

## Innovative Marketing Strategies in Culinary MSMEs: A Case Study of Warkop Agam Medan

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### Abstract

This study aims to examine the marketing strategies implemented to increase sales at Warkop Agam Medan. The research employs a qualitative descriptive method and was conducted at Warkop Agam, located at Jalan Karya Wisata No. 73, Pangkalan Mansyur, Medan Johor District, Medan City, North Sumatra. Data were collected from both primary and secondary sources using techniques such as observation, interviews, and documentation. The analysis involved organizing and interpreting data through a qualitative descriptive approach supported by relevant literature and expert opinions. The findings indicate that: (1) Warkop Agam applies a marketing strategy focused on excellent customer service, consistent product quality, and varied pricing; (2) While annual sales have experienced fluctuations, the overall trend remains stable without significant impact on year-over-year growth; (3) A notable strength is the shop's strategic location along a major road, contributing to its visibility; and (4) The main weakness lies in limited digital marketing efforts, particularly underutilization of social media platforms such as TikTok, YouTube, Instagram, and food vlogs. This research highlights the importance of integrating traditional marketing with digital strategies to enhance competitive advantage in the culinary MSME sector.

**Keywords:** Marketing Strategy, MSME, Culinary Business, Digital Promotion, Sales Performance

### Introduction

A marketing strategy is a method for introducing products to consumers, which is crucial since it directly correlates with the profits attained by the seller (Maharani & Syah, 2024). The efficacy of a marketing strategy is maximized when underpinned by meticulously planned planning, both internally and externally (Sihombing et al., 2023). Strategy is defined as the process of formulating plans by senior leaders that concentrate on the organization's long-term objectives, together with the development of methods to attain these goals (Amelia et al., 2023). Strategy is explicitly described as a gradual and ongoing activity, executed from the perspective of anticipated client expectations in the future (Utami et al., 2024).

Effective product marketing plays a crucial role in increasing sales and securing a competitive market share (Bhirawidha, 2025). When marketing is well-executed, sellers are more likely to achieve optimal profits (Muflikh et al., 2024). Conversely, poor marketing efforts can lead to decreased revenue. (Vahabzada & Andersone, 2024). The essence of marketing lies in understanding consumer needs, creating products or services that align with those needs, and effectively communicating their value to potential customers (Nasib, Syaifuddin, et al., 2023). By persuading consumers that a product meets their expectations, businesses can build customer trust, enhance brand loyalty, and improve long-term performance (Khairani, 2023). Thus, strategic marketing is essential for sustainable business growth and profitability (Alimin et al., 2025).

Conversely, consumer preferences are distinct and fluctuate rapidly, influenced by advancements in science and technology, economic expansion, cultural evolution, and governmental regulations (Firman Hidayat et al., 2024). To enable sellers to compete effectively, marketing strategy is crucial for business success; thus, the marketing domain significantly contributes to the realization of business planning (Pranata & Ekasasi, 20224). The execution of marketing strategy by using opportunities can enhance sales and improve the business's market position (Syahrani & Nirawati, 2025). The vendor must effectively manage sales to prevent existing consumers from transitioning to



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competitors (Wakhyuni et al., 2024). Sellers must comprehensively grasp the wants and desires of consumers; therefore, effective marketing is essential (Nasib, Julitawaty, et al., 2023). The marketing mix is a crucial element required by organizations or entrepreneurs to establish a coherent market aligned with organizational objectives. The marketing mix comprises the "four P's": product, price, place, and promotion (Nasib, 2021).

The food and beverage industry tends to experience continuous growth, both in quantity and quality. Companies often either enhance existing items or innovate new offerings (Sihombing et al., 2024). This is executed to uphold the company's reputation (Daulay, 2022). A marketing strategy is a plan outlining the company's anticipated effects of diverse marketing actions or programs on the demand for its products or product lines within certain target markets (Nirmalasari, 2019). Marketing plans encompass acts that influence product demand, such as adjusting prices, altering advertising campaigns, creating special promotions, and selecting distribution channels (Sari et al., 2023).

