

## 4P Marketing Mix Communication Strategy Through Instagram @Mierah\_Purwanto

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**Nabilla Sukma Ayudhia  
Syahputri\***

Universitas Muhammadiyah  
Surakarta

**E-mail:** [1100210036@student.ums.ac.id](mailto:1100210036@student.ums.ac.id)

**Budi Santoso**

Universitas Muhammadiyah  
Surakarta

**E-mail:** [bs143@ums.ac.id](mailto:bs143@ums.ac.id)

**Abstract:** In today's culinary business, there are more and more competitors, therefore a marketing strategy is needed that can attract the attention of consumers so that the business can continue to grow. The purpose of this research is to describe the 4p marketing mix communication strategy used to expand the marketing of @mierah\_purwanto. This research uses descriptive qualitative method with data collection using interviews with the owner, admin, employees, and consumers, observation, and documentation. The results of this study indicate that: 1) SWOT analysis in the @mierah\_purwanto culinary business, namely: Strengths, strategic location, prioritizing service quality, pure raw materials, affordable prices, and accepting online purchases or delivery. Weaknesses, namely large business capital and a less broad target market. Opportunities, using various social media for promotion and creating new menus. Threats, namely the number of new competitors and similar marketing strategies with other similar businesses. 2) The 4p marketing mix communication strategy applied in marketing the @mierah\_purwanto culinary business, namely: Product (product), has a variety of quality product variants. Price (price), has an affordable price that matches the quality of the products offered. Place (place) is strategic. Promotion, through Instagram by uploading photos and videos on snapgrams or instastory, creating content with celebrities, including the place and WhatsApp number of the owner and admin, and creating independence competitions or other days.

**Abstrak:** Dalam bisnis kuliner saat ini, pesaingnya semakin banyak, oleh karena itu diperlukan strategi pemasaran yang dapat menarik perhatian konsumen agar bisnis dapat terus berkembang. Tujuan penelitian ini adalah untuk mendeskripsikan strategi komunikasi bauran pemasaran 4p yang digunakan untuk memperluas pemasaran @mierah\_purwanto. Penelitian ini menggunakan metode kualitatif deskriptif dengan pengumpulan data menggunakan wawancara kepada pemilik, admin, karyawan, dan konsumen, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa: 1) Analisis SWOT pada bisnis kuliner @mierah\_purwanto, yaitu: Kekuatan, lokasi strategis, mengutamakan kualitas pelayanan, bahan baku murni, harga terjangkau, dan menerima

\*) *Corresponding Author*

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pembelian secara online atau delivery. Kelemahan, yaitu modal usaha besar dan target pasar yang kurang luas. Peluang, menggunakan berbagai media sosial untuk promosi dan menciptakan menu-menu baru. Ancaman, yaitu banyaknya pesaing baru dan strategi pemasaran yang sama dengan bisnis lain yang sejenis. 2) Strategi komunikasi bauran pemasaran 4P yang diterapkan dalam memasarkan bisnis kuliner @mierah\_purwantoro, yaitu: Produk (product), memiliki beragam varian produk berkualitas. Harga (price), memiliki harga terjangkau yang sesuai dengan kualitas produk yang ditawarkan. Tempat (place) strategis. Promosi, melalui Instagram dengan mengunggah foto dan video di Snapchat atau Instastory, membuat konten bersama selebritas, termasuk tempat dan nomor WhatsApp pemilik dan admin, serta membuat kompetisi kemerdekaan atau hari-hari lainnya.

## INTRODUCTION

In the dynamic world of business, competition continues to grow rapidly, requiring companies to adopt innovative strategies to sustain and expand their market presence. The rise of digital technology has transformed the way businesses engage with their customers, making social media platforms essential tools for marketing. One of the most influential social media platforms in this context is Instagram. For example, previous research has shown that Instagram is more effective than other social media platforms in terms of capturing attention and increasing customer engagement (Moran, Muzellec, and Johnson 2020). As a result, companies are increasingly focusing on crafting effective communication strategies that resonate with their target audience while highlighting their unique value propositions (Nengsih et al. 2024). This shift not only enhances brand visibility but also fosters stronger customer relationships in a competitive environment (Istiqomah 2023). Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving the economy by creating jobs, generating income, and supporting local communities. However, MSMEs often face significant challenges, such as limited resources and intense competition (Abubakar et al. 2023).

