

The Effect of Iodized Salt Business Marketing Strategy on Increasing Business Revenue (Case Study of UD Sniper Iodized Salt)

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Abstract. This study aims to analyze the marketing strategy of UD Sniper Iodized Salt and its effect on increasing business revenue. Marketing strategies are studied based on the concept of marketing mix which includes product strategy, pricing strategy, promotion strategy, and distribution strategy. This study uses a qualitative approach with a case study method. Data collection techniques are carried out through interviews, observations, and documentation with the main informants consisting of business owners and related parties. The results of the study show that UD Sniper Salts with Iodine has implemented a marketing strategy that includes all four elements of the marketing mix, although it is still simple and adapts to the conditions of MSME-scale businesses. The product strategy is focused on the quality and function of iodized salt with simple packaging and branding. The price strategy is set by considering production costs and people's purchasing power so that the price of the product is relatively affordable. Promotional strategies are carried out through direct communication and word-of-mouth promotions, while distribution strategies are carried out through direct sales and cooperation with local retailers. The implementation of this marketing strategy has contributed positively to increasing business income and the sustainability of UD Sniper Iodine Salt. However, the study also found that promotion and distribution strategies still have limitations, especially in terms of market reach. Therefore, it is necessary to develop a promotion strategy and expand distribution channels so that businesses can increase competitiveness and revenue growth in a sustainable manner.

Keywords: marketing strategy; marketing mix; iodized salt; MSMEs; business income

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the Indonesian economy, especially in creating jobs, driving the local economy, and increasing people's income. (Harahap et al., 2025). MSMEs are also the backbone of the production of basic commodities, one of which is consumption salt. Indonesia as a maritime country with a long coastline has great potential in the development of people's salt business (Lasabuda, 2013). However, this potential has not been fully utilized optimally due to various obstacles, such as uneven product quality, production fluctuations due to natural factors, and weak distribution and marketing systems.

Iodized salt is one of the strategic products because it not only functions as a household consumption ingredient, but also has an important role in maintaining public health through the prevention of Iodine Deficiency Disorders (GAKY) (Sunoko et al., 2022). The World Health Organization emphasizes that iodine fortification in salt is one of the most effective and sustainable interventions to improve the nutritional status of the community (Jayadi et al., 2023). Thus, the permanent demand for iodized salt tends to be stable and has broad market prospects. However, the stability of demand is not always directly proportional to the increase in income of business actors, especially at the MSME scale, because product marketing management is still weak. However, the stability of demand has not been balanced with a structured marketing and business management system at the MSME level, so that the market potential has not fully impacted the increase in business revenue.

Business income is the main indicator of the success and sustainability of MSMEs, this can be seen from the high and low income not only influenced by production capacity, but also highly determined by the ability of business actors to implement effective marketing strategies. A marketing strategy includes a series of decisions related to the marketing mix (product, price, venue, and promotion) that aim to create value for consumers while increasing the competitiveness of the business. Kotler and Keller emphasized that the implementation of the right marketing strategy can increase sales volume, expand market share, and have a direct impact on increasing business revenue (Astutik & B, 2019). In the context of MSMEs, marketing strategy is not only understood as a sales activity, but also as part of a business management system that includes planning, organizing, implementing, and controlling marketing in an integrated manner to achieve business efficiency and sustainability.

In the context of the people's salt business, several studies show that weak marketing strategies cause salt products to only circulate in the local market with relatively low profit margins. Less competitive pricing, limited distribution channels, and lack of promotion are the main factors that hinder the increase in income of salt business actors (Kusuma et al., 2020). On

the other hand, MSMEs that are able to manage marketing strategies in a more planned and consumer-oriented manner tend to have better and sustainable revenue performance. However, these studies are still limited to the analysis of conventional production and marketing aspects, and have not examined specifically how marketing strategies are integrated in information technology-based business management systems and their impact on increasing the income of iodized salt MSMEs.