Despite Warkop Agam's considerable popularity among consumers, the competitive landscape in the area has significantly influenced its commercial operations. Warkop Agam encounters fluctuations in sales and consumer numbers each month, resulting in inconsistency. This affects Warkop Agam's monthly revenue. This situation indicates that Warkop Agam is suboptimal in its marketing plan management, adversely impacting purchase decisions and sales growth.

**Table 1 Sales Data of Warkop Agam in 2024**

Months	Sales Per Month (Rp)	Percentage
January	Rp.61.500.000	-
February	Rp.61.890.000	6%
March	Rp.48.450.000	-21%
April	Rp.58.980.000	21%
May	Rp.55.320.000	-6,2%

**Source: Warkop Agam 2024**

Table 1 above illustrates the fluctuations in sales in Warkop Agam Medan, highlighting both increases and decreases in sales figures. In January, February, April, and May 2024, Warkop Agam witnessed a significant gain in income. The table indicates price fluctuations that transpire during specific intervals. Whereas in March there was a decrease in sales turnover, from this table it can be concluded that Warkop Agam is still not optimal in managing its marketing management.

The proprietor of Warkop Agam must instill greater confidence in loyal customers to encourage repeat purchases. Additionally, the proprietor should assess monthly revenue to enhance sales volume. If sales turnover has risen gradually, it is essential to assess if this is attributable to the ineffectiveness of the current marketing strategy or if it is impacted by evolving consumer preferences and behaviors. One method to enhance sales is through the marketing mix. The marketing mix is crucial in shaping customer decisions. Observing the competitive landscape of existing warkop establishments, the predominant strategy employed is merely to attract consumers. In contrast, Warkop Agam implements a strategy that not only draws in consumers but also ensures their retention in the firm.

Pentingnya strategi pemasaran semakin kerasnya persaingan yang dihadapi oleh perusahaan pada umumnya (Hou et al., 2024). Dalam situasi yang demikian, tidak adalagi pilihan lain bagi perusahaan kecuali berusaha untuk menghadapinya atau sama sekali keluar dari arena persaingan (Amelia, 2024). Perusahaan harus meningkatkan efektifitas dan nilai pelanggan, seperti yang dikemukakan bahwa respon yang paling baik untuk melindungi pasar yaitu dengan melakukan inovasi terus menerus continous innovation (Syaifullah, 2021).

The significance of marketing strategy lies in the intensifying rivalry encountered by organizations overall (Hou et al., 2024). In this scenario, the corporation has no alternative but to address the issue or withdraw entirely from the competitive landscape (Amelia, 2024). Companies must enhance efficiency and consumer value, as it is posited that the optimal strategy to safeguard the market is to engage in constant innovation (Syaifullah, 2021).

## Theoretical Review

A marketing strategy is a methodical and thorough planning process undertaken by a corporation or business entity to attain its objectives through an efficient marketing approach (Fadli et al., 2021). A marketing strategy comprises a sequence of actions employed by organizations to attract, retain, and enhance consumer happiness through exceptional value propositions (Hou, 2023). This strategy often entails the implementation of a marketing mix comprising four primary components: product, price, place, and promotion (Nasib et al., 2019). The four factors serve as primary indicators in formulating a targeted marketing plan (Novirsari, 2022). The product pertains to the quality and variety of the menu, price concerns affordability and value, place denotes location and convenience, and promotion encompasses strategies to attract consumers via advertising, discounts, social media, and referrals (Nasib, Pranata, et al., 2023).

Enhancing sales is a primary objective of executing a marketing plan (Razaq et al., 2024). Sales constitute the transaction of commodities and services for monetary compensation, anticipated to yield profits (Nofriza, 2022). Sales may rise if the executed marketing strategy effectively targets the market and satisfies consumer demands (Martin & Nasib, 2021). Indicators of heightened sales encompass an escalation in transaction volume, an augmentation in client count, an enhanced frequency of customer visits, and a rise in turnover (Nasib et al., 2024). In the realm of enterprises like coffee shops, good marketing methods can enhance customer experience, foster loyalty, and draw new patrons through innovative promotions and superior services (Nasib, 2024).