Increasing revenue or profit from the sale of its products is a top priority for every company. To compete in the business world, entrepreneurs must be creative. For example, by designing new goods in response to evolving consumer needs and trends. The company must identify efficient methods that can be used as a marketing plan to promote its goods. This is the first step in understanding market conditions and demands, which will determine the success of a company (Hamid et al. 2023). As the management of @mierah\_purwantoro continues to add new menus that can attract consumer attention. Marketing @mierah\_purwantoro utilizes the Instagram platform, because it is popular with teenagers and adults in the Purwantoro area. In making marketing content on Instagram, it is packaged in such a way as to attract the attention of consumers such as uploading videos, photos, and others.

Staying competitive in the current economic conditions presents new challenges for businesses. Every business expects its revenue to increase at any time (Anatan and Ellitan 2023). The development of a company's business is highly dependent on the efforts to increase revenue. Businesses that are unable to satisfy customer preferences will experience a decline in sales. The business will undoubtedly go out of business if it continues to face difficulties (Husna, 2021). Today's markets and business relationships are spread across the globe. Meanwhile, efforts to improve efficiency and effectiveness are triggered by the slow economic growth and challenges

facing the corporate sector. Marketing initiatives have become an essential part of organizations as they impact the current and future health of markets and companies (Haris et al., 2022) .

Bygrave defines marketing strategy as a set of techniques and actions used to successfully introduce marketing programs (product, price, distribution, and promotion) in order to meet organizational objectives. In its most basic form, the marketing mix is the collection of components on which a marketing strategy is based. The marketing mix also highlights the overall plan, particularly when it comes to customer communication and, sometimes, the actual use of those methods (Fauzi & Koto, 2022) .

The success of a business depends on the use of marketing communication strategies implemented using the 4P *marketing mix*. The components of the marketing mix can help companies to achieve a response from the audience. The marketing mix marketing strategy is one of the appropriate strategies to be applied to companies in order to adjust the right strategy (Khoirunnisa et al., 2023) . Jerome McCarthy developed the 4P *marketing mix* concept to assist businesses in strategizing and evaluating marketing in order to attract clear customer attention (Romadhon & Nawawi, 2022) .

The 4P Marketing Mix includes Product (product), Price (price), Place (place), and Promotion (promotion). Products are the types of goods or services that producers create to be available to customers for use or consumption to meet the demands and preferences of the consumer market. Customers must pay a certain amount of money, known as the price, to buy products from a business. In addition, the location or where the distribution channel is located or where buyers and sellers complete the transaction process is another important factor. There are two main components of transaction location today: online and offline. And promotion is the last one. Promotion is the process by which producers present their goods to consumers in an effort to arouse their interest to utilize or consume them. Both offline and internet methods can be used for promotion (Sofiah, Ramadhani, and Bi Rahmani 2023). Businesses develop marketing strategies to penetrate several market segments, including the millennial consumer market by utilizing these four elements (Listianingsih, 2023) .

Product marketing can now be done anywhere and anytime thanks to more advanced technology, and can be bought, sold, or traded online through social networks. The existence of increasingly complex devices supported by social networking networks and applications that facilitate long-distance communication has contributed to the advancement of internet technology (Firdaus et al. 2023). Social networking sites are now widely used, even globally, as a means of online social interaction. More than just a place to show off photos and meet friends, social media, or social networks such as Instagram, now serve as product marketing platforms and increase consumer awareness (Aprilya, 2017) .

