

STP STRATEGY IN IMPROVING BRAND AWARENESS OF BU ENDAH'S TRADITIONAL SNACKS

Aura Zahwa Audinar, Dr. Ema Nurzainul Hakimah, MM

Nusantara University PGRI Kediri, Jl. KH Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java

aurazahwa53@gmail.com, emahakimah@unpkediri.ac.id

*corresponding author

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Abstract (in English)

Research purposes : Increase brand awareness of Jajanan Bu Endah and formulate the right marketing strategy, especially in the STP aspect.

Design/Method/Approach : The method used in this research is a qualitative method, while the type of research approach is phenomenology which focuses on individual life experiences.

Research Findings : Mrs. Endah divides the segment with a primary focus on consumers aged 20-40 years who live in urban areas because they tend to like authentic and practical snacks. This target market can be reached through digital marketing, such as social media and collaboration with influencers. With positioning that emphasizes authentic taste, natural ingredients without preservatives, and environmentally friendly packaging, Mrs. Endah can present uniqueness that differentiates her products from modern snacks.

Theoretical contribution/Originality : This research contributes to the development of STP strategies to increase brand awareness of Bu Endah's traditional snacks, both from a scientific and practical perspective. This research enriches the literature on the application of marketing strategies to local products with an approach that adapts to the characteristics of traditional and modern markets.

Practitioner/Policy Implications : MSMEs like Mrs. Endah can utilize social media to reach a wider market segment. The use of premium raw materials and environmentally friendly packaging can be the main selling points. Collaboration with local influencers can strengthen the brand image as a high-quality traditional product.

Research limitations : This study only focuses on one location (Kediri), so the results cannot be generalized to other areas with different market conditions and the data used is limited to interviews and observations in a small number of informants, so it does not provide a

broad representation.

Keywords : *STP Strategy, Brand Awareness, Traditional Snacks*

1. Introduction

Traditional snacks are currently often less competitive with fast food products or snacks with cheaper price tags and dominate the market. Traditional snacks sold by Bu Endah include a variety of delicious choices such as klepon, lumpia, layer, kue lapis, lemper, and risoles. "Bu Endah's Traditional Snacks" is faced with the challenge of increasing its brand awareness in order to remain attractive and become an alternative choice of traditional culinary food that suits current culinary tastes and trends, especially in the increasingly tight competition in the food industry. The location of the business on the outskirts of Kediri is also an obstacle to introducing quality products at competitive prices, especially when consumers have a higher price level as a determining factor. With the STP strategy (segmenting, targeting, positioning) "Bu Endah's Traditional Snacks" will be designed, produced and marketed so that its products can compete and have their own market share. To allocate a more effective marketing approach, especially in increasing market targets, branding to creating brand awareness widely for various segments, a marketing strategy approach must be carried out

In the midst of increasingly competitive market competition, especially with the rise of fast food and modern snacks, brand awareness is essential for traditional food entrepreneurs like Mrs. Endah. Traditional Indonesian snacks, such as Apem, onde-onde, and lemper, nagasari have a unique appeal because of their authentic taste and cultural values. However, without strong brand awareness, this appeal is difficult to maintain in the face of consumers who are increasingly accustomed to more practical fast food options. Therefore, developing an effective strategy to build brand awareness is the main focus of Mrs. Endah's efforts in maintaining the relevance and competitiveness of her products.

Brand awareness according to Kotler and Keller, (2016:346) is the ability of consumers to identify a brand in different conditions as reflected by their brand recognition or recall performance. This means that when consumers are looking for or thinking about a product, your company's brand is what comes to mind.

Previous studies have shown that brand awareness has a significant impact on consumer loyalty and purchase intention, especially in the food industry. A study by Aulia et al. emphasized that consumers tend to choose products that are known due to trust and familiarity factors. Another study by Ramadhani et al. emphasized the importance of digital approaches and interactive content to increase brand exposure in the context of traditional culinary, which often lags behind modern snacks in terms of marketing. Although these studies provide important insights, most still focus on the broader market or on the same strategy without considering specific market segments. These generic strategies are often not fully relevant for small businesses that rely on local consumers with different preferences.

