

Marketing Strategies to Increase Sales (Case Study: Es Cendol SMEs in Sukarame District, Bandar Lampung)

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ABSTRACT

This study aims to analyze the marketing strategies implemented by UMKM Es Cendol Ibu Sri in increasing sales in Sukarame District, Bandar Lampung City. This research employs a descriptive qualitative approach using a case study method. Data collection was carried out through in-depth interviews, direct observation, and documentation. The research informants consisted of the owner of UMKM Es Cendol Ibu Sri as the key informant, employees, customers, and related parties. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, using source and method triangulation to ensure the validity and reliability of the research data. The results show that the marketing strategy of UMKM Es Cendol Ibu Sri is still dominated by conventional methods, such as word-of-mouth promotion and direct sales at the business location. This UMKM has strengths in maintaining product quality, using natural raw materials, offering affordable prices, and providing friendly service. Opportunities for business development are open through the utilization of digital marketing, product and packaging innovation, and a strategic business location, although the business faces threats in the form of intense competition and fluctuations in raw material prices.

Keywords: Marketing Strategy, MSME, Assessment, Digital Marketing, Es Cendol.

1. INTRODUCTION

The development of the business world in the current era of globalization requires every business person to be able to adapt to environmental changes and increasingly dynamic consumer behavior. Marketing is no longer just an activity of selling products, but a strategic process that involves market analysis, value development and the creation of long-term relationships with customers. (Kotler & Kevin, 2016) explains that marketing strategy is the art of selecting target markets and creating superior value for consumers in a sustainable manner. This means that the marketing strategy is at the heart of the success of any business organization, whether large companies or microenterprises.

In Indonesia, the role of Micro, Small and Medium Enterprises (MSMEs) is very significant in supporting the national economy. Based on data (Indonesia, 2023), there are about 65.4 million units of MSMEs throughout Indonesia, which contribute 61.97% to the national Gross Domestic Product (GDP) and absorb more than 97% of the productive workforce. Of this figure, about 37% of MSMEs operate in the food and beverage (culinary) sector, making it the sector with the highest

contribution to non-oil and gas GDP (Statistik, 2024). This figure shows that the culinary sector has significant potential to continue to grow and contribute to improving the welfare of society.

However, in the period 2020 - 2025, MSMEs faced significant challenges, especially due to the COVID-19 pandemic and its impact on consumer consumption patterns. According to Bank Indonesia's 2023 report, 73% of MSMEs in Indonesia experienced a decrease in revenue in 2020 - 2021, especially those who still rely on conventional marketing methods. In contrast, MSMEs that successfully adopted digital marketing strategies experienced an increase in sales of up to 35%-50% (Rahayu & Day, 2022) Changes in consumer behavior towards online purchases, the increasing role of social media, and the ease of digital access are important indicators that digital marketing is no longer an option but a necessity.

A similar situation also occurs in Lampung Province, where the MSME sector is the backbone of the regional economy. According to a report (D. K. dan U. P. Lampung, 2023), there are around 1.1 million MSMEs, with the culinary sector as the largest contributor, accounting for 43% of the total business units. Among urban areas, Bandar Lampung has the largest number of MSMEs with more than 92,000 active business units, spread across several strategic districts such as Kedaton, Way Halim, and Sukarame. Sukarame district is known as an area with lively economic activity due to its proximity to education centers, housing, and Main Roads. This condition makes Sukarame as a potential area for the development of MSMEs, including the culinary sector, such as MSMEs Es Cendol Ibu Sri.

UMKM Es Cendol Ibu Sri is a micro-culinary business located in Sukarame District, Bandar Lampung. Established in 2012, the business sells traditional beverages such as es cendol, a West Javanese specialty that has become very popular throughout Indonesia. Made from rice flour, coconut milk, brown sugar and ice cubes, this product offers a sweet and refreshing taste, making it a favorite of many people, especially in summer. Before the pandemic, Es Cendol Ibu Sri sold an average of 50-70 cups per day, with a monthly turnover of around Rp2-4 million. However, since the COVID-19 pandemic hit, sales have plummeted dramatically to only 20-40 cups per day. This situation continues until 2024 due to several factors: the growing number of local competitors, changes in consumer behavior in favor of modern packaging, and limited marketing strategies. Based on initial interviews with owners (2025), business promotion still relies on conventional methods such as word of mouth, banners, and brochures, without digital marketing activities such as the use of social media or online platforms.

