



Marketing Strategies To Create Competitiveness In MSMEs In Kampung Tahu Kediri

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Abstract. *Kampung Tahu Kediri, an area renowned for its production of authentic and high quality tofu, provides promising business opportunities for tofu traders. In the midst of increasingly fierce competition in the food and beverage industry, traders need to understand the importance of effective marketing strategies to build a strong competitive advantage. Tofu, as a traditional Indonesian dish, has great potential*

By applying an approach based on research that is recognized nationally and by experts, tofu traders in Kampung Tahu Kediri can get strong guidance in facing marketing challenges and maintaining the sustainability of their business. It is hoped that, by adopting effective marketing strategies, traders will increase consumer awareness of tofu products produced by traders in Kampung Tahu Kediri, expand the market share of tofu traders, increase consumer satisfaction, build a strong brand image for tofu traders in Kampung Tahu Kediri.

Keywords: *Marketing strategy, consumer awareness, brand image, product quality, MSMEs*

Abstrak. Kampung Tahu Kediri, sebuah daerah terkenal karena produksi tahu yang otentik dan berkualitas tinggi, memberikan peluang bisnis menjanjikan bagi para pedagang tahu. Di tengah persaingan yang semakin ketat dalam industri makanan dan minuman, para pedagang perlu memahami pentingnya strategi pemasaran yang efektif untuk membangun keunggulan kompetitif yang kuat. Tahu, sebagai hidangan tradisional Indonesia, memiliki potensi besar

Dengan menerapkan pendekatan berdasarkan penelitian yang diakui secara nasional maupun para ahli, pedagang tahu di Kampung Tahu Kediri dapat mendapatkan panduan yang kuat dalam menghadapi tantangan pemasaran dan menjaga keberlanjutan bisnis mereka. Diharapkan bahwa, dengan mengadopsi strategi pemasaran yang efektif, para pedagang meningkatkan kesadaran konsumen terhadap produk tahu yang dihasilkan oleh pedagang di Kampung Tahu Kediri, memperluas pangsa pasar pedagang tahu, meningkatkan kepuasan konsumen, membangun citra merek yang kuat bagi pedagang tahu di Kampung Tahu Kediri.

Keywords: Strategi pemasaran, kesadaran konsumen, citra merek, kualitas produk, UMKM

INTRODUCTION

Small and medium businesses (MSMEs) are managed independently by business owners and have a small market scope and workforce (Simmons, Armstrong & Durkin, 2008). The World Bank considers MSMEs as companies that meet two of three criteria: employee strength, asset size, or annual sales (Das, 2017). Kampung Tahu Kediri is an area famous for its authentic and quality tofu production. Tofu, as a traditional Indonesian food, has great potential to present attractive business opportunities for traders in this region. However, in facing increasingly fierce competition in the food and beverage industry, tofu traders in Kampung Tahu Kediri need to understand the importance of effective marketing strategies to create strong competitiveness. The tofu market is one of the potential trading sectors in Kediri City. One of the areas famous for tofu production is Kampung Tahu. However, in recent years, tofu traders in Kampung Tahu have faced serious challenges in maintaining their competitiveness. Changes in people's consumption patterns, increasingly fierce competition,

and a lack of effective marketing strategies are several factors that have caused a decline in the income of tofu traders in Kampung Tahu.

Most Indonesians consume processed soy products, such as tempeh, tofu, soy sauce, tauco, soy milk and bean sprouts. Tempeh and tofu use more soybeans for food, 50% and 40% respectively, and the rest is used for soy sauce, tauco, bean sprouts, flour, and other processed products (Silitonga and Djanuardi 1996).

In research conducted by Joko (2018) regarding marketing strategies in increasing the competitiveness of traditional food traders, the research results show that effective marketing strategies can provide significant profits for traders. One strategy that can be implemented is the use of social media as an effective promotional tool to reach potential consumers.

Other research conducted by Susanto (2019) regarding marketing strategies to increase the competitiveness of MSMEs shows the importance of using information technology in marketing products. In this research, it was found that traders who use e-commerce platforms or online ordering applications have the advantage of increasing market reach and expanding customers.

