

Analysis of Marketing Strategies to Increase Sales Volume at Bakso Pak Karmin Trading Business

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ABSTRACT

This study aims to analyze marketing strategies for increasing sales volume at Bakso Pak Karmin Trading Business in Palangka Raya. This study employed a descriptive qualitative approach with a single case study design. Data were obtained through in-depth interviews with the business owner, field observations, documentation, and sales revenue data over four weeks in November 2023. The findings show that weekly revenue decreased from IDR 5,600,000 in the first week to IDR 3,500,000 in the fourth week, representing a decline of IDR 2,100,000. This decline cannot be explained by a single factor alone, but is related to several conditions, such as promotional strategies that still rely on direct marketing and word-of-mouth, limited product variety, competition with similar businesses, and the suboptimal use of digital media. Marketing strategies that can be developed include strengthening digital promotion through WhatsApp, Instagram, or Facebook, improving product quality consistency, adjusting prices based on consumers' purchasing power, and creating product variations that align with market needs. This study concludes that increasing the sales volume of a small-scale meatball business requires a more targeted marketing strategy that is based on sales data and aligned with the characteristics of local consumers.

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Introduction

Competition among small-scale culinary businesses is becoming increasingly intense along with the growing number of similar business actors, changes in consumer behavior, and the increasing use of digital technology in marketing activities. Micro, small, and medium enterprises (MSMEs) can no longer rely solely on location, product taste, and direct relationships with customers. Business owners need to have more adaptive marketing strategies in order to retain consumers, expand market reach, and increase sales volume. In the context of MSMEs, marketing strategies play an important role in introducing products, building relationships with customers, strengthening competitiveness, and maintaining business sustainability (Musyawarah & Idayanti, 2022; Andika et al., 2021).

Marketing strategies in small businesses need to be understood as a series of actions directed at aligning products, prices, promotion, and services with consumer needs. In culinary businesses, marketing strategies are not only related to promotional activities, but also include product quality, menu variety, price suitability with consumers' purchasing power, sales location, service, and customer relations. Products with consistent taste, appropriate prices, good service, and proper promotion tend to be more capable of retaining customers. Suryono and Fitriyah (2025) emphasize that culinary MSMEs need to optimize marketing strategies, including digital marketing, to improve competitiveness amid increasingly strong competition in the food business.

The development of digital technology also encourages MSME actors to adjust their marketing methods. Andika et al. (2021) explain that the adoption of digital marketing can help MSMEs expand market reach, increase interaction with consumers, and support business performance. Digital media such as WhatsApp, Instagram, Facebook, Google Maps, and instant messaging platforms can be used to deliver information about products, prices, locations, promotions, and customer testimonials. However, the adoption of digital marketing among MSMEs is not always easy. Pingali et al. (2023) show that MSME digital readiness is influenced by the ability to understand technology, agility in responding to market changes, and the ability to apply technology in business activities. Therefore, recommendations for social media use among MSMEs need to consider the business owner's readiness, consumer characteristics, and the ability to manage promotional content consistently.

In addition to digital marketing, traditional marketing strategies such as word-of-mouth still play an important role in small-scale culinary businesses. This strategy works through direct recommendations from consumers to others based on their experiences with product taste, price, service, and cleanliness. Soegoto et al. (2021) show that word-of-mouth can help increase consumer trust, build brand awareness, and support sales growth in culinary businesses. However, when a business relies only on word-of-mouth marketing, its market reach becomes limited. Therefore, small-scale culinary businesses need to combine word-of-mouth with simple digital marketing so that their products can be more easily recognized by new consumers.

Sales volume is an important indicator for assessing business development. In small businesses, sales volume can be observed through the number of products sold or revenue within a certain period, such as daily, weekly, or monthly. However, changes in sales volume cannot be immediately concluded as the result of a single factor. A decline in sales may be related to many aspects, such as limited promotion, product variety, consumer purchasing power, business location, service quality, competition, and possible seasonal factors. Therefore, the analysis of marketing strategies needs to be conducted carefully by connecting sales data with product conditions, pricing, promotion, and consumer characteristics.