According to (Putri & Susanto, 2022), "Culinary SMEs that actively use social media can increase sales by 40% in the first six months of digital marketing implementation". Thus, the lag behind the use of promotional technology is one of the main causes of sales stagnation at Es Cendol Ibu Sri MSMEs.

Table 1. Sales trends for Es Cendol Ibu Sri MSMEs in 2020-2024

Year	Average daily sales (Cup)	Monthly Income (Rp)	Dominant Promotion Strategy
2020	50	3.500.000	Word of mouth, banners
2021	45	2.800.000	Local brochures and banners
2022	30	1.400.000	Local promotion in the market
2023	55	4.100.000	Direct promotion
2024	40	2.500.000	Not using digital marketing

Source: observation Data and field interviews (2024).

Various previous studies have discussed MSME marketing strategies in Indonesia, but most have focused on aspects of digital marketing for small and medium-sized enterprises (MSMEs), not micro-enterprises with limited resources. For example, the Setiawan study (2021) highlights the importance of product innovation and branding in increasing customer loyalty in the culinary business in Yogyakarta, but does not explain the implementation of marketing strategies at the

micro level. (M. Sari & Fathurrahman, 2023) also researched digital marketing strategies for post-pandemic MSMEs, but their focus is on the fashion sector and does not include the traditional beverage business.

Next, (Yuliana, 2021) researched the implementation of STP (segmentation, Targeting, Positioning) in culinary SMEs in Central Java and found that the implementation of STP increases the suitability of products to market needs by up to 25%. However, this study does not explain how MSMEs with limited capital and manpower implement this strategy. Therefore, there is still room for further research on marketing strategies based on social reality and local capacity, especially for traditional culinary SMEs such as Es Cendol Ibu Sri.

This research gap is very important because, until now, there has been no in-depth study that specifically examines the marketing strategy of traditional culinary SMEs in the city of Bandar Lampung, especially by using a qualitative approach. This research is expected to provide a contextual understanding of how small business owners adapt, design, and implement marketing strategies to increase sales amid market changes.

According to (Kotler & Armstrong, 2018), marketing strategy involves selecting target markets and building profitable relationships with customers through value creation. This theory is known as the STP approach (segmentation, targeting, positioning) and the marketing mix (4P: Product, Price, Place, promotion). This concept serves as a basic framework for understanding how small businesses such as Es Cendol Ibu Sri MSMEs can tailor their products and promotions to the characteristics of the local market.

This research is also relevant to the theory of competitive advantage (Porter, 1998), which emphasizes that business excellence can be achieved through product differentiation and focus on specific market segments. In the context of MSMEs, this can be implemented through improving the quality of traditional products, competitive pricing, and effective promotions to create a positive image in the minds of consumers.

A qualitative approach is used because it allows researchers to dig deeper into the experience, strategies, and perspectives of business people in carrying out marketing activities. According to (Creswell & Poth, 2018), qualitative research allows researchers to understand phenomena from the perspective of participants and their social context. In this study, in-depth interviews and direct observation are the main techniques to obtain authentic data on marketing strategies implemented by MSMEs Ibu Sri Es Cendol.

National survey by (Social, 2024) shows that 79% of Indonesians use social media every day, and 73% of them shop online. However, according to (D. K. and I. P. Lampung, 2024), only 24% of MSMEs in Lampung have used digital media as a marketing channel. This indicates a significant gap between the potential of the digital market and the rate of adoption of technology by small businesses.

Table 2. Digital Marketing adoption rate by MSMEs in Lampung Province (2024)

Business Type	Number of MSMEs	Percentage who use Digital Marketing
Culinary	28.400	21%
Fashion	15.200	35%
Crafts	12.100	28%
Other	36.000	19%

Sources: (D. K. and I. P. Lampung, 2024)

The table shows that the culinary sector is still relatively low in utilizing digital marketing, although it has significant market potential. According to (Susanto & Wibowo, 2022), low digital literacy and limited capital are two key factors contributing to the slow adoption of technology among MSMEs. Therefore, research on marketing strategies that are locally based and realistic is very important for MSMEs such as Es Cendol Ibu Sri to remain competitive.

The urgency of this research lies in understanding and strengthening the ability of MSMEs to design and implement marketing strategies that are in line with market needs and technological developments. In this context, Ibu Sri's Es Cendol MSMEs represent micro-enterprises facing a dilemma between limited resources and the demands of marketing innovation.

