

MARKETING MIX STRATEGY IN INCREASING THE COMPETITIVENESS OF BLUDER MBAH TJOKRAT PONOROGO

Alfi Noor Rohmah¹, Aliya Zahra Anas Tasya², Alviolita Limas Asifa³,
Annisa Rohmatul Hidayah⁴, Arlinda Estiningrum⁵, Nur Kasanah⁶

¹²³⁴⁵⁶Universitas Islam Negeri Kiai Ageng Muhammad Besari Ponorogo; Indonesia
Correspondence E-mail: anoorrohmah@gmail.com

Article History

Submission : 16/05/2026

Revised : 06/07/2026

Accepted : 05/08/2026

Abstract

Local culinary MSMEs play an important role in strengthening regional identity and supporting community economic growth. Bluder Mbah Tjokrat Ponorogo is a local souvenir-based MSME that develops bluder bread products by combining traditional taste with distinctive local flavor innovations. This study aims to analyze the implementation of the 7P marketing mix strategy, identify the obstacles encountered, and explain its impact on sales improvement. This study used a descriptive qualitative method, with data collected through observation, interviews, and documentation. The data were analyzed through data reduction, data display, and conclusion drawing, while data validity was strengthened through source and method triangulation. The results show that Bluder Mbah Tjokrat has implemented the 7P marketing mix strategy, consisting of product, price, place, promotion, people, process, and physical evidence. This strategy is reflected in flavor innovation, varied pricing, a strategic location, online and offline promotion, friendly service, standardized production processes, and neat store displays and packaging. However, several obstacles remain, particularly in price perception and inconsistent digital promotion. The implementation of the 7P marketing mix has had a positive impact on increasing sales and expanding market reach. This study concludes that the 7P marketing mix is fairly effective in supporting MSME competitiveness, but further strengthening is needed in digital branding and price positioning.

keywords: Shawn Scott; Culinary MSMEs; Marketing mix 7P; Marketing strategy.



© 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY NC) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

INTRODUCTION

Local culinary MSMEs have an important role in strengthening regional identity while improving the community's economy. The increasingly intense competition in the culinary industry requires every business actor to maintain product quality and develop an effective marketing strategy. Most of the research related to bluder is still focused on other regions, such as Madiun, so the marketing strategy of Ponorogo's typical bluder has not been widely discussed in an academic context, especially from the perspective of the 7P marketing mix theory, which is increasingly relevant for service-based MSMEs and consumer experience (Astuti et al., 2023). The 7P marketing mix is a development of the traditional marketing mix that adds three new elements: *people, process, and physical evidence*. According to Tjiptono, the use of 7P is more appropriate for service businesses and MSMEs that offer a direct service experience to consumers (Djiptono, 2020). One of the MSMEs with development potential is Bluder Mbah Tjokrat, which focuses on producing bluder bread as a typical regional souvenir.

Theoretically, Kotler and Keller assert that consumers' purchasing decisions are influenced not only by products and prices but also by service experiences, interactions with employees, and the business's physical evidence (Kevin Lane Keller, 2018). The development of the marketing mix to 7P according to Booms & Bitner's theory is considered more relevant for culinary businesses and service-based MSMEs. (Pramuki & Kusumawati, 2024) This theory is in line with the facts in the field at Bluder Mbah Tjokrat, where every element, such as products (flavor variants), competitive prices, strategic locations, digital promotions, employee services, standardized operational processes, and store appearances, has been proven to impact customer perception. The latest research indicates that personal service and strong physical evidence play a significant role in building loyalty among MSME customers in the region.

Bluder Mbah Tjokrat was chosen as the research subject because it is a local culinary MSME in Ponorogo with a unique identity, distinctive products, and relatively stable growth despite competition from similar products from other regions. Unique character through a combination of traditional flavors, variant innovations, and strong local branding of local flavors such as "chicken satay". This MSME embodies the concept of Ponorogo souvenirs, combining traditional flavors with modern flavor-variant innovations, thereby attracting the interest of consumers across various age groups. In addition, the use of the name "Mbah Tjokrat," which has historical value, and a strategic store location further strengthen the rationale for choosing the objects, given that local branding like this has been proven to increase customer loyalty.

The sale of Bluder Mbah Tjokrat products has a positive impact on consumers, both in terms of comfort, practicality, and taste satisfaction. Consumers consider the soft, bland texture, neat packaging, and size variations make it easy for them to use this product as a souvenir, a treat for family events, or for daily consumption. In addition, the use of high-quality raw materials and neat, hygienic packaging enhances comfort and increases consumers' positive perception of the brand. Other MSME products entrusted, such

as honey, spices, and herbal teas, expand economic benefits for other MSME partners. This supports previous research indicating that taste quality, product consistency, and service differentiation significantly increase consumer interest in buying from local culinary MSMEs.