UD Sniper Iodized Salt is one of the micro businesses engaged in the production and marketing of iodized salt located in the Paccelanga Environment, Pallengu Village, Bangkala District, Jenepono Regency. This business has great potential to grow considering the products produced has met consumption standards, as evidenced by the possession of the Indonesian National Standard Certificate (SNI) and halal certification, thus providing quality assurance, security, and consumer trust (Apriliana, 2025). Although it already has product quality standards, the use of information technology in marketing activities, such as digital marketing, online platform-based distribution channel management, and integrated marketing communication systems, has not been optimally utilized as part of the business management system. However, in the face of increasingly fierce market competition, both from MSME-scale salt products and large-scale manufacturer products, UD Sniper is required to be able to implement adaptive and innovative marketing strategies. Without an effective marketing strategy, the potential of the product will not have an optimal impact on increasing business revenue.

Marketing strategies that include improving product quality and packaging, competitive pricing, expansion of distribution channels, and the use of promotional media, including digital marketing, are believed to increase the attractiveness of products in the eyes of consumers. The implementation of this strategy not only affects increasing sales, but also on strengthening the business's position in the market and increasing revenue in a sustainable manner. Therefore, a study on the influence of marketing strategies on increasing the income of the iodized salt business, especially in UD Sniper Salt, is important to be carried out as a basis for the formulation of a strategy for the development of the people's salt business in Indonesia. This research is expected to make an academic contribution in the development of a study of MSME marketing strategies based on business system management, as well as practical contributions in the form of strategic recommendations for business actors and organizations in integrating information technology to increase revenue and business competitiveness.

2. Literature Review / Theoretical Background

2.1. Micro, Small and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are productive business units that have a strategic role in the national economy, especially in absorbing labor and increasing community income. MSMEs also play a role as a driver of the local economy based on the potential of regional resources. According to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, MSMEs are classified based on assets and business turnover, where micro businesses have limited resources but have high flexibility in adjusting to market dynamics.

In the context of food MSMEs, including iodized salt businesses, the main challenges faced are limited market access, weak promotion, and competition with large-scale products. Therefore, the implementation of the right marketing strategy is an important factor in improving performance Permodo & Rochwulaningsih, (2022) MSME business and income. In practice, the limited resources owned by MSMEs require more effective management of marketing strategies so that products are able to compete and make a real contribution to increasing business revenue.

2.2. Iodized Salt as a Strategic Food

Iodized salt is a consumption salt that is enriched with iodine to prevent Disorders Due to Iodine Deficiency (GAKY). The World Health Organization states that iodine fortification in salt is the most effective, safe, and low-cost strategy in improving the nutritional status of the community. According to World Health Organization (WHO), (2014). In Indonesia, the use of iodized salt has become a national policy in order to improve the degree of public health.

Iodized salt products that meet the Indonesian National Standard (SNI) and have halal certification have significant added value because they provide quality assurance, food safety, and consumer trust. This added value can be a competitive advantage for MSMEs if communicated effectively through the right marketing strategy. Although it has strategic value in terms of health and regulation, the advantages of iodized salt products do not necessarily have an impact on increasing MSME income if they are not supported by a marketing strategy that is able to communicate this added value to consumers.

2.3. Marketing Strategy

A marketing strategy is a series of decisions and actions designed to create value for consumers and achieve business goals. SMarketing strategy is an effort to market a product, be it a good or a service, by using a certain pattern of plans and tactics so that the number of sales becomes higher (Nurhadi, 2023). One of the most commonly used approaches in marketing strategies is the marketing mix which consists of product, price, place, and promotion. Meanwhile, according to Sofjan Assauri (2013), said that marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its reference and allocation, especially as a response of the company in the face of the ever-changing environment and competitive circumstances. In the context of MSMEs, marketing strategies not only serve to increase sales, but also to build product image, expand market networks, and maintain consumer loyalty (Sulistiyawan et al., 2024). Thus, the marketing strategy in this study is understood as a managerial instrument that plays a direct role in influencing sales performance and business revenue, especially in food MSMEs such as iodized salt businesses.

2.4. Operating Income

Business income is the total revenue obtained from the sale of goods or services in a certain period. Revenue is the main indicator in assessing the success and sustainability of a business (Apriyanto, 2025). Stable and increasing revenue levels reflect the ability of businesses to effectively manage production, marketing, and consumer relationships (Mardiah et al., 2025).

In the iodized salt business, revenue is not only influenced by the amount of production, but also by the selling price, market area, and distribution efficiency. The right marketing strategy can increase sales volume and transaction value, thus having a direct impact on increasing business revenue. Therefore, changes in the level of operating income can be used as an indicator to assess the effectiveness of marketing strategies implemented by MSME actors.