## Methodology

This study employs qualitative research methodologies. The qualitative research approach is grounded in postpositivist philosophy and is employed for investigations centered on the circumstances of natural objects. Furthermore, it employs data collection methods utilizing triangulation (combined), alongside inductive or qualitative analysis. The findings derived from qualitative study underscore the significance of generalization. Qualitative research prioritizes the observation of phenomena through descriptive methods, which involve examining the current status of a human group, an item, a set of conditions, a system of ideas, or a class of events. The investigation was conducted at Warkop Agam Medan, situated at Jalan Karya Wisata No. 73, Pangkalan Mansyur, Kecamatan Medan Johor, Medan City, North Sumatra 20146.

Study data can originate from several sources, collected through various methodologies during the study process. These data sources can be categorized into two types: Primary Data and Secondary Data, the latter comprising supporting information acquired from journals, books, and other pertinent sources. The data collecting strategies that significantly facilitate the execution of research utilizing data collection methods are: Observation and interviews serve as data collection techniques when a researcher aims to conduct a preliminary study to identify issues requiring further investigation, or when seeking in-depth insights from a limited number of respondents. This research used a qualitative descriptive method for data analysis, involving data collection, compilation, and analysis to derive results substantiated by expert opinions and theoretical literature reviews. Data analysis procedures refer to the methods employed by researchers to interpret the obtained data.

## Results and Discussions

### Results

#### Internal and External Environment of Warkop Agam

The internal environment refers to the organizational context that exists within a corporation and directly influences its operations and dynamics. Analysis can be conducted through a functional approach by examining people and financial resources.

##### a. Human resources (HR)

Human resources currently exert significant effect on a company operating within an unpredictable and unstable commercial environment. Organizations must exhibit flexibility and abandon rigidity. Business operations are increasingly governed not alone by regulations but also

by vision and values, necessitating dependable human resources who share the company's insight, creativity, knowledge, and vision.

b. Finance

According to conversations with the proprietor of Warkop Agam regarding the financial aspect of the firm, it was indicated that Warkop Agam has not encountered any issues with bookkeeping to date.

### Internal and External Environmental Analysis of Warkop Agam

SWOT analysis is a strategic method employed to systematically uncover many aspects for formulating corporate strategy. This matrix demonstrates the alignment of the company's external opportunities and threats with its internal strengths and limitations. SWOT analysis is essential for assisting managers in formulating four distinct strategies, which are as follows:

a. Strength

Enhancing delivery service is crucial for customer retention, as improvements in the service system are intended to prevent consumers from switching to other products. A distinctive food flavor refers to the selection of beverage features that must be differentiated from the drink's taste. Taste is a characteristic of beverages encompassing appearance, aroma, flavor, texture, and temperature. Taste is a collaborative function of the five human senses: gustation, olfaction, tactile perception, vision, and auditory perception (Stanner and Buttriss).

b. Weaknesses

The lack of promotion through media such as the internet, radio and newspapers is one of the factors for the low popularity of products among consumers. The lack of marketing efforts causes the product to be less widely known, resulting in low public buying interest. In addition, sub-optimal service to consumers also worsens the business image. Customer dissatisfaction due to unfriendly or unresponsive service can reduce loyalty, even causing customers to switch to competitors. Therefore, increased promotion and quality service are important strategies to attract consumer attention and increase sales in a sustainable manner.

c. Opportunities

Consistent revenue and favorable customer perception are critical indications of a business's success. When clients possess a positive perception of the product or service, loyalty and buy frequency will grow. Moreover, ensuring client well-being through hygienic product presentation constitutes a business obligation in fostering enduring trust. Positive connections with suppliers significantly influence operational efficiency, particularly in securing the availability of high-quality raw materials. The interplay of revenue, favorable reputation, customer care, and strong business relationships will enhance the company's market position.

d. Threats

The fear of escalating staple prices adversely affects the wellbeing of households that formerly fulfilled nearly all their demands, but have since begun to restrict their consumption due to scarcity. The household's tranquility is significantly disrupted; the community ought to prioritize primary demands essential for daily existence, setting aside secondary and tertiary concerns. This approach can be implemented by the community. The intense competition among cafés to secure and leverage substantial market shares aims to maximize profits. In this competitive landscape, no single company can dominate the market share, fostering a healthy rivalry characterized by lower pricing, which compels companies to enhance efficiency and stimulate innovation. If one or more companies attain a significantly higher market share than their competitors, they can achieve greater profits by setting prices above costs, resulting in elevated prices.

