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## Marketing Strategy Analysis to Improve the Competitiveness of Rindi Rizqi Chips MSMEs in Nganjuk Regency

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### Abstract

**Research aim :** Analysis of marketing strategies applied to increase competitiveness in Rindi Rizqi Chips MSMEs in Nganjuk Regency.

**Design/Methode/Approach :** This research was conducted using a qualitative approach through a case study. Data were collected through three main methods: observation, interviews, and documentation. The participant involved in this research include business owners, employees, and buyers of Rindi Rizqi MSMEs.

**Research Finding :** This study found that Rindi Rizqi Chips MSMEs apply the 4P marketing strategy to improve competitiveness. Quality products without preservatives, competitive prices, distribution through modern stores, and promotion through bazaars and social media support increased visibility and customer loyalty. Excellence in quality, competitive pricing, and product uniqueness strengthen the position of MSMEs in the snack food industry.

**Theoretical contribution/Originality :** This research enriches the literature on MSME marketing strategies by highlighting the application of the 4P marketing mix in improving competitiveness. The findings show how the elements of product, price, place, and promotion interact with each other to fulfill market needs and increase product visibility.

**Practitioner/Policy implication :** This research enriches the literature on MSME marketing strategies by highlighting the application of the 4P marketing mix in improving competitiveness. The findings show how the elements of product, price, place, and promotion interact with each other to meet market needs and increase product visibility.

**Research limitation :** This research has limitations because it only involved one MSME, Rindi Rizqi Chips, so the results may not be generalizable to other MSMEs. The research focus on marketing strategy and competitiveness also requires future research to involve more MSMEs and use diverse methods for a more comprehensive understanding.

**Keywords :** Competitiveness, Marketing Strategy, Marketing Mix, MSMEs.

### 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are an important sector in the Indonesian economy. Micro, small, and medium enterprises (MSMEs) are a considerable part

of the country's economy, because they play a very important role in improving the community's economy [1]. MSMEs act as the main pillar in job creation and improving the welfare of the community, especially in rural areas. Based on data from the Ministry of Cooperatives and SMEs, in 2020 there were around 64.2 million MSME units in Indonesian [2]. MSMEs must also be able to face global challenges such as increasing product and service innovation, developing human resources and technology and expanding marketing access so that they can increase the selling value of MSMEs in competing with increasingly dominating outside products [3]. One of the MSMEs in the Nganjuk area is Rindi Rizqi MSME, which produces a variety of chips made from local raw materials such as cassava, taro, banana, tempeh and breadfruit. Although these products have attractive quality and variety, Rindi Rizqi MSMEs face great challenges in terms of marketing, especially in the face of fierce competition. . Competition in the food and beverage industry is increasingly competitive today [4].

**Table 1.**  
**Mileage Data of Nearby MSME Chips Competitors**

No	Name of the Chips MSMEs Industry	Distance to MSMEs Rindi Rizqi
1	Keripik Sukun Singkong Pisang Pak Pur	±1.9 Kilometers
2	Agen Keripik Tempe Barokah (Jeng Lestari)	± 3.1 Kilometers
3	Keripik 78	± 6.6 Kilometers
4	Keripik Pisang Berkah Jaya	± 7.5 Kilometers
5	Keripik Tempe Rayhan	± 8.4 Kilometers

Source: Data Obtained from Ongoing Internet Research (2024).