This study aims to analyze in depth the application of marketing strategies at Bluder Mbah Tjokrat Ponorogo through the 7P marketing mix approach, which includes the product, price, place, promotion, people, process, and physical evidence. In addition, this study aims to identify the extent to which each marketing element contributes to the formation of brand image and business competitiveness in the local market. This study also seeks to provide a comprehensive overview of the supporting factors and obstacles faced by MSMEs in implementing a 7P-based marketing strategy, so that the results can be the basis for recommendations for business owners in developing marketing strategies that are more effective, responsive to consumer needs, and adaptive to the ever-growing market competition. In addition, this study aims to determine the impact of implementing the 7P marketing mix strategy by Bluder Mbah Tjokrat. Thus, this research is expected to make a practical contribution to MSME actors and a theoretical contribution to the development of regional MSME marketing literature.

METHOD

The research method used in this article is descriptive qualitative research. The qualitative approach was chosen because the research focuses on the natural conditions of objects, in which the researcher serves as the primary instrument for data collection and analysis (Nasution, 2023). The research is located at the Bluder Mbah Tjokrat business in Ponorogo Regency, East Java, and was carried out from October to November 2025. The data used in this study consisted of primary data and secondary data. Primary data is obtained through in-depth interviews with business owners, employees, and consumers, as well as direct observation of production, marketing, and in-store service processes. Meanwhile, secondary data is obtained from internal business documentation, marketing records, photos of sales activities, and scientific references such as journals, books, and articles relevant to the marketing mix and business strategy.

Data collection techniques include observation, participatory interviews, and documentation. Observations are carried out directly on business activities, ranging from production processes and consumer services to distribution methods and promotional strategies, both through social media and offline marketing activities such as Car Free Day, MSME bazaars, and regional culinary exhibitions. Participatory interviews were conducted with business owners, production and marketing employees, and several customers to gain insight into consumer perceptions and the effectiveness of marketing strategies. In addition, documentation is collected in the form of digital promotional posters, social media onposts as Instagram, TikTok, and WhatsApp Business, product catalogs, photos of bazaar

activities, and documentation of store appearances and product packaging.

Data were analyzed using the Miles and Huberman model, which included data reduction, data presentation, and conclusion drawing (Milles, 1992). Data reduction is carried out by selecting and focusing on information aligned with the 7P marketing mix strategy, then presenting it as a descriptive narrative before finally drawing conclusions on the implementation of marketing strategies. To ensure the validity of the data, this study employs triangulation of sources and methods by comparing results from interviews, observations, and documentation, thereby making the data obtained more accurate, objective, and accountable.

RESULTS AND DISCUSSION

Results

This section presents field findings regarding the implementation of the 7P marketing mix strategy at Bluder Mbah Tjokrat Ponorogo. Data was obtained through observation, interviews, and documentation of business activities. The findings are presented in a table to present the main data concisely, objectively, and in a structured manner.

Table 1. Business Profile of Bluder Mbah Tjokrat Ponorogo

No	Aspects	Field Findings
1	Business name	Bluder Mbah Tjokrat Ponorogo
2	Type of business	Local culinary MSMEs based on souvenir products
3	Main Products	Ponorogo bluder bread
4	Supporting products	Herbal teas, pure honey, ground coffee, spices, crackers, herbal drinks, and traditional snacks
5	Business philosophy	<i>Soko roso nggowo tresno</i> , which means the feeling of bringing love
6	Business location	Bakti Pharmacy Complex, Jalan Ahmad Dahlan No. 43 Bangunsari, Ponorogo
7	Location characters	Located in a shophouse area, near the center of community activities, easy to reach, clean, and organized
8	Product identity	Local Bluder with innovative flavor variants, including regional flavors such as chicken satay

Table 1 shows that Bluder Mbah Tjokrat is a local culinary MSME that not only sells bluder bread but also positions itself as a center for typical Ponorogo souvenirs through a variety of products, a business philosophy, and a strategic location.

Table 2. Findings of the Implementation of Marketing Mix 7P at Bluder Mbah Tjokrat Ponorogo

No	Element 7P	Results
1	Product	The main product is bluder bread with a soft texture, a distinctive aroma, and a savory sweet taste. Flavor variants include chocolate, strawberries, blueberries, cheese, chocolate-cheese, milk, and chicken satay. The products are available in single, small, mini, and regular sizes.
2	Price	The price of the product varies based on size. Bluder is IDR 3,000, small IDR 5,000, mini IDR 7,000, and regular IDR 11,000.