2.5. The Influence of Marketing Strategy on Business Revenue

The relationship between marketing strategy and business revenue has been widely studied in various studies. Marketing strategies that include quality product management, competitive pricing, effective distribution, and continuous promotion have proven to have a positive effect on increasing MSME income (Ardesi, 2021). For iodized salt businesses such as UD Sniper Iodized Salt, an adaptive and innovative marketing strategy is needed to take advantage of product advantages, such as SNI ownership and halal certification, as the main attraction for consumers. Thus, marketing strategies play a key role as a key factor in increasing business revenue and strengthening the sustainability of iodized salt MSMEs. However, most of the previous research still focused on MSMEs in general and has not specifically examined the iodized salt business on a micro scale. In addition, previous studies tend to focus on aspects of the marketing mix partially, without linking it to the context of business systems and product characteristics that have regulatory values such as SNI and halal certification. Therefore, more contextual research is needed to comprehensively analyze the influence of marketing strategies on iodized salt business revenue.

2.6. Marketing Model

The marketing model is a conceptual framework used to design and implement marketing strategies to achieve business goals, especially increasing sales and revenue. One of the most commonly used models is the marketing mix which consists of products, prices, places (distribution), and promotions. This model emphasizes that the success of marketing is determined by the integration of these four elements in meeting the needs and desires of consumers. In the context of food MSMEs, including the iodized salt business, the product aspect includes quality, packaging, as well as SNI ownership and halal certification as a guarantee of quality and food safety (Kotler et al., 2016)

In addition to the marketing mix, the marketing model is also developing towards relational marketing and digital marketing, especially for MSMEs (Andirwan et al., 2024). Relational marketing emphasizes the importance of building long-term relationships with consumers and business partners through trust and satisfaction, while digital marketing allows businesses to reach a wider market at a relatively low cost through social media and online platforms (Nikmah, 2016) The application of an adaptive and innovative marketing model has been proven to be able to increase product competitiveness and contribute to increasing MSME business income. The application of the right marketing model is the basis for the formulation of marketing strategies which will further affect the increase in MSME business income.

2.7. Types of Operating Income

Business income is all economic revenue obtained by business actors from their operational activities in a certain period. Based on the source, operating income can be divided into operating income and non-operating income. Operating income comes from the main business activities, such as the sale of iodized salt products to consumers or distributors, while non-operating income comes from activities outside the main business, such as cooperation or other additional income. Operating income is the main source of sustainability for MSMEs because it is directly influenced by marketing strategies and sales volume (Lyanda, 2021).

In addition, operating income is also classified as gross income (*gross revenue*) and net income (*net revenue*). Gross revenue is the total revenue before deducting production and operating costs, while net income is income after deducting all operating expenses. Net revenue reflects the real profit rate and is an important indicator in assessing the effectiveness of the marketing strategy implemented. In the iodized salt business, the increase in net revenue shows that the marketing strategy is not only able to increase sales, but is also managed efficiently and sustainably (Majid et al., 2023).

3. Methodology

3.1. Types of Operating Income

This study uses a descriptive quantitative approach with a case study method. According to Muhajirin et al., (2024) The quantitative approach was chosen because this study aims to measure and analyze the relationship between marketing strategy and business revenue objectively based on numerical data obtained from business activities. The case study method is used to obtain an in-depth and contextual picture of the application of marketing strategies in a specific business unit, namely Iodized Salt Sniper UD, so that the results of the study are expected to be able to describe real empirical conditions.

3.2. Location and Object of Research

This research was conducted at UD Sniper Iodized Salt located in the Paccelanga Environment, Pallengu Village, Bangkala District, Jeneponto Regency. The object of research is a business marketing strategy which includes products, prices, distribution, and promotions, as well as the business income generated. The selection of the research location was based on the consideration that this business already has an Indonesian National Standard Certificate (SNI) and halal certification, so it is relevant to be studied in the context of marketing strategies and increasing MSME income.

3.3. Data Types and Sources

This data collection aims to obtain accurate and comprehensive data in accordance with the research focus (John W. Creswell, 2018). The type of data used in this study includes primary data and secondary data can be seen as:

- 3.3.1. Primary data was obtained through semi-structured interviews with business owners and managers, direct observation of marketing and product distribution activities, and documentation in the form of sales records and business revenue reports.
- 3.3.2. Secondary data were obtained from scientific literature, reports from related agencies, and other supporting documents relevant to MSMEs, marketing strategies, and iodized salt businesses.