From the observations and data presented in the previous section, it appears that there has been a significant drop in sales from 2020 to 2024. This situation shows that conventional marketing strategies that are currently implemented have not been able to meet the challenge of changing consumer behavior, which is now increasingly digital and selective. According to (Fandy, 2008), changes in consumer behavior must be responded to with adaptive, innovative and value-based marketing strategies.

This research is important because it makes a real contribution in addressing these challenges through an in-depth qualitative approach. By understanding the hands-on experience of business owners, researchers can identify realistic patterns, strategies, and adaptations for other MSMEs with similar characteristics.

In addition, from an academic perspective, the study contributes to reinforcing the concept of "local marketing adaptation," a marketing strategy that integrates local culture, market characteristics, and technological capabilities. In the context of Lampung, this is in line with the efforts of the provincial government to encourage the digitization of MSMEs through the "MSME Go Digital 2025" program" (D. K. and I. P. Lampung, 2024).

The urgency of this research practically and theoretically focuses on strengthening the competitiveness of traditional culinary SMEs in order to survive and develop amid increasingly fierce market competition in the digital economy ecosystem for the 2020-2025 period. In terms of practical relevance, this study provides concrete solutions for business actors to optimize survival strategies, while from the aspect of scientific novelty, this study offers a new perspective in understanding marketing strategies rooted in the local context through a qualitative approach.

In addition to the benefits for business actors and the development of science, this research has a high urgency in making a strategic contribution to the formulation of Public Policy. The research findings are expected to be the main reference for local governments in designing targeted empowerment programs, especially through digital marketing training for MSMEs. Overall, the integration between local context understanding and digital technology adaptation is a crucial key in strengthening the bargaining position of the small business sector in the future.

2. LITERATURE REVIEW

a. Marketing Strategy

A marketing strategy is an essential element in the success of any business, whether large or small. According to (Kotler & Kevin, 2016) a marketing strategy is a set of planned actions to create value for consumers and achieve sustainable competitive advantage. In the context of MSMEs, marketing strategies play an important role in directing the efforts of business owners to identify consumer needs, set appropriate prices, and select effective distribution and promotion channels (Fandy, 2008).

Along with the development of the digital economy, marketing strategies no longer only focus on conventional marketing but also demand innovation in utilizing technology and digital media. Research by (Nurhayati & Pratama, 2022) confirms that MSMEs that integrate digital marketing with conventional strategies have increased sales by 35% compared to MSMEs that do not. This shows that strategic adaptation is the key to maintaining business continuity in the midst of changing consumer behavior.

In the context of Es Cendol Ibu Sri MSMEs in Sukarame District, marketing strategies are needed to face competition from other contemporary beverage businesses. The success of a marketing strategy depends not only on promotion, but also on how the business builds an emotional connection with customers through taste, Service and a quality product image. As stated

by (Lupiyoadi, 2021), MSME marketing strategies should emphasize a customer-oriented approach, where customer satisfaction is at the center of all business activities.

b. Marketing Mix Theory (Marketing Mix – 4P)

The concept of marketing mix was first introduced by McCarthy (1964) and developed by Kotler (2018). This Model consists of four main interrelated elements: Product, Price, Place and promotion. These four elements are used as a strategic framework for creating and maintaining target markets.

c. Theory STP (Segmentation, Targeting, Positioning)

STP (segmentation, targeting, positioning) theory is a core concept in modern marketing strategies introduced by (Kotler & Armstrong, 2018) This concept emphasizes the importance of understanding the market in depth before determining the right strategy.

- 1) Segmentation (Market Segmentation)
- 2) Targeting (Target Market Determination)
- 3) Positioning (Product Positioning)

d. Theory Of Competitive Advantage (Competitive Advantage)

Competitive advantage is the ability of a business to create more value than its competitors. (Porter, 1998) explains that competitive advantage can be achieved through three main strategies: product differentiation, cost leadership, and market focus. In the context of MSMEs, competitive advantage does not necessarily come from high technology, but from the ability to understand the needs of local consumers and provide unique value that competitors do not have (Rizal & Handayani, 2021).

According to (Fandy, 2008) competitive advantages also include intangible resources such as reputation, customer trust, and product authenticity. MSMEs that maintain consistent quality and service tend to have higher customer loyalty. For example, Es Cendol Ibu Sri can utilize authentic taste and hygienic presentation as a form of product differentiation.

