

**Marketing Practice in MSMEs:
Study of Rendang Owners' Perception in Padang City**

THESIS

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**MARKETING PRACTICE IN MSMEs:
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ABSTRACT

Marketing practice is an important aspect in Micro, Small, and Medium Enterprises (MSMEs), especially in rendang enterprises to face high level of competition among several enterprises. This research used a qualitative research that uses an exploratory approach to find out information about the identification of understanding about marketing, marketing strategy formulation, marketing strategy implementation, and competitive advantage that include in marketing practices in MSMEs. The data has been conducted to ten MSME owners of rendang enterprise in Padang. Data analysis technique that is used in this study is thematic analysis. The result indicate that half of the owners associate the term marketing with the act of promoting the products in order to increase sales of products. In regards of what marketing activities that can be done by MSMEs, most of the answers are pointed to social media utilization. The main reason is the social media utilization is considerably easy to be executed with minimal efforts and require minimum resources. Most of the MSMEs owners do not create specific marketing strategy in their business practice as most did not understand process nor what it is. Marketing strategy that used by rendang enterprises are very variative with each other. Based on the finding above, the sales number is really affected by each of rendang enterprises' marketing activities. And the length of operating year also affecting the sales number because of their experience and credibility or image from the society.

Keyword : *Marketing Practice, MSMEs, Rendang Enterprise*

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