In addition, research by Cahyono (2020) regarding marketing strategies for culinary businesses shows that it is important to identify consumer needs and preferences to develop products that suit the market. This research concludes that traders who are able to accommodate consumer needs and provide added value to their products have an advantage in market competition.

Based on this literature, it can be concluded that effective marketing strategies, including the use of social media, information technology, and understanding consumer needs, can increase the competitiveness of tofu traders in Kampung Tahu, Kediri City. By implementing this strategy, tofu traders in Kampung Tahu can increase their visibility, reach a wider market, and maintain their income in the face of increasingly fierce competition.

LITERATURE REVIEW

Increasing Consumer Awareness

According to research conducted by Chaffey et al. (2019), the use of social media and creative advertising campaigns can be an effective tool in increasing consumer awareness of products and brands.

Results of Marketing Strategy Training by Kasmari et al. (2020), training participants are expected to be able to use marketing strategies in various forms, such as banners, posters, advertisements, and discounts for loyal customers. These are some examples of the results of preparing marketing strategies and visits during community service implementation

at tofu companies in Sijeruk Village, Sragi District, Pekalongan Regency.

Effective promotion is also an important factor in creating competitiveness. Research by Saeed et al. (2018) shows that MSMEs that use social media as a promotional tool have a higher level of competitiveness compared to those that only rely on conventional promotions. Therefore, Kamping Tahu Kediri MSMEs need to utilize social media as a means to expand market reach and increase their brand awareness.

Expanding Market Share

E-commerce, according to Baum (2000), is a set of technologies, applications and business processes that connect companies, consumers and communities through electronic transactions and electronic trade in goods, services and information. Meanwhile, according to Karmawan (2010) E-commerce is a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services which reduces space and time constraints which have been a challenge in the business transaction process. The development of internet media in Indonesia itself is the fastest compared to other media. There are two supporting factors that cause the internet to develop faster in mediating e-commerce, namely (1) the internet has very wide reach, is fast, cheap and easily accessible to the public; (2) the internet uses electronic data as a medium for delivering messages/data so that information can be sent and received easily and concisely, both in the form of analog and digital electronic data (Teo, 2006).

Increasing Consumer Satisfaction

According to research conducted by Zeithaml et al. (2020), friendly, responsive and professional service can help increase consumer satisfaction. In addition, collecting feedback from consumers through surveys or interviews is also important to understand consumer needs and make necessary improvements.

Brand Image

According to research conducted by Keller (2018), a strong brand image can be built through consistency in brand communication, consistent product quality, and positive consumer experiences. Tofu traders in Kampung Tahu Kediri need to build a unique brand identity and communicate it consistently to consumers.

Based on research by (Fitriani, et al.) 2021, the results of the analysis show that the position of the FUDIA brand is in the initial position of introduction. Developing Fudia brand equity can be done by maintaining and expanding the market area and increasing market share. Market expansion is carried out through a sales taskforce team with drivers. The development of Fudia Cake & Bakery product variants using local raw materials is a differentiating force.

Strengthening brand equity and program plans to build the necessary brand image, as well as promoting it systematically and sustainably are the main agenda.

Improving Product Quality

It is important for Kampung Tahu Kediri MSMEs to understand their market segment well. In a study by Khan and Zafar (2017), researchers found that MSMEs that have a deep understanding of their market preferences and needs have an advantage in designing products and services that meet consumer expectations.

To improve the quality of tofu products produced by traders in Kampung Tahu Kediri, serious attention is needed to the production process and raw materials. According to research conducted by Kumar et al. (2017), strict quality control and selection of quality raw materials can help improve product quality.

RESEARCH METHODS

According to Moleong (2007:6), this research uses a qualitative approach, using a type of descriptive research related to words and language, in a special natural context, and using various scientific methods. This research focuses on marketing strategies to make tofu traders in Tinalan Village, Kediri City, competitive.

The type of data used in this research is primary data obtained from observations and direct interviews with tofu traders in tofu villages with a sample of 24 tofu entrepreneurs. The aim of using a purposive sampling technique is to determine the behavior of tofu traders who have been established and survived in that place for a long time and their ability to compete with other tofu traders. Interviews and documentation are the methods used to collect data.

