



Marketing Strategies for "Pak De's Tempeh Chips": Enhancing Business Income and Performance

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Abstract

Marketing strategy plays a crucial role in driving revenue growth and strengthening the market position of small businesses, particularly in competitive sectors where differentiation and consumer engagement are key. This study examines the marketing strategies employed by "Pak De Tempeh Chips", a local culinary product made from tempeh, recognized as a distinctive traditional snack. Using a qualitative research approach, data were collected through in-depth interviews with the business owner, analysis of relevant documentation, and direct observation of the company's marketing activities. The research focuses on several strategic aspects, including the implementation of digital marketing techniques through social media platforms, offline promotional efforts, development of attractive and functional product packaging, and competitive pricing strategies. The findings indicate that this combination of marketing practices effectively enhances the visibility of the product, attracts new customers, and strengthens loyalty among existing consumers. In addition, innovations in flavor variants and responsive, personalized customer service have a significant impact on increasing revenue and differentiating the product in the market. The study provides practical insights and serves as a valuable reference for small business owners seeking to optimize marketing strategies, expand market reach, and improve profitability, particularly in the traditional and local food industry segment, where creativity and customer trust are essential for sustained growth.

Keywords: *Marketing Strategy; Tempeh Chips; Revenue Increase*

Abstrak: Pemasaran memainkan peran penting dalam mendorong pertumbuhan pendapatan dan memperkuat posisi pasar untuk usaha kecil, terutama di sektor kompetitif di mana diferensiasi dan keterlibatan konsumen adalah kuncinya. Penelitian ini mengkaji strategi pemasaran yang diterapkan oleh "Keripik Tempe Pak De", produk kuliner lokal yang terbuat dari tempe dan dikenal sebagai jajanan tradisional. Dengan menggunakan pendekatan penelitian kualitatif, data dikumpulkan melalui wawancara mendalam dengan pemilik bisnis, analisis dokumentasi terkait, dan pengamatan langsung terhadap kegiatan pemasaran perusahaan. Penelitian ini berfokus pada beberapa aspek strategis, antara lain penerapan teknik pemasaran digital melalui platform media sosial, promosi offline, pengembangan kemasan produk yang menarik dan fungsional, serta strategi penetapan harga yang kompetitif. Temuan ini menunjukkan bahwa kombinasi praktik pemasaran ini secara efektif meningkatkan visibilitas produk, menarik



pelanggan baru, dan memperkuat loyalitas pelanggan yang sudah ada. Selain itu, inovasi dalam varian rasa dan layanan pelanggan yang responsif dan dipersonalisasi secara signifikan berdampak pada pertumbuhan pendapatan dan membedakan produk di pasar. Studi ini memberikan wawasan praktis dan berfungsi sebagai referensi berharga bagi pemilik usaha kecil yang ingin mengoptimalkan strategi pemasaran, memperluas jangkauan pasar, dan meningkatkan profitabilitas, terutama di segmen makanan tradisional dan lokal, di mana kreativitas dan kepercayaan konsumen merupakan faktor penting untuk pertumbuhan yang berkelanjutan.

Kata kunci : *Strategi Pemasaran; Keripik Tempe; Meningkatkan Pendapatan*

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) movement plays a highly strategic role in driving economic growth, particularly at the regional level. MSMEs not only contribute to job creation but also serve as drivers of the local economy by circulating capital and increasing purchasing power. One type of MSME that continues to grow and shows significant potential is the snack food sector, including soy-based processed products like tempeh chips. This product is widely known for its distinctive taste, high nutritional content, and its acceptance by a wide range of people, from children to adults.

Pak De's tempeh chips are an example of an MSME that has successfully capitalized on market opportunities by offering a crispy, savory, and fried tempeh product. This product not only offers economic value but also embodies the local cultural values inherent in tempeh as a traditional Indonesian food ingredient. Despite its high product quality, Pak De's tempeh chips face challenges in maintaining and increasing market share amidst increasingly fierce competition. Many competitors, both similar MSMEs and large brands, are entering the snack market with more aggressive promotional strategies and utilizing digital technology. This emphasizes that improving product quality alone is not enough; appropriate, effective, and adaptive marketing strategies are needed to drive sustainable business growth. (Haryati et al., 2018)

Marketing strategy is crucial for business sustainability because it affects how products are introduced, promoted, and distributed to consumers. Entrepreneurs are required to understand market needs and consumer behavior, and utilize various marketing media relevant to their target market. For Pak De's tempeh chips, a targeted and innovative marketing strategy serves several important purposes. First, expanding market reach so that the product is more widely known. Second, building a strong brand image so that consumers have a positive perception of the product's quality and uniqueness. Third, increasing business competitiveness amidst competition from major brands or other similar products. Fourth, driving revenue growth through promotional strategies, pricing, and product diversification that meet consumer needs.