3	Square	The store is located at Jalan Ahmad Dahlan No. 43 Bangunsari, Ponorogo. Distribution is carried out through direct sales at outlets, GrabFood, social media orders, resellers, CFDs, bazaars, and door-to-door sales in housing.
4	Promotion	Promotions are carried out through Instagram, TikTok, WhatsApp Business, word-of-mouth promotions, MSME bazaars, culinary exhibitions, CFDs, and <i>Buy 1 Get 1 promos</i> for products that are close to the expiration date.
5	People	Human resources consist of owners, production employees, services, displays, administration, and interns who help check stock, product arrangement, and store cleanliness.
6	Process	The production process includes raw material selection, doughing, proofing, printing, baking, cooling, packaging, storage, service, and distribution.
7	Physical Evidence	Physical evidence is seen in a clean store, neat displays, transparent mica packaging, brand labels, flavor variant information, product size, logo, and expiration date.

Table 2 shows that Bluder Mbah Tjokrat has implemented all elements of the 7P marketing mix. However, the level of optimization for each element still varies, especially in digital promotion and in strengthening the perception of price-value.

Table 3. Bluder Mbah Tjokrat Ponorogo Product List

No.	Product Categories	Product Type	Pricing
1	Bluder unit	Bluder Unyil	IDR 3,000
2	Bluder unit	Bluder Small	IDR 5,000
3	Bluder unit	Bluder Mini	IDR 7,000
4	Bluder unit	Bluder Regular	IDR 11,000
5	Bluder Small Package	4 pcs	IDR 23,000
6	Bluder Small Package	6 pcs	IDR 33,000
7	Bluder Small Package	9 pcs	IDR 50,000
8	Bluder Small Package	12 pcs	IDR 65,000
9	Mini Bluder Package	3 pcs	IDR 25,000
10	Mini Bluder Package	6 pcs	IDR 50,000
11	Mini Bluder Package	8 pcs	IDR 65,000
12	Mini Bluder Package	9 pcs	IDR 70,000
13	Regular Bluder Package	6 pcs	IDR 70,000
14	Regular Bluder Package	8 pcs	IDR 90,000

Table 3 shows that Bluder Mbah Tjokrat's price strategy is compiled based on product size and purchase package. These price variations provide consumers with the flexibility to adjust purchases to their needs and purchasing power.

Table 4. Obstacles to the Implementation of 7P Marketing Mix
on Bluder Mbah Tjokrat Ponorogo

No	Aspects	Field Findings	Impact on Business
1	Price perception	Some consumers compare the price of Bluder Mbah Tjokrat with premium bluders from other regions that have a stronger brand image.	Prices can be perceived as less competitive if they are not balanced with the strengthening of brand value and identity.

2	Digital promotion	Social media such as Instagram and TikTok have not been used intensively and consistently.	Limited promotional reach and interaction with potential consumers is not optimal.
3	Digital branding	Digital branding has not been built sustainably.	The product is not fully known as a typical Ponorogo souvenir that has a strong differentiation.
4	Online sales	Digital sales are still limited to GrabFood, WhatsApp Business, and direct services.	The potential of the market outside the region has not been worked on to the maximum.
5	Visual promotion	Visual promotion around the store location has not been maximized.	The strategic location has not fully attracted the attention of potential buyers who pass by.

Table 4 shows that the main obstacles for Bluder Mbah Tjokrat lie in strengthening value perception, ensuring consistency in digital promotion, and using modern marketing media.

Table 5. The Impact of the Implementation of 7P Marketing Mix
on Bluder Sales of Mbah Tjokrat Ponorogo

No	Conditions	Sales Findings
1	Before a more targeted marketing strategy	Daily sales are in the range of IDR 50,000-IDR 80,000 and tend to be unstable
2	After the implementation of the 7P strategy	Daily sales increased in the range of IDR 100,000-IDR 300,000
3	Impact of offline distribution	CFDs, bazaars, and door to door help introduce products to new consumers
4	Impact of the promotion	WhatsApp Business, word of mouth, and Buy 1 Get 1 promos help increase orders and reduce the risk of products not being sold
5	Process impact	Production patterns become more orderly with adjustments to production quantities based on demand
6	Impact of physical evidence	Clean stores, neat displays, and hygienic packaging increase consumer confidence

Table 5 shows that implementing the 7P marketing mix positively impacts sales, market reach, and business image. However, sales still fluctuate due to inconsistent digital promotion.