The theory of competitive advantage also emphasizes the importance of adapting to market changes. According to (Syafitri & Rachman, 2022), MSMEs that are able to adapt to market trends and take advantage of digital opportunities are more resilient. For Es Cendol Ibu Sri, implementing adaptive strategies such as social media-based promotions and developing modern menu variants is a response to changing consumer preferences in the digital era.

e. Theories Of Consumer Behavior

Consumer behavior describes how individuals select, Purchase, use, and evaluate products to meet their needs (Schiffman & Kanuk, 2015). In the context of MSMEs, an understanding of consumer behavior is very important because it determines the success of marketing strategies.

To understand consumer behavior in more depth, the Aida (Attention, Interest, Desire, Action) theory is also relevant. This Model describes the psychological stages that consumers go through in making purchasing decisions, from Attention, Interest, desire, to action. In the context of Es Cendol Ibu Sri, implementing an attractive promotion strategy on social media can increase consumer attention and interest in trying the product.

f. Digital Marketing Theory (Digital Marketing)

Advances in Information Technology have changed the way businesses interact with consumers. Digital marketing is defined as the promotion of a product or service using digital media to reach consumers more quickly and efficiently (Chaffey, 2020). In the context of Es Cendol Ibu Sri MSMEs, digital marketing can be done through Instagram, TikTok, and WhatsApp Business. Through this platform, business owners can display product photos, create interactive promotions,

and communicate directly with customers. Story-based promotions, such as highlighting family history or the natural process of making cendol, can build an emotional connection with consumers.

In addition to social media, the concepts of Search Engine Optimization (SEO) and Google Business Profile are also relevant. According to Hasanah (2024), a strong digital presence increases consumer confidence and expands market reach. The application of digital marketing in MSMEs also supports the branding process. According to (Suryani & Anggraini, 2022), social media allows MSMEs to build a consistent brand identity through visual displays, colors, and narratives. For Es Cendol Ibu Sri, consistency in logos, packaging, and promotional messages can strengthen its image as a "modern and trusted traditional drink".

g. Product Innovation

Product innovation is an important element in marketing strategies, especially for MSMEs operating in a highly competitive market. According to (Kotler & Kevin, 2016), product innovation is the process of creating and introducing new products or improvements to existing products to provide added value to consumers. In the context of MSMEs, innovation does not necessarily mean a major change; innovation can include modification of taste, packaging, appearance, or presentation methods to make them more attractive and efficient (R. Sari & Pratomo, 2021).

For Es Cendol Ibu Sri MSMEs, innovation can be achieved through flavor variations, such as Es cendol durian, es cendol cappuccino, or practical bottle packaging. In addition to increasing sales, innovation also strengthens the brand's position in the local culinary market. This is in line with research (Wijaya & Hapsari, 2022), which found that SMEs that consistently innovate in the taste and appearance of products experience more stable customer growth compared to those that do not.

h. Customer Satisfaction

Customer satisfaction is the result of a comparison between consumer expectations with perceived product performance (Fandy, 2008). If product performance meets or exceeds expectations, customers will be satisfied and more likely to make repeat purchases. According to research (Rini & Wahyudi, 2022), customer satisfaction plays a direct role in building loyalty and word of mouth promotion. In a culinary business such as Es Cendol Ibu Sri, customer satisfaction can be influenced by *r asa*, cleanliness, speed of Service, and friendliness of the seller. Research by (Nursanti & Amelia, 2024) found that MSMEs who regularly conduct simple surveys about customer preferences can increase satisfaction levels by up to 25%. Therefore, measuring customer satisfaction is a strategic step in determining the direction of product and service development.

i. Pricing Strategy

Price is an important element in the marketing mix that directly influences consumer purchasing decisions. According to (Kotler & Kevin, 2016), an effective pricing strategy should consider the cost of production, the perceived value of consumers, and the prices of competitors. In the context of MSMEs, pricing strategies must be flexible and adaptable to consumer purchasing power. Research (Wahyuni & Sudirman, 2023) it shows that most culinary SMEs in Indonesia implement a competitive pricing strategy with a focus on value for money, which is to provide the best quality at affordable prices.

