

Strategy Analysis of Retail Mix Implementation on Enhancing the Marketing Capabilities of MSMEs

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Abstrak. Penelitian ini bertujuan untuk menganalisis bagaimana implementasi campuran pemasaran ritel meningkatkan kemampuan pemasaran usaha mikro, kecil, dan menengah (UMKM). Dalam penelitian ini, kemampuan pemasaran didefinisikan secara operasional sebagai kemampuan UMKM untuk melaksanakan aktivitas pemasaran melalui elemen-elemen campuran pemasaran ritel, termasuk produk, harga, tempat, promosi, proses layanan, bukti fisik, dan komunikasi pemasaran. Penelitian ini dilakukan di Polbeng Business Expo Chapter II (2025) dan berfokus pada dua UMKM: Lapak TM Skuyy dan Cemal Cemil JJ. Pendekatan deskriptif kualitatif digunakan, dengan data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Analisis data mengikuti model analisis kualitatif Miles dan Huberman. Hasil penelitian menunjukkan bahwa keragaman produk, harga yang terjangkau, dan lokasi penjualan strategis merupakan indikator terkuat dari kemampuan pemasaran selama pameran. Namun, promosi dan komunikasi pemasaran masih kurang optimal akibat keterbatasan keterampilan dan sumber daya pemasaran digital. Penguatan implementasi terintegrasi dari campuran pemasaran ritel sangat penting untuk meningkatkan kemampuan pemasaran UMKM.

Kata kunci: Bauran Pemasaran Ritel; UMKM; Marketing Strategi; Polbeng Bisnis Expo.

Abstract. This study aims to analyze how the implementation of the retail marketing mix enhances the marketing capabilities of micro, small, and medium-sized enterprises (MSMEs). In this study, marketing capabilities are operationally defined as MSMEs' ability to implement marketing activities through retail mix elements, including product, price, place, promotion, service process, physical evidence, and marketing communication. This study was conducted at the Polbeng Business Expo Chapter II (2025) and focused on two MSMEs: Lapak TM Skuyy and Cemal Cemil JJ. A qualitative descriptive approach was employed, with data collected through interviews, observations, and documentation. Data analysis followed the Miles and Huberman qualitative analysis model. The findings show that product variety, affordable pricing, and strategic selling locations are the strongest indicators of marketing capability during the exhibition. However, promotion and marketing communication remain less optimized due to limited digital marketing skills and resources. Strengthening the integrated implementation of the retail marketing mix is essential to improving MSMEs' marketing capabilities.

Keywords: Retail Mix; MSMEs; Marketing Strategy; Polbeng Business Expo.

Introduction

A business exhibition or what we often hear as an expo is an event designed to bring together suppliers of products, industrial equipment and services in a place where participants can demonstrate and promote the products and services they offer (Hall, 2003) in Puan Ayu Maharani (2022). Furthermore, the benefits of the exhibition for the community are that the community can find goods or services that they did not know before. They can also find some of the goods or services they have needed all this time. After that is the urgency, the role of the exhibition for the community is to make it easier for the community to get information related to businesses that they do not know yet. The last is the role of the exhibition for the community, namely as a place where the community can be helped to fulfill their needs through products or services offered by business actors. According to Khodaei et al (2021) in the article by Sari, F. P., Liantifa, M., Yuliasih, M., *et al.* (2023), the strategy for developing MSME services begins with identifying the right market opportunities. This aims to ensure that the products or services offered align with consumer needs. One way to identify market opportunities is by conducting market surveys.

Surveys can be carried out through direct interviews with consumers or by conducting online market research. Once market opportunities are identified, the next step is to determine the right target market. This is done to ensure that an effective marketing strategy is crucial for SMEs to build and maintain a strong market presence. A marketing strategy is defined as a plan that integrates an organization's marketing objectives into a cohesive whole. In the context of creative SMEs, the strategy must be tailored to the unique characteristics of the industry, taking into account the visual and experiential nature of creative products. The growth and development of the MSME sector is often interpreted as one of the indicators of successful development, especially for countries with low per capita income. MSMEs able to survive and compete if they are able to implement good management. Management

generally includes marketing, production, human resources (HR), and finance. Certain concepts and designs at the strategic level are key factors for success. Analysis of the market, customers and products is very important in a complex world. Strategic analysis includes the strategy triangle, namely: Customers, Competitors and Companies. MSMEs currently play an important role in supporting the local economy and creating jobs. According to the article of Panjaitan, *et al* (2024) Retail management itself is a series of steps for planning, organizing, implementing, and supervising all activities related to the operations of a retail company. The main focus of retail management is to achieve success in selling products or services to end consumers, by prioritizing aspects of customer satisfaction and achieving optimal profits for the company customer satisfaction and achieving optimal profits for the company. In this context, every stage in retail management is crucial to ensure efficiency and effectiveness in the company's operations, so that it can answer the needs of consumers with the right target and provide a good shopping experience. consumers with the right target and provide a positive shopping experience.