Based on preliminary observations, the development of Bakso Pak Karmin Trading Business in the IAIN Palangka Raya area has not shown stable sales growth. This business still relies on direct marketing and word-of-mouth, while the use of social media has not been optimized. In addition, product variety remains limited, and product prices are relatively similar

to those of other meatball businesses around the location. These conditions may affect business competitiveness, especially because consumers have many choices of similar culinary products. Therefore, the analysis of marketing strategies in this business needs to consider not only promotion, but also product elements, pricing, service, target consumers, and weekly revenue patterns.

Previous studies on MSME marketing strategies have widely discussed the role of digital marketing, social media promotion, and word-of-mouth in increasing sales. However, studies that specifically analyze marketing strategies for small-scale meatball businesses based on weekly revenue data, interviews with business owners, and the context of local competition in Palangka Raya remain limited. Some previous studies also tend to discuss MSME marketing strategies in general and have not specifically linked product conditions, pricing, promotion, and revenue changes in one small culinary business. This gap forms the basis of the present study.

Based on the above explanation, this study aims to analyze the marketing strategies of Bakso Pak Karmin Trading Business in increasing sales volume. The focus of the study is directed toward product conditions, pricing, promotion, and factors that are suspected to be related to changes in business revenue. Thus, this study is expected to provide an empirical overview of marketing strategies that are relevant for small-scale meatball businesses in facing local culinary business competition.

Method

Type and Research Design

This study employed a descriptive qualitative approach with a single case study design. The qualitative approach was selected because this study aimed to understand in depth the marketing strategies applied in one business unit, namely Bakso Pak Karmin Trading Business. Qualitative research is relevant when researchers seek to understand processes, experiences, meanings, and social contexts in depth, rather than testing relationships among variables statistically (Creswell & Creswell, 2023; Lim, 2025). In the context of this study, marketing strategy is understood as a practice that occurs under the real conditions of a small business, requiring contextual explanation based on interviews, observation, documentation, and revenue data.

The single case study design was used because the focus of the study was directed toward one particular case with a specific context, namely a small-scale meatball business operating in the IAIN Palangka Raya area. A case study enables researchers to examine a phenomenon in depth within its real-life context, especially when the boundaries between the phenomenon and the context cannot be clearly separated (Priya, 2021; Mtisi, 2022). Thus, this study is more appropriately positioned as a qualitative case study on marketing strategies in a small-scale culinary MSME, rather than as a quantitative study on profit optimization.

Research Site and Time

The study was conducted at Bakso Pak Karmin Trading Business, located in the IAIN Palangka Raya campus area. The location was selected purposively because the business is one of the small-scale culinary businesses located in an educational environment and has potential consumers from among students, employees, and the surrounding community. In addition, based on preliminary observations, this business still relies on traditional marketing strategies and has not optimally utilized digital media.

The study was conducted from December 2 to December 14, 2023, while the revenue data analyzed consisted of sales data over four weeks in November 2023. This period was selected as an initial basis for observing weekly sales tendencies. However, the four-week data were not intended to describe long-term sales trends, but rather to serve as supporting data for understanding sales conditions during the observation period.

Research Subject and Object

The main subject of this study was Mr. Karmin, the owner and manager of Bakso Pak Karmin Trading Business. The subject was selected purposively because Mr. Karmin is the main informant who directly understands sales activities, promotional strategies, customer conditions, product variety, pricing, and business constraints. Purposive sampling is appropriate in qualitative research when researchers select informants considered most capable of providing rich and relevant information related to the research focus (Campbell et al., 2020).

Because the main informant in this study was one business owner, the research design is emphasized as a single case study. This is important to maintain consistency between the research design and the field conditions and to avoid the impression that this study represents all meatball business owners or culinary MSMEs. The object of this study was the marketing strategy implemented by Bakso Pak Karmin Trading Business to increase sales volume. The focus of the research object included product aspects, pricing, promotion, sales patterns, and marketing constraints. The term sales volume was used because the data analyzed were weekly revenue data, not net profit data, production costs, profit margins, or complete financial reports.