In practice, the marketing strategy for Pak De's tempeh chips involves several interrelated steps. Market analysis is conducted to understand consumer preferences, culinary trends, and purchasing patterns. The results of this analysis form the basis for new product development, packaging innovation, and competitive pricing adjustments. Promotion is carried out through offline approaches, such as local bazaars and exhibitions, and online through social media to reach urban consumers who prioritize ease of ordering and speed of service. Furthermore, the use of digital technology, including integration with online ordering platforms, allows MSMEs to monitor sales performance in real time and adjust strategies quickly. (Andrias Dwimahendrawan, Asmuni, 2024)

By implementing a systematic marketing strategy, Pak De's tempeh chips can not only strengthen their business's existence but also build consumer loyalty, increase product visibility, and expand market share. This marketing strategy study is crucial because it provides practical guidance for entrepreneurs in designing adaptive, innovative, and sustainable business development steps. The results of this study are expected to serve as a reference for other MSMEs in facing dynamic market competition while ensuring consistent business growth without sacrificing product quality and identity. (Wardhani et al., 2022)

METHOD

This study uses a descriptive qualitative approach with the main objective of describing and analyzing the marketing strategies implemented by "Keripik Tempe Pak De" in an effort to increase business revenue. The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the marketing practices carried out, the operational context of MSMEs, and the interactions between owners, employees, and consumers. The research location was carried out directly at the Keripik Tempe Pak De business premises for a certain period, with research subjects including the business owner, employees involved in operations, and consumers as the main source of information. The research object focused on marketing strategies that include product elements, prices, distribution locations, and promotions, which are key in building business competitiveness in the local market.

Primary data was collected through in-depth interviews with the owner and employees to understand the marketing vision, strategy, and challenges faced, as well as through observation of marketing activities and direct interactions with consumers. Secondary data was also obtained from sales documents, business archives, transaction records, and literature related to relevant MSME marketing theories. Data collection techniques used included interviews, observation, and documentation to ensure a comprehensive picture of marketing practices.

Data analysis was conducted using the Miles and Huberman model, which consists of three stages: data reduction to identify important information, data presentation in descriptive narrative form, and systematic conclusion drawing. Data validity and reliability were maintained through source triangulation, technical triangulation, and member checking to ensure the accuracy and reliability of the findings. This approach allows the study to provide a holistic picture of the marketing strategy implemented by Pak De's Tempe Chips and its impact on increasing business revenue. (Suwandi et al., 2025)

RESULTS AND DISCUSSION

Pak De's Tempeh Chips is a micro-enterprise that grew from a home-based business in Langkat Regency and has been operating for seven years. While still operating without branches, it has established an organically expanded distribution network through resellers in various regions, such as Medan and Aceh. This demonstrates that, despite its small scale, the business has significant market penetration potential.

Historically, Pak De's Tempeh Chips began as a simple home-made product with the goal of introducing local tempeh-based snacks to the local community. The initial strategy relied on roadside sales and small stalls located along main routes, effectively reaching commuters as the primary consumers. Product differentiation became one of the business's key strengths. Unlike other producers offering a variety of flavors, Pak De's Tempeh Chips maintains its original flavor as its core identity. This unique flavor maintains consumer loyalty, despite the simple packaging, consisting of plain plastic without any labels.

This business's marketing strategy remains traditional, focusing on direct sales and resellers. However, the owner recognizes the importance of digital marketing through platforms like Instagram, TikTok, and marketplaces, which can increase brand visibility and reach new consumers more cost-effectively. Pricing is based on production costs, thus remaining competitive in the low-price segment, but limited in revenue growth without packaging or product innovation. (Saluza et al., 2025)

Raw Material Analysis and Quality Consistency

Raw material analysis and consistent quality are crucial aspects in maintaining the sustainability and reputation of a tempeh chip business. In the context of Pak De's Tempeh Chips, tempeh is chosen as the main ingredient because it is the foundation of the entire production process and determines the final product quality. Interviews with the business owner revealed that the tempeh selection is carried out very carefully. The owner always prioritizes tempeh with a dense texture, uniform color, and free from the sour aroma that indicates excessive fermentation. The dense texture ensures that the chips can

be fried until crispy without easily falling apart, while the uniform color reflects the quality and uniformity of the ingredients used. The fresh aroma of the tempeh is also an important indicator for the owner to assess the freshness and quality of the raw materials received.

