

# IMPLEMENTATION OF THE 7P MARKETING MIX STRATEGI TO INCREASE THE COMPETITIVENESS OF CULINARY MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs); Case Study of Kue Lumpur Muda-Mudi

By:

**Umi Chabibah SM (222022000014)**

**Dosen pembimbing: Didik Hariyanto**

**Universitas Muhammadiyah Sidoarjo**

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# Introduction

1. MSMEs contribute 63% to Indonesia's GDP and play a key role in regional economic equality.
2. Sidoarjo hosts over 206,000 MSMEs across various sectors.
3. Culinary MSMEs preserve local culture but face changing consumer tastes and competition
4. Kue Lumpur Muda-Mudi, a traditional cake brand, has survived for nearly two decades through quality, innovation, and branding.

# Research Objectives

- To analyze the application of the 7P marketing mix in Kue Lumpur Muda-Mudi.
- To To identify factors contributing to its competitiveness.
- To provide strategic insights for MSME sustainability and innovation

# The theory used

## **Theoretical Framework: 7P Marketing Mix Theory**

The 7P Marketing Mix Theory by Philip Kotler expands the traditional 4Ps (Product, Price, Place, Promotion), to include People, Process, and Physical Evidence. It provides a holistic view of how businesses deliver value and build competitiveness.

The Seven Elements:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

In this study, Kotler's framework helps explain how Kue Lumpur Muda-Mudi integrates each element to strengthen competitiveness and maintain business sustainability.

# Research Methodology

- **types of research** : Descriptive Qualitative
- **Subjek Penelitian** : Implementation of the 7P Marketing Mix Strategy to Increase The Competitiveness of Culinary Micro, Small, and Medium Enterprises (MSMEs); Case Study of Kue Lumpur Muda-Mudi
- **Data Sources** : Primary (interviews, observation) & Secondary (journals, books, online sources)
- **Analysis Steps**
  1. Data Reduction
  2. Data Presentation
  3. Conclusion Drawing
- **Research Site** : Kue Lumpur Muda-Mudi MSME, Sidoarjo

# Research results

## 7P Implementation

- **Product:** Uses original recipes, high-quality ingredients, and traditional charcoal baking.
- **Price:** Affordable range (IDR 3,300–7,000); franchise model supports growth.
- **Place:** Strategic locations for accessibility; partners must meet quality and facility standards.
- **Promotion:** Relies on word-of-mouth and limited social media (Facebook, Instagram)
- **Process:** On-site production ensures freshness and quality consistency.
- **People:** Employees trained in honesty and customer service.
- **Physical Evidence:** Each branch has customized packaging approved by the head office.

# Discussion

- Integrated 7P strategy enhances competitiveness and brand authenticity.
- Word-of-mouth remains powerful, but digital marketing potential is underutilized
- Process and physical facilities need ongoing improvement.
- Aligns with Kotler's 7P theory emphasizing both tangible and intangible value delivery

# Conclusion

The 7P strategy effectively strengthens MSME competitiveness and sustainability by ensuring consistent implementation that maintains product quality and customer loyalty, while expanding digital promotion can further boost visibility; future studies are encouraged to compare 7P applications across different culinary MSMEs.