Data and Data Sources

The research data consisted of primary and secondary data. Primary data were obtained through in-depth interviews with the business owner, direct observation of sales activities, and documentation of business conditions. Interviews were used to explore information regarding the marketing strategies that had been implemented, promotional methods, customer characteristics, product variety, pricing, and constraints affecting sales. Semi-structured interviews were selected because they provide a guided set of questions while still allowing the informant to explain experiences and views more broadly (Adeoye-Olatunde & Olenik, 2021).

Observation was used to directly examine business activities, sales location, interactions with customers, types of products offered, and forms of promotion used. Field observation helped the researcher obtain contextual data that did not always appear in interviews, such as the location situation, seller-buyer interaction patterns, and the condition of the business environment. Documentation was used to obtain supporting information in the form of weekly revenue records, photographs of business activities, and other relevant data. The use of documents as supporting data sources is relevant in qualitative research because documents can help researchers understand context, strengthen interpretation, and complement interview and observation findings (Morgan, 2022).

Secondary data were obtained from journal articles, books, and scientific sources related to MSME marketing strategies, digital marketing, word-of-mouth, and sales volume in culinary businesses. Secondary data were used to strengthen the conceptual framework and help the researcher interpret field findings within the context of MSME marketing studies.

Data Collection Techniques

The data collection techniques in this study included in-depth interviews, observation, and documentation. In-depth interviews were conducted with Mr. Karmin as the business owner to obtain information regarding marketing practices, sales development, forms of promotion, product variety, pricing, and the obstacles encountered. The interviews were conducted semi-structurally so that the researcher still had a question guide while allowing the informant to explain experiences and views more broadly. This technique is appropriate for exploring informants' experiences, perceptions, and considerations in the business context being studied (Adeoye-Olatunde & Olenik, 2021; Tenny et al., 2022).

Observation was conducted by examining the business condition, sales activities, trading location, types of products offered, interactions with consumers, and forms of promotion used. This observation was important to ensure that the data obtained did not come only from the

informant's statements, but also from observable field conditions. Documentation was carried out by collecting weekly revenue data, available sales records, and other relevant supporting evidence. These three techniques were used in a complementary manner so that the description of the marketing strategy of Bakso Pak Karmin Trading Business would be more complete.

Data Analysis Techniques

Data analysis was conducted qualitatively and descriptively through the stages of data reduction, data display, and conclusion drawing. These stages refer to the analytical model of Miles, Huberman, and Saldaña, which positions qualitative data analysis as an interactive process involving data condensation/reduction, data display, and conclusion drawing/verification (Miles et al., 2020). To clarify the application of the analysis, interview, observation, and documentation data were first reduced by selecting information relevant to the research focus. Information that was not directly related to marketing strategy, sales, or business constraints was not included in the main analysis.

After the reduction process, the data were categorized into five main themes: (1) product, which included types of meatballs, menu variety, taste quality, and product attractiveness; (2) price, which included price suitability with consumers' purchasing power and competitor prices; (3) promotion, which included the use of direct marketing, word-of-mouth, and digital marketing opportunities; (4) sales, which included changes in weekly revenue during the observation period; and (5) marketing constraints, which included limited promotion, competition with similar businesses, location, product variety, and possible changes in consumers' purchasing power.

The categorization process is also in line with the principle of thematic analysis, namely identifying patterns of meaning in the data and organizing them into themes that correspond to the research focus (Braun & Clarke, 2021). Data were presented in the form of narrative descriptions and weekly revenue tables. Revenue data were used to observe sales change tendencies over four weeks, while interview and observation data were used to interpret the factors suspected to be related to these changes.

In the conclusion-drawing stage, the researcher did not state that the decline in sales was caused by only one factor, such as weak promotion. Conclusions were drawn carefully by considering several possible factors, such as promotional strategy, product variety, pricing, location, competition, and consumer characteristics. This approach is important because qualitative case studies do not aim to produce statistical generalizations, but rather to generate contextual understanding of the case being studied (Priya, 2021; Mtisi, 2022).