3.4. Research Variables

The variables of this study consist of:

- 3.4.1. Independent variables, i.e. marketing strategies that include aspects of product, price, distribution, and promotion.
- 3.4.2. Dependent variables, namely operating income as measured through gross income and net operating profit.

3.5. Subject and Characteristics of Respondents

The research subjects consisted of the owners and managers of UD Sniper Iodine Salt, who were selected purposively because they had knowledge and direct involvement in decision-making marketing strategies and business revenue management. Respondents are parties who comprehensively understand the process of production, marketing, and recording business revenue, so that the data obtained can reflect the actual conditions of the business being researched.

3.6. Data Analysis Procedures and Techniques

Data analysis was carried out using quantitative descriptive analysis. The stages of data analysis refer to the data analysis model proposed by Matthew B. Milles, A. Michael Huberman, (2014) The stages of analysis include:

- 3.6.1 Data grouping, which is classifying data based on research variables, especially marketing strategies and business revenue.
- 3.6.2 Data presentation, which is presenting data in the form of tables and descriptive descriptions to describe the condition of marketing strategies and business revenue levels.
- 3.6.3 Data interpretation, which is analyzing the relationship between marketing strategy and business revenue by associating empirical findings with theories and research objectives.

The results of the analysis are used to explain how the implementation of marketing strategies contributes to the increase in the business revenue of Iodized Salt Sniper UD.

4. Results

4.1. Marketing Strategy

A marketing strategy is something that includes all systems that have a relationship with the aim of planning and pricing so that it can promote and distribute products that can satisfy consumers (Sundari & Hanafi, 2024). The results of the study show that UD Sniper Iodized Salt implements a marketing strategy oriented towards meeting the needs of the local market. Marketing strategies are carried out by adjusting the conditions of the business environment, consumer characteristics, and production capabilities. The marketing approach applied is still simple and straightforward, but it has included the main elements of marketing such as products, pricing, promotion, and distribution. In the context of marketing, strategy is a fundamental element that marketers must understand and design systematically. Marketing strategy acts as a conceptual framework that directs business units in managing marketing resources and activities to achieve a competitive advantage and gain benefits from consumers. Through marketing strategies, companies obtain guidelines in adapting to changes in the external environment, including market dynamics and the intensity of increasingly fierce competition.

The marketing strategy is carried out with the aim of increasing sales volume and maintaining business sustainability. The implementation of an integrated strategy between product quality, affordable prices, simple promotions, and easy-to-reach distribution shows consumers that UD Sniper has applied the concept of marketing mix practically according to the conditions of MSMEs. Based on the results of the interviews, UD Sniper Iodized Salt runs a direct and simple marketing strategy. Agussalim said that marketing focuses more on direct sales to consumers and prevention around the business area. This strategy was chosen because it is considered easier to run and in accordance with business capabilities.

Miniwati added that marketing is carried out by relying on the consumer trust that has been formed. Consumers who are satisfied with products are more likely to be recommended to others, thus helping to expand the reach of marketing. From the results of the interview, it can be seen that UD Sniper's marketing strategy emphasizes more on direct relationships with consumers than the use of formal promotional media. Based on this description, it can be concluded that the marketing strategy of UD Sniper Iodized Salt focuses on utilizing the marketing mix simply and contextually in accordance with the characteristics of the local market. These findings show that UD Sniper has implemented marketing strategies that are relevant to the purpose of the study, which is to analyze the marketing strategies of MSMEs in facing competition in iodized salt products.

4.2. UD Sniper Iodized Salt Product Strategy

Based on the results of the research, the product strategy of UD Sniper Iodized Salt puts pressure on product quality and function. Salt is produced through the process of adding iodine and packaged for household consumption. The product comes with simple packaging that includes basic information, such as brand and net weight, making it easier for consumers to recognize the product.

The results of the interviews show that UD Sniper puts product quality as a top priority. Pattabulaeng explained that the production process of iodized salt is carried out by paying attention to cleanliness and iodine content so that the product is suitable for consumption. Product quality is maintained to remain consistent even though the production scale is still limited. Zainuddin said that product packaging is made simple but still functions to protect the product.

and make it easier for consumers to get to know the brand. The information on the packaging is adjusted to business capabilities, so it is not too complete, but it is enough for marketing needs at the local level.

