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Jurnal Ultima Abdimas Nusantara is a Journal of the Universitas Multimedia Nusantara which presents output articles on community service in the field of Engineering, Informatics, Social sciences, and Humanities, as well as the latest theoretical and practical issue including SMEs Development, Application of Appropriate Technology, Digital Literacy, Management of Rural Areas with Local Wisdom, Community Economic Empowerment, Development of Environmentally Friendly Technology, Corporate Social Responsibility (CSR), SDGs-Based Village Area Management, Empowerment and Assistance for the Disabled Community, Environment and Disaster Management

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FOREWORD

The latest edition of the Journal Ultima Abdimas Nusantara, we are proud to present a series of articles that illustrate the spirit of dedication and collaboration within society. Through various research and community service projects conducted by academics and practitioners, we continue to strive to support community development and enhance societal welfare. This edition highlights various initiatives that demonstrate how science and technology can be practically applied to create a positive impact.

The articles featured in this journal cover a range of topics, from community economic empowerment, environmental management, to innovations in education and health. Each contribution in this journal not only offers solutions to the challenges faced by communities but also provides new insights that can be adopted and adapted in various other contexts. We believe that through this publication, readers can be inspired to continue creating and contributing to community service.

We extend our gratitude to the authors, reviewers, editors, and all parties who have contributed to this edition. Your dedication and hard work have made the publication of this journal possible and provided valuable resources for readers. We hope that the latest edition of the Journal Ultima Abdimas Nusantara can serve as a useful reference and inspire a spirit of collaboration and innovation in community service.

June 2025,

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Peran Penelaah dalam Pengembangan Buku Ajar SMK Bidang Pendidikan Animasi: Studi Implementasi dan Evaluasi

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ABSTRAK:

Industri animasi yang berkembang pesat di Indonesia menuntut kesiapan tenaga kerja kompeten melalui pendidikan vokasi di Sekolah Menengah Kejuruan (SMK). Buku ajar menjadi komponen penting dalam mendukung proses pembelajaran yang efektif dan relevan dengan kebutuhan industri. Artikel ini membahas peran penelaah dalam proses pengembangan buku ajar animasi untuk SMK, mencakup implementasi dan evaluasi terhadap isi, struktur, dan pendekatan pembelajaran. Penelaahan dilakukan secara kualitatif deskriptif dengan analisis isi berdasarkan standar kompetensi dari Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi badan standar, kurikulum, dan asesmen pendidikan pusat perbukuan. Hasil studi menunjukkan bahwa buku ajar telah disusun secara sistematis dan mendukung pembelajaran berbasis proyek, meskipun masih terdapat kekurangan seperti kurangnya pertanyaan pemantik dan ketidakkonsistenan istilah teknis. Masukan dari penelaah berkontribusi signifikan terhadap peningkatan kualitas akademik dan praktis buku ajar. Rekomendasi mencakup pembaruan berkala isi buku, pelibatan praktisi industri, serta pengembangan buku ajar digital berbasis teknologi dan kecerdasan buatan. Penelaahan buku ajar terbukti menjadi langkah strategis dalam menjaga mutu pendidikan vokasi yang adaptif terhadap dinamika industri animasi.

Kata Kunci: Animasi, Implementasi. Buku Ajar, Penelaah

PENDAHULUAN

Industri animasi merupakan salah satu subsektor ekonomi kreatif yang menunjukkan perkembangan pesat di Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif, 2020). Pertumbuhan ini menciptakan kebutuhan akan tenaga kerja yang kompeten dan terampil dalam bidang animasi digital. Dalam konteks ini, Sekolah Menengah Kejuruan (SMK) memiliki peran strategis sebagai lembaga pendidikan vokasi yang bertujuan untuk menyiapkan peserta didik agar siap memasuki dunia kerja melalui pembelajaran berbasis kompetensi (Kemendikbud, 2021).

Penyusunan buku ajar yang berkualitas (sesuai dengan standar kurikulum dan kebutuhan industri) memerlukan proses

penelaahan yang sistematis dan komprehensif. Penelaah berperan dalam memastikan bahwa materi yang disajikan tidak hanya akurat secara akademik, tetapi juga relevan dengan praktik industri animasi yang terus berkembang.