For Es Cendol Ibu Sri, pricing strategies can focus on a combination of psychological pricing and seasonal promotional pricing. For example, setting a price of IDR 5,000–IDR 8,000 per serving to attract consumers from various segments, as well as offering discounts during Ramadan or summer. According to (Sembiring, 2022), psychological pricing adapted to the perception of value can increase sales of MSME products by up to 30%.

j. Promotion and Marketing Communications

Promotion serves to inform, persuade and remind consumers of the existence of a product (Kotler & Keller, 2021). In the digital age, promotional strategies have evolved rapidly with the advent of social media platforms such as Instagram, TikTok, and WhatsApp Business. For Es Cendol Ibu Sri MSMEs, promotional efforts can include uploading photos of the production process, customer testimonials, and short videos on TikTok that highlight the uniqueness of the product. In addition, offline promotions such as banners around business locations or "buy 10 Get 1 free" promotions remain relevant to reach local consumers.

k. Distribution and location of business

Distribution is the process of delivering products from producers to consumers in a timely manner and under suitable conditions (Fandy, 2008). In the culinary MSME sector, efficient distribution channels are essential for business success. According to (Sulastri & Purnama, 2023), strategic location selection is a key factor in increasing sales. MSMEs located in crowded areas such as schools, offices, or markets have higher sales potential. UMKM Es Cendol Ibu Sri, located in Sukarame District, Bandar Lampung, has the advantage of a strategic location because of its proximity to community centers. To expand the distribution range, delivery services through GoFood or GrabFood can also be implemented.

3. RESEARCH METHOD

This study uses a descriptive qualitative approach, aims to provide an in-depth description of the marketing strategies used to increase sales in MSMEs Es Cendol Ibu Sri in Sukarame District, Bandar Lampung. This approach seeks to understand the meaning, perception, and experience of MSME owners related to the phenomenon under study, not just measuring the relationship between variables as in quantitative research.

This study examines one major case study: the marketing strategy practices of Es Cendol Ibu Sri MSMEs. This case study allows the researcher to comprehensively explore the 4Ps Strategy (Product, Price, Place, and promotion), from concept to implementation. In this study, the case of Es Cendol Ibu Sri MSME is considered representative in describing the characteristics of culinary micro entrepreneurs in Bandar Lampung who are able to survive in the midst of modern business competition and digital marketing.

This study was conducted at Es Cendol Ibu Sri UMKM, located in Sukarame District, Bandar Lampung City. This location was chosen deliberately, given that the business has been operating for more than five years and has a loyal customer base. Sukarame is a strategic area located on the main interregional route in the city of Bandar Lampung and is the center of economic activity for the lower middle class. This bustling trading and purchasing location creates significant opportunities for traditional culinary businesses such as Es Cendol to thrive. The research period is planned to last five months, from September 2025 to February 2026

Data were obtained directly from in-depth interviews, field observations, and documentation of MSME activities. Supporting Data comes from various sources, such as books, scientific journals, reports from the Cooperative Office, and BPS publications on the growth of MSMEs in Bandar Lampung (Statistik, 2024). Secondary Data serve to reinforce empirical findings and support theoretical analysis. Data collection techniques: in-depth Interview, Direct Observation, documentation and literature study.

4. RESULTS AND ANALYSIS

a. Overview Of Research Objects

Micro, Small and Medium Enterprises (MSMEs) Es Cendol is a traditional culinary micro-enterprise that plays an important role in the local economy and creative economy in Indonesia. Es Cendol is positioned not only as a traditional drink but also as a cultural product with historical, social, and economic value. In recent years, the preservation of traditional culinary, as

well as the adaptation of small businesses to changing markets and digital technologies, has become increasingly important.

Several studies have highlighted marketing strategies as a key factor in the development of es cendol MSMEs. A study by (D. Sari, 2023) shows that most es cendol MSMEs still rely on conventional marketing, such as direct sales at business locations, without making optimal use of digital media. However, the application of digital marketing through social media and online platforms has been proven to expand market reach, increase product visibility, and drive sales. This finding shows that digital marketing is a strategic need for es cendol MSMEs to compete in the midst of the rise of modern beverage products.

In addition to marketing, branding and product identity are also an important focus in es cendol MSME research. (Putra, 2022) emphasizing that weak brand identity and product packaging are one of the main obstacles for es cendol MSMEs in attracting consumers, especially the younger generation. Through creative economic approaches such as product photography, packaging design, and unique brand names, es cendol MSMEs can increase visual appeal and build a more professional product image. This research shows that branding is not only the realm of big business but also very relevant for traditional es cendol MSMEs.

From the perspective of financial management and accounting, (Nugroho, et al , 2023) revealed that many SMEs es cendol has not implemented a systematic financial recording. This lack of understanding of accounting makes it difficult for business owners to calculate profits, control costs, and make long-term business decisions. The application of simple management accounting, such as production cost recording and revenue analysis, has been proven to help es cendol MSMEs improve business efficiency and sustainability.