The rise of the Internet and new media is increasingly considered an important social necessity. The goal of modern businesses is to engage in marketing and promotional activities. Technology is used and utilized in today's marketing process, especially social media which is currently widely used by businesses. One example is Instagram, an internet microblogging and social networking service that has the potential to grow rapidly. Positive feedback can be generated by a company's Instagram account uploading interesting photos and videos (Rizky and Dewi Setiawati 2020).

Instagram can be considered a platform that brings together millions of users almost every day. Therefore, the opportunity to carry out marketing and promotional activities is enormous. Instagram can be utilized as a marketing and promotional tool for goods, services, or business branding (Kusumadinata et al., 2023) . According to Husna (2021) Instagram is a unique photo and video sharing application that allows users to upload, edit, and add filters to their images, as well as share their photos on social media platforms and provide details about the photos,

including location, captions, likes, and comments. Businesses can utilize Instagram as a platform in their promotional efforts.

In previous research conducted by Dewi K Soedarsono, Bahtiar Mohamad, Adamu Abbas Adamu, & Kennia Aline Pradita with the title "Managing Digital Marketing Communication of Coffee Shop Using Instagram" claimed that Instagram is a successful social media platform for communicating commercial messages effectively. Businesses with the youth segment will most likely use Instagram social media because in the modern world, when we want something, we usually look at the visual form first. Especially in visual communication, where the current audience's habit is to see the visual form first before visiting the location (Soedarsono et al., 2020).

Previous research conducted by Maulidya Rita Zahara & Nur Anisah entitled "Marketing Communication Strategy in Increasing Sales Through Promotional Activities of @reborn\_29 Instagram Account" said that utilizing a combination of promotions can boost sales. The @reborn\_29 account also utilizes a number of Instagram features to promote its products; in addition, displaying feeds, models, and product images can increase sales by encouraging people to buy these items. For social media marketing, especially Instagram accounts, although consumers cannot touch or test the product. Utilizing the various supporting elements above is one of the strategies to attract clients and boost sales (Zahara & Anisah, 2019) .

In previous research conducted by Fatma Saádah Destyaningsih with the title "Marketing Mix Communication Strategy for Kopi Janji Jiwa Erlangga" stated that during the Covid-19 pandemic, Kopi Janji Jiwa Erlangga used Instagram as a marketing tool, social media maintenance tasks were used, such as the use of photo and video features, interactive annotations, message titles and locations, hashtags, tags, advertisements, and Instagram actions. As for other media used, namely by promoting to partners and providing promos or cashback when making purchases at the store. So that during the Covid-19 pandemic, Kopi Janji Jiwa Erlangga can survive and serve customers by using the applied marketing mix as a marketing and promotional medium with the aim of increasing sales. In addition, Kopi Janji Jiwa Erlangga will always pay attention to consumer criticism and suggestions in the process of making future plans (Destyaningsih, . 2021)

Unlike the aforementioned studies, this research focuses specifically on the 4P marketing mix strategy (product, price, place, and promotion) employed by @mierah\_purwantoro using Instagram. Furthermore, this study addresses challenges faced by the business and explores the strategies implemented to overcome these obstacles, thus filling a research gap not addressed in prior studies.

Basically, MSMEs play a major role in improving the country's economy. Therefore, it is important for business actors to be able to continue to compete and survive (Aliyah, 2022) . Small businesses are businesses or economic activities that are small in scale and have certain limitations (Listianingsih, 2023) . It is impossible to eradicate or prevent micro, small and medium enterprises in today's society. In terms of allocating community income, this existence is very beneficial. In addition, micro, small and medium enterprises can produce innovative works that support local communities' efforts to preserve and promote their traditions and culture.

Due to the rapid growth of culinary companies, there is now a wide variety of culinary menus. Noodles, a wheat-based food, is one of them. Today, one of the most popular foods among Indonesians is noodles. Thanks to ingenuity and originality, processed noodles are no longer just fried noodles or chicken noodles as is common in the community. The latest innovation in the food industry is spicy noodles (Siti & Widodo, 2016) . Young people are currently favoring spicy foods such as seblak, jebew noodles, and others. Mierah Purwantoro is one of the MSMEs that is in demand because it provides noodles that have a spicy taste at an affordable price, besides that it also provides various other menus such as dimsum, rambutan

shrimp, various drinks, and others.