Tujuan utama dari penelaahan buku ini adalah: menjamin kesesuaian isi buku ajar dengan standar kompetensi lulusan SMK, menilai relevansi materi dengan kebutuhan industri animasi, memberikan masukan untuk peningkatan kualitas pedagogis dan teknis buku ajar.

Ruang Lingkup Buku Ajar. Buku ajar yang ditelaah mencakup topik-topik utama dalam pendidikan animasi di SMK/MAK Kelas XI-XII, antara lain: Persiapan Produksi Animasi, Proses Produksi Animasi,

Pembuatan Gerak Animasi, Finalisasi Produksi Animasi

METODE PELAKSANAAN

Tahapan Penyusunan Model BTU SMK/MAK 2024



Bagan 1: Tahap penyusunan Model BTU

Sumber: Badan Standar, Kurikulum, dan asesmen pendidikan Pusat perbukuan

Pendekatan Penelaahan

Penelaahan dilakukan dengan pendekatan kualitatif deskriptif, menggunakan analisis isi dan validasi terhadap standar kompetensi yang ditetapkan oleh Pusat Perbukuan, Badan Standar, Kurikulum, dan Asesmen Pendidikan, Kemendikdasmen. Penelaah juga mempertimbangkan aspek keterbacaan, kesesuaian ilustrasi, dan integrasi teknologi dalam pembelajaran.

1. Penulisan Naskah

Studi Awal: Penelaah bekerjasama dengan penulis dalam menyiapkan draft buku ajar untuk memahami sama-sama memahami struktur dan materi. Diskusi dan Konsultasi: Komunikasi dengan tim penyusun buku untuk klarifikasi dan pertukaran gagasan dilakukan dua tahap sampai mendapatkan kesepakatan untuk finalisasi naskah buku.



Diskusi penelaahan Tahap I (4-6 Juli 2024).
Sumber: Dokumentasi pribadi.

2. Pengolahan Naskah

Penelaah memberikan revidi berupa catatan rekomendasi perbaikan terhadap isi, bahasa, ilustrasi, dan pendekatan pembelajaran. Setelah penelaah melakukan verifikasi akhir terhadap versi final buku ajar, dilanjutkan ke pihak editor untuk penyelarasan akhir.



Diskusi penelaahan Tahap II (25-27 Juli 2024).
Sumber: Dokumentasi pribadi.

3. Penerbitan

Merupakan tahap finalisasi, pihak Pusat Perbukuan, Badan Standar, Kurikulum, dan Asesmen Pendidikan, Kemendikbudristek melakukan pendaftaran ISBN dan penetapan buku.

Instrumen Penelaahan

- Rubrik penilaian isi dan kompetensi
- Checklist kesesuaian dengan kurikulum SMK
- Kriteria keterbacaan dan visualisasi
- Umpan balik dari guru dan praktisi industri



Diskusi Finalisasi Naskah Buku (22-24 Agustus 2024).
Sumber: Dokumentasi pribadi.

HASIL DAN PEMBAHASAN

Hasil penelaahan menunjukkan bahwa buku ajar memiliki struktur yang sistematis dan mendukung pembelajaran berbasis proyek. Materi disusun secara bertahap dari konsep dasar hingga praktik produksi animasi. Ilustrasi dan contoh kasus yang digunakan cukup relevan dengan dunia kerja.

Namun, terdapat beberapa catatan penting yang kerap terjadi:

1. Pertanyaan pemantik terkadang masih dirasa kurang.
2. Contoh studi kasus yang disajikan kurang mengadopsi dari realitas di industri
3. Beberapa istilah teknis belum dijelaskan secara konsisten.

Analisis Kesesuaian. Isi buku ajar telah sesuai dengan standar kompetensi lulusan level SMK, khususnya dalam aspek keterampilan teknis dan pemahaman proses produksi.

Masukan dari penelaah memberikan kontribusi yang signifikan dan multifaset terhadap peningkatan kualitas buku ajar, yang meliputi:

1. Peningkatan Kualitas Akademik: Memastikan keakuratan konsep, kesesuaian teori dengan perkembangan terkini di industri animasi, dan kedalaman materi yang relevan dengan kurikulum SMK.
2. Peningkatan Relevansi Praktis: Memastikan materi, contoh kasus, dan latihan yang disajikan benar-benar aplikatif dan mencerminkan kebutuhan serta standar operasional di dunia kerja animasi profesional.
3. Penciptaan Acuan Utama: Buku ajar yang telah direvisi diharapkan menjadi acuan utama yang terpercaya dalam pembelajaran animasi di SMK.
4. Dukungan Kesiapan Kerja Siswa: Materi yang diperbarui akan lebih efektif dalam membekali siswa dengan keterampilan teknis dan non-teknis yang diperlukan untuk segera memasuki dunia kerja.