Segmentation is very important in this research. From a demographic perspective, this business can target young consumers who like daily snacks and adults who appreciate the

nostalgia of traditional tastes. Geographic segmentation is also important, where promotions are not only focused on rural areas, but also reach nearby cities that are more open to premium snacks. Market snacks are not only popular with rural communities, but are also very popular in urban areas. For example, serabi cakes, which were initially considered traditional food, are now widely sold in modern shops as hangouts, so they have become more familiar among the younger generation in big cities. Through psychographic segmentation, "Pawon Bu Endah" can target consumers who care about local culture and tend to appreciate high-quality traditional culinary products. From a behavioral perspective, a special approach can be taken with loyalty programs and special offers for consumers who show loyalty to the product, as well as targeting those who prioritize quality and taste. This strategy is supported by digital marketing and social media, educational content about the quality of premium ingredients, and collaboration with local influencers to expand market reach and create stronger brand awareness. It is hoped that these results will create brand awareness for these market snacks and hopefully narrow down to a target.

This article provides an update by exploring brand awareness strategies specifically designed for traditional snacks in the local environment, such as Bu Endah's business. Through segmenting, targeting, and positioning strategies, as with the segmentation stages, after being designed according to demographics, geography, psychographics and behavior, the real target or consumer target will be determined.

According to Haque-Fawzi et al. (2022, p. 188) targeting or determining market targets is the selection of one or more market segments that will be the focus of marketing activities. The selection of this target market will also determine how to allocate company resources to be directed at marketing programs. In a modern era full of culinary innovation, traditional snacks still have a special place in people's hearts. However, this attraction does not only come from nostalgia, but also from an appreciation of cultural values and quality. This is an opportunity for Bu Endah, a culinary business in Kediri, to utilize psychographic segmentation to target consumers who care about local culture and appreciate high-quality products that focus on the preferences, lifestyles, and values held by consumers, such as a love of tradition and authentic food.

Traditional snacks that have cultural and traditional values allow brands to build communities that not only love the taste, but also feel connected to the stories and values behind the product. By prioritizing customer loyalty, increasing word-of-mouth marketing, and providing a more personal experience, In addition, by building products that are in accordance with the perspective of the target market, Bu Endah can create brand awareness of traditional snacks among consumers. This ensures that consumers who already have brand awareness not only buy products but also encourage interest and decisions to buy these traditional snacks.

A simple comparative analysis between Olivia Bakery and Jajanan Bu Endah, using several key elements of the food business such as product type, ingredient quality, market segmentation, price, and business model.

Aspect	Olivia Bakery	Mrs. Endah's Snacks
Types of products	Modern cakes such as tarts, pastries, premium bread	Traditional market snacks such as Apem,

		onde-onde, and lemper, nagasari
Material Quality	Using premium materials, focusing on aesthetics	Using premium materials even for traditional products
Market Segmentation	Urban consumers, and middle to upper class consumers	Local consumers (mostly rural)
Price	High price, reflects premium branding	Affordable prices, but higher than snacks in regular markets
Product Innovation	Flavor creations use new flavors such as matcha, red velvet, tiramisu and are elegantly packaged.	Stay traditional with small innovations (such as flavor and shape variants)
Business Model	Focus on outlets in big cities and online delivery	Serving event bookings, local communities and potential online expansion
Brand Image	Modern, exclusive, trendy	Traditional, authentic with nostalgic branding potential

Insights:

- **Olivia Bakery** emphasizes global trends with modern products, while Jajanan Bu Endah has a traditional appeal that is suitable for consumers looking for nostalgic or unique flavors.
- **Mrs. Endah's Snacks** can explore strategies such as adding premium packaging to increase the appeal of the city market.
- **Competitive price** Jajanan Bu Endah offers an advantage over Olivia Bakery to attract consumers with a more limited budget.

Pawon Bu Endah should be positioned as a premium traditional snack brand that combines authentic taste with innovation and high quality. By offering unique flavor variations and more modern packaging, this brand targets consumers who want to enjoy authentic flavors while experiencing a fresh and different culinary experience. Its strength lies in the use of premium raw materials that guarantee product quality, as well as the ability to bring cultural values in every bite. Pawon Bu Endah is not just a snack, but a cultural journey that evokes nostalgia and a desire to preserve tradition. In the midst of a competitive market, Pawon Bu Endah stands out with an innovative approach while still maintaining cultural roots, making it the main choice for consumers who want more than just food; they are looking for a meaningful, authentic, and quality experience.