The table indicates that the level of rivalry in the surrounding area is intense, with businesses operating in close proximity to each other. Currently, the MSME industry in the country is currently facing such a difficult situation in the midst of changes in an increasingly complex business environment [5]. To increase competitive advantage, a business must apply a good competitive strategy in order to be able to win the increasingly modern industrial competition with the existence of a free market that makes goods or products from abroad can go in and out freely, besides that there are also more competitors with similar businesses so that business competition is getting tighter and more competitive [6]. Therefore, it is crucial to carefully consider strategies for attracting customers, including product quality, marketing

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approaches, and optimized promotional efforts, to gain a competitive edge in this sector. Competitive strategies and policies implemented must synergize so that the business or industry can achieve the results and goals set [7]. In the context of MSMEs, marketing has a crucial role because it helps increase product visibility in the market, attract new consumers, and maintain customer loyalty. Therefore, entrepreneurs need to continue to innovate to improve purchasing decisions and meet evolving consumer needs [8]. Marketing Mix according to Kotler and Armstrong (2015) is: "The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market" [9]. The marketing mix includes four main elements, namely product, price, promotion, and distribution (4P).

This research focuses on analyzing the marketing strategies implemented by Rindi Rizqi MSMEs to increase their competitiveness in the market. Previous research "Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM Keripik Gedebok Pisang di Blora" [10] shows that the challenges faced by MSMEs as well as the application of the marketing mix which includes product, price, place, and promotion. The results showed that the use of e-commerce and promotion through social media has contributed to increased sales and skills of business actors. Meanwhile, the research "Analisis Strategi Pemasaran Dalam Upaya Peningkatan Daya Saing UMKM" [11] shows that the marketing strategy carried out by the "Tunas" Banana Chips MSME is still conventional, limited to in-store sales and personal proximity. Weaknesses in digital media utilization were also identified. Recommended strategies include maintaining product quality and price, increasing cooperation to expand the market, and utilizing technology for promotion and sales. The research "Strategi Pemasaran Syariah Dalam Meningkatkan Daya Saing Umkm Kerupuk Desa Tlasih Tulangan Sidoarjo" [12] explains the importance of marketing strategies to improve the competitiveness of MSMEs, especially banana chips in Metro City. Using SWOT analysis, it was found that many MSMEs still rely on conventional marketing methods. The main obstacle is the lack of market information, which makes it difficult for them to compete. Strategy recommendations include maintaining price and product quality, establishing partnerships to expand the market, and utilizing technology and social media for promotion. The implementation of these strategies is expected to improve the competitiveness of MSMEs in a competitive market. The research "Analisis SWOT Sebagai Strategi Pemasaran Dalam Meningkatkan Daya Saing" [13] emphasizes the importance of utilizing strengths such as the availability of quality raw materials and cooperation networks, as well as the need for innovation and technological transformation to strengthen the competitiveness of MSMEs amid increasingly fierce competition. Previous research "Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing Perusahaan" [14] showed that marketing strategies through the marketing mix approach which includes product, price, place, and promotion have contributed to improving company competitiveness. Previous research "Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing UMKM di Kabupaten Tana Toraja" [15] shows that product innovation tailored to local market needs is an effective strategy in improving the competitiveness of MSMEs.

Although previous research has identified the challenges faced by MSMEs and the importance of implementing the marketing mix, there is still a lack of specific analysis regarding the marketing strategies implemented by Rindi Rizqi MSMEs. The research "Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM Keripik Gedebok Pisang di Blora" [10] shows that the use of e-commerce and social media has helped increase sales, but does not explore how these strategies are practically implemented at the level of specific MSMEs. On the other hand, the research "Analisis Strategi Pemasaran Dalam Upaya Peningkatan Daya