Berdasarkan hasil penelaahan, terdapat beberapa isu utama yang memerlukan perbaikan, di antaranya:

1. Kesesuaian Materi (Kurikulum & Industri): Beberapa materi, terutama pada perangkat lunak dan teknik rigging karakter, kurang mutakhir dan tidak sepenuhnya selaras dengan standar industri animasi 3D terkini.
2. Kedalaman Materi Praktis: Penjelasan langkah-demi-langkah (tutorial) pada beberapa bab (misalnya, frame-by-frame animation dan keyframing lanjutan) kurang detail dan dapat membingungkan bagi pemula.
3. Tata Bahasa dan Redaksi: Terdapat beberapa inkonsistensi terminologi, kesalahan ketik (tipografi), dan kalimat yang ambigu yang berpotensi mengurangi pemahaman siswa.
4. Visualisasi dan Ilustrasi: Kualitas beberapa tangkapan layar (screenshot) dan ilustrasi teknis masih rendah resolusinya atau kurang jelas dalam mendemonstrasikan proses kerja.
5. Evaluasi dan Asesmen: Soal latihan dan evaluasi di akhir bab kurang bervariasi; lebih banyak berfokus pada teori dibandingkan aplikasi praktis yang menguji kemampuan problem-solving siswa.

Untuk mengatasi permasalahan di atas, berikut adalah solusi dan rencana tindak lanjut yang akan diterapkan dalam proses revisi:

1. Pemutakhiran Materi (Solusi Akademik & Industri):
 - a. Revisi Konten Teknis: Memperbarui bab-bab tentang software animasi dan teknik produksi (misalnya, UV Unwrapping, Texturing, dan Lighting) agar sesuai dengan

- versi perangkat lunak dan alur kerja (pipeline) industri terbaru.
- b. Penambahan Materi Kritis: Menyisipkan atau memperluas pembahasan mengenai aspek non-teknis yang penting, seperti storyboarding lanjutan, visual development, dan manajemen project animasi.
 - c. Integrasi Contoh Kasus Industri: Menambahkan studi kasus nyata (baik lokal maupun internasional) untuk memberikan konteks praktis yang lebih kuat.
2. Peningkatan Tutorial dan Visualisasi (Solusi Praktis):
- a. Revisi Tutorial: Menulis ulang tutorial langkah-demi-langkah dengan bahasa yang lebih lugas dan menambahkan detail penting yang sebelumnya terlewat, khususnya untuk topik kompleks seperti *animation principles* dan *physics in animation*.
 - b. Peningkatan Kualitas Gambar: Mengganti semua tangkapan layar dan ilustrasi teknis dengan gambar beresolusi tinggi (HD) dan memberikan anotasi visual (panah, penekanan warna) untuk memperjelas titik-titik penting.
3. Perbaikan Redaksi dan Asesmen (Solusi Editorial):
- a. Koreksi Editorial Total: Melakukan pemeriksaan menyeluruh (proofreading) untuk menghilangkan kesalahan ketik, memastikan konsistensi terminologi

teknis, dan menyederhanakan kalimat yang rumit.

- b. Diversifikasi Soal Latihan: Mengembangkan soal evaluasi yang tidak hanya menguji teori, tetapi juga memberikan tugas praktikum mini (mini-project), studi kasus, dan simulasi problem-solving yang relevan dengan pekerjaan di industri.

Target Revisi	Keterangan	Penanggung Jawab
Fase I: Pemutakhiran Konten & Tutorial	Penyusunan ulang bab teknis dan penambahan detail praktis.	Penulis Utama & Ahli Industri
Fase II: Koreksi Redaksi & Visualisasi	Pemeriksaan bahasa, <i>proofreading</i> , dan penggantian gambar/ilustrasi.	Editor Bahasa & Desainer Grafis
Fase III: Finalisasi Asesmen	Pengembangan soal latihan dan evaluasi baru yang berorientasi praktis.	Penulis & Penelaah Kurikulum

Bagan 2: Target Revisi dari hasil proses Penelaahan.
Sumber: Tim Penelaah.