In addition, recent studies have highlighted that STP strategies have been shown to have a positive impact on increasing brand awareness and consumer loyalty in the food industry, especially local and traditional foods. For example, research by Ramadhani et al. showed that the implementation of STP helps traditional culinary entrepreneurs increase brand exposure and the appeal of their products. This finding is reinforced by the study by Saraswati and Lestari which emphasizes the importance of STP in strengthening competitiveness in a market filled with cheap and instant snacks. The current market phenomenon also strengthens the urgency of this research. Traditional snacks, despite having unique tastes and cultural values, are often pushed aside by modern snacks that are more affordable and easy to find. Through the implementation of the right STP strategy, it is hoped that Mrs. Endah can attract the interest of wider consumers while maintaining the authenticity and cultural value of her products.

This research article aims to analyze the implementation of Segmenting, Targeting, and Positioning (STP) strategy in increasing brand awareness of Bu Endah's traditional snack products. This study explores the importance of STP analysis in focusing marketing efforts on the right consumer segments, explains the process of determining the most appropriate target market to increase brand visibility and appeal, and formulates an effective positioning strategy so that Bu Endah's products gain a special place in the minds of consumers. In addition, this article provides recommendations for STP-based marketing strategies to strengthen brand awareness, which is expected to support sustainable growth for Bu Endah's traditional snack products in the market.

1.1. Problem Statement

In the Kediri area, Bu Endah's traditional snacks, such as klepon, onde-onde, and lemper, have their own uniqueness with distinctive flavors and local cultural values. However, amidst the rapid development of modern snacks and fast food, this business faces a major challenge in building brand awareness among consumers who are increasingly dominated by practical preferences and affordable prices. While many local consumers appreciate the quality of traditional snacks, the appeal of more accessible modern snacks often makes these products less well-known and marginalized in the market.

Segmentation, Targeting, and Positioning (STP) strategy is often seen as an effective way to target more specific consumers and build a strong brand. Thus, this study attempts to offer a focused and integrated STP approach to increase brand awareness of traditional snacks in the Kediri area. Through a deeper understanding of local consumer preferences, this strategy is expected to be able to elevate the position of Bu Endah's traditional snacks, making them not only delicious snacks, but also a symbol of cultural identity that is relevant to the people of Kediri.

1.2 Research purposes

The objectives of this study are as follows:

1. Increase brand awareness of Jajanan Bu Endah among the local community and other potential consumer segments.

2. Formulate the right marketing strategy, especially in terms of market segmentation, targeting, and positioning (STP), to increase consumer appeal and interest in Jajanan Bu Endah.
3. Optimizing the market potential of Jajanan Bu Endah through effective and targeted marketing strategies to increase the number of buyers and product competitiveness in the local market.

2. Research methods

2.1 Research Approach

The method used in this research is a qualitative method, according to Moleong (2013), qualitative research is research that aims to understand the phenomena of what the subject experiences holistically and descriptively in the form of words, language, and contextual understanding. Meanwhile, the type of research approach is phenomenology, the phenomenological approach is a qualitative research method that focuses on individual life experiences to understand the essence of a phenomenon. According to Creswell (2013), Phenomenological research is an approach to identify the deep meaning contained in an individual's life experience related to a particular phenomenon. The phenomenological approach was chosen to explore the phenomenon related to Brand Awareness of Jajanan Pawon Bu Endah, so this reason is in accordance with Creswell's view (2013) which states that phenomenological research is used to understand the deep meaning of a person's life experience of a phenomenon. In this study, the role of the researcher as an instrument refers to its function as a tool for collecting, analyzing, and interpreting data, which makes it an inseparable part of the research process, not just as an observer or data collector. the researcher also limits the informants that the researcher will interview based on the criteria of Relevance, Recommendation, Rapport, Readiness, and Reassurance or often referred to as 5R (Fauji, 2017). The location of this research is at Chatering "Pawon Bu Endah" Jalan Jawa RT 002 / RW 002, Dusun Sembak, Grogol Village, Grogol District, Kediri Regency. The types of data used are primary and secondary data, primary data is obtained from the results of interviews with informants while secondary data is obtained from journals and literature related to this research. The stages of researchers in collecting data are observation, interviews, and documentation. According to Kamayanti (2016:153) in qualitative phenomenological research, there are 5 stages of data analysis techniques, namely noema, epoche (bracketing), noesis, intentional analysis, eidetic reduction.