In this way, retail management is not just a series of routine tasks, but a planned strategy to optimize overall results in achieving sustainable business goals sustainable business goals. According to Kusnandi *et al* (2024) Retail Mix is a combination of marketing strategies used by retailers to attract customers, increase sales, and achieve their business goals. This strategy includes various elements that can be combined to attract consumers, including the variety of merchandise and services offered. The selection of diverse products aims to meet customer needs and preferences, thereby creating greater appeal to various consumer groups. The main goal of the Retail Mix is not only to attract customers' attention, but also to build long-term commitment and loyalty. The right combination of these elements allows retailers to increase customer satisfaction, encourage repeat purchases, and create strong relationships with the customer base (Syaipudin & Awwalin, 2023 in Kusnandi *et al* (2024).

According to Ijomah, T.I. *et al*, (2024) in Innovative digital marketing strategies for SMEs: Driving competitive advantage and sustainable growth. innovative digital marketing strategies play a vital role in driving competitive advantage and sustainable growth for SMEs. By embracing digital marketing tactics and staying ahead of industry trends, SMEs can effectively reach and engage their target audience, drive business results, and thrive in today's digital economy. Throughout this discussion, we will delve deeper into each of these key areas, providing insights and strategies to help SMEs succeed in their digital marketing efforts. The Polbeng Business Exhibition Chapter II (2025), organized by students of the International Business Administration Study Program at the Bengkalis State Polytechnic, serves as a practical platform to support the development of MSMEs. Through this event, students collaborate directly with MSME owners to help improve their business practices, especially in the field of marketing. Two SMEs Lapak TM Skuyy and Cemal Cemil JJ were selected as business partners in this project. Both operate in the culinary field and face challenges related to limited marketing strategy implementation and digital promotion. Previous studies on retail mix implementation have primarily focused on the daily operational activities of MSMEs.

However, limited attention has been given to the application of the retail mix in temporary marketing settings, such as business expos, where selling duration, consumer interaction intensity, and promotional dynamics differ significantly. Therefore, this study addresses this gap by examining the implementation of the retail mix during a business expo as both a marketing platform and a learning environment for MSMEs. This research focuses on analyzing the capabilities of MSME actors by identifying appropriate analytical strategies to enhance their business performance. The study highlights how student mentoring and hands-on practical experience contribute to improving product innovation, promotional design, customer service quality, and digital marketing practices among MSMEs. By applying the retail mix framework product, price, promotion, place, people, process, and physical evidence

MSME actors are guided to develop a more structured, integrated, and sustainable marketing strategy. Furthermore, the mentoring process provides direct benefits by increasing business owners' understanding of fundamental marketing concepts, strengthening their ability to utilize digital platforms effectively, and supporting the development of more competitive and adaptive business models.

Research Methodology

This study uses a qualitative research method with a descriptive approach, designed as a case study. This design was chosen to gain an in-depth understanding of how implementing retail mix strategies enhances the marketing capabilities of micro, small, and medium enterprises (MSMEs) in the context of a business exhibition. A qualitative approach allows researchers to examine marketing practices as they occur naturally and explore the experiences of MSMEs in applying various retail mix elements during exhibition activities. The study involved two MSMEs, namely Lapak TM Skuyy and Cemal Cemil JJ, with two key informants consisting of the owner of Lapak TM Skuyy and the manager of Cemal Cemil JJ. Data collection was conducted during the Polbeng Business Expo Chapter II (2025) through direct observation of selling activities, customer interactions, booth layout, promotional practices, and service processes implemented by the MSMEs during the expo.