Furthermore, business owners emphasize the importance of consistently working with the same tempeh producer. This strategy is implemented to maintain the stability of raw material quality from one batch to the next. Variations in tempeh quality, whether in terms of texture, flavor, or moisture level, can cause significant changes in the natural savory flavor of tempeh chips and the crispiness after frying. This inconsistency has the potential to reduce customer satisfaction and damage the business's reputation, as consumers tend to remember negative experiences related to product quality that differs from their expectations. (Aziz Kurniawan, Nizomul Mulki, Muhammad Fajar Hamijar, 2025)

The consistency of raw materials also directly impacts consumer trust. In the culinary business, consistent product quality is a key factor in building customer loyalty. Consumers will feel comfortable and confident that every purchase will deliver a consistent taste experience. This is one reason why the owner of Pak De Tempeh Chips prioritizes raw material quality control. This effort includes not only tempeh selection but also checking storage conditions and processing methods before frying. This procedure ensures that the tempeh quality is maintained from the initial stage until it becomes ready-to-eat chips.

In addition to maintaining the quality of the raw materials, the owner also regularly tests the chips produced. This testing process includes checking the taste, crispiness, aroma, and shelf life of the chips. The testing is conducted internally by the owner and employees before the products are distributed to consumers. This demonstrates the owner's attention to detail and commitment to high quality standards, which are key to business sustainability. (Sasmito et al., 2024)

Tempeh Chips Processing and Hygiene Standards

The tempeh chip processing process is a crucial step that determines the final product quality, especially in home-based businesses like Pak De's Tempeh Chips. Although the entire process is still done manually, the business owner emphasizes hygienic principles at every stage of production. This demonstrates that small scale is not a barrier to maintaining high quality standards and food safety, which are crucial factors in building consumer trust.

The first step is cutting the tempeh. The owner ensures that each piece is of uniform thickness, as differences in thickness can affect the crispiness and deliciousness of the chips after frying. Precision cutting is performed using simple tools, but with direct supervision to ensure consistency. This process

requires extreme precision, as even a small error can result in chips that are unevenly cooked, too soft, or too hard.

After cutting, the tempeh is marinated in a special marinade. This marinating process is carried out carefully to ensure the flavors penetrate evenly throughout the tempeh. The marinating time is precisely timed according to traditional recipes to ensure the seasoning is neither too strong nor too weak. This precise timing is key to ensuring each chip has a consistent flavor, which is a key factor in consumer satisfaction. (Alfiyah et al., 2025)

The next step is frying. This process uses fresh oil and is carried out under direct supervision to prevent the chips from burning or absorbing too much oil. The oil is changed regularly after each use to maintain a consistent flavor and fresh aroma, preventing rancid odors that can compromise product quality. Using fresh oil not only affects the taste but also the safety and suitability of the product, ensuring customers feel safe and comfortable when enjoying the chips.

Furthermore, the cleanliness of equipment and production areas is a primary concern. Although the company does not yet utilize modern technology, the owner routinely cleans equipment, work tables, and production areas. This cleanliness management includes washing equipment before and after use, spraying disinfectant in the production area, and organizing the work environment to ensure it remains neat and hygienic. This approach reflects a strong operational discipline, which is the foundation for maintaining the quality of tempeh chips and building a trustworthy business reputation. (Pribadi et al., 2023)

The implementation of these hygiene standards also demonstrates that product quality is determined not only by taste and texture, but also by how safely and hygienically the product is produced. Consistent oversight at every stage of production creates added value for consumers, as they can experience chips that are not only delicious but also safe to consume. In the long term, this practice supports customer loyalty, enhances the company's image, and serves as a differentiation strategy that sets Pak De's Tempe Chips apart from competitors. (Haryati et al., 2019)

Evaluation of Shape, Design, and Information on Packaging

An evaluation of the shape, design, and information on tempeh chip packaging revealed several weaknesses that require serious attention and immediate improvement. Currently, tempeh chips are packaged in simple clear plastic without any labels or clear identification. This makes the product less visible to consumers, especially when compared to competitors with professional packaging and comprehensive information. The lack of packaging identification also limits the product's opportunity to build a strong brand image and undermines consumer confidence in the product's quality and authenticity.