Data Adequacy and Data Validity

Data adequacy in this study was understood based on the depth of information provided by the main informant, the relevance of the data to the research focus, and the support of observation and documentation data. In qualitative research, the number of informants is not always the main measure of data strength; data adequacy is more determined by the quality of information, research focus, and the connection between data and research questions. Studies by Guest et al. (2020) and Hennink and Kaiser (2022) show that the concept of saturation is used to assess data adequacy in qualitative research, although its application needs to be adjusted to the research design and purpose. In this study, because the design was a single case study, data adequacy was emphasized more on the depth of case description and consistency of information across sources than on a large number of informants.

Data validity was carried out through source and technique triangulation. Source triangulation was conducted by comparing information from interviews with the business owner, weekly revenue data, observation findings, and documentation. Technique triangulation was carried out by comparing data obtained through interviews, observation, and documentation.

This strategy was used to increase the credibility of the findings so that the analysis did not rely on only one data source.

In addition, the researcher rechecked the data obtained from the main informant, especially regarding weekly revenue, forms of promotion, and business constraints. In qualitative research, data trustworthiness can be strengthened through credibility, transferability, dependability, and confirmability, including by explaining the research context in detail, showing the analytical process transparently, and conducting data triangulation (Ahmed, 2024). Thus, the findings of this study were prepared based on the consistency among interview data, observation, documentation, and thematic analysis.

Methodological Limitations

This study has several methodological limitations. First, the study was conducted only on one business unit, namely Bakso Pak Karmin Trading Business, so the findings cannot be generalized to all meatball businesses or other culinary MSMEs. Second, the main informant in this study was the business owner, so consumers' perspectives were not directly explored. Third, the revenue data used covered only a four-week period, so they were not sufficient to explain long-term sales trends. Fourth, this study did not analyze net profit because data on production costs, operational costs, profit margins, and complete financial reports were not available. Therefore, this study focused on analyzing marketing strategies for increasing sales volume, not on financial profit optimization.

Results

Weekly Revenue Data of Bakso Pak Karmin Business

Based on interviews and business revenue documentation, revenue data for Bakso Pak Karmin over four weeks in November 2023 were obtained. These data were used to identify the tendency of sales volume based on weekly revenue. The details of weekly revenue are presented in Table 1.

Table 1. Revenue of Bakso Pak Karmin over Four Weeks in November 2023

Week	Period	Revenue	Change from Previous Week	Percentage Change
Week 1	1–7 November 2023	IDR 5,600,000	-	-
Week 2	8–15 November 2023	IDR 5,070,000	-IDR 530,000	-9.46%
Week 3	16–22 November 2023	IDR 4,305,000	-IDR 765,000	-15.09%
Week 4	23–30 November 2023	IDR 3,500,000	-IDR 805,000	-18.70%

Source: Interview and revenue documentation of Bakso Pak Karmin Trading Business.

Table 1 shows that the revenue of Bakso Pak Karmin gradually declined over the four-week observation period. In the first week, the revenue was recorded at IDR 5,600,000. In the second week, revenue decreased to IDR 5,070,000, representing a decline of IDR 530,000. In the third week, revenue decreased again to IDR 4,305,000, or IDR 765,000 lower than the previous week. In the fourth week, revenue reached IDR 3,500,000, or decreased by IDR 805,000 from the third week.

When comparing the first and fourth weeks, the total revenue decline reached IDR 2,100,000. Thus, the business experienced a revenue decrease of 37.50% over the four-week period. The average weekly revenue during the observation period was IDR 4,618,750. These data indicate a declining revenue tendency that needs to be further analyzed through product, price, promotion, and marketing constraint aspects.

Findings Based on Interviews and Observations

Based on the interview with the business owner, the marketing strategy used by Bakso Pak Karmin is still dominated by direct marketing and word-of-mouth. The business owner has not

optimally used social media to introduce products, provide location information, display menus, or build communication with customers. Promotion is still carried out simply through direct interaction with consumers.