Semi-structured interviews were conducted using an interview guide based on the retail mix framework. The interview questions focused on product, price, place, promotion, people, process, physical evidence, and marketing communication practices during the expo, allowing informants to provide in-depth explanations aligned with the research objectives. Data analysis followed the Miles and Huberman qualitative analysis model, consisting of data reduction, data display, and conclusion drawing. During data reduction, interview transcripts and observation notes were coded according to retail mix categories. The coded data were then displayed in comparative tables, and themes were identified by examining

patterns related to the strengths and limitations of retail mix implementation and its contribution to MSMEs' marketing capabilities during the expo.

Results and Discussion

Results

This section presents the results of the qualitative data analysis conducted during the Polbeng Business Expo (Chapter II, 2025) through in-depth interviews and direct observations of selected MSMEs. The data were analyzed using the qualitative data analysis model proposed by Miles and Huberman, consisting of three stages: data reduction, data display, and drawing conclusions or verifying findings. The analysis focuses on identifying empirical patterns related to the

implementation of retail mix strategies including product, price, place, promotion, people, process, physical evidence, advertising, and marketing communication to enhance MSMEs' marketing capabilities. The findings presented in this section are derived from synthesizing interview transcripts and observational notes, which were systematically categorized based on each retail mix element. The results demonstrate how MSMEs apply retail mix strategies in the context of a business exhibition and the strategies' contribution to improving customer engagement, service effectiveness, and overall marketing performance. Each retail mix element is discussed separately to provide a clear, structured understanding of its role in supporting MSMEs' marketing capabilities during the exhibition.

Table 1. Format

Name	Role
Junika Hastianti	Owner of <i>Lapak TM Skuyy</i>
Nita	Manager of <i>Cemal Cemil JJ</i>

Table 2. Retail Mix data Analysis

Retail Mix Element	Interview Results (Lapak TM Skuyy - Kak Junika)	Interview Results (Cemal Cemil JJ - Kak Nita)
Product	<ul style="list-style-type: none"> • Types of products sold • Best-selling products • Product uniqueness • Product quality 	<ul style="list-style-type: none"> • Types of products sold • Best-selling products • Product uniqueness • Product quality
Price	<ul style="list-style-type: none"> • Price range • Suitability of price to quality • Pricing strategy • Discounts/promotional pricing 	<ul style="list-style-type: none"> • Price range • Suitability of price to quality • Pricing strategy • Discounts/promotional pricing
Place	<ul style="list-style-type: none"> • Business location • Accessibility of the location • Selling place condition • Customer convenience 	<ul style="list-style-type: none"> • Business location • Accessibility of the location • Selling place condition • Customer convenience
Promotion	<ul style="list-style-type: none"> • Promotional media used • Online/offline promotion • Most effective promotional method • Customer response to promotion 	<ul style="list-style-type: none"> • Promotional media used • Online/offline promotion • Most effective promotional method • Customer response to promotion
People	<ul style="list-style-type: none"> • Customer service • Seller's attitude • Interaction with customers • Human resources involved 	<ul style="list-style-type: none"> • Customer service • Seller's attitude • Interaction with customers • Human resources involved
Process	<ul style="list-style-type: none"> • Ordering process 	<ul style="list-style-type: none"> • Ordering process

	<ul style="list-style-type: none"> • Payment process • Service speed • Complaint handling 	<ul style="list-style-type: none"> • Payment process • Service speed • Complaint handling
Physical Evidence	<ul style="list-style-type: none"> • Store/stall appearance • Cleanliness of the place • Product packaging • Supporting physical evidence of the business 	<ul style="list-style-type: none"> • Store/stall appearance • Cleanliness of the place • Product packaging • Supporting physical evidence of the business

Table 2 summarizes the interview findings related to the implementation of retail mix elements by Lapak TM Skuuy and Cemal Cemil JJ at the Polbeng Business Expo (Chapter II, 2025). The table is based on qualitative data obtained from in-depth interviews and direct observations. It illustrates how each retail mix component product, price, place, people, promotion, physical evidence, advertising, marketing communication, and service—was implemented by the MSMEs. This presentation enables a clear comparison of the strengths and limitations of each retail mix element, providing an empirical foundation for subsequent discussion.

