

## Analysis of Marketing Strategies Improving Business Performance in Dimsum Berkah at East Kisaran District

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### ABSTRACT

This study aims to analyze the implementation of marketing strategies based on the 4P marketing mix, which includes product, price, place, and promotion, and its impact on improving the performance of the Dimsum Berkah business in Kisaran Timur District. The background of this study is based on the importance of MSMEs adapting to marketing strategies as a way to improve business performance. This study uses a qualitative approach with data collection techniques in the form of in depth interviews, field observations, and documentation. The results show that Dimsum Berkah actively applies marketing mix elements in its digital strategy, such as presenting the best and most attractive products (product), setting prices that are in line with market competition (price), utilizing online platforms for distribution (place), and conducting promotions through social media and collaboration with local Content Creators (promotion). The implementation of the 4P marketing mix has been proven to increase market reach, build better relationships with customers, and encourage increased sales and overall business performance. The conclusion of this study is that the integration of the 4P marketing mix strategy can be an effective step in developing a sustainable culinary business.

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### INTRODUCTION

The rapid development of the global economy has had an impact significant impact on business competition patterns in various sectors. Technology advances information, increased access to resources, and shifts in behavior Consumers demand business actors to adapt quickly and precisely. In conditions like this, the success of a business is not only determined by quality products or services offered, but also by the company's capabilities within managing marketing strategies.

Marketing according to (Kotler et al., 2016) is a the social process by which individuals and groups get what they want they need and want by creating, offering, and freely exchange valuable products with other parties. According to (Maulidah & Sahro, 2023) the marketing strategy is Taking decisions about marketing costs based on a fixed marketing budget consider projected environmental and competitive factors.

Business performance is the primary benchmark of a business that shows how effective a company is in carrying out its business activities to achieve set goals. In an increasingly competitive climate In an ever-changing business environment, performance evaluation becomes crucial. This is not only related to financial achievements such as profit, revenue, and return on investment, but also includes non-financial aspects such as service quality, customer satisfaction, as well as innovation and work process efficiency. Various types of businesses face different situations and challenges depending on the industry sector, company size, and market

conditions they face. Therefore, it is important for business actors to understand various factors that can influence performance, both from within the company such as management systems, the quality of human resources, and the utilization of technology, as well as from outside such as economic conditions, government regulations, and industry competition. This understanding will help in formulating more effective business strategies to support growth and sustainability of the enterprise.

Every stage of business performance growth, including SMEs, is the result of two environments where the company operates, namely the internal environment and the external environment (Purwaningsih & Kusuma, 2015). Successful business performance depends on good economic performance, and how business actors and employees work together and carry out their activities and objectives in a coordinated manner.

The phenomenon currently occurring shows that many business actors, both small, medium, and large scale, are facing challenges in formulating effective marketing strategies. Changes in consumer trends, advancements in digital technology, and the dynamics of competition require companies to adapt quickly. Failure to anticipate market changes can lead to a decrease in sales and even bankruptcy.

The analysis of marketing strategy in improving business performance becomes the author's attraction to conduct research on marketing strategies viewed from the enhancement of business performance. East Kisaran District is located in Asahan Regency, North Sumatra Province, with a strategic position that supports rapid advancement in various fields, including economics, social, and culture. Over time, the city of Kisaran continues to grow rapidly. One of the signs is marked by significant population growth. This causes the city to become more densely populated, which further changes various aspects of community life. This development affects the increasingly dynamic economic activity in East Kisaran District, opening up new business opportunities and job fields.

To support economic progress, empowering Micro, Small, and Medium Enterprises (MSMEs) has become one of the effective solutions. MSMEs play an important role in creating jobs, enhancing community skills, and promoting local products to a wider market. The people of Kisaran are increasingly aware of how important the MSME sector is for regional economic advancement. Through the ventures run by MSME actors, the economy of this city continues to grow each year. With support from the government and private sectors, it is hoped that MSMEs can continue to develop and provide significant contributions to the advancement of the City of Kisaran and the welfare of the community.

**Table 1. UMKM data in Kisaran Timur District**

NO	SUBDISTRICT	YEAR 2021	YEAR 2022	YEAR 2023
1	Kisaran Timur	2.019	2.037	2.119

Kota Kisaran is a densely populated location where entrepreneurs think of ideas to create business opportunities. Dimsum Berkah is a fast food product that has become a trend among the current generation, seeing business opportunities in strategic areas to create chances for success, selling fast food with new variants and creating innovations inspired by China, namely Dimsum. Dimsum Berkah competes with other business players starting from marketing strategies, product quality, pricing, and customer service. Dimsum Berkah started its business in 2019 with a focus on marketing strategies that prioritize products, pricing, business location, and promotions through social media, especially Facebook. Various marketing strategies have been implemented thanks to the owner's business performance, and Dimsum Berkah has experienced rapid growth. In 2023, they successfully opened their first outlet and continue to expand marketing, building a loyal customer base that continues to grow. The outlet location is very strategic, right on Jl Madong Lubis, which has various public facilities such as a stadium, village office, and several schools. This business is also supported by an employee who is responsible for serving customers.