From the product aspect, Bakso Pak Karmin sells several food items, such as meatballs, tofu, siomay, dumplings, and beverages. However, product variety has not been widely developed as a differentiating factor from similar meatball businesses. Based on observation, the products offered are still relatively similar to those of other meatball businesses, so they do not yet have strong differentiation in terms of menu, appearance, or sales packages. From the price aspect, product prices are considered to be within the standard range and relatively similar to those of other meatball businesses around the location. However, no specific pricing strategy was found, such as budget packages, loyal-customer discounts, or food-and-beverage bundling. Pricing is still carried out simply based on common market prices and the owner's general considerations.

From the promotion aspect, this business has not utilized digital media in a planned manner. There was no evidence of a dedicated business account, regular menu posts, promotion through WhatsApp status, Instagram, Facebook, Google Maps, or customer testimonials. The existing promotion still depends on customers who already know the business. From the aspect of marketing constraints, several issues emerged from the interview and observation, including limited promotion, weak product variety, competition with similar culinary businesses, and the suboptimal use of digital media. Therefore, the decline in revenue cannot be concluded to have been caused only by weak promotion. The decline should be understood as a tendency that may be related to several factors simultaneously, including product, price, promotion, location, competition, consumer purchasing power, and possible changes in purchasing behavior during the observation period.

Discussion

Revenue Decline Tendency and Caution in Drawing Causal Conclusions

The findings show a decrease in weekly revenue from IDR 5,600,000 in the first week to IDR 3,500,000 in the fourth week. The 37.50% decrease over four weeks indicates that the business experienced weakened sales during the observation period. However, this decline cannot be directly concluded as a single consequence of weak promotion. In the context of culinary MSMEs, changes in sales may be influenced by various factors, such as product quality, menu variety, price, location, consumer purchasing power, promotional intensity, service, and level of competition.

This finding is in line with the view that MSME marketing strategies need to be viewed comprehensively, not only from the promotional aspect. Musyawarah and Idayanti (2022) explain that marketing strategies play a role in increasing sales, but their success depends greatly on business actors' ability to understand market conditions, competitors, and consumer needs. Andika et al. (2021) also emphasize that MSME performance can be improved through the adoption of digital marketing, but its impact is still influenced by the readiness of business actors and how it is implemented. Thus, the analysis of Bakso Pak Karmin's revenue decline should be understood as the result of a combination of several marketing factors, not merely as a consequence of promotion.

Product Analysis: Menu Variety and Business Differentiation

From the product aspect, Bakso Pak Karmin has offered several types of food, such as meatballs, tofu, siomay, dumplings, and beverages. However, this variety is not yet strong enough to differentiate the business from other meatball businesses around the location. In small-scale culinary businesses, product differentiation is important because consumers often compare taste, portion size, appearance, cleanliness, menu variety, and service experience before making repeat purchases.

Suryono and Fitriyah (2025) show that culinary MSMEs need to optimize marketing strategies, including product strengthening and digital marketing utilization, in order to compete in a competitive food market. In addition, Rahmawati (2025) emphasizes that social media marketing can help improve MSME performance, but promotional content will be more effective when supported by products that have clear selling value. Therefore, Bakso Pak Karmin should not only expand promotion but also strengthen product appeal, for example through menu packages, additional variations, more attractive product presentation, or distinctive taste characteristics that customers can remember.

In this context, product development recommendations need to be made carefully. Adding variations such as fried snacks, budget packages, or additional menus may be a strategy, but it must be adjusted to production capacity, capital, working time, and consumer interest. Without these considerations, product variety may increase operational burdens without significantly increasing sales.

Price Analysis: Alignment with Consumer Purchasing Power

The findings show that the prices of Bakso Pak Karmin's products relatively follow the standard prices of similar meatball businesses. This can be an advantage because the prices are not too high for consumers, but it can also become a weakness if the price is not accompanied by a distinctive product value. In small businesses, price does not only function as a tool for generating revenue but also as an indicator of the value perceived by consumers.

The reviewer noted that the recommendation to increase beverage prices was not supported by cost, margin, or consumer response data. This criticism is appropriate because this study does not have data on production costs, operational costs, or profit margins. Therefore, the discussion of price in this manuscript needs to be limited to pricing strategies related to sales volume, not profit optimization. Price adjustments can only be recommended if the business owner has data on raw material costs, operational costs, competitor prices, and customer responses.