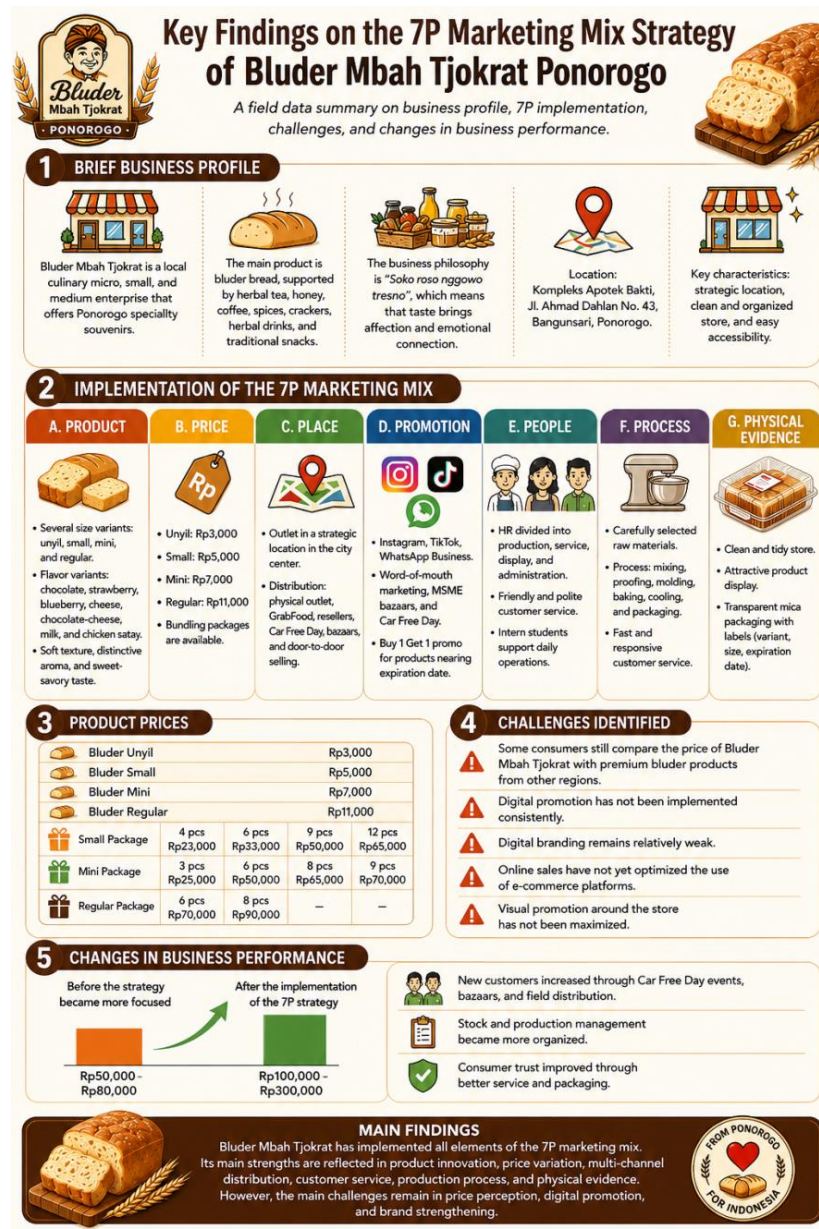


Figure 1. Marketing Strategy 7P Bluder Mbah Tjokrat Ponorogo

Discussion

The Implementation of the 7P Marketing Mix as a Strategy to Strengthen the Competitiveness of Local Culinary MSMEs

The results of the study show that Bluder Mbah Tjokrat has implemented a 7P marketing mix strategy, which includes product, price, place, promotion, people, process, and physical evidence. The application of this strategy is evident not only in the products sold but also in how businesses build consumer experiences through service, store appearance, packaging, distribution, and promotion. This shows that marketing to culinary MSMEs cannot depend solely on taste; it also needs to pay attention to the overall consumer experience, from learning about the product, buying it, receiving services, and bringing it as a souvenir.

The marketing mix is a set of marketing tools that companies can control to generate the desired response from the target market. In the context of culinary MSMEs, the 7P approach is more relevant than the 4P because consumers not only assess products and prices, but also pay attention to service, processes, and physical evidence. Astuti et al. (2023) emphasized that implementing the 7P marketing mix in MSMEs can help business actors design a more comprehensive marketing strategy, as it encompasses the product, price, place, promotion, people, process, and physical evidence. Thus, the use of the 7Ps in this article is appropriate for understanding Bluder Mbah Tjokrat's marketing strategy more comprehensively.

These findings corroborate the research of Nurhayaty (2022), who stated that the 7P marketing mix can be an important basis in strengthening business competitiveness, especially in sectors that involve direct consumer experience. In the context of Bluder Mbah Tjokrat, the 7P strategy is evident in flavor-variant innovation, tiered pricing, strategic locations, online and offline promotions, friendly service, standardized production processes, and neat packaging and display. Therefore, this finding is positive because it reinforces the view that the 7P marketing mix can serve as a practical strategy to enhance the attractiveness and competitiveness of local culinary MSMEs.

