

**BUSINESS INNOVATION THROUGH MUSHROOM-BASED PRODUCT  
DIFFERENTIATION AND SOCIAL MEDIA MARKETING  
OPTIMIZATION: A PROJECT FOR JAMUR MR. PJ**

**FINAL PROJECT**

Submitted as One of The requirements to Obtain a Bachelor Degree in  
Undergraduate Study Program Department of Management  
Faculty of Economics and Business  
Universitas Andalas



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**Business Innovation Through Mushroom-Based Product Differentiation and Social Media Marketing Optimization: A Project for Jamur Mr. Pj**

*Thesis by : Esha Tulhaqma*

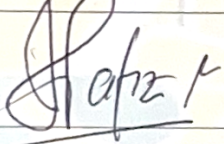
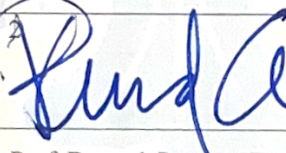

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**ABSTRACT**

This final project aims to enhance the competitiveness of Jamur Mr. Pj, a mushroom-based culinary business in Padang City, through business innovation strategies focused on product differentiation and social media marketing optimization. The study adopts an action research approach, combining planning, action, observation, and reflection stages to address issues of sales stagnation and low customer engagement. Product differentiation strategies involved refining existing menu items such as Jamur Geprek and Rendang Jamur and developing new items like Risoles Jamur and Dimsum Jamur based on consumer preferences. Simultaneously, optimized social media strategies were executed using Instagram and TikTok to increase brand awareness, educate customers, and drive interaction through informative and visual content. Data was collected through interviews, observation, and documentation. The findings show a positive impact on customer response, social media engagement, and sales growth. The integration of product innovation and strategic digital marketing proved effective in increasing consumer interest and strengthening the market position of Jamur Mr. Pj in the plant-based food industry.

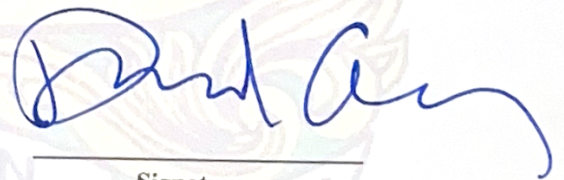
**Keywords:** Product Differentiation, Mushroom-Based Innovation, Social Media Marketing, Business Innovation.

This thesis is already examined and passed on July 23<sup>rd</sup>, 2025. This abstract is already approved by supervisor and examiners.

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