Dimsum Berkah, although already known in the city of Kisaran as a provider of dimsum at affordable prices, still faces significant challenges in marketing, particularly in terms of utilizing technology that has not yet been optimized. In the midst of the rapid development of the digital era, many culinary businesses have leveraged various online platforms and digital technologies to expand their market reach and introduce their products. However, Dimsum Berkah has not fully optimized this potential, which hinders them from competing more effectively with other competitors.

To be competitive in the market, Dimsum Berkah needs to immediately integrate technology into its marketing strategy and enhance its business performance. This includes optimizing the use of various social media platforms to reach a wider audience, as well as more detailed aspects such as business strategy, human resources, and financial management. In addition to marketing strategies, business performance is also important for enhancing the competitiveness and position of the company in the market. Without good business performance, even marketing strategies will not be able to yield optimal results for the overall growth of the company. Dimsum Berkah can design more targeted campaigns that match the preferences of the target market. For example, through engagement analysis on social media or customer purchasing habits, allowing them to identify the most popular products and the most effective promotion timing. Therefore, the integration of

information technology, a positive image, and good business performance is an important investment for the sustainability and long-term development of Dimsum Berkah.

## METHOD

This research is a qualitative study that uses a qualitative approach, where observation, analysis, and interviews are used by the researcher to explore in-depth information related to digital marketing strategies using social media to increase profits at Dimsum Berkah in East Kisaran District, Asahan Regency. The research location is in the East Kisaran District of Asahan Regency. This location is a densely populated area inhabited by local residents and students, making it a consideration for the author.

There are various commonly used data collection techniques. One of them is interviews, which involve direct interaction between the researcher and participants to gain an in-depth understanding of their experiences, perceptions, and views regarding the research topic (Merriam, 2009). Observation also becomes an important technique in qualitative research, where researchers actively observe and record behaviors, interactions, and contexts occurring in the situations being studied (Bogdan & Biklen, 2017). The data analysis applied in this study uses descriptive analytical methods, which focus on explaining data in the form of words and images, rather than numbers. The data sources include manuscripts, interviews, field notes, documents, and so on, which are then described to provide clarity regarding reality or the truth.

Based on the population census in East Kisaran District, Asahan Regency, it shows that this district has the highest population among other districts in Asahan Regency, with 85,596 people in 2023, an increase from 81,487 people in 2020. This district consists of 12 villages/sub-districts and has a high population density, with the majority being Muslim according to BPS Asahan Regency data in 2023, which shows that the number of Muslims is 72,317, followed by Protestant Christians at 10,441, Catholics at 1,044, Buddhists at 1,779, Hindus at 17, and Confucians at 7.

The community of East Kisaran Subdistrict has various livelihoods with several types of jobs from the community of East Kisaran Subdistrict, as can be seen from the data from the Asahan Regency BPS in 2020 as follows:

**Table 2. Types of Jobs**

No	Work	Male	Woman	Number
1	Plantation/Farming	1207	73	1280
2	Mining/Excavation	187	10	197
3	Processing Industry	6457	5652	12109
4	Electricity, Gas, and Drinking Water	2526	15	2541
5	Trade, Restaurant	7099	7738	14837
6	Transport and Communication	5277	114	5391
7	Bank and Financial Institutions	515	59	574
8	Services and Social	4806	4364	9170
9	Building	4419	7	4426

This growth indicates that the community in East Kisaran District is becoming more open to the world of entrepreneurship, both in the form of micro, small, and medium enterprises. The factors that are likely driving this growth include post-pandemic economic recovery, increasing public awareness of independent business opportunities, easier access to technology and digital marketing, and support from the local government in the form of training and assistance for SMEs. By utilizing the existing potential and implementing appropriate development strategies, SMEs in East Kisaran District have a great opportunity to grow and positively contribute to the local economy in the Asahan Regency area.

## RESULTS

Based on the findings of the research that studies the analysis of marketing strategy on the improvement of business performance of dimsum berkah in kisanan timur district, it can be elaborated in this study.

### **Marketing Strategy for Improving the Performance of Dimsum Business in Kisanan Timur District**

This research shows that Dimsum Berkah in Kisanan Timur District implements a marketing strategy through a marketing mix (marketing mix 4P), namely product, price, place and promotion. In terms of products, Dimsum Berkah maintains the quality and consistency of taste, especially in the sauce and texture of the dimsum. The steaming process is carried out carefully so that the taste does not change, so that consumers feel stable quality and this is the main factor in forming customer loyalty. The business location is strategically placed, namely on the side of the main road and close to public facilities. The existence of an outlet at this location makes the business easily accessible, clearly visible to consumers, and makes a significant contribution to increasing sales.

The promotion relies on digital media through Facebook Marketplace and collaboration with local content creators. In addition, word of mouth promotion is also an effective means of attracting new consumers. This combination of online and offline promotion successfully expands market reach while increasing brand awareness. Overall, the implementation of the 4P marketing mix strategy at Dimsum Berkah has proven to contribute to improving business performance, strengthening customer loyalty, and supporting business sustainability. The consistency in maintaining product quality, affordable pricing strategy, the selection of the right location, and adaptive promotion are key factors in the success of this micro business.

