

CHAPTER V CLOSING

5.1 Project Conclusion

This final project was carried out to address the main issues faced by Jamur Mr. Pj Business namely stagnant sales due to limited product variety and low effectiveness of social media in attracting new customers. To address this, business innovation was adopted through a product differentiation strategy based on mushrooms, coupled with optimizing digital marketing through creative content on social media. In the context of SMEs, innovation does not necessarily have to create entirely new products from scratch. Instead, this project demonstrates that adding variations to existing products through differentiation in raw materials, value-added features, and brand positioning is a relevant, realistic, and directly impactful innovation that enhances product value and appeal.

The business can offer consumers more options by developing menu items such as Rendang Jamur, Jamur Geprek, Dimsum Jamur, and Risoles Jamur. Snack items like Dimsum and Risoles demonstrate higher market acceptance. At the same time, main products like Rendang and Geprek indicate the need for stronger education and communication in introducing new mushroom-based flavors. Bundling strategies and pre-order (PO) systems have also proven effective as business innovations that enhance efficiency and strengthen the consumer purchasing experience.

Optimizing social media marketing has become a key strength. TikTok has proven more effective in reaching new audiences while Instagram remains relevant

for maintaining interaction with existing customers. Educational content, entertainment, and testimonials have proven successful communication strategies driving awareness and engagement. Thus, this project concludes that business innovation through product differentiation strategies and strengthening digital promotion are concrete steps that align with the needs and capacities of MSMEs. Although the scale of implementation is limited, the results indicate that this approach has significant potential for further sustainable development.

5.2 Project Implications

5.2.1 Theoretical Implications

This project supports the theory that innovation in business does not only mean creating entirely new products but can also be achieved through differentiation strategies that is, updating, developing, or modifying existing products to give them unique value in the eyes of consumers. In small businesses like Jamur Mr. Pj, the differentiation approach has proven to be more cost-effective, lower in risk, and more easily accepted by markets already accustomed to specific consumption patterns. The results of this project reinforce the view that innovation based on adaptation and market segmentation is an effective form of functional innovation for MSMEs.

5.2.2 Practical Implications

Practically speaking, this project shows that adding product variety through a mushroom-based differentiation approach can solve sales stagnation. Although

products like Risoles Jamur or Dimsum Jamur are not new concepts, utilizing healthier ingredients, an appealing appearance, and positioning them as modern, nutritious snacks gains added value in the market; on the other hand, the digital marketing approach demonstrates that creativity in information delivery and using platforms aligned with the target market's age and interests (such as TikTok for light and interactive content) are crucial for the reach and effectiveness of brand communication.

5.3 Project Limitation

In implementing this project, several limitations need to be recognized as areas for evaluation and improvement in future projects:

First, the limited time for planning and implementation which lasted only six weeks, restricted the scope for repeated testing of strategies. Some adaptive strategies, such as bundling and pre-order (PO) systems, were only tested once. This makes the evaluation results preliminary and does not fully represent long-term success patterns.

Second, the limited resources of MSMEs also affected the distribution coverage and intensity of promotion. The entire implementation process was carried out directly by business actors with limited assistance, so the content reach and production volume had to be adjusted to the available capacity. This impacted the frequency of content posting and the potential for engagement with the community or promotional partners. Third, customer feedback data was collected through direct participatory observation and informal interviews with several customers willing to provide comments. Although the data is relevant and in-depth,

the limited number of informants and the semi-structured interviews mean the results cannot be fully generalized to all customer segments.

Fourth, financial evaluation and profitability aspects have not been analyzed comprehensively. The primary focus of this project is on market acceptance, increased awareness, and the effectiveness of promotional strategies and product innovation. Therefore, a more in-depth study on profit margins, cost structures, and financial comparisons before and after implementation could serve as a basis for further research. Aware of these limitations it is hoped that the development of the next project will be more targeted, measurable, and tailored to the resources and potential of MSME actors.

5.4 Recommendations

Based on the results of the project implementation, there are several recommendations for the further development of Jamur Mr. Pj:

- a. Focus on strengthening product differentiation strategies. Light menu items such as Dimsum Jamur and Risoles Jamur should be flagship products continuously developed in various flavors, packaging, and categories (frozen, ready-to-eat, or premium snacks).
- b. Continue to align innovations with the capabilities of MSMEs. Innovations do not always have to be new; adaptive innovations that update products already known to the market will be more effective, efficient, and safer regarding consumer acceptance.

- c. Enhance visual quality and storytelling in digital content, especially customer testimonials, behind-the-scenes videos, and humor that resonates with the target market, such as students or young professionals.
- d. Maintain and expand bundling systems and pre-orders (PO), as these strategies have proven effective in driving larger purchases and reducing food waste. This system can be scheduled weekly or monthly.
- e. Conduct monthly social media performance and sales evaluations to identify the most effective content and adjust strategies periodically based on customer feedback and social media analytics.
- f. Explore collaboration opportunities, such as partnering with local food influencers and vegetarian communities or opening franchise/partner opportunities in other potential locations with a simple yet standardized system.