3. Results and Discussion

A. Results

In collecting data, researchers used interview techniques. The informants who met the criteria for Relevance, Recommendation, Rapport, Readiness, and Reassurance were as follows:

Informant 1

Name	Endah Wiranti
Age	44 years old
Work	Entrepreneur (business owner)

Informant 2

Name	Pundha Oktivia Permata Putri
Age	25 years
Work	Housewife (consumer)

From the results of segmentation, targeting and positioning interviews, researchers can conduct an analysis of the stages in phenomenology as follows:

1. Noema from segmentation, the following are the results of the researcher's interview with informant 1:
 - a) *Researcher: "Who is the target market for Jajanan Pawon Bu Endah?"*
 - b) *informant 1: "We target consumers from various circles, but our main focus is local consumers, especially housewives and office workers who want to buy delicious and practical snacks. Our products are also attractive to those looking for premium snacks with authentic taste and culture"*

Based on these answers, it shows that the noema stages in market segmentation are reduced to several factors as follows;

1. Demographic : Housewives and office workers.
 2. Geographical : Main focus on local consumers, especially in the area around Kediri.
 3. Psychographics : Consumers who want premium quality in snack products.
 4. Consumer Behavior : Looking for snacks that are practical but high quality.
2. Noema from Targetting, the following are the results of the researcher's interview with informant 1:
 - a. *Researcher: "How do you choose the target market for this product?"*
 - b. *Informant 1: "We choose local consumers because they are more familiar with our products and tend to be more loyal. In addition, our snacks have a*

uniqueness that attracts their attention. We also target consumers who are looking for a different snack experience with premium value, which may not be easily found elsewhere."

Based on the interview, it shows that the targeting carried out by Mrs. Endah includes local consumers who are close to the product and brand and consumers with a preference for premium snacks that have a better taste and cultural value than snacks in general.

3. Noema from positioning, the following are the results of the researcher's interview with informant 1:

- a. *Researcher: "What differentiates Jajanan Pawon Bu Endah from other snacks in the market?"*
- b. *Informant 1: "We offer products with premium quality ingredients and different flavors. We want to provide a traditional snack experience that carries cultural values. Here, we do not only sell snacks, but also create a new experience for consumers who value quality and taste. We also use hereditary recipes, which makes our snacks have a unique taste."*

In terms of positioning, informant 1 stated that the traditional snacks sold are snack brands with premium quality ingredients and better taste and create a different experience for consumers who value quality and want to enjoy snacks with an authentic taste.

4. Epoche (bracketing) of segmentation, the following are the results of the researcher's interview with informant 2.

- a. *Researcher: "According to you, who is the target market for Bu Endah's Traditional Snacks?"*
- b. *Informant 2: "In my opinion, the target market is quite broad. I personally bought this snack because I like traditional food and prefer snacks that use natural ingredients. I think this product is suitable for anyone who wants to enjoy quality snacks, especially those who care about health and natural ingredients. I think older people or families looking for snacks for children will also be suitable for this product."*

In the epoche (bracketing) stage, researchers try to observe these answers objectively without being carried away by our perceptions or assumptions about who "should" be the target market. Informant 2 sees segmentation based on several factors, namely:

1. Demographic : All ages, especially those who like traditional snacks or those who are older, such as parents looking for snacks for the family.
2. Geographical : Local markets have easier access to this product.
3. Psychographics : Those who prefer traditional, natural and healthy food.

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4. Consumer Behavior : Those who want to enjoy quality snacks, with authentic taste and natural ingredients.
 5. Epoche (bracketing) of targeting, the following are the results of the researcher's interview with informant 2.
 - a. *Researcher: "Who do you think is the most suitable target market for this snack product?"*
 - b. *Informant 2: "For me, Mrs. Endah should target people who appreciate quality and traditional taste. Because I feel that this snack is more than just an ordinary snack. It is more of a taste experience that may be difficult to get elsewhere because the traditional taste brings a distinctiveness. People who are looking for high-quality and natural snacks, who may be bored with modern or fast food snacks, will definitely be interested. In addition, people who live around Kediri and want to experience local flavors are also suitable to be the target market."*

At this stage, the researcher focuses on these consumer responses without influencing the assessment of who should be the target market. These consumer responses indicate that the target of Jajanan Tradisional Bu Endah is consumers who value quality and traditional taste, those who seek an authentic taste experience and not just buy snacks, consumers who care about natural ingredients and high quality, local consumers who value local and traditional tastes.

