

Marketing Practice in MSMEs: Owners' Perspective of Bukittinggi Snack Food of Keripik Balado

THESIS

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Department – Faculty of Economics



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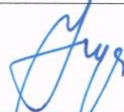


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ABSTRACT

This study aims to identify the dimensions of marketing practice of MSMEs, by using perspective of Bukittinggi snack food of keripik balado, conducted through exploratory research. The phase of the study was conducted through qualitative methods with Semi Structured Interview Technique on 10 MSMEs of Keripik Balado located in Bukittinggi who produce their own products. The analysis if this study is conducted by using thematic analysis with the help of Excel software to reduce the data. This study shows most of the owners associate the term marketing with the act of promoting the products to increase sales and they these MSMEs point to social media utilization and the power of word of mouth to do marketing. This study also shows that most MSMEs do no create specific marketing strategy in their business as most do not understand the process in addition to these enterprises also do not have a substantial competitive advantage.

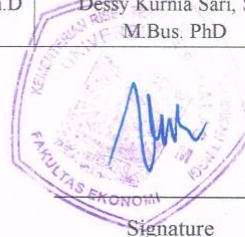
Keywords: marketing practice, marketing strategies formulation, marketing strategies implementation, entrepreneurial marketing, SMES, MSMEs.

This thesis already examined and passed on July 11th, 2019. This abstract already approved by supervisor and examiners:

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