Product Strategy and Strengthening of Bluder Mbah Tjokrat's Local Identity

In terms of products, Bluder Mbah Tjokrat makes bluder bread its main product, with a soft texture, distinctive aroma, and a savory-sweet taste. Product innovation is achieved through a variety of sizes and flavors, such as chocolate, strawberry, blueberry, cheese, chocolate-cheese, milk, and typical chicken satay variants. The chicken satay variant is an important finding because it connects the product with Ponorogo's culinary identity. Thus, this product is marketed not only as bluder bread but also as a local souvenir with cultural and emotional value.

Products in the marketing mix are not only physical goods, but also the value, benefits, and experiences that consumers feel. Kotler and Keller (2018) emphasize that product differentiation can be a competitive advantage if a product has unique attributes that are difficult for competitors to imitate. In this case, the chicken satay flavor variant can be understood as a form of differentiation based on local identity. This strategy enables Bluder Mbah Tjokrat to compete not only on taste but also on the local narrative inherent in its products.

This finding is in line with Rahman (2025), who explained that product differentiation and innovation play an important role in building the competitive advantage of MSMEs. These findings also support Nurhayaty's (2022) view that product variety and innovation are important factors in increasing consumer appeal. Thus, the results of this study are positive because they support previous research indicating that locally based product innovation can strengthen brand image and increase

consumer buying interest. However, these findings also note that product uniqueness needs to be supported by consistent promotion so that the wider market truly knows the local identity.

Price Strategy and Product Value Perception Challenges

The study's results show that Bluder Mbah Tjokrat employs a tiered pricing strategy based on product size. Unit prices start from IDR 3,000 for Bluder Unyil, IDR 5,000 for Bluder Small, IDR 7,000 for Bluder Mini, and IDR 11,000 for Bluder Regular. In addition, bundling packages are available for the purchase of several products. This strategy provides consumers with flexibility for personal consumption, family events, social gatherings, and souvenirs.

Price is a highly sensitive element of the marketing mix because it shapes consumer perception of a product's value. Kotler and Keller (2018) explain that prices must be able to form customer value perception, which is the perception that the benefits received by consumers are proportional to the costs paid. In the case of Bluder Mbah Tjokrat, the price variations and bundled packages indicate that the business has tried to adjust prices to local consumers' purchasing power. However, obstacles arise when some consumers compare product prices with premium brands from other regions that already have stronger branding.

These findings corroborate those of Sofiah et al. (2023), which indicate that pricing strategies and purchase packages can influence purchasing decisions in MSMEs. However, these findings also contradict the assumption that affordable prices are always enough to attract consumers. In reality, competitive prices are not necessarily perceived as strong if the brand image has not been formed optimally. Therefore, the pricing strategy at Bluder Mbah Tjokrat needs to be balanced with the strengthening of the value narrative, such as the quality of ingredients, the uniqueness of the taste, the identity of Ponorogo, and the experience of buying local products.

Place and Distribution Strategy in Expanding Market Reach

In terms of location, Bluder Mbah Tjokrat is situated strategically location at Jalan Ahmad Dahlan No. 43, Bangunsari, Ponorogo. This location is in an easy-to-reach shophouse area and close to the center of community activities. In addition to physical stores, product distribution is carried out through GrabFood, social media orders, resellers, CFDs, bazaars, and door-to-door sales in residential neighborhoods. This combination shows that place strategy is interpreted not only as a physical location but also as product accessibility for consumers.

Place concerns how products are available and easily accessible to consumers. In modern marketing, effective distribution relies not only on physical stores but also on digital channels and flexible distribution networks. Widjaya and Siwalankerto (2019) stated that distribution needs to pay attention to the ease of consumer access through location, network, and technology. Bluder Mbah

Tjokrat's strategy, which combines outlets, digital platforms, CFDs, bazaars, and door-to-door sales, reflects an effort to create a distribution that is adaptive to consumer behavior.

These findings are consistent with previous research, as they show that multichannel distribution can increase consumers' likelihood of recognizing and purchasing products. CFD and bazaar activities have also been shown to impact awareness, as some consumers first learn about the product through these activities. However, this distribution strategy still needs to be strengthened by expanding online sales channels, for example, through e-commerce or marketplaces, so that market reach is not limited to the Ponorogo area.

Digital Promotion as a Weak Point in Strengthening Brand Awareness

The results of the study show that Bluder Mbah Tjokrat has used several forms of promotion, including Instagram, TikTok, WhatsApp Business, word-of-mouth promotion, MSME bazaars, culinary exhibitions, CFDs, and the Buy 1 Get 1 program for products nearing their expiration dates. This promotion strategy combines digital and offline promotion. However, digital promotion has not been carried out consistently, so market reach and consumer engagement have not been optimal.