The reason the researchers chose Mierah Purwantoro as the object of research is because this MSME has only been established for one year and has gained significant attention in the Purwantoro area, being considered a viral brand. Despite having 419 followers and 23 posts on Instagram since its promotion began on February 29, 2024, its viral status is attributed not to a high number of followers, but rather to the rapid growth in its local popularity and high foot traffic at the location. The business has attracted a large number of customers daily, which is seen as a clear indicator of its viral success. Mierah Purwantoro has achieved this by using not just text, but also creative photos and videos that engage the audience, contributing to its widespread recognition in the area. This is in line with Weebly's findings 75 percent of e-commerce customers stated that product photos can influence their choice to buy (Kurniawan et al., 2022) . Since product images are the first thing customers see when searching for the items they want online, it is important for business owners to create attractive and high-quality images.

In this case, the focus of the research that will be presented by the author is how the 4p marketing mix communication strategy carried out by @mierah\_purwantoro. With research sources that will answer research questions, namely 1 owner, 1 Admin, 3 employees, and 5 visitors who are at the research location, namely mierah Purwantoro Wonogiri Regency. This research contributes to the understanding of how small businesses, particularly MSMEs like @mierah\_purwantoro, can leverage the 4P marketing mix strategy to enhance their competitive edge in a saturated market. By providing practical insights into the application of Instagram as a promotional platform, the study highlights how visual content, customer engagement, and consistent branding can effectively attract and retain customers. Furthermore, the findings offer a model for other MSMEs to adopt similar strategies, particularly in utilizing digital tools for marketing, thereby supporting their sustainability and contribution to local economic development.

This research uses qualitative research methods. Qualitative research is descriptive and usually uses an inductive analysis approach. Thus, qualitative research is defined as research that focuses on understanding community problems based on comprehensive, complex, and detailed conditions of reality or the natural environment (Murdiyanto, 2020) . Qualitative research is used to collect data and explain descriptively related to the Mx 4P Marketing communication strategy carried out by @mierah\_purwantoro.

This research uses two different data sources, namely: primary and secondary sources.(Sugiyono 2020) Primary sources in this research are the owner, admin, employees, and customers of @mierah\_purwantoro who will provide data related to how the marketing mix4p communication strategy is carried out and whether it can attract consumers to come and try @mierah\_purwantoro. The secondary sources in this research are @mierah\_purwantoro Instagram account, journals, books, and others that can help provide data in this research.

Researchers used a strategy with a data collection approach the following ways to obtain complete, thorough, and reliable information: The first stage is in-depth interviews with the owner, Instagram admin, employees, and consumers @mierah\_purwantoro. The second stage is observation which is used to collect supporting data related to the 4p marketing mix strategy carried out by @mierah\_purwantoro. The third stage is documentation, in this study documentation is used to collect data or evidence that supports the research process related to the 4p marketing mix communication strategy carried out by @mierah\_purwantoro.

As part of the analysis, the SWOT method was chosen to evaluate the internal and external factors influencing @mierah\_purwantoro's marketing strategy. The SWOT analysis helps identify the Strengths, Weaknesses, Opportunities, and Threats related to the business, providing a clear framework for understanding its strategic position. This method will now be applied to examine the results in detail. Data validity testing is carried out after the research data is collected to determine

the accuracy of the data and whether the search procedure is correct. The data validity used in this study includes an extension of the observation period, triangulation of techniques, and triangulation of sources. This is expected to obtain relevant data related to the 4p marketing mix communication strategy carried out by @mierah\_purwantoro. In this research, the data analysis that will answer the research questions is based on the analysis of Miles and Huberman Data reduction, data presentation, and conclusion drawing/verification (Zulfirman, 2022).