Other research also examines product innovation and business development in Pasar es cendol (traditional Indonesian MSMEs). The international case study "VCendol: traditional flavors with a Modern twist" shows that flavor innovation, modern packaging, and entrepreneurial-based business management have enabled es cendol to transform from a traditional product into a high-value commercial product. However, the study also highlights challenges faced by MSMEs, such as production risk, Quality Management, and business resilience in the face of operational crises.

In addition, operational management and business site selection are also the main focus areas in research on es cendol SMEs. (Ramadhani, 2022) conducted community service activities and found that strategic business locations, such as near traditional markets or crowded city centers, significantly affected sales volumes. This study confirms that the success of es cendol SMEs is not only determined by product quality but also by careful operational planning, including distribution, operating hours, and customer service.

Overall, the findings of previous studies show that es cendol MSMEs face multidimensional challenges that include marketing, branding, financial management, product innovation, and business operations. However, these studies also emphasize significant opportunities for es cendol MSMEs to grow through the implementation of appropriate business strategies, the use of digital technologies, and the strengthening of the managerial capacity of entrepreneurs. Therefore, research on es cendol MSMEs remains relevant and important to support the sustainable development of small businesses based on traditional culinary traditions.

b. General profile of MSME Es Cendol Ibu Sri

UMKM Es Cendol Ibu Sri is a micro business specializing in traditional snacks, especially cold cendol drinks. This business was founded by the owner with limited capital and started as a home business. Initially, the production was simple, serving only customers in the neighborhood of the owner. Over time, this business began to develop due to its distinctive and consistent taste.

The growth of Es Cendol Ibu Sri MSMEs is closely related to the owner's perseverance in maintaining product quality and adjusting prices to meet consumer purchasing power. Gradually building consumer confidence has resulted in a loyal customer base. Despite being a

micro-enterprise, Es Cendol Ibu Sri MSMEs managed to survive in the midst of increasingly diverse competition in the beverage industry.

In terms of business scale, es cendol MSMEs are included in the category of micro and small businesses with relatively limited capital. The initial capital is usually used to procure raw materials, simple production equipment (such as cendol molds, stoves, pans, and storage containers), and sales equipment. The number of employees in es cendol MSMEs generally ranges from one to three people, most of whom are family members. The work system remains informal, with a simple division of tasks, such as production, sales and financial management, carried out by the business owner.

Based on its production characteristics, the process of making es cendol is traditionally carried out using recipes passed down from generation to generation. Production is usually carried out daily in limited quantities to maintain the freshness of the product, considering that es cendol is a perishable and short-lived drink. The main raw materials, such as rice flour, coconut milk, and palm sugar, are obtained from the local market, so that es cendol MSMEs also contribute to encouraging the local economy. Product quality standards largely depend on the skills of the entrepreneur and consistency in the production process.

From a marketing and distribution perspective, es cendol MSMEs generally sell their products directly to consumers through carts, small kiosks, stalls in traditional markets, or in crowded locations such as schools and offices. Some MSMEs also fulfill orders for special events, such as celebrations or community activities. Over time, some es cendol MSMEs have begun to leverage social media and delivery apps to expand their market reach, although the degree of utilization varies depending on the digital literacy of the business owner.

In terms of financial management, most MSMEs still maintain simple and unstructured financial records. The separation between business and personal finances is often not consistently maintained. This situation makes it difficult for entrepreneurs to accurately calculate profits, control production costs and plan long-term business development. However, awareness of the importance of financial management is increasing with the support of the government, universities and related institutions.

In terms of business challenges, es cendol MSMEs face various obstacles, including limited capital, fluctuations in raw material prices, competition from modern beverages, and limited product and packaging innovation. In addition, weather factors also affect sales levels, considering that es cendol is a drink whose demand tends to increase during the summer. On the other hand, es cendol MSMEs still have many business opportunities, especially through flavor innovation, more modern packaging, halal certification, and the use of digital technology for marketing and ordering.

Overall, es cendol SMEs are traditional culinary businesses with significant economic and social potential. With more professional management, government policy support, and increased human resource capacity, es cendol MSMEs have the potential to develop sustainably without abandoning their distinctive traditional values.

c. Location And Business Conditions

Location is very important for any business. The location that is easily accessible by the public will be an advantage for MSME owners Es Cendol Ibu Sri, located on Jl. Sentot Alibasa, Pasar Tempel Way Dadi, Sukarame District, Bandar Lampung City. The business is located in a densely populated and crowded residential area. This location provides its own advantages because it is close to people's daily activities, making it easier for consumers to shop.