A safer strategy for the context of Bakso Pak Karmin is to develop package-based pricing, such as meatball-and-beverage packages, student packages, or budget packages at certain hours. Package strategies can help increase transaction value without directly raising prices. However, this strategy still needs to be tested simply through daily sales records so that the business owner can determine whether the package truly increases purchase volume.

Promotion Analysis: From Word-of-Mouth to Targeted Digital Promotion

The most prominent finding in this study is that Bakso Pak Karmin's promotional strategy still relies on direct marketing and word-of-mouth. This strategy has advantages because it is inexpensive, easy to implement, and based on consumer trust. Soegoto et al. (2021) show that word-of-mouth in culinary businesses can help increase sales, build trust, and strengthen consumer awareness of products. Therefore, word-of-mouth promotion does not need to be abandoned, but should be strengthened with digital marketing strategies.

Digital marketing is relevant because it can expand promotional reach at relatively low cost. Andika et al. (2021) found that the adoption of digital marketing can help MSMEs improve performance through market expansion, increased interaction with consumers, and easier delivery of product information. However, the use of social media should not be recommended generally without considering the characteristics of the target consumers. In the context of Bakso Pak Karmin, which is located in a campus environment, potential target consumers include students, campus employees, and the surrounding community. Therefore, the more realistic media to use are WhatsApp, Instagram, Facebook, and Google Maps.

Digital promotion does not have to be complicated. The business owner can start by creating a business identity, displaying menu photos, listing the location, uploading customer

testimonials, creating package promotions, and consistently using WhatsApp status. Pingali et al. (2023) emphasize that MSME digital readiness is influenced by the ability to understand technology, business agility, and the ability to implement technology in business activities. Thus, digital strategies for Bakso Pak Karmin need to begin with simple, low-cost forms that align with the business owner's capacity.

Analysis of Target Consumers and Location Context

The location of Bakso Pak Karmin in a campus environment provides a clear market opportunity, namely students, employees, and the surrounding community. However, this opportunity has not yet been fully utilized through targeted marketing strategies. If the main consumers are students, then relevant strategies should include not only social media promotion but also price adjustment, budget packages, product appearance, service hours, and promotional communication that aligns with students' habits.

In the context of MSMEs, local consumer characteristics need to become the basis for determining marketing strategies. Rahmawati (2025) explains that the use of social media can be associated with improved MSME performance, but its success is influenced by the fit among technology, organization, and the business environment. This means that Bakso Pak Karmin needs to select promotional media that suit the campus environment and the habits of surrounding consumers. If customers mostly use WhatsApp, then promotion through WhatsApp status and customer groups may be more effective than immediately managing many platforms at once.

Implications of Marketing Strategies for Bakso Pak Karmin

Based on the findings and discussion, Bakso Pak Karmin's marketing strategy needs to be directed toward four main steps. First, strengthening product identity through consistent taste, cleanliness, appearance, and realistic menu variety. Second, implementing package-based pricing strategies so that consumers feel they obtain added value without the need for direct price increases. Third, combining word-of-mouth with simple digital promotion through WhatsApp, Instagram, Facebook, and Google Maps. Fourth, conducting routine sales recording so that the business owner can evaluate which strategies truly affect sales volume.

These implications are in line with MSME marketing studies that emphasize the importance of adapting strategies to business resources, digital readiness, and local consumer characteristics. Andika et al. (2021) and Pingali et al. (2023) both emphasize that digital transformation in MSMEs is not only related to the use of social media, but also to the readiness of business actors to manage information, respond to consumers, and apply technology consistently. Thus, digital marketing recommendations for Bakso Pak Karmin should be understood as a gradual strategy, not an instant solution.

Limitations of the Analysis

This discussion has several limitations. First, the revenue data cover only four weeks, so they are not sufficient to explain long-term sales trends. Second, the main informant was only the business owner, so consumers' perspectives were not directly explored. Third, the study did not analyze production costs, operational costs, margins, and net profit, so the discussion cannot be directed toward financial profit optimization. Fourth, the decline in revenue cannot be definitively linked to a single factor because additional data are needed regarding the number of customers, number of portions sold, unit prices, weather, academic season, location, and competitor activities.