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Saing UMKM" [11] highlights that the "Tunas" Banana Chips MSME still relies on conventional marketing methods, but does not provide concrete solutions to overcome weaknesses in digital media utilization. In addition, the research "Strategi Pemasaran Syariah Dalam Meningkatkan Daya Saing Umkm Kerupuk Desa Tlasih Tulangan Sidoarjo" [12] provides an overview of the importance of marketing strategies, but does not focus on an in-depth analysis of the implementation of successful strategies in a specific local context, such as that experienced by Rindi Rizqi MSMEs. Research "Analisis SWOT Sebagai Strategi Pemasaran Dalam Meningkatkan Daya Saing" [13] shows the effectiveness of SWOT analysis in formulating marketing strategies that can increase the competitiveness of MSMEs, there is still a lack of in-depth explanation of how these strategies are practically implemented on a micro business scale such as Rindi Rizqi MSMEs. The research "Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing Perusahaan" [14] has discussed the marketing mix and low cost strategy, but has not examined in depth how marketing strategies are implemented by MSMEs in increasing competitiveness, especially in small businesses such as Rindi Rizqi Chips which have limited resources and access to technology. The research "Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing UMKM di Kabupaten Tana Toraja" [15] has discussed marketing strategies in general, but has not specifically reviewed the application of strategies in small MSMEs such as Rindi Rizqi Chips which have limited capital and technology. Therefore, this research focuses on analyzing the marketing strategies implemented by Rindi Rizqi MSMEs to improve their competitiveness in the market, taking into account the conditions and challenges faced in more detail.

This research aims to analyze and assess the marketing strategies adopted by Rindi Rizqi MSMEs while providing relevant recommendations to improve their market competitiveness. In addition, this research aims to offer new insights into the application of an effective marketing mix in the context of MSMEs, which can assist businesses in facing increasingly fierce competition in the global market. Through this approach, it is expected to make a significant contribution to the development of better marketing strategies for MSMEs in rural areas.

### **1.1. Statement of Problem**

In an increasingly competitive market, Micro, Small and Medium Enterprises (MSMEs) must implement effective marketing strategies to improve their competitiveness and ensure business sustainability. Rindi Rizqi, an MSME operating in Nganjuk Regency, faces competition from businesses offering similar products in close proximity. To maintain its market position, it is important to analyze the marketing strategies implemented and identify efforts to strengthen its competitive advantage.

This research examines how Rindi Rizqi MSME formulates and implements its marketing strategies to attract customers and expand its market reach. In addition, it explores the various approaches taken to enhance competitiveness, including pricing strategies, distribution channels, and promotional activities. By understanding these factors, this research aims to provide valuable insights into effective marketing practices for MSMEs in the food industry, helping them adapt to market dynamics and sustain long-term growth.

### **1.2. Research Objectives**

The purpose of this research is based on the background and formulation of the problems that have been identified. The purpose of this research is to analyze the marketing

strategies implemented by Rindi Rizqi Chips Micro, Small and Medium Enterprises (MSMEs) in Nganjuk Regency, in order to understand how they can attract consumer attention and increase product sales. In addition, this research also aims to analyze the efforts to increase competitiveness made by Rindi Rizqi Chips MSMEs, so as to provide insight into the steps that need to be taken to survive and thrive in an increasingly competitive market. Thus, this research is expected to provide useful recommendations for the development of marketing strategies and competitiveness of MSMEs in the area.

## 2. Method

This research was conducted using a qualitative approach through case studies. Mudjia Rahardjo argues that a case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the level of an individual, group of people, institution, or organization to gain in-depth knowledge about the event [16]. This approach allows researchers to explore the marketing strategies implemented by Rindi Rizqi Chips MSMEs in Nganjuk Regency, with the aim of gathering information to understand and verify the marketing concepts used in facing competition in the local market.

Data collection was carried out through direct observation, interviews, and documentation in accordance with the theory underlying this research. Researchers used structured interviews as a method to collect data related to marketing strategies in increasing competitiveness. Researchers were present directly at the business location of Rindi Rizqi MSMEs to understand marketing dynamics and interact with participant. The research location is in front of the Baron Market, Gg. Dewi Sartika RT 03 RW 03, Wates Hamlet, Baron Village, Baron District, Nganjuk Regency. The selection of participant in this study was based on certain criteria to ensure the relevance and quality of the data obtained. These criteria include:

1. Relevance: Participants were selected based on their ability and in-depth understanding of the marketing strategies to increase competitiveness applied by MSMEs.
2. Recommendation: Participants were determined on the recommendation of the owner of Rindi Rizqi MSMEs, taking into account the proximity and relevance of the Participants to the research focus.
3. Readiness: Interviews were conducted when participants expressed their willingness to participate and provide the information needed.
4. Reassurance: Participants demonstrated a commitment to providing honest, transparent, and pressure-free answers.