DISCUSSION RESULT

1. Increase Consumer Awareness:

To increase consumer awareness of tofu products from traders in Kampung Tahu Kediri, an effective marketing strategy is needed. According to research conducted by Chaffey et al. (2019), the use of social media and creative advertising campaigns can be an effective tool in increasing consumer awareness of products and brands. Apart from that, utilizing local influencers who have influence in the area can also help increase exposure of traders' tofu products in Kampung Tahu Kediri.

A strong brand will give confidence to consumers and differentiate tofu products from competitors. To increase consumer awareness, tofu traders in Tinalan have not utilized local influencers to help market tofu products. Maybe in the future the tofu village can take

advantage of Kediri residents who have many followers, or Kediri Witasa ambassadors can participate in promoting processed tofu which is a typical Kediri food on social media, so that it can increase consumer awareness of tofu products, especially in the Tinalan tofu village, Kediri City.

Additionally, it is important to use digital marketing strategies. In a study published in the international journal "Digital Marketing Strategies for Small Businesses" (Jones, 2018), it was stated that digital marketing can reach a wider audience and provide more effective results compared to traditional methods. By creating a strong online presence through social media, websites, and e-commerce platforms, tofu traders in Kampung Tahu Kediri can reach potential consumers outside the area.

2. Expanding Market Share:

To expand the market share of tofu traders in Kampung Tahu Kediri, a marketing strategy that focuses on market segmentation is needed. Based on research conducted by Kotler et al. (2016), proper market segmentation can help traders understand the needs and preferences of potential consumers. By understanding different market segments, merchants can adapt their products and marketing strategies to attract consumers from various segments.

First of all, it is important to carry out strong branding for Kampung Tahu Kediri tofu products. In international journal literature entitled "The Impact of Branding on Consumer Behavior" (Zhang, 2015), it is stated that effective branding can increase consumer trust and loyalty to products. By creating a strong and unique brand for Kampung Tahu Kediri, traders can attract consumer attention and differentiate themselves from competitors.

Next, it is important to adopt a product differentiation strategy. In international journal literature entitled "Product Differentiation and Competitive Advantage" (Porter, 1985), it is stated that products that are unique and superior can create competitive advantages. By developing flavor variations, attractive packaging, or providing added value such as organic tofu products or tofu with high nutritional content, tofu traders in Kampung Tahu Kediri can attract consumer attention and create a competitive advantage.

Finally, it is important to establish partnerships with restaurants and food shops outside Kampung Tahu Kediri.

In a study published in the international journal "The Role of Strategic Alliances in Competitive Advantage" (Dyer, 2004), it is stated that strategic partnerships can create competitive advantages through access to wider markets and more efficient distribution channels. By establishing partnerships with well-known supermarkets, outlets and food stores in big cities around Kampung Tahu Kediri, tofu traders can expand their market reach and

increase sales.

In order to expand the market share of tofu traders in Kampung Tahu Kediri, we recommend implementing the marketing strategies mentioned above. By carrying out strong branding, using digital marketing strategies, adopting product differentiation, and establishing partnerships with supermarkets, shops in traditional markets in Kediri, specialty souvenir shops outside the tofu village, and opening shops in front of the house. Apart from that, tofu traders in Kampung Tahu Kediri can increase their competitiveness and expand their market share.

In the Tofu village of Tinalan Kediri, the majority continue their parents' business, becoming the second generation. Of all the entrepreneurs you know, only the Wijaya Kembar store uses Facebook, the others are still traditional. For other entrepreneurs, apart from making products and selling them traditionally, there are several entrepreneurs who are expanding their market share by collaborating with supermarkets, in typical Kediri souvenir shops and selling at home.