Revisi yang diusulkan sudah dilaksanakan dan mentransformasi buku ajar ini menjadi sumber materi/alat belajar yang komprehensif, mutakhir, dan sangat relevan dengan kebutuhan SMK serta industri animasi, diharapkan dapat secara optimal mendukung kesiapan siswa untuk bekerja dan menjadi referensi standar yang diakui secara akademik maupun praktis.



Cover Buku Siswa: Animasi Kelas XI dan XII
Sumber: Sistem Informasi Perbukuan Indonesia

Animasi Kelas XI dan XII

ISBN 978-634-00-1041-1

Link:

<https://buku.kemendikdasmen.go.id/katalog/animasi-kelas-xi-dan-xii>



Cover Buku Panduan Guru: Animasi Kelas XI dan XII
Sumber: Sistem Informasi Perbukuan Indonesia

Panduan Guru Animasi Kelas XI dan XII

ISBN 978-634-00-1041-1

Link:

<https://buku.kemendikdasmen.go.id/katalog/panduan-guru-animasi-kelas-xi-dan-xii>

KESIMPULAN DAN SARAN

Buku ajar ini dikembangkan untuk mengatasi tantangan utama dalam pembelajaran animasi di SMK, yaitu kurangnya referensi yang mutakhir dan memiliki relevansi industri yang tinggi, yang berakibat pada kesenjangan keterampilan siswa saat memasuki dunia kerja.

Hasil penelaahan komprehensif mengidentifikasi tiga area perbaikan krusial:

1. Kesenjangan Mutakhir: Beberapa materi teknis yang belum sesuai dengan *pipeline* dan standar industri animasi 3D terkini.
2. Kekurangan Praktikalitas: Instruksi praktis dan visualisasi tutorial kurang detail dan resolusinya rendah.
3. Keterbatasan Asesmen: Soal evaluasi kurang menguji kemampuan aplikasi dan *problem-solving* siswa.

Solusi Strategis dalam mengatasi permasalahan tersebut yang akan diterapkan dalam revisi meliputi:

1. Pemutakhiran Materi (Mutakhir): Mengintegrasikan teknik *rigging*, *texturing*, dan alur kerja (*pipeline*) produksi terbaru yang digunakan di studio profesional.
2. Peningkatan Praktikalitas (Relevansi): Menulis ulang tutorial dengan detail langkah-demi-langkah yang jernih dan mengganti seluruh ilustrasi teknis dengan kualitas visual yang tinggi (HD) dan beranotasi.
3. Diversifikasi Asesmen (Kesiapan Kerja): Mengembangkan soal evaluasi yang berfokus pada studi kasus mini (*mini-project*) dan simulasi masalah industri untuk mengukur hard dan soft skills siswa.

Dengan implementasi solusi di atas, buku ajar ini diproyeksikan menjadi referensi standar utama yang mampu menjembatani kesenjangan antara kurikulum SMK dan kebutuhan industri. Peningkatan kualitas

akademik dan praktis ini pada akhirnya akan memastikan kesiapan dan daya saing lulusan SMK untuk segera beradaptasi dan berkontribusi secara efektif di dunia kerja animasi.

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Sustainable Marketing Empowerment for Tangerang's F&B MSMEs Through the 4P Approach

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ABSTRACT

Tangerang's local economy relies heavily on MSMEs, particularly in the food and beverage industry. However, these businesses typically face significant challenges, including intense competition, limited resources, and a reluctance to adopt contemporary marketing techniques. Through the use of the 4P marketing mix—Product, Price, Place, and Promotion—this study investigates how culinary MSMEs in Tangerang are implementing sustainable marketing strategies. Selected MSME owners and local stakeholders participated in focus groups, observations, and interviews as part of a qualitative-descriptive data collection process. The findings reveal the need for MSME in Tangerang to create product uniqueness and diversification, have a pricing strategy according to the target market buying power, having a digital distribution channel, adding more selling point for the businesses and digital-based promotional efforts.