No	Name	Role
1	KR	Owner Rindi Rizqi
2	L	Employee
3	NA	Customer
4	EW	Customer

Based on these criteria, the research involved four participant consisting of the owner of Rindi Rizqi MSME, one employee, and two consumers.

Researchers also conducted observations and interviews to dig deeper into the various marketing strategies and initiatives implemented to improve and enhance the competitiveness of MSMEs. The following is a list of interview questions used in this research:

- A. List of Questions Regarding the Marketing Strategy of Rindi Rizqi Chips MSMEs:
  - 1. What are your thoughts on the products produced by Rindi Rizqi Chips MSMEs?
  - 2. What pricing strategy does Rindi Rizqi Chips MSMEs apply for each type of product?
  - 3. Where are the sales locations or distribution points for Rindi Rizqi Chips MSMEs products?
  - 4. What promotional strategies does Rindi Rizqi Chips MSMEs use to attract consumer interest?
- B. List of Questions Regarding Efforts to Increase Competitiveness in Rindi Rizqi Chips MSMEs:
  - 1. How does Rindi Rizqi Chips MSME ensure the quality of the raw materials used?
  - 2. What keeps the price of Rindi Rizqi chips competitive with other products?
  - 3. What is the uniqueness of Rindi Rizqi Chips MSME that distinguishes it from other chips products?

In the next stage, researchers conducted data reduction by sorting and simplifying information obtained from various sources. Information that was not related to the research focus was removed, while relevant data was summarized and grouped based on similar themes. The purpose of this process is to organize the data in a structured manner to facilitate the process of analysis and presentation. Thus, the data that has gone through the reduction process is ready for further verification and is used as the basis for drawing conclusions.

In this study, the validity of the data was tested using the triangulation technique. This technique is done by comparing data obtained from three sources, namely observation, interview, and documentation. The purpose of using triangulation is to ensure that the data collected is correct and reliable, reduce the possibility of error or bias, and strengthen the research results by looking at it from various perspectives. That way, this research can provide a more complete and accurate picture of the marketing strategies used by MSMEs.

### 3. Results and Discussion

**Table 2.**  
**Interview results related to marketing strategies at Rindi Rizqi MSMEs**

Question	Participant	Answer	Interpretation
A.What are your thoughts on the products produced by Rindi Rizqi Chips MSMEs?	Participant 1 (KR)	<i>Jare wong-wong sing wes tau tuku iki biasane seneng, soale rasane gurih, kriuk, karo pastine fresh mbak. Lek aku gawe iki seger langsung saka bahan-bahan sing apik. Ora mung roso tok mbak, tapi variane yo lengkap mulai keripik pisang, tempe, sukun, singkong, nganti ubi.</i>	The responses from all Participants indicated that the chips have a very satisfying taste. They highlighted that the chips are made from high-quality ingredients, without preservatives, making them safe for consumption. In addition,