3. Increase consumer satisfaction:

To increase consumer satisfaction with tofu products from traders in Kampung Tahu Kediri, it is important to provide good and quality service. According to research conducted by Zeithaml et al. (2020), friendly, responsive and professional service can help increase consumer satisfaction. In addition, collecting feedback from consumers through surveys or interviews is also important to understand consumer needs and make necessary improvements

Consumer satisfaction is an indication of the customer's belief in the possibility of the service causing positive feelings (Udo et al., 2010). According to Kotler and Keller (2006), customer satisfaction is the result of the customer's experience during the purchasing process, and plays an important role in influencing future customer behavior, such as online repeat purchases and loyalty (Pereira et al., 2016). Satisfaction is one of the most important measures of success in business to consumer (B2C) online environments (Shin et al., 2013). Satisfied online customers are more likely to shop again and recommend the online retailer to others (e.g., Pereira et al., 2017), while dissatisfied customers will leave the online retailer with or without complaints.

Satisfaction is closely related to customer attitudes and intentions, which are part of customer behavior (Holloway et al., 2005) and directly influence customers' positive behavioral intentions. Previous literature has confirmed a significant relationship between e-service quality and customer satisfaction (Blut et al., 2015; Gounaris et al., 2010; Kitapci et al., 2014; Udo et al., 2010). Gounaris et al. (2010) argue that e-service quality has a positive effect

on satisfaction. Electronic service quality also has a positive influence, both directly and indirectly, on satisfaction and on three behavioral intentions, namely repurchase intention, WOM, and site return visits. Therefore, the following hypothesis is provided to investigate the effect of service quality on customer satisfaction in online shopping."

To apply the concept of increasing consumer satisfaction in tofu villages, namely Product Variation: Providing various types of tofu with different tastes and textures can enable tofu factories to meet the preferences of various consumers. For example, yellow tofu, tofu sticks, or white tofu, walik tofu, crispy tofu, chocolate tofu, etc., which can suit consumer tastes. Local Flavors: Tofu factories in Kampung Tahu Kediri may also consider presenting regional or local specialties that are special attraction for local consumers.

Through implementing these principles, tofu factories in Kampung Tahu Kediri can ensure that their tofu products are of high quality and match consumer preferences, which in turn can increase consumer satisfaction and their competitiveness in the market.

4. Brand Image

To build a strong brand image for tofu traders in Kampung Tahu Kediri, an effective branding strategy needs to be implemented. According to research conducted by Keller (2018), a strong brand image can be built through consistency in brand communication, consistent product quality, and positive consumer experiences. Tofu traders in Kampung Tahu Kediri need to build a unique brand identity and communicate it consistently to consumers. In a study conducted by Keller (1993), he found that a strong brand can increase consumer loyalty and influence purchasing decisions. Therefore, tofu traders in Kampung Tahu Kediri must consider developing a brand that is unique and attractive to consumers.

To build a strong brand image in Kampung Tahu Kediri, tofu traders may implement several branding strategies based on research by Keller. The following are several strategies that can be implemented in Kampung Tahu:

1) Consistency in Brand Communication:

- a. Consistent Brand Name: Tofu traders in Kampung Tahu can ensure that they have a brand name that is consistent and easy for customers to remember. For the brands of

several tofu entrepreneurs in Kampung Tofu, almost all of them continue from the previous one because they are already in the second generation.

b. Consistent Logo and Visual Identity: Creating a strong, consistent brand logo and visual identity can help customers easily identify their products. Logos on several stores

2) **Consistent Brand Messaging:**

The brand message must be consistent in all forms of communication, including storefront banners, clean and attractive product packaging, and advertising on the web and other media.

Consistent Product Quality: High Quality standards: Ensure that every portion of tofu produced is of high and consistent quality in terms of taste, texture and appearance.

a. Use of Quality Raw Materials: Choose high quality tofu raw materials and provide a guarantee that the product does not contain low quality ingredients. Tofu traders continue to use imported soybeans, in order to maintain quality. To improve the quality of tofu products produced by traders in Kampung Tahu Kediri, serious attention is needed to the production process and raw materials. According to research conducted by Kumar et al. (2017), strict quality control and selection of quality raw materials can help improve product quality. In the future, it could be a suggestion that tofu traders in Kampung Tahu Kediri, apart from using imported soybeans, need to collaborate with local farmers to ensure the supply of quality raw materials and love domestic products.

b. Become a Tofu village

a) Increased Income: Kampung Tahu Kediri will become an attractive tourist spot for visitors because it is a tourist village. This shows that there will be more tourists who will buy tofu goods and services. With increased demand, entrepreneurs know they have an opportunity to increase their sales, which in turn will increase their revenue.

b) New Business Opportunities: With more tourists, local residents have the opportunity to set up businesses that support the tourism industry, such as

restaurants, cafes, souvenir shops and more. This will increase employment and entrepreneurial opportunities.