However, businesses located in residential areas also have limitations, especially in terms of market reach and visibility. The business does not have a flashy signage and has not utilized its location as a promotional tool. This has caused Ibu Sri's Es Cendol MSMEs to remain relatively unknown outside the surrounding area.

d. Vision And Mission of Es Cendol MSME Ibu Sri

1) Vision

“UMKM Es Cendol Ibu Sri has branches in various regions in Lampung with distinctive taste characteristics and very affordable prices..”

2) Mission

- a) Providing quality products at affordable prices
- b) Provide friendly service to customers
- c) Develop the business gradually through better marketing strategies. This vision and mission serve as guidelines for carrying out daily business activities.

e. Informants And Data Collection Techniques

The main informant in this study was Ibu Sri, The owner of the Es Cendol MSME, who had comprehensive knowledge of business activities. Support informants consist of regular customers who are purposefully selected. Data collection techniques include observation, in-depth interviews, and documentation.

In addition to the main informant, this study also involved supporting informants, namely employees or family members who are directly involved in business operations. These informants are chosen because they have first-hand experience in the production process, customer service, and day-to-day sales activities. Information from supporting informants is used to strengthen and validate data obtained from business owners, especially regarding operational practices and implementation of business strategies in the field.

This study also involved ES cendol SME consumers as additional informants. Consumers are selected by accident, namely consumers who currently or have previously purchased es cendol products. Information from consumers is used to gain an external perspective on product quality, price, service, and customer satisfaction levels. By involving consumers, this study is expected to provide a more objective picture of the position of es cendol SMEs in the market.

Observations are made to understand directly the production and service processes. In-depth interviews are conducted to gather information about marketing strategies and business challenges. Documentation is used as supporting data to reinforce research findings.

Data collection techniques in this study used a qualitative approach, with the aim of obtaining a deep understanding of the conditions and dynamics of the cendol ice cream MSME industry. The first technique used is an in-depth interview. Semi-structured interviews were conducted with MSME owners, employees, and consumers. Interview questions are structured flexibly to allow informants to broadly explain their experiences, perspectives, and business practices, particularly regarding business management, marketing, finance, and challenges encountered.

The second technique involves direct observation of the activities of es cendol MSMEs. Observation is done by directly observing the production process, product presentation, interaction with consumers, and business location conditions. This observation aims to obtain factual data that cannot always be found through interviews, as well as validate the information provided by the informant.

The third technique is documentation, which involves collecting supporting data in the form of simple financial records, photos of business activities, product price lists, packaging, promotional media, and other relevant documents. Documentation Data is used to corroborate the results of interviews and observations as well as empirical evidence in the analysis of research.

By combining interviews, observations, and documentation, the study used data triangulation to increase the validity and credibility of the research findings. The use of various sources and data collection techniques is expected to produce a comprehensive and accurate picture of the condition of es cendol MSMEs as the object of research.

f. Internal Factor Analysis of MSME Es Cendol Ibu Sri

The internal factors of Es cendol ibu sri's business are as follows:

- 1) Strength
 - a) The raw materials of this product are of high quality. The ingredients used by es cendol SMEs are premium and preservative-free, thus ensuring the product is safe for consumption.
 - b) By selling products at affordable prices, the prices offered by es cendol MSME owners are affordable and acceptable to the market. This allows consumers to purchase es cendol products without having to spend significant costs.
 - c) Fast and friendly service, Sukarame cendol ice always prioritizes the best service for consumers to provide satisfaction to consumers from es cendol MSMEs.
 - d) This financial report was prepared by the es Cendol Ibu Sri UMKM and has been neatly arranged by recording the costs incurred and income received from the sale of es cendol.
 - e) Those who buy a lot of products will get additional products specified by the business owner.
- 2) Weakness
 - a) The place is not spacious enough for customers.
 - b) Warung Es Cendol Ibu Sri lacks parking space because the parking area is close to the main road.
 - c) Small and medium enterprises (SMEs) Es Cendol Ibu Sri has not utilized social media.
- 3) Opportunity
 - a) Strategically located near campuses in Lampung, such as UIN, SMK BLK, and Pasar Tempel in Sukarame.
 - b) Products are available when ordered through the Gojek app and are ready within the estimated delivery time.
 - c) Participate in bazaar events held on major holidays.
- 4) Threats
 - a) The emergence of many new businesses. Many businesses are already selling similar products, which could also pose a threat to es cendol Ibu Sri MSMEs.
 - b) Competition between models and forms of products of similar quality. Since es cendol is an easy drink to make, it poses a threat to Ibu Sri's es cendol business in the face of similar competition.