B.What pricing strategy does Rindi Rizqi Chips MSMEs apply for each type of product?	Participant 2 (L)	<i>Keripik iki gae bahan e berkualitas mbak, tanpa pengawet dadi aman.</i>	the complete variety of products, ranging from banana chips to tempeh, makes consumers feel satisfied. Participants also stated that the chips are crispy and savory, with a balanced taste, making them perfect for enjoying at any time.
	Participant 3 (NA)	<i>Lek keripik e enak mbak. Rasane gurih, krenyes, karo pas lah. Aku seneng keripik pisang karo tempene, rasane ora kemanisen karo kasinen.</i>	
	Participant 4 (EW)	<i>Keripik e enak, aku biasane tuku keripik tempene wi gurih. Gak garai watuk yonan.</i>	
	Participant 1 (KR)	<i>Regane Rp60.000/Kg mbak semua jenis kecuali kripik pare kaleh sukun Rp80.000/Kg.</i>	The answers from all Participants show that the prices set by Rindi Rizqi Chips MSMEs are affordable and varied, with chips generally priced at IDR 60.000/Kg, while bitter melon and breadfruit chips are priced at IDR 80.000/Kg. In addition, purchases in small packages, such as 150 grams of tempeh chips for IDR 10.000, are also in high demand by customers, who tend to buy in bulk when visiting in person.
	Participant 2 (L)	<i>Lek regane wi tergantung karo permintaan mbak. Biasa ne lek tuku langsung mrene wi seumpana keripik tempe ukuran 150 gram wi Rp10.000. Biasane wong wong lek tuku mrene wi mesti akeh-akeh.</i>	
	Participant 3 (NA)	<i>Aku biasane tuku sing kemasan 150 gram mbak regane Rp10.000 coro tuku langsung ndek omah e</i>	
	Participant 4 (EW)	<i>Rp60.000/Kg mbak, tapi aku sering tuku sing ukuran cilik bungkus wi lali aku pokok wi Rp10.000</i>	
	Participant 1 (KR)	<i>Pemasaran e mulai dari orang ke orang terus toko-toko dekat rumah, indomaret dan alfamart.</i>	Information from all Participants shows that products from Rindi Rizqi Chips MSMEs are marketed through various channels. Sales are made directly from person to person, as well as through nearby shops, including Indomaret and Alfamart.
	Participant 2 (L)	<i>Kadang yo tuku ndek toko omah langsung kadang yo intuk pesenan ngunu wi mbak, sing</i>	

<p><b>D. What promotional strategies does Rindi Rizqi Chips MSMEs use to attract consumer interest?</b></p>	Participant 3 (NA)	<i>banter wi lewat indomaret karo alfamart</i>	<p>Some customers choose to buy directly from home, while others sometimes make purchases at these stores. This shows the flexibility in sales methods used by these MSMEs.</p>
	Participant 4 (EW)	<i>Aku tuku ndek toko mbak, tapi kadang-kadang lek ndek indomaret tah alfamart yo tuku.</i>	
	Participant 1 (KR)	<i>Biasane aku pesen langsung ndek wong e, terus jupuk e ndek omah e langsung mbak.</i>	
	Participant 2 (L)	<i>Promosine langsung kadang nang bazar mbak, kemarin agustus itu aku bazar di Nganjuk. Kadang yo tak gae story wa.</i>	
	Participant 3 (NA)	<i>Sak eruhku melu bazar ngunu wi mbak, ndek baron yo ndek Nganjuk barang</i>	
	Participant 4 (EW)	<i>Promosine sak eruhku gae story wa mbak</i>	
		<i>Lewat story wa mbak</i>	

Source: Primary data from interviews with MSMEs Rindi Rizqi (2024)

**Table 3.**  
**Interview results related to efforts to increase competitiveness in Rindi Rizqi MSMEs**

Question	Participant	Answer	Interpretation
<p>A. How does Rindi Rizqi Chips MSME ensure the quality of the raw materials used?</p>	Participant 1 (KR)	<i>Pemilihan bahan baku sing apik karo milih pemasok sing iso dipercyo. Aku golek e sing fresh, dadi coro bengi wi produksi sorene dikirim.</i>	<p>From the information of all Participants, Rindi Rizqi Chips ensures the quality of raw materials by choosing reliable suppliers and ensuring that the materials used are always fresh. The production process is</p>
	Participant 2 (L)	<i>Sakdurunge produksi, mesti tak cek disik bahan bakune, lek ono sing wis bosok utawa ora layak langsung dibuang.</i>	