- c) **Promotion of Local Products:** As part of the tourism experience, Kampung Tahu Kediri can use visitors to promote local tofu products by giving them the opportunity to taste and purchase the products. This allows Kampung Tahu Kediri to improve marketing of local products better.
- d) **Promotion of Local Products:** As part of the tourism experience, Kampung Tahu Kediri can promote local tofu products by giving visitors the opportunity to taste and buy local products. This allows Kampung Tahu Kediri to promote local products more widely.
- e) **Increasing Brand Awareness:** By becoming a tourist destination, "Kampung Tahu" can become better known regionally, even nationally or internationally. This helps build a strong brand image and increase sales.
- f) **Bringing Local Culture and Traditions to Life:** Tourism often allows communities to maintain and celebrate their culture and traditions, such as cultural performances, crafts, and local festivals that are attractive to visitors.
- g) **Improving Quality of Life:** Local communities can improve their quality of life with additional income from the kampung tofu sector.

3) Positive Consumer Experience:

- a. **Friendly Service:** In providing friendly service to customers, as implemented there, we can help them with questions or provide recommendations that suit their preferences.
- b. **Cleanliness and Safety:** Ensuring the cleanliness of production and service areas is a priority. Food safety and sanitary quality are critical to creating a positive consumer experience. In the village, you know, cleanliness and safety are quite good.
- c. **Responsive to Feedback:** Merchants know they can collect feedback from customers and respond to it. If there are complaints or suggestions, responding to them well will improve the brand image. There they have implemented it, willing to accept complaints and suggestions from customers. With this, the tofu

village can survive for 2 generations even though it is famous for its simple and traditional sales methods. With the seller's friendliness in responding to consumers, this has become a positive thing in the brand image.

All these efforts will help tofu traders in Kampung Tahu Kediri build a strong brand image. With a strong brand image, they can differentiate themselves from competitors, retain customers, and even attract new customers who are attracted to the quality of the products and positive experiences they offer.

CONCLUSIONS

1. An effective marketing strategy is needed to increase customer awareness of tofu products sold by traders in Kampung Tahu Kediri. To reach a larger audience, a strong brand and digital marketing strategy can help reach a larger audience. For Kampung Tahu, leveraging local influencers and a strong online presence is key to increasing customer awareness of the tofu products sold by local traders.
2. To expand the market share of tofu traders in Kampung Tahu Kediri, a marketing strategy is needed that focuses on market segmentation, strong branding, product differentiation, and partnerships with restaurants, food stores, and traditional markets. Through implementing these strategies, merchants can attract consumer attention, create a competitive advantage, and expand their market reach. In the Tahu Tinalan village of Kediri, most of the tofu entrepreneurs still use a traditional approach in their business, but some have established partnerships with supermarkets, typical Kediri souvenir shops, and sell their products through their own homes.
3. To increase customer satisfaction in Kampung Tahu Kediri, it is very important to provide good, high-quality service and collect feedback from customers to help us increase their satisfaction levels. Customer satisfaction has a major impact on future customer behavior, such as repeat purchases and loyalty. In terms of online business, customer satisfaction can be increased by good quality e-services. Additionally, in the context of tofu factories, ideas such as product variety and local flavors can increase customer satisfaction by meeting customers' diverse preferences. In this way, tofu factories can ensure that their products are of high quality and match customer preferences, which in turn increases their competitiveness in the market.
4. An effective branding strategy that is consistent in communication, maintains product quality, and provides a positive customer experience is necessary to build a strong brand

image. Tourist destinations such as Kampung Tahu Kediri have the opportunity to increase income and create new business opportunities by promoting local tofu products. A positive experience provided to customers through friendly service, cleanliness, and responsiveness to feedback will help build a strong brand image, retain customers, and attract new customers.

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