Promotions serve to communicate product values, build interest, and drive purchasing decisions. Tjiptono (2020) emphasized that promotions in the food business are strongly influenced by visual communication and word of mouth, as consumers tend to be interested in product appearance and recommendations from others. In the context of Bluder Mbah Tjokrat, word of mouth has gone quite well because consumers give recommendations after trying the product. However, visual promotion on social media still needs improvement to give the product wider exposure.

These findings corroborate Haris (2024), who found that MSME marketing in the regions requires a consistent digital strategy to reach new consumers. However, these findings also contradict promotional practices that rely only on organic and offline promotions. In the current competition for culinary MSMEs, offline promotion alone is not enough to build a brand sustainably. Bluder Mbah Tjokrat needs to strengthen content calendars, product photos, short videos, customer testimonials, Ponorogo product narratives, and collaboration with local content creators to increase brand awareness more measurably.

People, Process, and Physical Evidence in Shaping Consumer Experience

The results of the study show that the people aspect at Bluder Mbah Tjokrat is evident in friendly service, the division of work tasks, and the involvement of interns in supporting operations. The process aspect can be seen in the standardized production stages, from the selection of raw materials and doughing to proofing, baking, cooling, and packaging. Meanwhile, physical evidence can

be seen from a clean store, neat product displays, and transparent mica packaging that includes brand information, flavor variants, sizes, logos, and expiration dates.

People, process, and physical evidence are important additions to the 7P marketing mix because they are directly related to the consumer experience. Wardana (2023) emphasized that friendly, informative, and responsive human resource interactions can be a differentiating factor in a culinary business. Kotler and Keller (2018) also emphasized that service processes need to be designed so that consumers receive a consistent, high-quality experience. Meanwhile, physical evidence helps consumers assess product quality before purchasing, especially in food products that are heavily influenced by appearance, cleanliness, and packaging.

These findings reinforce the view that the success of culinary MSMEs is determined not only by the main product but also by the experience accompanying the purchasing process. Customers who state that neat, clean packaging makes the product more convincing for use as souvenirs show that physical evidence plays an important role in building trust. Thus, this finding supports the 7P marketing mix theory because it demonstrates that services, processes, and physical evidence are important components in the formation of the professional image of local MSMEs.

The Impact of the 7P Marketing Mix on Sales Increase and Competitiveness

The implementation of the 7P marketing mix positively impacts the development of Bluder Mbah Tjokrat's business. Before the marketing strategy was more directed, daily sales were in the range of IDR 50,000–IDR 80,000. After the 7P strategy was implemented through display updates, distribution expansion, CFDs, door-to-door, and online ordering, sales increased to around IDR 100,000–IDR 300,000 per day. This data shows that sales have increased by almost two to three times compared to the previous condition.

Increased sales occur when a marketing strategy can reinforce product value, expand market access, and improve the consumer experience. The 7P marketing mix works as a mutually supportive system. Innovative products require the right price; the right price requires a promotion that can explain its value; promotion requires easily accessible distribution; and all of that is reinforced by convincing service, process, and physical evidence. In the context of Bluder Mbah Tjokrat, the increase in sales shows that the combination of 7P elements has had a real impact on business growth.

These findings corroborate the research by Astuti et al. (2023) and Sofiah et al. (2023), which stated that implementing a marketing mix can improve purchasing decisions and the competitiveness of MSMEs. However, the increase has not been entirely stable, as sales still fluctuate with visitor numbers, online orders, and promotional activities on certain days. Thus, the results of this study present both affirmations and critical notes. He affirmed that the 7P marketing mix has been proven to increase sales. On a critical note, the increase needs to be supported by more consistent digital

branding so that business growth does not depend solely on offline momentum, such as CFDs or bazaars.

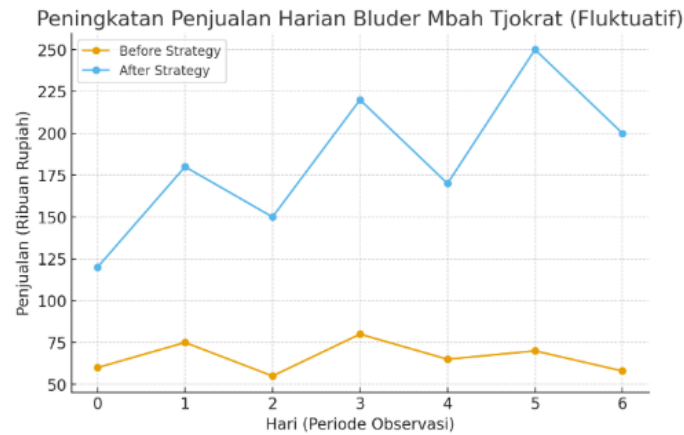


Figure 2. Daily Sales Fluctuation Chart of Bluder Mbh Tjokrat Ponorogo

Source: Data processed, 2025

The graph shows the change in Bluder Mbah Tjokrat's daily sales rate in the observation period before and after the implementation of the 7P marketing mix strategy. Before the strategy was implemented, sales ranged from IDR 50,000 to IDR 80,000 per day and were unstable. After the implementation of the strategy, sales increased significantly to Rp120,000–Rp250,000 per day, although it still experienced reasonable fluctuations. This illustrates that the 7P strategy generates a real increase in revenue while expanding market reach, but is still influenced by daily conditions, such as the number of visitors, online orders, and promotional activities.