<p><b>B. What keeps the price of Rindi Rizqi chips competitive with other products?</b></p> <p><b>C. What is the uniqueness of Rindi Rizqi Chips</b></p>	<p>Participant 3 (NA)</p> <p>Participant 4 (EW)</p>	<p><i>Pas ngolah bahan yo tak jaga kebersihane ben kripik tetep enak lan rasane ora berubah.</i></p> <p><i>Kripik mesti enak renyah, ora enek kripik sing mlempem opo alot. Kayane bahan bakune pancen dipilih sing paling apik, makane rasane tetep terjaga.</i></p> <p><i>Keripik mesti anyar karo ora ambu apek, rasane gurih lan renyah. Kayane bahan bakune pancen dijaga kualitase, makane tetep enak ben tuku</i></p>	<p>carried out quickly after the raw materials are received to keep them in the best condition. Before processing, each ingredient is checked to ensure that nothing is rotten or unfit, so only quality ingredients are used. In addition, hygiene during the production process is also taken care of to maintain the flavor and crunchy texture of the chips. This way, the chips produced are always in the best condition, not soft or tough, and have a taste that remains delicious and savory when consumed.</p> <p>From the information of all Participants, Rindi Rizqi chips remain competitive because they use quality raw materials at prices that remain affordable. This MSME also offers special prices for wholesale and retail purchases, so customers can buy according to their needs. The price is standard, not too expensive but still affordable, with quality that is maintained. With wholesale prices, customers can save more if they buy in large quantities.</p> <p>From the information of all participant, the uniqueness of the Rindi</p>
	<p>Participant 1 (KR)</p> <p>Participant 2 (L)</p> <p>Participant 3 (NA)</p> <p>Participant 4 (EW)</p>	<p><i>Regane kripik Rindi Rizqi tetep bersaing merga milih bahan baku sing berkualitas tapi regane terjangkau karo nawakne rego grosir eceran</i></p> <p><i>Pesenan grosir karo eceran diwenehi rega khusus, dadi pelanggan luwih gampang tuku sesuai sing dipengeni.</i></p> <p><i>Regane umum, ora mahal tapi yo jek terjangkau, kualitas e apik.</i></p> <p><i>Regane lumrah karo kualitas e, enek rego grosir e dadi lek luweh ngirit tuku akeh.</i></p>	

MSME that distinguishes it from other chips products?

*untuk rasa juga mulai berinovasi varian rasa kadang asin, kadang manis, kadang pedas sesuai permintaan. Perijinan komplet saya, halal, merk, inb terus prt sudah lengkap. Saya juga berusaha jaga rasa mbak, biasanya kan ada to penjual kelarisen wi resep e dikurang lek aku gak mbak.*

Participant 2  
(L)

*Surat-surat lengkap mbak, karo stiker gae keripik wi yo enek, biasane bakul liyo wi polosan. Keripik iki yo enek ndek alfamart karo Indomaret.*

Participant 3  
(NA)

*Kebersihan mbak, lek tuku ndek kunu wi resik, gak enek sisa minyak soale wong e duwe mesin gae kuwi.*

Participant 4  
(EW)

*Kemasan e bagus mbak, varian keripik e yo akeh, enek varian rasa yonan karo rasa ne ki tetep podo gak berubah-ubah, umkm iki yo wes mlebu Indomaret karo Alfamart.*

Rizqi Chips MSME lies in the diversity of raw materials used, ranging from bananas, tempeh, breadfruit, cassava, to sweet potatoes, with various flavors such as salty, sweet, and spicy on demand. The product has complete licensing, including halal certification and distribution permits, and maintains cleanliness in the manufacturing process, leaving no residual oil. Attractive packaging and consistent flavors are also attractive, while its widespread distribution to Indomaret and Alfamart makes it easy for consumers to get this product easily.

Source: Primary data from interviews with MSMEs Rindi Rizqi (2024)

#### A. Marketing strategy of Rindi Rizqi MSME

Based on information from all participant, through the 4P marketing strategy approach (Product, Price, Place, Promotion), Rindi Rizqi Chips MSMEs have succeeded in attracting consumer interest and strengthening their position in the market.