According to the business owner, limited capital is the primary reason for not yet developing more professional packaging. Furthermore, the business's priority has been focused on the production and processing of tempeh chips to meet consumer demand. Nevertheless, the owner recognizes that packaging is a crucial element of a marketing strategy, as it not only serves as a protective layer for the product but also as a communication medium that conveys the product's identity, quality, and value to consumers. Informative and visually appealing packaging can enhance the product's perceived value, strengthen brand awareness, and create a professional impression, facilitating its acceptance in a broader market. (Alfiyah et al., 2025)

Packaging development should encompass several important aspects. First, using a clear label that includes the brand identity, logo, and tagline will help consumers instantly recognize the product. Second, providing comprehensive product information, such as ingredient composition, net weight, production date, expiration date, and business permits and hygiene certifications, is crucial for building consumer trust. This information is highly relevant, especially for modern consumers who are increasingly concerned about food safety and quality before making a purchase. Third, visually appealing packaging design, for example, with appropriate color choices, clear typography, and a professional layout, can enhance product appeal on store shelves and online platforms.

Better packaging will also open up new opportunities for business development. For example, product distribution to modern stores, minimarkets, or supermarkets requires certain packaging standards, including labels and complete legal information. Without standardized packaging, products will struggle to be accepted in these modern distribution channels. Furthermore, in the context of digital marketing and online sales through platforms like GoFood, Shopee, or other marketplaces, attractive and informative packaging will enhance consumers' first impressions. Professional packaging visuals can influence purchasing decisions and provide a positive consumer experience, thus fostering long-term loyalty. (Suwardi et al., 2022)

Business owners can also consider using eco-friendly packaging as an added value, as consumer awareness of sustainability and environmental issues is growing. The use of biodegradable or recyclable packaging materials will be an additional differentiator that enhances the business's image. Beyond aesthetics and informational aspects, packaging should also be designed to maintain the quality of tempeh chips, such as preventing moisture, which can reduce the crispiness of the chips and shorten their shelf life. (Wulansari et al., 2025)

Consumer Perception of Product Taste and Texture

Consumer perceptions of tempeh chips provide a clear picture of the product's potential for widespread market acceptance. Based on assessments

and feedback from a number of consumers, these tempeh chips are considered to have a distinctive, natural savory flavor and a satisfying crunchiness when consumed. The savory taste of tempeh, derived from quality raw materials and hygienic processing, provides a pleasant sensory experience for consumers. Furthermore, the chips' texture, which is neither too hard nor too brittle, makes this product easy to consume by people of all ages, from children to adults. These factors indicate that the product's basic quality meets consumer expectations, which is essential for further business development.

However, some consumers provided relevant feedback regarding the limited flavor options. Currently, tempeh chips are only available in the original flavor, making them less competitive with other modern snacks that offer a wider variety of flavors. Current market trends indicate that consumers, especially younger generations, prefer flavors such as sweet and spicy, barbecue, balado, or cheese. This lack of flavor innovation makes tempeh chips seem monotonous and less appealing to consumers seeking new culinary experiences. (Ridhwan et al., 2023)

This input is an important signal for business owners that flavor diversification can be a strategy to increase product appeal and reach a wider market segment.

In addition to taste and variety, consumers also consider consistent product quality as a crucial factor in building trust and loyalty. Survey results show that despite limited flavor options, consumers feel the original flavor remains consistent from one batch to the next. This consistency is a competitive advantage not shared by other similar businesses, as maintaining consistent product quality enhances the perception of professionalism and reliability in the eyes of consumers. This underscores the importance of maintaining production standards, raw material quality, and proper processing as a foundation for long-term business development.

Consumer feedback also emphasizes the need for innovation not only in taste but also in product presentation and packaging. Attractive and informative packaging makes consumers more interested in purchasing the product, whether for personal consumption or as a souvenir or gift. Integrating flavor innovation with attractive packaging can provide significant added value and differentiate the product from other tempeh chips competing in both local and online markets. (Saputra et al., 2024)

Online Sales Effectiveness and Consumer Response

An analysis of online sales effectiveness and consumer response indicates that this tempeh chip business has significant growth potential if it can optimally utilize digital platforms. Interviews with the business owner revealed that during its seven years of operation, the majority of sales have been conducted through traditional channels. These channels include direct orders from neighbors, consignment sales at local stalls, and word-of-mouth

marketing. While these methods have proven effective in building a local customer base, the business's growth has been limited by its limited reach to consumers within the production area.

Currently, business owners are beginning to recognize the importance of digital market penetration and are preparing for online sales. This preparation includes identifying suitable platforms, such as popular marketplaces, social media, and food delivery apps. Initial consumer response to this plan has shown considerable enthusiasm, particularly among young people who have a habit of shopping conveniently through digital platforms. This segment is considered strategic because they tend to have higher purchase frequency and are willing to pay more for the convenience and quality of products they trust. (Hawa et al., 2024)

Online sales offer several significant advantages. First, it can expand market reach, previously limited by geographic location, enabling products to be sold not only locally but also to reach consumers in other regions. Second, digital platforms enable real-time tracking of sales performance through metrics such as clicks, transactions, and customer reviews, allowing owners to adjust marketing strategies quickly and effectively. Third, social media serves not only as a means of transaction but also as a promotional channel and consumer education about products, their superior values, and hygienic and high-quality production processes.