## RESULT AND DISCUSSION

### SWOT Analysis on @mierah\_purwantoro

According to Rangkuti, SWOT analysis is a preliminary analysis used by researchers to examine their research subjects. Analyzing a business at this early stage allows the creation of a report that can show strengths, weaknesses, opportunities, and threats (Regina, 2022). Based on the results of interviews, observations, and documentation can be presented as follows:

#### 1. Strength

The strengths of @mierah\_purwantoro are five points:

##### a. location

The location where @mierah\_purwantoro is sold is quite strategic, because it is located near the highway, terminal, and market. Of course, this will attract many people who have seen @mierah\_purwantoro culinary.

##### b. Prioritizing service quality

Quality in service at @miera\_purwantoro is always maintained, employees always show a friendly and deft attitude in serving consumers. In addition, the owner is always at the culinary place to help the manufacturing process directly and supervise the performance of his employees, also receive criticism and input from consumers and improve product quality.

##### c. Pure raw materials and guaranteed product quality

The raw materials used in making products at @mierah\_purwantoro are guaranteed safety. The noodles used are homemade and the spices and chilies used are fresh and always new. so that the quality and safety of the product is guaranteed.

##### d. Affordable price

The price offered in @mierah\_purwantoro products is affordable according to the quality offered, suitable for teenagers, students, and college students.

##### e. Accept online sales through delivery

Culinary @mierah\_purwantoro accepts delivery orders via WhatsApp, Instagram, and Tiktok. This is certainly very attractive to consumers who are busy working or lazy to go out due to unfriendly weather conditions.

#### 2. Weakness

The weaknesses that @mierah\_purwantoro has are:

##### a. Large business capital

Because the ingredients of @mierah\_purwantoro always use new and fresh ingredients, causing the capital spent is quite large.

##### b. Less extensive target market

In its sales, @mierah\_purwantoro's target market is actually for the entire community. However, the products provided are more in demand by teenage girls.

#### 3. Opportunity

The opportunities that @mierah\_purwantoro has are:

##### a. Using various social media for promotion

In promotional efforts made by @mierah\_purwantoro through various social media

platforms, namely WhatsApp, Instagram, and Tiktok by using the instatory feature, uploading photos or videos, and live. This can make people more familiar with the products of @mierah\_purwantoro and may be interested in trying them.

b. Creating a new menu

In addition to maintaining the taste of the menu that has been released, @mierah\_purwantoro continues to create new, more interesting menus in the hope that consumers have many choices and continue to get a lot of fans.

4. Threat

The threats that @mierah\_purwantoro has are:

a. The number of new competitors who have similar businesses with lower prices

With the rise of spicy noodle culinary that attracts teenage girls, more and more people are building new businesses with similar menu characteristics to @mierah\_purwantoro. Furthermore, new businesses also sell products at cheaper prices to attract consumers. More and more consumers who only consider price without considering product quality can cause @mierah\_purwantoro's business to experience a decrease in buyers.

b. Marketing strategy similarities with other similar businesses

The marketing strategies used by @mierah\_purwantoro such as live tiktok, uploading videos or photos, creating instastory, and accepting orders via online are also carried out by other culinary businesses. This can be a threat to @mierah\_purwantoro's culinary business because consumer focus will be divided with similar culinary.

#### **4P MIX Marketing Communication Strategy through Instagram @mierah\_purwantoro**

Kotler and Armstrong (1997 in Dinar, 2020) define the marketing mix as a collection of marketing instruments used simultaneously to generate profitable and appropriate responses to target markets. The concept of the marketing mix, specifically the 4Ps, provides a framework for businesses to create comprehensive strategies that help them reach and satisfy customer needs. According to Ulandari (2023) the marketing mix includes a set of tools that businesses use to achieve their goals by targeting the right market segments. In the case of @mierah\_purwantoro, the marketing mix strategy is carefully designed to ensure that every element works in harmony to attract and retain customers.