Table 3. Identification Of Swot

Internal Factors	
Strength	Weakness
1. Quality raw material products using the best materials. 2. Sell products at an affordable price. 3. Provide consumers and resellers in the form of discounts or rebates and free postage with applicable terms and conditions. 4. Fast and friendly service.	1. Incomplete facilities and pre-facilities. 2. The parking area is inadequate. 3. Not yet have a large enough room facilities for consumers.
External Factors	
Opportunity	Threat
1. Wide promotion area. 2. Products are available in several outlets.	1. Intense market competition. 2. The increasing price of raw materials. 3. It is difficult to find new menu

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3. The number of events or bazaars held for product competitiveness and marketing development. innovations.
 4. The number of events held marketplace for product competitiveness.
 5. The value of sales increases because the number of consumers who come continues to increase so that it will open up opportunities for consumer share.
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Data source: data processed by researchers 2024

Based on the table above, to obtain data on internal factors (strengths and weaknesses) and external factors (opportunities and threats) of the Es Cendol business, interviews were conducted with owners, packaging and production departments, and Es cendol consumers.

g. External Factor Analysis of MSME Es Cendol Ibu Sri

In addition to internal factors, external factors include opportunities and threats emanating from the external environment. Technological developments and digital marketing trends also affect the effectiveness of promotional strategies. Social Media is now the main communication channel between producers and consumers. Instagram, Facebook and TikTok provide a significant opportunity for small businesses to expand their reach without geographical restrictions. With attractive and consistent visual content, Es Cendol Ibu Sri MSMEs can introduce their products to a wider audience, both locally and nationally. These opportunities include increasing public interest in traditional products and the development of social media as a promotional tool.

However, the success of digital promotion depends not only on the use of social media, but also on the ability to create added value and an engaging consumer experience. In this case, mentoring focuses on helping businesses design promotional messages that are communicative and relevant to the target market (Lesa, 2024).

h. Discussion

Based on the results of research, Es Cendol Ibu Sri MSME is a traditional culinary business whose strength lies in product quality, affordable prices, and friendly service. These factors are key assets in retaining customers amid increasingly diverse beverage business competition. However, limited facilities, less visible locations, and less optimal use of social media are obstacles in business development.

SWOT analysis shows that Es Cendol Ibu Sri MSMEs have the potential to grow through the use of digital technology, strategic location, and participation in bazaars and events. However, fierce competition and rising prices for raw materials pose a significant threat. Therefore, a more targeted marketing strategy, especially in the use of digital media and increasing product value, is needed to improve the competitiveness and sustainability of the Es Cendol Ibu Sri MSME business.

5. CONCLUSION

Based on the results of qualitative descriptive research, it can be concluded that Es Cendol Ibu Sri MSMEs in Sukarame District, Bandar Lampung City, it can be concluded that the marketing strategy applied is still simple and conventional. Marketing activities rely more on direct sales at business locations and word of mouth promotion, without being supported by optimal use of digital media. Nevertheless, Es Cendol Ibu Sri MSMEs have a number of internal strengths, including product quality that is maintained, the use of natural raw materials without preservatives, affordable prices, and friendly service, which is able to build consumer trust and loyalty.

Analysis of internal and external factors shows that Es Cendol Ibu Sri MSMEs have considerable growth potential. Internally, limited business facilities, parking lots, and lack of digital promotion are weaknesses that need to be addressed. Externally, significant opportunities exist through its strategic location, increasing public interest in traditional culinary, and the development of digital technologies that allow expanding market reach. However, this business also faces threats in the form of increasingly fierce competition, fluctuations in raw material prices, and increasing demand for product innovation.

Thus, it can be concluded that the increase in sales of Es Cendol Ibu Sri MSMEs is not solely determined by product quality, but is also greatly influenced by the ability of business owners to design and implement marketing strategies that are more adaptive, creative, and responsive to changes in consumer behavior. The implementation of an integrated marketing strategy, in particular through the use of the marketing mix (4PS) and digital marketing, is key to improving the competitiveness and sustainability of the business.

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