The success of online sales depends not only on digital promotion but also heavily influenced by the quality of packaging and brand identity. Online consumers judge products based on their visual appearance and the information provided on the packaging. Attractive, informative, and hygienic packaging can increase consumer trust, strengthen product image, and make products more competitive. Therefore, developing standardized packaging, along with a clear and memorable brand identity, is a crucial element to consider before expanding online sales. (Maulana, 2020)

Furthermore, the consumer experience during online purchases also influences loyalty and repeat orders. A simple ordering process, responsive communication with sellers, and assurance of product quality upon receipt are all factors that determine the success of digital market penetration. Business owners need to ensure consistent after-sales service, including timely delivery and secure packaging, is implemented to build customer trust. (Yuniarti et al., 2014)

Business Readiness in Branch Development and Product Diversification

The business's readiness for branch expansion and product diversification is currently in the initial planning stage. The owner of the tempeh chips business explained that although the business has been operating for seven years, the primary focus has been maintaining production stability and maintaining customer loyalty. This approach was chosen to

ensure consistent product quality and maintain the business's reputation among consumers. Production stability is a priority because inconsistency can directly impact consumer trust and the business's image. Therefore, expansion or opening new branches has not been a top priority, a decision also influenced by limited human resources and available capital.

Nevertheless, the business owner expressed a strong desire to expand to new branches once online marketing begins to run optimally and production processes become more stable. This branch expansion plan was carefully considered, taking into account technical aspects such as the availability of competent workers, production capacity, and distribution management. Opening new branches will enable the business to reach consumers from a wider area and increase market penetration, thus maximizing revenue growth.

In addition to branch expansion, product diversification is also a focus for the owner. This strategy includes adding new flavors tailored to consumer preferences, such as sweet and spicy, balado, cheese, or barbecue. Innovations in seasoning coatings are also being considered, with the goal of providing unique flavors and clear differentiation compared to similar products on the market. Product diversification is a crucial strategy for attracting new consumer segments, particularly the younger generation, who tend to seek variety and new experiences in snacking. (Bimo, 2024)

The potential for business development is actually quite significant. Tempeh chips are a product with a broad market, popular among a wide range of people, from children to adults, and offer stable economic value as a practical snack. This product also has potential as a local souvenir, attracting a wider market beyond regular consumers. With proper development, this business can not only increase sales but also build an image as a strong and trusted local brand. (Rian Oki Firmansyah & Syamsul Hidayat, 2024)

To achieve successful product expansion and diversification, careful planning is essential. The first step is to improve packaging quality to make products more attractive, hygienic, and easily recognized in the market, especially in the context of online marketing. Good packaging not only enhances visual appeal but also builds consumer confidence in the product's quality. Next, a more intensive marketing strategy must be implemented, including utilizing social media, marketplaces, and digital promotions, to gain product recognition in a wider market and increase brand awareness.

With a combination of branch development strategies, product diversification, improved packaging, and more aggressive marketing, this tempeh chip business has the potential to grow into a larger, more competitive business unit. This development is expected to not only expand market reach locally but also open up opportunities for regional market penetration, enabling the business to grow sustainably and make a more significant

contribution to the local economy. (Kholilur Rahman & Salmaa Aliifah Kultsum, 2022)

CONCLUSIONS

Based on research and interviews with the business owner, Pak De's Tempeh Chips marketing strategy demonstrates that, despite being a home-based business, its seven-year survival demonstrates a strong internal strength. The business's primary strength lies in its consistent, original flavor, and traditional marketing, leveraging its strategic location along the main highway. This simple strategy has significantly impacted sales reach, even attracting resellers from Medan and Aceh. However, this study also found that this business still faces limitations in modern marketing, particularly in the use of social media and product innovation. The lack of labeling, flavor variations, or special packaging makes the product less competitive in the wider market. Other challenges, such as the potential for production failure, also require attention to maintain quality and business continuity. Thus, it can be concluded that Pak De's Tempeh Chips has significant potential for further growth by combining existing traditional marketing strategies with a digital marketing approach. Utilizing social media, providing more attractive labels and packaging, and product diversification will be important steps in increasing competitiveness and expanding market reach. These efforts are expected to drive more significant and sustainable revenue growth in the future.

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