Product

The interview findings suggest that Lapak TM Skuuy offers a variety of menu items, such as spicy noodles with different levels of spiciness, pizza, and lok-lok satay. These products are designed to attract younger consumers by offering variety and customizable tastes. Product diversity allows consumers to choose according to their preferences, reducing boredom and encouraging repeat purchases. Similarly, Cemal Cemil JJ focuses on popular street food such as burgers, risol mayo, kebabs, and spicy seblak with a strong local flavor. The interview results show that product selection is based on items that are familiar and favored by the target market. Overall, both MSMEs demonstrate that product variety and relevance are key considerations in their marketing practices. One informant explained, *“We offer various menu options so customers can choose according to their taste preferences”* (Owner of Lapak TM Skuuy). Observations during the expo showed that both MSMEs displayed multiple product variants on their menus, enabling customers to easily compare options and make purchasing decisions.

Price

The findings reveal that both MSMEs emphasize affordability and clarity in their pricing strategies. Lapak TM Skuuy uses a structured pricing system where product portions are adjusted according to price levels and all prices are listed on a menu or price list. This approach provides transparency and helps consumers make confident purchasing decisions. Meanwhile, Cemal Cemil JJ prioritizes affordability in its pricing strategy, allowing consumers to make impulse purchases without significant financial hesitation. Interview data suggest that pricing is determined based on consumer purchasing power rather than complex calculations. These results suggest that pricing plays a significant role in attracting and retaining consumers in price-sensitive MSME markets. Regarding pricing, an informant stated, *“Our prices are adjusted to students’ purchasing power, so they are still affordable”* (Manager of Cemal Cemil JJ). Observational evidence indicated that price lists were clearly displayed at the booths, and customers rarely negotiated prices before making purchases.

Place

Both MSMEs operate from identifiable selling locations that allow consumers to easily recognize and access their products. In addition to their regular selling spots, Lapak TM Skuuy and Cemal Cemil JJ actively participate in public events and exhibitions, such as the Polbeng Business Expo. Interview findings suggest that participating in exhibitions provides an opportunity to reach new customers and increase brand exposure. The flexibility of selling locations supports direct interaction with consumers and enhances visibility. These results suggest that MSMEs have effectively utilized the place element to support market expansion and consumer accessibility. An informant

noted, *“Participating in the expo helps us reach new customers who may not know our products yet”* (Owner of Lapak TM Skuuy). This was supported by observations showing consistent customer flow around the booths, including interactions with first-time buyers during the expo.

Promotion

Among the studied MSMEs, promotion was found to be one of the least developed retail mix elements. Interview results show that Lapak TM Skuuy relies on basic promotional methods, such as posting status updates on personal social media accounts, and lacks a structured promotional plan. Similarly, Cemal Cemil JJ is limited in its promotional activities due to time constraints and busy order management. Although promotional materials are available, they are not uploaded consistently. These findings suggest that promotional activities are informal and lack strategic planning, which limits their potential impact. One informant mentioned, *“We mainly use WhatsApp and Instagram stories for promotion, but not on a regular schedule”* (Manager of Cemal Cemil JJ). Observations revealed limited promotional materials at the booths and minimal use of digital promotional media during the expo.

People

The people element is reflected through the involvement of business owners, employees, and family members in daily operations. According to interview data, Lapak TM Skuuy's service activities are carried out collaboratively by employees and family members. At Cemal Cemil JJ, family members actively assist with daily operations, especially during busy periods. This involvement provides flexibility and operational support. However, relying on family labor suggests that task division is informal and based on immediate needs rather than standardized roles. An informant explained, *“Family members help us serve customers when it gets busy”* (Owner of Lapak TM Skuuy). During the expo, observations showed that family members were actively involved in taking orders and assisting with food preparation during peak hours.

Process

Both MSMEs implement a service process that emphasizes simplicity and efficiency. Lapak TM Skuuy accepts orders via WhatsApp, in-person visits, and a pre-order system with a one-day lead time. This helps manage production flow and customer demand. Meanwhile, Cemal Cemil JJ uses a recording-based order system during production and accepts cash and non-cash payments, including QRIS. These processes are designed to facilitate smooth transactions and accommodate consumer convenience, particularly during high-demand situations, such as exhibitions. One informant stated, *“Orders are recorded directly to avoid mistakes, especially when many customers come at once”* (Manager of Cemal Cemil JJ). Observational findings showed that both MSMEs applied simple and efficient order-taking processes to ensure smooth service flow during high-demand periods.