Keywords: Food and Beverages; Marketing Mix; Marketing Strategies; MSMEs; Sustainable Marketing

INTRODUCTION

The development of Micro, Small and Medium Enterprises (MSMEs) in the culinary industry especially in areas like Tangerang presents both significant economic potential and challenges regarding sustainability and market competitiveness (Raihan & Nurelisah, 2025). MSMEs plays a vital role of the Indonesian economy, contributing substantially to regional development (Mulyono & Rolando, 2024). But cut-throat competition and changing consumer approach call for new innovative marketing methods for these MSMEs to stay viable and grow (Fole, et al., 2024). This requires a strategic reorientation towards practices that not only enhance economic performance but also integrate environmental and social considerations, more in line with the wider sense of sustainability. (Sari, Alfarizi, & Ab Talib, 2024).

This paper examines the application of the 4Ps marketing strategy within the context of Micro, Small, and Medium-sized Enterprises in the culinary sector of Tangerang, Indonesia. Specifically, it investigates how product, price, place, and promotion elements are leveraged by these MSMEs to navigate competitive markets and enhance their sustainability (Permata, Hermawan, & Suharsono, 2023). Due to the fiercely competitive nature of the culinary industry, which is marked by a large number of current competitors and low entry barriers, these businesses must have strong and flexible marketing strategies. (Astro & Ghazali, 2022).

Using the 4Ps framework, this study attempts to examine the current marketing tactics used by Tangerang's culinary MSMEs in order to pinpoint areas in need of development and long-term expansion (Xia,

2023). It is essential to comprehend the subtle aspects of these tactics in order to create practical suggestions that are suited to the unique opportunities and difficulties that MSMEs in this dynamic area face. (Cay & Irnawati, 2020).

In order to satisfy customer demands and establish a unique market presence, this study will examine how Tangerang's culinary MSMEs strategically modify their product offerings, pricing models, distribution channels, and promotional activities (Xia, 2023). This analysis will consider how various marketing mix components contribute to increasing product competitiveness and sales, drawing insights from studies on similar MSME sectors (Alpiana, Indah, & Helmi, 2024). For instance, research on Magelang City's culinary MSMEs during the pandemic highlighted the importance of adaptive marketing strategies, including the marketing mix, to sustain business operations (Putri & Novitaningtyas, 2021).

The traditional marketing mix, often referred to as the 4Ps (Product, Price, Place, Promotion), serves as a foundational framework for developing marketing strategies (Maulana, 2024). Specifically, for culinary MSMEs in Tangerang, the integration of digital marketing alongside the 4P approach is crucial for enhancing competitiveness and business sustainability, particularly in the post-pandemic era (Fole, et al., 2024). Studies indicate that digital marketing, product innovation, and competency significantly influence MSME performance in areas like South Tangerang (Kasmad, Purnama, & Mustakim, 2024). Community outreach programs in Tangerang have already begun to address aspects like culinary diversification, food hygiene, and sanitation to empower MSMEs (Alexandra, Situmorang, & Kristiyanti, 2023).

METHODS

The methods of community service were done as part as Service Marketing course subject for Universitas Multimedia Nusantara students. Students learned the theory in classes, then went directly to the culinary MSMEs in Tangerang. Week by week the theories went deeper and he student help to analyze real marketing cases in culinary businesses. They interviewed business owner, analyze their company profile, vision, mission, products and target market, then analyze their marketing strategies using 4 P's approach.

Therefore, there are five steps needed for conducting these activities.

1. Class Preparation

First phase of the program is to educate the community service member as marketing mentor for the MSMEs. Table 1 shows the topics learned by the students.

Table 1. Service Marketing Topics

Topic	Material
Topic 1	Understanding the Hospitality and Tourism Marketing Process
Topic 2	Service Characteristics of Hospitality and Tourism Marketing
Topic 3	The role of Marketing in Strategic Planning
Topic 4	The Marketing Environment
Topic 5	Managing Customer Information to Gain Customer Insights
Topic 6	Customer-Driven Marketing Strategy: Creating Value for Target Customers
Topic 7	Designing and Managing Products and Brand: Building Customer Value
Topic 8	Distribution Channels: Delivering Customer Value
Topic 9	Engaging Customers and Communicating Customer Value and Advertising
Topic 10	Promoting Products: Public Relations and Sales Promotions

Source: Author's Data

There are total 28 hospitality students were joining this course, 15 Female and 13 Male as can be seen in Figure 1. Later, they formed into 5 groups with their own chosen culinary MSME to analyzed. The study is part of their final test score results. The class were done at even semester 2023/2024, and the project were done during the timeframe.