6. Epoche (bracketing) of positioning, the following are the results of the researcher's interview with informant 2.
 - a. *Researcher: "What differentiates Bu Endah's Traditional Snacks from other snacks you have tried?"*
 - b. *Informant 2: "What I feel is different is the more natural and authentic taste. Many other snacks have tastes that have been modified with chemicals or other additives, but Jajanan Pawon Bu Endah tastes very natural. You can taste the quality of the ingredients used and that makes it more special than other snacks. I also like the simple way of serving it, which makes me feel like eating at home."*

In the Epoche stage, we suspend the initial judgment about how this snack "should" be positioned in the market and observe consumer assessments objectively. In this case, consumers see the positioning of Jajanan Tradisional Bu Endah as a natural product, with premium ingredients in terms of traditional snacks, and informant 2 positions it as a home-cooked dining experience.

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7. At the Noesis stage, the main focus is on a deep understanding of the experiences or awareness experienced by the informant. In this case, the interview with Informant 2 provided an understanding of their perceptions of Mrs. Endah's Traditional Snacks.

From the interview above, it can be identified that Informant 2 assessed Bu Endah's Traditional Snacks positively and authentically. Some important points that reflect their understanding of this product are:

1. **Natural and Authentic Taste:** Informants emphasized that the taste of Bu Endah's snacks tastes more natural, without the addition of chemicals or preservatives. This shows that consumers feel that there is a higher quality value compared to other traditional snacks, which often use more practical ingredients but reduce the original taste.
2. **Use of Quality Ingredients:** Informants also appreciated the premium ingredients used, which they felt enhanced the quality of the snack. This shows that consumers place emphasis on the quality of the ingredients as an added value that differentiates this product from other snacks.
3. **Simple Presentation:** Simple presentation is also an important factor. Informant 2 felt that a presentation that was not excessive gave the impression of eating at home, which provided comfort and emotional closeness to the product.

Overall, this Noesis stage describes how Informant 2 perceives Bu Endah's Traditional Snacks as an authentic, quality product that has emotional value.

8. Intentional Analysis Stage

At the Intentional stage in phenomenology, the researcher tries to dig deeper into the meaning and intention contained in the experience expressed by Informant 2. This analysis focuses on what Informant 2 meant when describing their experience, and how they relate the snacks to certain meanings in their lives. Some intentions that can be identified from Informant 2's answers are:

1. **Authenticity and Authenticity:** When Informant 2 talks about natural and authentic taste, there is an intention to convey that they value the authenticity of the product more. In this case, authenticity can be associated with a more "honest" eating experience that is not contaminated by commercial modifications or chemicals.
2. **Comfort and Personal Experience:** Informants also mentioned that the simple way of serving makes them feel like eating at home. This shows a deep emotional connection with the product, where the snack is not just food, but also a personal experience that brings a sense of nostalgia or comfort.

3. Quality and Specialty: When Informant 2 mentioned the quality of the ingredients used, there was a deeper intention regarding the premium value of the snack. It is not only about the taste, but also how they value quality and how it impacts their experience as consumers.

In this context, Informant 2's intention can be understood as a desire to experience something authentic and quality, with a presentation that is not excessive and brings them closer to a more personal and emotional eating experience.

9. Eidetic Reduction Stage

In the Eidetic Reduction stage, phenomenologists need to reduce experiences or perceptions to their most basic essences in order to understand the phenomenon more universally. This is a step to suspend all forms of judgment and examine the essence of the experience experienced by Informant 2.

Based on this interview, there are several essences that can be identified from the Informant's experience of Bu Endah's Traditional Snacks:

1. Essence of Authenticity: Jajanan Bu Endah is perceived as authentic, natural, and free from chemicals or additives that change the original taste. This authenticity is one of the most important essences that distinguishes this product from other snacks.
2. Essence of Ingredient Quality: The use of quality ingredients is the second essence that emerged. Informant 2 linked authentic taste to premium ingredient quality, indicating that for them, ingredient quality is a very important factor in their experience of this snack.
3. The Essence of Emotional Experience: The simple presentation and the experience that feels like eating at home bring the essence of comfort and emotional closeness. This shows that in addition to the taste aspect, emotional experience is also at the core of consumer perception of this snack.