Physical Evidence

Physical evidence is primarily reflected in packaging practices. Interview and observation findings show that Lapak TM Skuuy uses closed Styrofoam packaging for noodle products and standard plastic packaging for other menu items in order to maintain product safety and quality. Cemal Cemil JJ uses simple packaging, but has begun incorporating brand identity by placing stickers on each package. While the packaging fulfills functional needs, the visual branding elements are limited, indicating a potential for improvement in enhancing brand recognition. An informant explained, *“We use simple packaging to keep the product safe and easy to carry”* (Owner of Lapak TM Skuuy). Observations indicated that packaging was functional and clean, although branding elements such as logos and color consistency were limited.

Adv & Marketing Communication

The findings suggest that advertising and marketing communication activities lack a planned strategy. Lapak TM Skuuy lacks a structured approach to marketing communications, and content is uploaded without a defined schedule or branding concept. Similarly, Cemal Cemil JJ has difficulty creating visually appealing marketing content due to limited knowledge of digital marketing.

Consequently, advertising and marketing communication efforts remain basic and have not yet been optimized to support broader market reach. One informant noted, *“We don’t have a specific concept for marketing content; we just post when there is time”* (Manager of Cemal Cemil JJ). Observational evidence showed the absence of consistent visual branding and limited use of integrated marketing communication tools during the expo.

Service

Service delivery in MSMEs is carried out through direct interaction between sellers and consumers. Lapak TM Skuyy's service operations involve collaboration between employees and family members, ensuring that service activities run smoothly during peak periods. At Cemal Cemil JJ, employees handle service activities, and family members assist when demand increases. While service is generally responsive and supportive, the absence of formal service standards indicates that service quality relies heavily on individual experience rather than standardized procedures. An informant stated, *“We try to serve customers quickly and politely so they feel comfortable”* (Owner of Lapak TM Skuyy). During observation, service interactions were generally friendly and responsive; however, service procedures varied depending on individual experience rather than standardized guidelines.

Discussion

The findings show that the retail mix elements implemented by Lapak TM Skuyy and Cemal Cemil JJ play an important role in strengthening their marketing capabilities, although the contribution of each element varies. In terms of product, both MSMEs focus on product variety and relevance by adjusting their offerings to consumer preferences, especially students and young consumers. This strategy helps reduce consumer boredom, attract attention, and encourage repeat purchases. These findings are in line with the studies of Astuti *et al.* (2023) and Hasan *et al.* (2024), which found that product suitability, quality, and variety significantly influence consumer purchasing behavior in MSMEs. In addition, the ability of both businesses to adjust their product offerings according to market

demand reflects an adaptive marketing orientation, although their innovation is still limited to menu variation rather than deeper product differentiation. This condition indicates an early stage of capability development in product management within the retail mix framework. In terms of price, both MSMEs apply affordable and transparent pricing strategies that are highly relevant for price-sensitive consumers. Lapak TM Skuyy applies a fixed pricing system that creates clarity and reduces uncertainty, while Cemal Cemil JJ determines prices by considering consumer purchasing power and market prices. These findings are consistent with Nurhayaty (2022), who emphasized that price sensitivity strongly affects consumer decision-making in MSME markets. The results also show that proper pricing not only influences purchasing decisions but also contributes to consumer trust and satisfaction, although pricing decisions are still mostly operational and short-term because they are not yet supported by formal pricing analysis. From the place aspect, both MSMEs benefit from relatively permanent business locations that make their products easier to access and recognize, while participation in the Polbeng Business Expo provides opportunities to introduce products to new market segments and increase visibility. These findings are in line with Panjaitan *et al.* (2024) and Hasan *et al.* (2024), who highlighted the importance of location flexibility and distribution strategy in improving retail performance.

However, the effectiveness of this element also depends on booth positioning and visual accessibility during exhibitions, which means spatial arrangement still needs to be optimized. In terms of promotion, this element appears to be the weakest among all retail mix components. Although both MSMEs use social media platforms such as Instagram and WhatsApp, their promotional activities are still infrequent, inconsistent, and not strategically planned. This finding is consistent with Syukron *et al.* (2022), who explained that limited digital marketing skills and resources are common barriers faced by MSMEs. As a result, both businesses are less able to maximize the promotional opportunities of the expo despite high customer traffic. This shows that