Efforts to maintain product quality are carried out consistently to meet the needs and trust of consumers. This is in line with the view that product quality is an important element in building consumer satisfaction and loyalty, especially in basic necessities such as iodized salt (Maria & Anshori, 2013). This product strategy shows that the focus on quality is UD Sniper's main strength in meeting consumer needs, thus supporting the research goal in identifying marketing strategies based on product excellence.

4.3. UD Sniper Iodized Salt Pricing Strategy

The results of the study show that the determination of the price of UD Sniper iodized salt is carried out by considering production costs and people's purchasing power. The price of the product is set at a relatively affordable level so that it can compete with similar products in the market. This pricing strategy aims to reach consumers from various walks of life.

Based on the results of the interview, the determination of the price of UD Sniper iodized salt was carried out by considering the cost of production and the economic condition of the community. Agussalim stated that the price is set to remain affordable by consumers, so that the product can compete with other iodized salts on the market. Based on the interview, Mr. Bago revealed that the relatively low price is one of the reasons consumers choose UD Sniper products. With prices that are in accordance with people's purchasing power, products are easier to sell and sales can take place sustainably.

Competitive pricing is one of the driving factors for increasing consumer buying interest. This strategy is in accordance with the concept of pricing in marketing, where the price must reflect the value of the product while being adjusted to the capabilities of the target market Kotler et al., (2018) With affordable pricing, UD Sniper is able to reach a wider market, which shows that pricing strategy is an important factor in business sustainability as well as research objectives.

4.4. UD Sniper Iodized Salt Promotion Strategy

Based on the results of the research, the promotional strategy implemented by UD Sniper Iodized Salt is still simple and limited. Promotion is done through direct communication with consumers and word-of-mouth promotion. In addition, product packaging also functions as an information medium for consumers regarding the products offered.

The results of the interviews show that the promotion strategy of UD Sniper Iodized Salt is still simple. Miniwati stated that promotions are carried out through direct communication to consumers as well as word-of-mouth promotion. Consumers who are satisfied with the product usually pass on the information to family or neighbors. Based on an interview with Mrs. Pattabulaeng, she also said that until now UD Sniper has not actively utilized social media or digital promotional media. However, direct promotion is considered quite helpful in introducing products to the surrounding community.

Although it has not made optimal use of modern promotional media, this promotion strategy is considered quite effective in introducing products to the surrounding community. This is in line with the opinion that direct promotion and word-of-mouth promotion still have a great influence, especially on small businesses and local markets (Assauri, 2017). This simple promotional strategy reflects the condition of MSMEs that are still limited, but still effective in building local consumer trust, in accordance with the research objective to analyze MSME marketing practices.

4.5. UD Sniper Iodized Salt Distribution Strategy

The results of the study show that the distribution strategy of UD Sniper Iodized Salt is carried out through direct sales to consumers as well as through local retailers. This distribution pattern ensures that it is easier for consumers to obtain products and the availability of iodized salt in the target market.

Based on the results of the interviews, the distribution of UD Sniper iodized salt is carried out through direct sales and through local retailers. Mr. Zainuddin explained that products are usually sold directly to consumers or deposited in small stores so that they are easy to reach. Mr. Bago added that this distribution pattern makes it easier for consumers to obtain products without having to come directly to the production site. With this simple distribution, the availability of products in the market can be maintained.

Simple yet targeted distribution helps expand marketing reach and increase sales. This strategy is in line with the concept of distribution in marketing, the ease of access to products is an important factor in driving consumer purchase decisions according to Swastha & Irawan,

(2014) in Yuliantiningsih & Rahardjo, (2016). This easy-to-reach distribution strategy supports increased product accessibility, thus aligning with the research objectives in assessing the effectiveness of UD Sniper's marketing strategy.

5. Discussion

5.1. Marketing Strategy

According to Sofjan Assauri (2013), a successful marketing strategy is generally determined by one or more elements of the marketing mix (marketing *Mix*) run by a company. Marketing mix is a collection of marketing tools that companies use to achieve their marketing goals in the target market. This strategy is the basis for determining how a product is offered and delivered to consumers according to the needs and characteristics of the market.