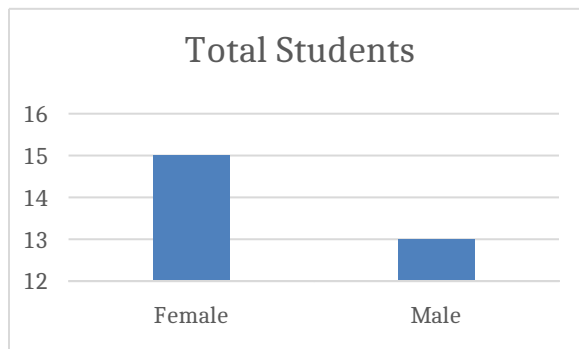


Figure 1. Total Students involved

2. Field Survey and Interview

The next phase is to do field survey and interview with the MSMEs Culinary owner (Figure 2). This step is to learned more about the businesses, so they can implement effective marketing strategy. The elaboration of their company vision and mission, company profile, target market, business concept, market segmentation to the competitor analysis.



Figure 2. Interview Phase

3. Assessment and Strategy Developing

The students then did the assessment of the data gathered from the interviewed. After knowing what the culinary enterprises business target and goals, then the students developed marketing strategy using 4P's approach according to what they learned in class.

4. 4P's Mentoring

After the strategy has been made, the students then made physical report about the marketing strategy resulted from the discussions and analysis. The students will be giving the MSME's owners the strategy recommendation for their businesses according to the cases found in the field. The mentoring was done after class; the topics were following the topic given in class. Later on, in the next class meetings, the students will present the situation in the field and will discuss about the proper marketing strategy for the businesses.

5. Evaluation

Last steps of the community outreach program end in Evaluation. This is to ensure the MSMEs get the knowledge and benefits from the activity. The business owners are also

given the printed out strategy and analysis of the 4P's approach in report format (Figure 3).



Figure 3. Evaluation and Strategy Report Acceptance

RESULTS AND DISCUSSION

There are five MSMEs joined in the community outreach activity, as can be seen in Table 2.

Table 2. Object Culinary MSME

Owner's Profile	Culinary MSME	Establishment Period & Operational Hours
Female, 55 years old	Fried Meatball Stall (<i>Bakso Goreng</i>)	5 years, opened from 5PM-11PM
Female, 30 years old	Dimsum Stall	3 years, open from 10AM-10PM
Male, 44 years old	Chicken Noodle stall (<i>Mie Ayam</i>)	2 years in Serpong area, 30 years in Lampung, opened from 8AM-8 PM
Male, 38 years old	Spicy smashed chicken & instant Noodle Stall (<i>Ayam Geprek & Indomie Bangladesh</i>)	3 year, opened from 5PM-11PM
Male, 45 years old	Traditional Fried Chicken Stall (<i>Pecel Ayam</i>)	3 years, opened from 8 AM-5 PM

Source: Author's Data

1. Fried Meatball Stall (*Bakso Goreng*)

The fried meatball stall is halal meat products sold in fresh market in Gading Serpong area (Figure 4). There are several *Bakso Goreng* seller in area, but mostly are non-halal products.



Figure 4. Fried Meatball Stall

Table 3. Current 4P's of Fried Meatball Stall (*Bakso Goreng*)

4P's	Elaboration
Product	Sell Fried Meat Tofu (<i>Tahu Bakso Goreng</i>), Stick shaped Meat (<i>Bakso Stik</i>), Shrimp Meatball (<i>Bakso Goreng Udang</i>).
Price	Rp 5.000 – Rp 15.000 per pcs
Place	Small Stall at Fresh Market.
Promotion	No Promotion

Source: Author's Data

As mention in Table 3, the business owner never uses any promotion to increase their brand awareness or to increase sell. Since they only sell very limited product and only focuses on *Bakso Goreng*, it is recommended for the business owner to expand their sales by selling the frozen type of *Bakso Goreng*. Then, the owners may sell it in the e-commerce to create more market. With the selling points growing in number,

they may try to do promotion within their online and offline store.

2. Dimsum Stall

The dimsum shop is a premium homemade chicken shumai with Halal focused ingredients. Based on the price range given, this shop targets customers who are on average from the middle to upper middle class. Given that the price offered is quite expensive for snacks such as shumai, not all circles can enjoy or also buy this food. It is advisable to create another menu which more acceptable to the market in the area, since the location are near University.