The 4Ps Product, Price, Place, and Promotion are integral to the success of @mierah\_purwantoro's business model. Product refers to the diverse range of menu items, such as spicy noodles and side dishes, that are crafted using fresh, high-quality ingredients without preservatives or artificial additives. This product offering caters to the taste preferences of consumers, particularly those who enjoy spicy food, and is consistently updated to meet the evolving needs of the market. Price is strategically set to offer affordable yet high-quality meals, with products priced to appeal to budget-conscious students and young professionals. The pricing model also accounts for variations in consumer preferences, such as spice levels, ensuring that each customer finds something suitable within their budget. Place refers to the physical location of the business, which is strategically situated in a high-traffic area, ensuring accessibility and visibility to local consumers. In addition, @mierah\_purwantoro has leveraged online ordering and delivery services via Instagram and WhatsApp, extending its reach beyond the immediate area. Lastly, Promotion plays a vital role in building brand awareness and customer loyalty. The business uses Instagram as its primary promotional platform, where it posts visually appealing content, engages with influencers, and runs interactive campaigns. By effectively integrating these 4Ps, @mierah\_purwantoro has created a marketing strategy that resonates with its target audience and drives growth in a competitive culinary market. Marketing mix 4P is a marketing concept consisting

of four elements, the following marketing mix 4p @mierah\_purwanto based on the results of data analysis:

### 1. Product

Kotler and Armstrong (2018 in Dewi & Sutanto, 2018) state that a product is a set of goods and services that a business provides to its customers. In essence, a product is something offered by a maker to fulfill customer requests and desires.

The products offered by @mierah\_purwanto are spicy noodles made from flour. The noodle products have various variants, namely rah noodles, braided rah noodles, broth rah noodles, fried moo noodles, and broth moo noodles. The noodles offered at @mierah\_purwanto have a spicy taste, but also provide noodles with level 0 to level 10 according to the spicy criteria of each consumer. Of the various noodle variants, rah noodles are the most popular product for consumers, because they have a good taste and the cheapest price.

Not only noodles, @mierah\_purwanto also provides side dishes that are no less delicious, namely dumplings, rambutan shrimp, cheese shrimp, shrimp spring rolls, fried dumplings, boiled dumplings, and chili oil dumplings. By providing a variety of drinks that are suitable for refreshing after eating spicy food including milo, lemon tea, thai tea, orange, thai green tea, iced chocolate, iced tea, tea tarik, and vanilla latte. In addition, mineral water is also provided for consumers who do not like flavored drinks.

New and fresh ingredients such as flour, shrimp, chili, etc. are used in making the products. In the manufacture also does not use food coloring, preservatives, and synthetic ingredients, so it is of high quality and safe for consumption. In exhibiting products through Instagram, every day @mierah\_purwanto always uploads on Instagram instatory every day and also uploads photos or videos on the official @mierah\_purwanto account snapgram. This is so that followers who have never tried products from @mierah\_purwanto are interested in trying either coming to the location directly or delivery.

### 2. Price.

Price according to Kotler and Armstrong (2013 in Daryanto, 2019), is the amount of money paid for a product or service, namely the amount of value that customers exchange for benefits to obtain goods or services. This definition makes it clear that the buyer's price includes the seller's services.

The price set at the @mierah\_purwanto culinary business on rah noodle products is priced at 8,000 to 14,000, rah kepang noodles at 25,000 to 31,000, broth rah noodles at 10,000 to 16,000, fried moo noodles at 15,000 to 21,000, and broth moo noodles at 17,000 to 23,000. In the application of prices in these noodles, it adjusts the level chosen by consumers, the higher the level chosen, the price also increases. The prices offered for complementary foods are dumplings, rambutan shrimp, cheese shrimp, and shrimp spring rolls at 9,000, then fried dumplings, boiled dumplings and chili oil dumplings at 10,000. With a relatively cheap price, consumers get three seeds on each order. The drinks provided are mineral water at 3,000, milo at 7,000, lemon tea at 4,000, thai tea at 7,000, orange at 4,000, thai green tea at 7,000, iced chocolate at 7,000, iced tea at 3,000, tea pull at 5,000, and vanilla latte at 7,000. The available prices are also uploaded through snapgrams or instatory on the @mierah\_purwanto Instagram account.