Based on the results of interviews with consumers, it is known that they first became acquainted with Dimsum Berkah through online ordering. Consumers have made several purchases using home delivery service, which indicates that the online ordering and delivery services provided by Dimsum Berkah have successfully reached consumers at an initial stage and provided a positive experience that encourages repeat purchases. However, this change in purchasing behavior occurred because consumers admitted that they rarely use the Facebook application anymore, which was previously the main means of promotion and ordering, therefore switching to direct purchases. This indicates that changes in consumer preferences toward digital channels can influence consumption patterns.

In this study, it was found that the shift from online purchases to direct purchases also reflects that the presence of physical outlets plays an important role in maintaining the continuity of the relationship between consumers and products. Dimsum Berkah has successfully retained customers initially acquired through digital promotions by providing easier physical access, thus able to maintain consumer loyalty despite changes in social media usage patterns.

### **Constraints of Marketing Strategy on Business Performance Improvement**

The challenges faced by Dimsum Berkah are promotion and the threat from competitors. The main challenge in marketing Dimsum Berkah is the lack of self-confidence among the business owners to appear directly or create creative promotional content. This results in promotional strategies that are still basic and not optimal in attracting consumer attention. Meanwhile, competition with similar businesses in the East Kisanan sub-district also presents its own obstacles, as it demands business owners to constantly innovate in order to maintain their existence and attract new customers.

In running a micro, small, and medium enterprise (UMKM), an appropriate marketing strategy is needed to compete in the midst of tight market competition. One of the most relevant and effective strategies is digital marketing. Digital marketing offers various advantages, such as a wider reach, speed in delivering information, and cost efficiency compared to conventional marketing methods. This presents a great opportunity for UMKM actors to introduce their products to a broader market, including through social media, marketplaces, and other digital platforms.

Based on the interview results, it can be concluded that Dimsum Berkah implements effective solutions with this step to overcome the obstacles faced by Dimsum Berkah. This indicates that the creative content published through digital platforms not only serves as a medium of information, but also has the ability to build emotional appeal and consumer trust, especially through testimonials from other users. Positive comments or reviews have a significant impact on shaping prospective consumers' initial perceptions of product quality, which can trigger purchasing decisions. By implementing digital marketing strategies in collaboration with content creators, it enhances business performance from a marketing aspect, namely Increased sales, Brand awareness, and Business growth.

This finding shows that digital promotion strategies improve the performance of Dumsum Berkah, with the development of physical outlets due to digital marketing strategies. Online promotion serves to capture initial interest, while the presence of physical outlets can maintain and increase the purchase frequency of consumers who are already familiar with the product. This strategy demonstrates effectiveness in expanding the market and increasing customer loyalty.

Based on field findings, it can be concluded that the implementation of digital marketing strategies has a significant impact on improving the performance of Dimsum Berkah business. Through the utilization of social media and digital platforms, this business has successfully reached more consumers, improved promotional effectiveness, and reduced marketing costs. This strategy also strengthens relationships with customers through fast and responsive two-way communication, thereby enhancing consumer loyalty. This indicates that digital marketing strategies are one of the important factors in supporting the growth and sustainability of Dimsum Berkah business.

## CONCLUSION

Based on the results of the research conducted, it can be concluded that the application of a targeted marketing strategy with the appropriate 4P Marketing Mix approach has had a positive impact on the business performance of Dimsum Berkah. Through the utilization of social media platforms, particularly Facebook, and collaboration with local content creators, Dimsum Berkah has successfully expanded its market reach, enhanced interaction with consumers, and strengthened its brand image.

The marketing strategy implemented includes four main elements of the marketing mix, namely product, price, place, and promotion. Dimsum Berkah consistently develops products that align with market tastes, sets competitive prices, expands distribution through delivery services, and utilizes creative digital promotions. By combining the four elements: product, price, place, and promotion, it can attract consumer attention and build public trust in the quality of the products.

The increase in sales and customer loyalty is a tangible result of the marketing strategy implemented by Dimsum Berkah. In this regard, marketing not only plays a role in introducing products but also in building long-term relationships with customers. This success reflects the great potential that micro, small, and medium enterprises (MSMEs) have to grow through targeted marketing mix strategies.

However, there are several challenges faced by Dimsum Berkah in the process of implementing marketing strategies, such as limitations in maximizing digital advertising management and resource constraints in content creation. Nevertheless, this business continues to strive to overcome these obstacles by continuously learning and adapting to technological developments.

Overall, Dimsum Berkah has shown that the use of digital marketing, when implemented correctly and consistently, can be a very effective strategy in improving marketing performance and developing business, especially for SMEs. This strategy not only successfully increases sales and expands market reach, but also builds a strong brand image. Through a combination of marketing mix, Dimsum Berkah is able to compete amidst increasingly competitive culinary business, and serves as a real example that SMEs can grow through simple yet effective marketing strategies.

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