

ABSTRACT

Sambal is an inseparable part of various dishes because of its spicy taste that is inherent in Indonesian culinary culture, especially sambal Saruhan. In the culinary industry of packaged sambal, Saruhan sambal has a lot of competitors which requires Saruhan sambal to develop marketing strategies in order to increase sales volume.

This research aims to create Saruhan's market size, design marketing strategies, and implement them in increasing the sales volume of Saruhan's packaged chili sauce. This research is expected to serve as input and a consideration for Saruhan to be more proactive in increasing its sales volume.

The research method used is a qualitative approach. This research design uses onion research. The research philosophy used is interpretivism. This research will use case studies as the main strategy to explore Saruhan's marketing strategy. The sampling technique uses purposive sampling technique and the number of samples obtained is 10 sources. Then the data collection method in this research is through observation, interviews, and documentation. And this research was analyzed with the NVivo 12 Plus application.

The results showed that Saruhan's marketing strategy currently implements a COD purchasing system and an online store to be able to reach more customers. Saruhan also utilizes social media such as Instagram and Tiktok in conducting its sales promotions. From the analysis, Saruhan's TAM covers all Gen Z in Indonesia who like peda food. Saruhan's SAM focuses on Gen Z in the reachable Bandung area.

The conclusion of this research confirms that marketing strategy has a very important role in business growth. Saruhan has implemented a market size marketing strategy that includes Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). The marketing strategy implemented by Saruhan also refers to segmenting, targeting, positioning, and the marketing mix.

Keywords: Marketing strategy, MSME, sales volume, Saruhan