Table 4. Current 4 P's of Dimsum Stall

4P's	Elaboration
Product	Chicken Shumai (steamed dumplings) with different kind of toppings on top (seaweed, crabstick, etc), and Fried Spring roll (<i>Lumpia goreng</i>)
Price	All Rp 10.000/pcs. Rp 54.000/6 pcs
Place	Located at food court
Promotion	Bundle Pricing

Source: Author's Data

Product diversification is important for this business, since it is only sells 2 types of dimsum (Table 4). Other set of prices or volume promotion are also advisable to create more market segment to buy the product. Since the competition of steamed dimsum is intense, the business owners has to create something unique for the improvement of the product. For example, Shumai birthday cake, or Shumai with mentai sauce. With good packaging and good visual, the ordinary dimsum will also get the niche market.

3. Chicken Noodle Stall (*Mie Ayam*)

The chicken noodle stall located in a food court in Serpong area (Figure 5). The business first started in Lampung area for 30

years, then the owner moved and continue to sell the chicken noodle in Serpong area.

Table 5. Current 4P's of Chicken Noodle Stall (*Mie Ayam*)

4P's	Elaboration
Product	Range of Noodles with chicken and additional toppings.
Price	Rp 18.000 – Rp 25.000,-
Place	Located at food court, GoFood & GrabFood
Promotion	No Promotion

Source: Author's Data

Since the location is near universities, their main target market are students and employees from offices nearby. However, since *Mie Ayam* is an Indonesian staple, there are a lot of similar products sold everywhere near the area. Thus, the business owner has to differentiate the product, especially with products that acceptable with their target market.



Figure 5. Strategy Report Given to the Business Owner

As the distribution channel, the owners already try to sell the products not only from the offline store, but also using online store using GoFood and GrabFood apps (Table 5). This strategy is needed for adding another selling point, hoping to increase sales. However, the competition within the apps also fierce, thus the business owners also has to create promotion strategy within the apps.

4. Ayam Geprek and Indomie Bangladesh stall

The establishment has a concept of a street food vendor using tent, selling Ayam Geprek and Indomie Bangladesh (Figure 6). Indomie Bangladesh is their signature menu; it uses spices from Aceh but is popular in Medan. This is an individual owned company and has 4 branches located at Sunter, Pasar Paramount Gading Serpong, Gtown Square, and Fresh Market Cibubur. As one of the business goals is to have several franchises of the business in another city in Indonesia, thus the business has to set some strategies.

Table 6. Spicy smashed chicken & instant Noodle Stall (*Ayam Geprek & Indomie Bangladesh*)

4P's	Elaboration
Product	Range of Indomie, <i>Ayam Geprek</i> and Fried Rice (<i>nasi goreng</i>).
Price	Rp 20.000,- - Rp 40.000,-
Place	Located in Fresh Market
Promotion	No Promotion

Source: Author's Data

Culinary MSME's has unique challenges, such as limited resources and intense competition, especially *Ayam Geprek* and Indomie seller in Indonesia. To address this difficulties, this business has to enhance their market positioning and operational resilience. This involves a deeper examination of how digital marketing and product innovation contribute to their entrepreneurial strategies (Hanafiah, Azizah, & Damayanti, 2025). This type of MSME which sell easy-to-get product have to deepen their product innovation, to differentiate them with their competitors.



Figure 6. After mentoring session

5. Pecel Ayam Stall

The traditional fried chicken stall is one of the culinary businesses located inside an office building in Gading Serpong area. The target market is mostly from the office workers and university students nearby the office buildings.

Table 7. Traditional Fried Chicken Stall (*Pecel Ayam*)

4P's	Elaboration
Product	Fried Chicken with additional toppings and <i>Soto Ayam</i> (Chicken soup)
Price	Rp 15.000 – Rp 25.000,-
Place	Located inside a building
Promotion	No Promotion

Source: Author's Data

The fried chicken stall only sells the products offline, and rely the sales heavily on office workers or university students who came to the building (Table 7). This creates difficulties for the business owners, since it is considered seasonal customers. University students has a break period which normally can take one to three months. The office workers also will occasionally eat at another place. Thus, it is important for the business to expand their selling point using online apps, such as GoFood or GrabFood.