From the product aspect, the Rindi Rizqi Chips MSME offers products that have high quality with satisfying flavors. These chips are made from quality raw materials without preservatives, making them safe for consumption. The wide variety of products, ranging from banana, tempeh, breadfruit, cassava, to bitter melon chips, provides a wide choice for customers. In addition, the crunchy texture and consistent savory taste make it a product that can be enjoyed at any time. The packaging is also attractively designed with stickers that strengthen branding and differentiate it from other products on the market. These results reinforce research [10] which reveals that the advantages of the product can increase consumer interest, because it triggers curiosity to try. Good product quality also provides satisfaction for consumers, thus encouraging them to make repeat purchases in the future.

In terms of price, Rindi Rizqi Chips offers affordable and competitive prices. With a price range of IDR 60.000/Kg for general chips and IDR 80.000/Kg for bitter melon and breadfruit chips, this MSME still provides value for money. In addition, the option to buy in

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small packages, such as 150 grams of tempeh chips for IDR 10.000, is also an effective strategy to attract customers who want to try before buying in bulk. The wholesale price offered allows customers to buy in large quantities at a more economical price. This finding is in line with the results of research [12] where the application of pricing strategies that are tailored to consumers' purchasing power has proven to be able to increase consumer interest and encourage them to make large purchases. This is in line with the practices implemented by Rindi Rizqi Chips MSMEs, which offer price variations based on consumer needs, including the provision of special prices for wholesale purchases, which are considered effective in strengthening their competitive position in the market.

From the aspect of place, Rindi Rizqi Chips products are marketed through various distribution channels. Sales are made directly from producers to consumers, both through nearby shops and modern retailers such as Indomaret and Alfamart. In addition, some customers prefer to buy directly from the production house. This flexibility in distribution ensures that products are easily accessible to customers, both directly and through retail networks. This finding is in line with the results of research [11] that suggests the importance of establishing mutually beneficial cooperation in order to expand the marketing reach of MSMEs.

In terms of promotion, these MSMEs use various strategies to attract consumers. Participation in bazaars, such as the one in Nganjuk, is an effective way to increase market reach and introduce products directly to the public. In addition, promotion through social media, especially the story feature on WhatsApp, helps increase product visibility and maintain interaction with customers. This finding is in line with the results of [13] Involvement in bazaar activities and collaborative promotions proved to be the right steps to expand market coverage. This is in line with the strategy implemented by Rindi Rizqi Chips MSME, which actively combines face-to-face and digital promotions to establish closeness with its consumers.

Overall, the 4P marketing strategy implemented by the Rindi Rizqi Chips MSME helps to increase its competitiveness in the market. With a combination of quality products, competitive pricing, wide distribution, and active promotion, the MSME is able to attract more customers and maintain its presence in the snack food industry.

## **B. Efforts to improve the competitiveness of MSMEs Rindi Rizqi**

Based on information from all participant, Rindi Rizqi Chips MSMEs have advantages from various aspects, namely product quality, competitive prices and product uniqueness.

In terms of product quality, Rindi Rizqi Chips ensures that the raw materials used are always fresh and of high quality by choosing trusted suppliers and conducting strict checks before production. The processing process is carried out by maintaining cleanliness so that the taste and texture remain crispy, not soft or tough. With this attention to detail, the products produced have a consistent taste and remain savory when consumed. The steps taken by Rindi Rizqi Chips MSMEs in maintaining product quality and paying attention to customer satisfaction are in line with the consumer-oriented approach described in this study [14]. This approach emphasizes that maintaining quality is a major factor in maintaining competitiveness amid increasingly fierce market competition.