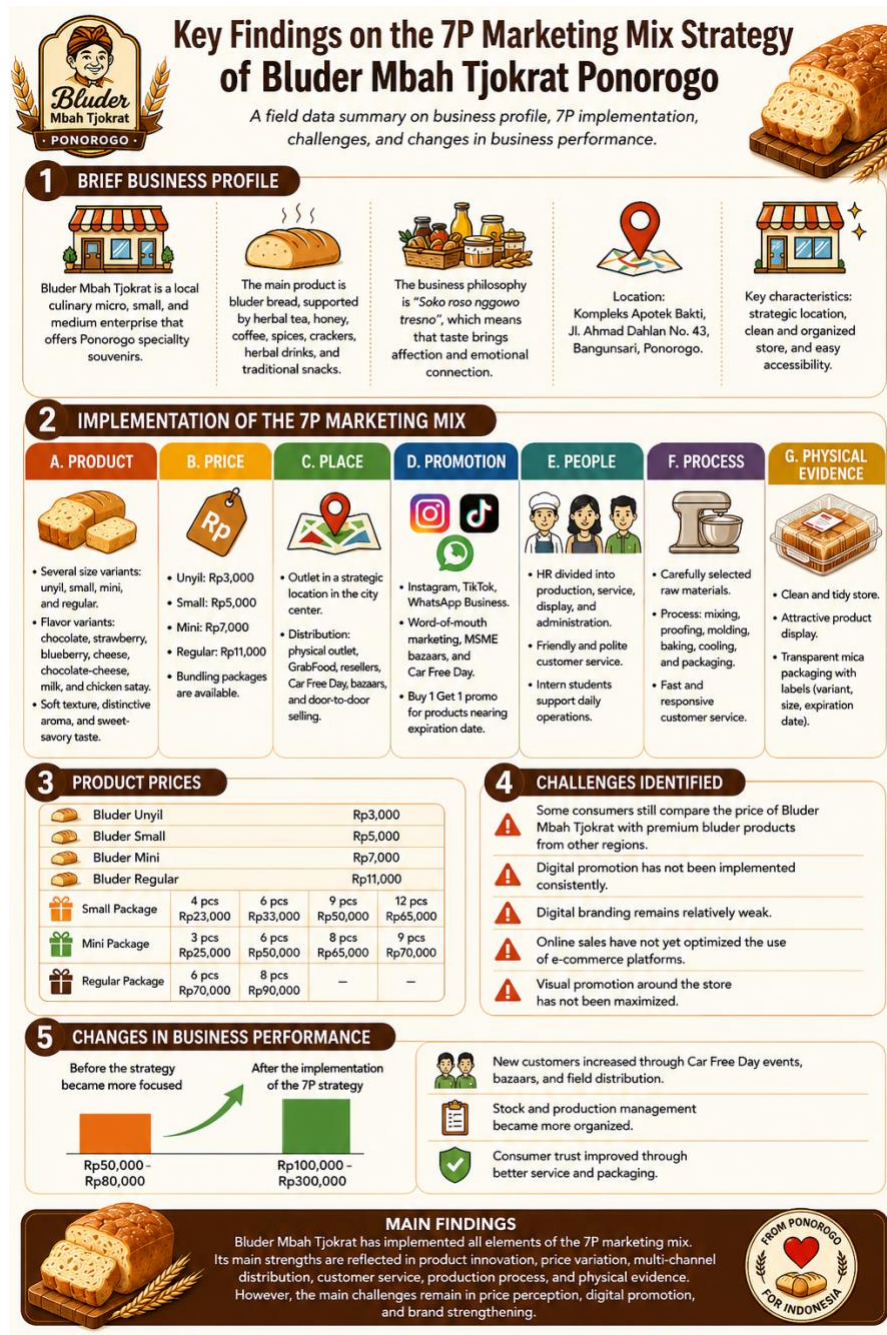


Figure 3. Analysis of Marketing Strategy Mix 7P Bluder Mbah Tjokrat Ponorogo

Overall, the study's results show that Bluder Mbah Tjokrat has implemented the 7P marketing mix to enhance the competitiveness of local culinary MSMEs. Product strategy based on taste innovation and local identity is the main strength. A varied pricing strategy provides flexibility for consumers. Venue and distribution strategies expand market access through outlets, digital platforms, CFDs, bazaars, and door-to-door distribution. Service, production processes, and physical evidence also support the creation of a positive consumer experience.