Figure 7. Fried Chicken Menu

The products sold in this establishment is also too simple (Figure 7), and people can get the same menu everywhere. So, the business may try to add more menu and something that are more suitable to the target market.

CONCLUSION AND RECOMMENDATION

In order to maximize their marketing efforts and promote sustainable growth in a competitive environment, this study ends by providing strategic recommendations for Tangerang's culinary MSMEs. These suggestions highlight how important the 4Ps—product, price, place, and promotion—are to reaching marketing goals and boosting sales for small and medium-sized businesses. Long-term business viability depends on increased customer satisfaction and loyalty, which can be achieved through effective management of these marketing mix components.

Furthermore, to maximize the 4Ps' combined influence on market penetration and profitability, an integrated approach is essential, in which each component is in harmony with the others. MSMEs can improve their competitive edge and effectively adapt to changing consumer preferences and market demands by comprehending and strategically implementing each element of the marketing

mix. In the end, a company's capacity to shape consumer behavior and encourage repeat business is greatly aided by the strategic use of the marketing mix, which in turn increases customer loyalty.

Product innovation and product excellence are one of the main factors to ensure the culinary business viability. Further, the MSME are mostly selling easy-to-find Food and Beverage, thus product uniqueness and diversification are important for the business.

As for Pricing strategy, the business owner may match their pricing with the target market buying power. Thus it is important for the business owner to know, who are exactly their target market for the businesses.

The Distribution Channel for the F&B establishments in Tangerang are recommended to create more selling point to increase sales. Online store within F&B apps like GrabFood and GoFood are encouraged. This can ensure the business longevity and sustainability.

The integration of modern marketing techniques, particularly digital platforms, can mitigate challenges such as limited digital literacy and inadequate infrastructure often encountered by MSMEs. It is important for the MSME to have their promotion, especially using digital marketing, since most of their target market are using digital platforms.

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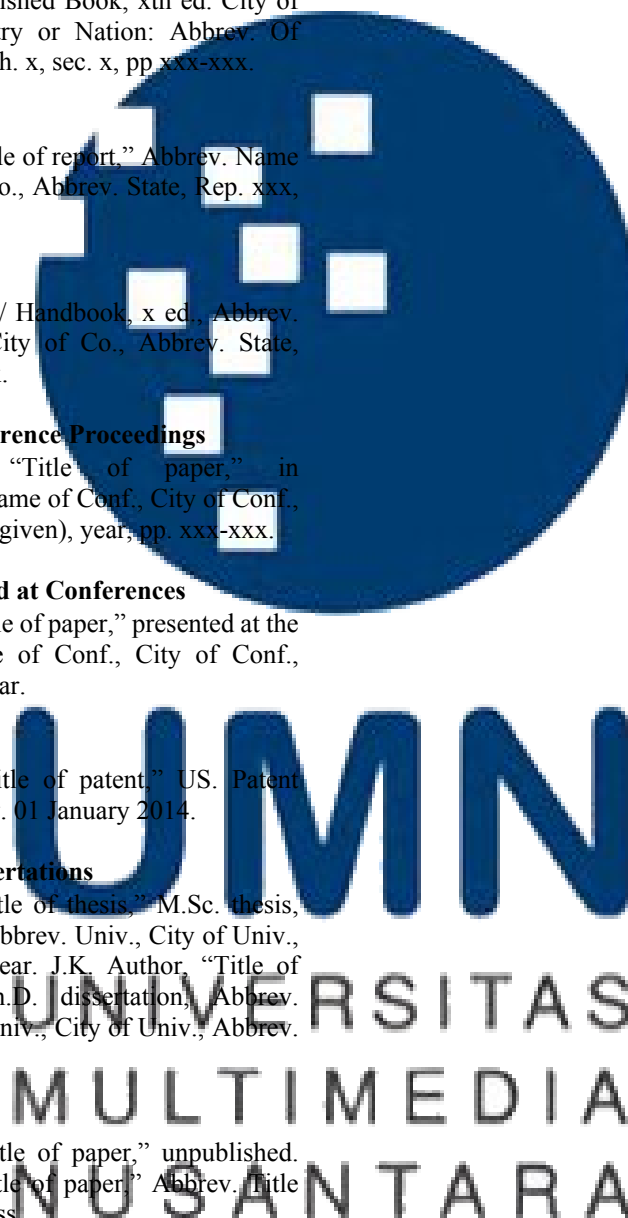
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