From the experience of Informant 2, the essence that can be drawn is that Jajanan Tradisional Bu Endah is not just a food product, but an authentic and comfortable experience that prioritizes the quality of ingredients and gives a deep impression to its consumers. This experience is closely related to the emotional comfort and sense of closeness felt by consumers.

B. Discussion

According to Philip Kotler (2000), market segmentation is the process of dividing a heterogeneous market into several more homogeneous market segments, so that companies can more easily meet the different needs and desires of consumers more effectively. Market segmentation for Bu Endah's traditional snacks can be further developed by considering various demographic factors that influence consumer preferences and behavior. Age is one of the main criteria, where consumer groups can be divided into children, teenagers, and adults. Each age group has different characteristics and preferences for the types of snacks they consume. The most potential segment is consumers aged 20-40 years who live in urban areas, because they tend to be more open to traditional snacks and want authentic yet practical flavors. In addition, this segment is also more likely to use social media to find food recommendations. Mrs. Endah can use digital-based marketing strategies such as social media (Instagram, TikTok) to reach this market segment, by displaying appetizing visuals of traditional snacks. In addition, promotions at local markets or events, as well as collaboration with local food vloggers or influencers can also increase brand awareness. Mrs. Endah may initially focus more on the local market, because traditional snacks are better known among local people. However, along with increasing brand awareness and demand, Mrs. Endah can try to reach a wider market through online platforms or by opening branches in big cities.

According to Haque-Fawzi et al. (2022), targeting or determining the target market is the selection of one or more market segments that will be the focus of marketing activities. The selection of this target market will also determine how to allocate company resources to be directed at marketing programs. In the modern era full of culinary innovation, traditional snacks still have a special place in the hearts of the people. Mrs. Endah can position her traditional snacks as an authentic and natural choice, which brings a nostalgic taste at an affordable price. This distinguishes her snacks from modern snacks or fast food that may not maintain local culinary traditions. Mrs. Endah's uniqueness can lie in the traditional recipes that have been passed down from generation to generation, the use of premium ingredients and no preservatives, and attractive and environmentally friendly packaging. This can be an added value that can attract the attention of consumers who care about quality and sustainability. Mrs. Endah

Philip Kotler (2003) emphasized that positioning is not only about how a product is placed in the market, but also how the image of the product or company is communicated to create a unique perception in the minds of target consumers. Bu Endah can position her traditional snacks as an authentic and natural choice, bringing a nostalgic taste at an affordable price. This differentiates her snacks from modern snacks or fast food that may not maintain local culinary traditions. Bu Endah's uniqueness can lie in the traditional recipes that have been passed down from generation to generation, the use of premium ingredients and no preservatives, and attractive and environmentally friendly packaging. This can be an added value that can attract the attention of consumers who care about quality and sustainability. Bu Endah can strengthen the perception of quality and authenticity by providing a story behind

each product sold, such as the origin of the recipe or the ingredients used. In addition, they can highlight the quality of the product through customer testimonials and collaborate with culinary influencers who have a relevant audience.

4. Conclusion

To increase brand awareness of her traditional snacks, Mrs. Endah can use the STP (Segmentation, Targeting, Positioning) strategy. According to Philip Kotler, market segmentation aims to divide heterogeneous markets into homogeneous segments, such as based on age, with a primary focus on consumers aged 20-40 years who live in urban areas because they tend to like authentic and practical snacks. This target market can be reached through digital marketing, such as social media and collaboration with influencers, as well as local promotions. With positioning that emphasizes authentic taste, natural ingredients without preservatives, and environmentally friendly packaging, Mrs. Endah can present uniqueness that distinguishes her products from modern snacks. The story behind the traditional recipe, the use of premium ingredients, and customer testimonials can strengthen the brand image as a high-quality choice that brings nostalgia, while meeting the needs of today's consumers.

This study provides an important contribution in the development of STP strategies to increase brand awareness of Bu Endah's traditional snacks, both in terms of science and practice, this study enriches the literature on the application of marketing strategies to local products with an approach that adapts to the characteristics of traditional and modern markets. These findings can be a guide for micro-entrepreneurs in identifying potential market segments, designing effective communication strategies, and building an authentic product image. The study is able to integrate traditional and modern elements through a relevant digital-based marketing approach.

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