However, two aspects still need strengthening: price perception and digital promotion. Product prices need to be supported by a stronger value narrative so that consumers understand the

advantages of local products. Digital promotion also needs to be done more consistently to expand market reach, build brand awareness, and strengthen Bluder Mbah Tjokrat's position as a typical Ponorogo souvenir. Thus, the implementation of the 7P marketing mix at Bluder Mbah Tjokrat has been quite effective, but optimizing digital branding strategies and value positioning remains important for sustainably increasing competitiveness.

CONCLUSION

Based on the analysis of marketing strategies using the 7P Marketing Mix approach at Bluder Mbah Tjokrat, it can be concluded that this business has implemented a marketing mix comprising 7 aspects: product, price, promotion, place, people, process, and physical evidence. Comprehensively and directed to meet consumer needs and preferences. Overall, the implementation of the Marketing Mix 7P at Bluder Mbah Tjokrat demonstrates that the marketing strategy has succeeded in building a competitive local brand, meeting customer expectations, and increasing sales. However, obstacles in pricing and promotion indicate that the marketing strategy has not operated optimally and still needs strengthening, especially in the context of digital branding and clearer price positioning. Thus, implementing the 7P Marketing Mix at Bluder Mbah Tjokrat has had a positive impact on business development. There is still a need to evaluate and strengthen strategies, especially regarding pricing and promotions, so that this business can compete more effectively and expand more widely in the local and regional souvenir market in the future.

REFERENCES

- Astuti, H., Wijaya, S., & Agustina, M. (2023). Implementation of 7p Marketing Mix in Micro, Small and Medium Enterprises. *Reference : Journal of Management and Accounting Science*, 11(1), 1–14. <https://doi.org/10.33366/Ref.V11i1.4416>
- Haris, A. (2024). Marketing Strategies For Small And Medium Enterprises In Rural Areas. *Advances In Community Services Research*, 2(1), 8–23. <https://doi.org/10.60079/Acsr.V2i1.338>
- Kevin Lane Keller, K. (2018). *Marketing Management* (12th edition, pp. 214-231). Pt Index.
- Milles, M. B. (1992). *Qualitative Data Analysis* (p. 16). University of Indonesia (Ui) Press.
- Nasution, A. F. (2023). *Qualitative Research Methods* (First Printing). Harva Creative.
- Nurhayaty, M. (2022). Mix Marketing Strategy (Product, Price, Place, Promotion, Eople, Process, Physical Evidence) 7p at Pd Rasa Galendo, Ciamis Regency. *Journal of Media Technology*, 8(2), 119–127. <https://doi.org/10.25157/Jmt.V8i2.2669>
- Pramuki, N. M. W. A., & Kusumawati, N. P. A. (2024). Improving Smes Marketing Performance Through Market Orientation, Product Innovation, And Competitive Advantage In Bali-Indonesia. *Journal of Economics*, 20(2), 273–286. <https://doi.org/10.21831/Economia.V20i2.41159>
- Rahman, F. (2025). *The influence of product differentiation, innovation and traditional values on the competitive advantage of Sumenep batik SMEs is mediated by marketing capabilities in the midst of global competition. Vol 6 No 1*. <https://doi.org/10.24929/Missy.V6i1.4375>
- Siregar, S. (2021). *MSME Marketing Strategy in the Digital Era*. Kencana Prenada Media Group.
- Sofiah, M., Ramadhani, S., & Bi Rahmani, N. A. (2023). Analysis of the Influence of the 4p (Product, Price, Promotion, and Place) Marketing Mix on Purchase Decisions in Micro, Small and

- Medium Enterprises (MSMEs). *Journal of Economic and Business Research*, 16(2), 122.
- Teresia, & Soepraptus, V. (2025). Marketing Strategy of Marketing Mix 7p to increase sales volume at Ecaps Restaurant, Kemang, Jakarta. *Scientific Journal of Basic Education*, Vol. 10 No 02. <https://doi.org/10.23969/jp.v10i02.30736>
- Tjiptono, F. (2020). *Marketing Strategy* (4th Edition). Andi Offset.
- Wardana, M. A. (2023). *Marketing Strategy*. Intellectual Media Manifest.
- Widjaya, P. G., & Siwalankerto, J. (2017). *Analysis of Segmenting, Targeting, Positioning and Marketing Mix at Pt.Murni Jaya*. 5(1).