### Marketing Strategies Used by Warkop Agam

Based on the results of the research that has been conducted, there is information regarding the marketing strategy of Warkop Agam Medan using the 4P marketing mix as follows:

- a. *Product* (product)  
The products provided by Warkop Agam have a variety of food, drink and coffee menus. This large menu of food and drinks makes it easy for consumers to choose according to their wishes.
- b. *Price* (Price)  
The prices applied by Warkop Agamm in each menu have differences, such as with different toppings and drinks that also have different flavors, all prices are listed on the food and drink menu list so that consumers can more easily choose according to what they want.
- c. *Place* (place)  
The location of the business selection at Warkop Agam is on a large intersection with dense population and students. The location chosen is quite strategic because it is a busy place. The location of Warkop Agam is on Jalan Karya Wisata No. 73, Pangkalan Mansyur, Kec. Medan Johor, Medan City, North Sumatra 20146.
- d. *Promotion*  
The promotion carried out by Warkop Agam is good, namely making a banner that stretches in front of his business so that everyone passing by will see the banner because its location is on the main road and main road. The promotion used by Warkop Agam is by using *Word of mouth marketing*, which is one of the marketing processes carried out by word of mouth.

## Discussions

### Swot Analysis of Warkop Agam

<p>S (<i>Strength</i>)</p> <ul style="list-style-type: none"> <li>- Strategic Location</li> <li>- Very Smooth Wifi</li> <li>- Close to Campus</li> </ul>	<p>W (<i>Weakness</i>)</p> <ul style="list-style-type: none"> <li>- Less Friendly Service</li> <li>- Limited Parking Location</li> <li>- Lack of Space</li> </ul>
<p>O (<i>Opportunity</i>)</p> <ul style="list-style-type: none"> <li>- Government Support</li> <li>- Stable and Technological Development Information</li> <li>- The number of easy kids who like the same business Play Games in a Warkop</li> </ul>	<p>T (<i>Threats</i>)</p> <ul style="list-style-type: none"> <li>- Raw material prices that are not</li> <li>- New Competitor Emerges With</li> <li>- Adjacent Warkop Location</li> </ul>

The marketing strategy employed to enhance sales at Warkop Agam focuses on delivering exceptional service to every customer, prioritizing customer satisfaction to encourage repeat interactions. The quality and taste of the food are assured, ensuring that consumers remain satisfied and do not experience disappointment.

The price of each meal varies among the different options. The pricing displayed on each menu allows buyers to assess their preferences. Locations adjacent to the main road are utilized to advertise the Warkop Agam enterprise through visible banners for passersby, so informing the public of the trading business's presence in their vicinity. The access afforded to this business is notably strategic for commercial operations.

Sales at the Warkop Agam establishment before and after the implementation of the marketing plan were analyzed in the study. Warkop Agam Medan reported sales of Rp61.500.000 in January, Rp61.890.000 in February, Rp48.450.000 in March, Rp58.980.000 in April, and Rp55.320.000 in May. The sales are erratic, reflecting the fluctuations in revenue derived from different products. In January, February, April, and May 2024, Warkop Agam had a significant gain in income.

## Conclusions

Based on the data acquired in this study, an analysis was conducted, allowing the author to draw the following research conclusions: The marketing strategy employed by Warkop Agam ensures optimal service, guarantees product quality as advertised, and offers variable pricing for each product.



The sales increase remains within normal parameters year over year; although it has diminished, it does not significantly affect the comparative percentage of total sales value. 3. The marketing approach of the Warkop Agam business benefits from a strategic placement adjacent to a major road near the Faculty and Park, presenting a significant possibility for the enterprise. The deficiency of the Warkop Agam Medan enterprise lies in its inadequate promotion via social media platforms, including TikTok, food vloggers, YouTube, and Instagram.

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