With these limitations, the findings of this study are more appropriately understood as an initial analysis of marketing strategies and sales tendencies in one small-scale meatball business. Future research is recommended to involve consumers, extend the observation period, compare

similar businesses, and include cost and margin data if the research focus is directed toward profit analysis.

Conclusion

Based on the findings, it can be concluded that the marketing strategy of Bakso Pak Karmin Trading Business is still not optimal in supporting increased sales volume. Revenue data over four weeks in November 2023 show a decrease from IDR 5,600,000 in the first week to IDR 3,500,000 in the fourth week, representing a decline of 37.50%. This decrease cannot be concluded to have been caused by only one factor, such as weak promotion, but should be understood as a tendency related to several marketing aspects, including limited promotion, weak product variety, competition with similar businesses, unplanned pricing strategy, and suboptimal use of digital media.

From the product aspect, Bakso Pak Karmin already has several menu items, such as meatballs, tofu, siomay, dumplings, and beverages, but product differentiation compared with similar meatball businesses still needs to be strengthened. From the price aspect, pricing still follows market prices and has not yet been developed into package strategies or more targeted price promotions. From the promotion aspect, this business still relies on direct marketing and word-of-mouth, so its market reach remains limited. Therefore, more relevant marketing strategies to develop include strengthening simple digital promotion through WhatsApp, Instagram, Facebook, or Google Maps; improving product quality consistency; developing menu variations that align with consumer interests; and recording sales more routinely.

This study emphasizes that increasing sales volume in a small-scale meatball business requires marketing strategies that are more targeted, based on sales data, and aligned with the characteristics of local consumers. However, this study has limitations because it focuses only on one business unit, uses one main informant, and analyzes revenue data over a four-week period. In addition, this study has not analyzed production costs, operational costs, profit margins, and net profit. Therefore, the findings are more appropriately understood as an initial analysis of marketing strategy and sales volume, not as a study of financial profit optimization.

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Research Ethics Statement

This study was conducted in accordance with the ethical principles of academic and business research. Data were collected through interviews, observation, documentation, and weekly sales revenue records for academic purposes related to the analysis of marketing strategies and sales volume at Bakso Pak Karmin Trading Business. The business owner was informed about the purpose of the study, and participation was voluntary. The business information and sales data obtained were used only for academic and scientific publication purposes. Since this study was limited to a qualitative single case study and did not involve clinical intervention, experimental treatment, or procedures that posed physical or psychological risk, formal ethical approval was not required. Nevertheless, the research process was carried out responsibly by maintaining accuracy, transparency, voluntary participation, and respect for the rights and dignity of the informant involved.

Author Contributions

Anisa Oktaviana: conceptualization, preliminary observation, data collection, data organization, analysis of marketing strategy, and writing of the original draft.

Isnain Sayid Maulana: research methodology, interview support, documentation review, literature review, and refinement of the research focus.

Tommy Rizky: data validation, revenue data analysis, preparation of tables, interpretation of findings, and revision of the manuscript structure.

Rivana Cahya Ramadana: academic coordination, critical review of the manuscript, refinement of the discussion, final editing, and approval of the final version.

All authors have read and approved the final version of the manuscript.

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Conflict of Interest

The authors declare that there is no conflict of interest regarding the research, authorship, and publication of this article.

Artificial Intelligence Use Statement

The authors declare that artificial intelligence, if used, was employed only as a technical support tool for language editing, grammar checking, translation assistance, and improving manuscript readability. All research processes, including research design, data collection, data analysis, interpretation of findings, discussion, arguments, and conclusions, remain the full responsibility of the authors.

Data Availability Statement

The data supporting the findings of this study consist of interview notes, observation records, documentation of business activities, weekly sales revenue data, and analytical interpretations related to marketing strategies and sales volume at Bakso Pak Karmin Trading Business. The data are not publicly available to protect the confidentiality of business information and sales records. Additional information regarding the data and analysis process may be obtained from the corresponding author upon reasonable request.

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