on the scale of the distribution cooperation that is built. Thus, a good distribution cooperation strategy not only facilitates wider market access, but also has the potential to generate long-term competitive advantages for the company.

Business owners should be able to collaborate with other parties to be able to distribute their products so that they can be reached and purchased by people outside other regions. With a clear and systematic distribution network, it can make it easier for Buk Nurhayati to market its products that are liked by people outside the region and this can help business owners to encourage an increase in sales as desired.

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