In the context of UD Sniper Iodized Salt, the marketing strategy implemented includes four main elements of the marketing mix, namely product strategy, pricing strategy, promotion strategy, and distribution strategy. The four elements are carried out in a simple but interrelated manner, adjusting to business conditions and the local market. The implementation of this marketing mix aims to increase product competitiveness and encourage increased sales and business revenue.

UD Sniper's product strategy focuses on providing iodized salt with consistent quality and suitable for consumption. The price strategy is implemented by setting affordable prices in accordance with people's purchasing power. Furthermore, the promotion strategy is carried out through direct communication and word-of-mouth promotion, while the distribution strategy is carried out through direct sales and cooperation with local retailers. With the application of these four elements of the marketing mix, UD Sniper Iodized Salt seeks to meet consumer needs while maintaining the sustainability of its business. Thus, the results of the study show that the application of a simple but integrated marketing mix in UD Sniper Iodized Salt is the main strategy in maintaining business continuity and increasing sales in the local market. These findings directly answer the research objectives, which are to identify and analyze the marketing strategies used by UD Sniper in dealing with the competition in iodized salt products.

5.2. UD Sniper Iodized Salt Product Strategy

According to Purnomo et al., (2025) Products are everything that manufacturers offer to consumers, both tangible and intangible, to meet the needs and desires of consumers. In a product, in addition to quality, there are other important elements of attractiveness, such as brand and packaging. Therefore, the right product strategy is needed so that the products offered are able to be accepted by the target market and increase sales.

The product strategy referred to in this study is how UD Sniper Salts Iodine in establishing and providing products to suit consumer needs and be able to increase business revenue in the long term. The product strategy includes decisions regarding product quality, packaging, brand, and product suitability with public consumption standards. The right product implementation strategy is expected to increase

In terms of raw materials, UD Sniper Iodized Salt uses salt raw materials obtained from coastal areas with relatively easy availability to access. The availability of these raw materials is one of the supporting factors for production continuity because there are no significant obstacles in procurement. Thus, in terms of raw material inventory management, UD Sniper does not face any significant obstacles

In terms of product quality, UD Sniper Iodized Salt has carried out the process of adding iodine and packaging so that the product is suitable for public consumption. Even though it is still on the scale of MSMEs, UD Sniper strives to maintain consistency in product quality in order to meet consumer needs. However, the limitations of production technology and its supporting facilities are still a challenge in improving product quality more optimally. This condition is in line with the opinion Sapphire & Sapphire (2025) which states that small-scale business actors generally face limitations in technology, capital, and market access. In terms of brand and packaging, UD Sniper Iodized Salt has its own trademark and packs the product in simple packaging. The existence of this brand differentiates it from bulk salt products and makes it easier for consumers to recognize the product.

Based on the results of the study, it can be concluded that the product strategy applied by UD Sniper Iodized Salt is in line with the research conducted by As & Gitayuda, (2018), which states that product quality, availability of raw materials, and the existence of brands and packaging have an important role in increasing the competitiveness and revenue of the salt business. Thus, the UD Sniper Iodized Salt strategy product has a positive contribution to increasing business revenue, although it still requires further development.

Thus, the results of the study confirm that the product strategy of UD Sniper Salts with Iodium Salt, which focuses on product quality, availability of raw materials, and the existence of brands and simple packaging, contributes positively to increasing competitiveness and business revenue. These findings are in line with the purpose of the research which focuses on the analysis of product advantage-based marketing strategies in iodized salt MSMEs.

5.3. UD Sniper Iodized Salt Pricing Strategy

Price is a sum of values that consumers must pay to benefit from a product or service. The value is determined by agreement between the seller and the buyer or determined directly by the seller at one price equal to all consumers. In the marketing mix, pricing strategy is the only element that directly generates sales revenue, while other elements play a more supporting role.

Pricing strategies have an important role in maintaining and improving the position of an effort in the market. The right price can affect product competitiveness, sales level, and business revenue. In addition, pricing also reflects the ability of businesses to adjust to market conditions and consumer purchasing power, thus affecting consumer purchasing decisions.

5.3.1 Pricing Policy Determinants

The determination of the price policy on UD Sniper Iodized Salt is influenced by several main factors, namely production costs, market prices, and people's purchasing power. Production costs include the procurement of raw materials, production processes, packaging, and distribution costs. The market price factor is also a reference so that the price of the product remains competitive compared to similar products.

