

ABSTRACT

The marketing strategy for culinary group UMKM products will be effective if it can increase customer satisfaction and reach a wide enough customer area by implementing various marketing methods to increase sales turnover. This study aims to analyze the implementation of the STP (Segmenting, Targeting, Positioning) and Marketing Mix 4P (Product, Price, Place, Promotion) strategies to increase sales volume for culinary group UMKMs in Cimahi City after the Covid-19 pandemic. The research method used is qualitative with a descriptive approach and uses SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Data was collected through participatory observation and in-depth interviews with ten UMKM culinary groups as informants.

Culinary group UMKM actors in Cimahi City offer a variety of products and are committed to maintaining consumer satisfaction by maintaining product quality. They have adopted the advertising promotion dimension by selling products through online platforms such as social media and e-commerce. Several suggestions based on the SWOT analysis include maximizing strengths, taking advantage of opportunities, and being prepared to face threats. UMKMs are also advised to implement digital marketing, focus on quality and innovation, and conduct regular business evaluations.

The conclusion is that UMKM players have implemented the STP strategy to identify promising market segments and determine a unique position in the market. This helps increase sales volume. Marketing Mix 4P was also implemented to develop attractive products at competitive prices, ensure consistent food quality, and strengthen presence in online media. Utilization of promotions such as special discounts, promo packages, and customer loyalty also helps increase sales volume.

Key Word: *STP, Marketing Mix 4P, UMKM, Sales Volume, SWOT Analysis*