strengthening digital marketing capability through better content planning, visual branding, and audience engagement is still necessary. In terms of people, the operations of both MSMEs are largely supported by owners and family members, which creates flexibility, trust, and continuity, especially during peak selling periods and exhibitions. These findings are in line with Kusnandi *et al.* (2024), who identified family-based labor as a common characteristic of MSMEs. However, dependence on informal labor structures also limits role specialization and service standardization, so service professionalism has not yet been fully developed. Regarding process, both MSMEs implement simple, fast, and customer-oriented service procedures that emphasize convenience and quick transactions, especially in crowded expo situations. These findings are consistent with Astuti *et al.* (2023), who stated that efficient service processes are important in improving consumer experience. Even so, the absence of standardized service procedures indicates that process capability development is still limited, and the use of simple standard operating procedures could further improve service consistency and operational efficiency. In terms of physical evidence, both packaging and stall appearance already fulfill functional needs, but they have not been fully optimized to strengthen branding and promotional value. This finding supports the study of Panjaitan *et al.* (2024), which emphasized that physical evidence affects consumer trust and brand recognition.

Weak visual consistency, packaging design, and branding elements reduce the ability of both MSMEs to differentiate their products and create stronger first impressions. Similarly, in the aspect of advertising and marketing communication, both MSMEs still rely mainly on informal and organic communication channels such as word-of-mouth and basic social media use. Although they use Instagram and WhatsApp to share product information, they do not yet integrate advertising and marketing communication into a systematic marketing strategy. These findings are also consistent with Syukron *et al.* (2022) and Nurhayaty (2022), which showed that MSMEs often face limitations in developing structured

marketing communication because of restricted resources and limited digital competencies. As a result, communication activities still function more as a supporting activity than as a strategic capability. Even so, participation in the Polbeng Business Expo partially compensates for this weakness by allowing direct interaction with consumers. Finally, service quality is also a key component in shaping customer satisfaction and loyalty. The findings reveal that both MSMEs prioritize friendly and responsive service, mostly delivered by owners and family members, creating positive interactions and improving customer comfort during the buying process. These results are in line with Astuti *et al.* (2023), who argued that service quality is a major factor influencing customer satisfaction in MSMEs. However, since service delivery is still informal and depends heavily on personal experience rather than standardized guidelines, service quality may become inconsistent during busy periods. Overall, the findings indicate that the strengths of Lapak TM Skuyy and Cemal Cemil JJ lie in product, price, place, process, and service, while promotion, advertising and marketing communication, physical evidence, and human resource management still need improvement. Thus, this study is broadly in line with the findings of Astuti *et al.* (2023), Hasan *et al.* (2024), Nurhayaty (2022), Panjaitan *et al.* (2024), Syukron *et al.* (2022), and Kusnandi *et al.* (2024), which collectively show that retail mix elements significantly influence marketing capability, consumer response, and the competitiveness of MSMEs.

Conclusion

This study concludes that implementing retail mix strategies enhances the marketing capabilities of micro-, small-, and medium-sized enterprises (MSMEs) participating in the Polbeng Business Expo (Chapter II, 2025). Based on qualitative findings from interviews and observations, Lapak TM Skuyy and Cemal Cemil JJ applied the retail mix elements product, price, place, promotion, people, process, physical evidence, advertising, marketing communication, and service at varying levels of effectiveness. The results indicate that product variety and relevance,

affordable pricing, and flexible selling locations are the strongest elements in attracting consumers and encouraging repeat purchases. Simple, efficient service processes supported by owner, employee, and family member involvement also positively contribute to daily operations. However, promotion, advertising & marketing communication remain the least optimized elements due to limited digital marketing skills, time constraints, and the absence of structured promotional planning. Additionally, physical evidence and service delivery have not been fully standardized, which limits their potential to strengthen brand identity and service consistency. Strengthening the comprehensive and strategic implementation of the retail mix, particularly in regard to promotion, marketing communication, physical evidence, and service standardization, is essential to enhancing the marketing capabilities and competitiveness of MSMEs in dynamic market environments. Based on the findings, post-expo improvement efforts should focus on practical and measurable actions. MSMEs are encouraged to develop a simple digital promotion plan by scheduling regular social media content uploads to improve brand visibility. Basic marketing communication guidelines, including consistent product visuals and messaging, should be applied to strengthen brand recognition. In addition, improving physical evidence through standardized packaging and simple booth branding can enhance product differentiation. Finally, MSMEs should establish basic service standards, such as order-taking and response procedures, to ensure consistent service quality. These operational steps are expected to strengthen marketing capabilities beyond the expo context and support more sustainable business performance.

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