In terms of competitive pricing, these MSMEs remain competitive by offering affordable prices without compromising on quality. In addition, special prices for wholesale

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and retail purchases provide flexibility for customers to buy according to their needs. With competitive prices and maintaining quality, Rindi Rizqi Chips is able to attract various consumer segments, both individual buyers and traders. This finding supports the results of research [12] that pricing strategies that consider people's purchasing ability, as well as special price offers for large purchases, have proven to be an effective approach to reaching various consumer segments. This approach not only maintains product affordability, but also prioritizes quality, thereby increasing customer satisfaction and loyalty and strengthening MSME competitiveness in the market.

In the aspect of product uniqueness, the uniqueness of Rindi Rizqi Chips MSME products lies in the diversity of raw materials such as bananas, tempeh, breadfruit, cassava, and sweet potatoes, as well as the innovation of flavor variants in accordance with consumer demand, such as salty, sweet, and spicy. The product also has complete licenses, including halal certification and distribution permits, which guarantee its quality and safety. In addition, the hygienic production process and the use of modern machinery keep the product clean without residual oil. Attractive packaging and consistent flavors are an added attraction, while its widespread distribution to Indomaret and Alfamart facilitates access for consumers. This finding is in line with the results of research [15] which states that continuous product innovation and adjustments to the needs and preferences of local consumers are important steps in increasing the competitiveness of MSMEs. With a combination of product quality, competitive prices, and product uniqueness, Rindi Rizqi Chips MSMEs have a strong position in the snack food industry.

Overall, improving the competitiveness of Rindi Rizqi Chips MSMEs in product quality, competitive prices and product uniqueness are the main factors in increasing their competitiveness. This combination makes MSMEs able to reach a wider market, trusted by consumers, and survive in the competition in the snack food industry.

#### **4. Conclusion**

This study found that Rindi Rizqi Chips MSMEs have implemented marketing strategies as an effort to support competitive strategies, using the 4P marketing mix concept. The products produced are of high quality, with very satisfying flavors and complete variations. These chips are made from quality ingredients without preservatives, making them safe for consumption. The price set is also affordable, with an average of IDR 60.000/Kg except for bitter melon and breadfruit chips sold at IDR 80.000/Kg which attracts consumers. Sales are made through direct channels, as well as cooperation with stores such as Indomaret and Alfamart, which increases product visibility (Place). Promotion of this MSME involves participation in bazaars and the use of social media, such as WhatsApp, to reach more customers (Promotion). Rindi Rizqi Chips MSMEs enhance strong competitiveness through three key aspects: product quality, competitive pricing, and product uniqueness. Quality is maintained by the use of fresh raw materials and hygienic production processes, resulting in crispy chips that are safe for consumption. The prices offered are competitive and adjusted to the purchasing power of consumers, both retail and wholesale. Product uniqueness is seen from the variety of ingredients, flavor variants, attractive packaging, and complete legality, so as to attract market attention and maintain customer loyalty. With this combination of strategies, Rindi Rizqi Chips continues to strengthen its position in the snack food industry and provide more value to customers.

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This research makes a significant contribution, both theoretically and practically. Theoretically, this research enriches the literature on MSME marketing strategies by highlighting the application of the 4P marketing mix in improving competitiveness. The findings show how the elements of product, price, place, and promotion interact with each other to meet market needs and increase product visibility. Practically, the results of this study can be used as a guide for MSME players in designing marketing strategies that are more effective and responsive to market dynamics. By understanding the importance of enhancing strong competitiveness through three key aspects: product quality, competitive pricing, and product uniqueness, MSMEs can increase customer loyalty and expand market reach. In addition, this research also emphasizes the need to implement digital technology, such as e-commerce, to support business growth and sustainability in an increasingly competitive era.

This study has several limitations, especially the limited data coverage involving only one MSME, namely Rindi Rizqi Chips, so the findings may not be generalizable to other MSMEs in the same sector or in different regions. In addition, the focus of the study emphasizes more on marketing strategies and competitiveness, thus, future research is recommended to involve more MSMEs and use diverse methods to obtain a more comprehensive understanding.

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