Based on the prices described above, it shows that the prices are friendly to students and workers. The available price is also in accordance with the taste and quality offered by @mierah\_purwanto products.

### 3. Place

Place is an ideal location for business actors to process the goods they will sell. In addition, it is tangible evidence that will always guide customers when they want to buy the goods provided (Annura & Maradita, 2024).



The place or location of @mierah\_purwanto is located on Jl. Raya Purwanto-Kismantoro, Bangsri, Tegalrejo, Kec. Purwanto, Kab. Wonogiri, Central Java. The location used is very strategic, namely on the highway, near the Purwanto bus terminal, near the school, and near the market. The location can also be seen through the Instagram account @mierah\_purwanto.

#### 4. Promotion

Promotion is an effort made by the company to demonstrate, educate, and introduce its products to the wider community in order to compete with its competitors. The promotional strategy implemented will arouse unique curiosity and even turn into special offers from companies or business actors (Annura & Maradita, 2024).

The promotion used by @mierah\_purwanto through Instagram is by uploading product photos or videos on snapgrams, uploading instatory consistently at 10.00 WIB, collaborating with celebrities to make promotional videos, and creating content according to what is viral. Furthermore, through Instagram @mierah\_purwanto also makes competitions for independence, mother's day, and others with photos at the @mierah\_purwanto place and gives prizes in the form of free meal vouchers. The admin of @mierah\_purwanto creates photo content on social media to attract online audiences to be interested in purchasing products. In addition to fostering buying interest in the product, marketing communication activities through Instagram also have the aim of increasing customers' ability to recognize certain products and ongoing promos. In addition, Instagram also shows the location, product prices, opening hours, closing hours, and also the WhatsApp numbers of the admin and owner. This makes it easier for consumers to find locations, find out prices and opening hours, and also makes it easier for consumers to communicate directly with the owner in the form of criticism or suggestions that build the culinary business @mierah\_purwanto.

## CONCLUSIONS

Based on the analysis of the 4P marketing mix applied by @mierah\_purwanto, the marketing strategy used by this business effectively integrates the aspects of Product, Price, Place, and Promotion. In terms of Product, @mierah\_purwanto offers a variety of spicy noodle dishes and side dishes made from fresh, preservative-free ingredients, ensuring high quality and safety for consumption. This product line is continuously developed considering customer preferences, particularly those who enjoy spicy food. The Price strategy is also very competitive, with affordable prices ranging from 3,000 to 31,000 IDR, adjusted according to the spice level chosen by customers, and priced in accordance with the product quality offered. In terms of Place, @mierah\_purwanto has chosen a highly strategic location near a highway, bus terminal, market, and school, ensuring high accessibility for local consumers. Additionally, they offer online delivery services through Instagram and WhatsApp, extending their reach to a broader consumer base. Promotion is carried out by utilizing Instagram as the main platform, posting engaging photos and videos, collaborating with celebrities, and holding interactive campaigns such as contests with prizes in the form of free meal vouchers. This not only increases product visibility but also builds customer loyalty through consistent engagement.

The integration of the SWOT analysis with the 4P marketing strategy shows that @mierah\_purwanto has Strengths in strategic location, guaranteed product quality, affordable prices, and online delivery services. However, they also face Weaknesses such as large business capital and a limited target market, primarily attracting teenage girls. Opportunities include leveraging social media for further promotion and creating new menu items in line with current trends. However, the Threats faced by @mierah\_purwanto include the increasing number of new

competitors offering similar products at lower prices and using similar marketing strategies. Therefore, @mierah\_purwantoro needs to continue adapting and developing marketing and product strategies to remain competitive in the evolving market. In conclusion, @mierah\_purwantoro has successfully integrated the elements of the 4P marketing mix with the SWOT analysis to address existing challenges and continue to grow in the competitive culinary industry.

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