In addition, people's purchasing power is an important consideration in determining prices. UD Sniper sets a price that is not too high so that it can be reached by consumers from all walks of life. By considering these factors, the price policy implemented is able to support an increase in sales and operating income in a sustainable manner.

5.3.2 Pricing Policy Determinants

Based on the results of the interview, the payment system on UD Sniper Iodized Salt is carried out simply and flexibly. Payments are generally made in cash at the time of the transaction, either in direct sales to consumers or to retailers. This system was chosen to facilitate transactions and avoid the risk of late payments.

However, under certain conditions, UD Sniper also provides payment flexibility to fixed retailers based on the trust and cooperative relationships that have been established. This flexibility in payment methods helps to streamline the product distribution process and maintain good relationships between producers and business partners, which ultimately has a positive impact on business continuity and revenue.

Based on the results of the study, the pricing strategy implemented by UD Sniper Iodium Salt has been proven to be able to maintain consumer purchasing power and encourage sales sustainability. Relatively affordable prices, combined with the flexibility of the payment system, are an important factor in maintaining the stability of business income. These findings show that price strategies play a significant role in supporting the research objective, which is to analyze the contribution of marketing strategies to increasing MSME income.

5.4. UD Sniper Iodized Salt Promotion Strategy

Every product produced by a business needs to be promoted so that it can be known by consumers. Promotion is a marketing communication activity that aims to convey the existence and excellence of a product to the target market. Through promotion, business actors try to acquire and maintain the market, so that promotion is one of the most important strategies in the success of marketing programs. Even a quality product will not provide economic benefits if it is not known and understood by consumers.

The main purpose of promotion is to inform, influence, persuade, and remind target consumers about the products and marketing mix offered. In the context of small and medium-sized businesses, promotion has a strategic role in expanding market reach and increasing business revenue. Without adequate promotional activities, market access tends to be limited and the marketing process only happens in the same region, making it difficult to increase sales.

Based on the results of the research, the promotional strategy carried out by UD Sniper Salts with Iodium is still simple and has not made optimal use of promotional media. UD Sniper does not use print or digital media as a means of promotion, so that information about products is more spread through direct communication with consumers. This condition causes the marketing reach to be limited to certain regions.

The results of this study are in line with the research conducted by As & Gitayuda, (2018) which shows that salt business actors in general do not have promotional tools and have not

received assistance in promoting their production. These limitations have an impact on narrow market access and limited increase in business income.

5.4.1 Promotional Models used

In terms of promotional models, UD Sniper Salts with Iodine does not have special promotional media such as brochures, banners, or digital promotions. Promotion is more done through direct sales and word-of-mouth information. Although this method has indirectly helped to introduce the product, the promotion is not carried out in a planned, sustainable, and massive manner. Word-of-mouth promotion occurs naturally when consumers are satisfied with the product and recommend it to others. However, UD Sniper has not made this promotional model a conscious and systematically managed strategy, so its impact on market expansion is still limited.

5.4.2 Promotion party

Based on the results of the research, the promotion of UD Sniper Salts with Iodine is entirely carried out by business owners without any assistance from outside parties. Until now, there has been no support from government agencies, MSME assistance agencies, or the private sector in helping to promote UD Sniper's iodized salt products to a wider market.

This condition shows that business actors do not fully understand the importance of promotion as a long-term strategy in increasing business revenue. Lack of understanding of the concept of promotion, promotional media, and promotional goals causes marketing activities to run in a limited way. Therefore, it is necessary to increase understanding and assistance related to promotional strategies so that UD Sniper Salts with Iodine is able to expand the market and increase its business income.

The main results of the research on the promotion aspect show that the limitation of promotional media is one of the factors inhibiting the expansion of the UD Sniper Iodine Salt market. Although word-of-mouth promotion is quite effective in the local market, this strategy has not been able to drive an increase in revenue optimally. These findings indicate that strengthening promotional strategies is a strategic need to achieve the long-term marketing goals of MSMEs.

5.5. UD Sniper Iodized Salt Distribution Strategy

Distribution is one of the important elements in the marketing mix that functions to distribute products from producers to end consumers. Distribution strategy is concerned with how a product can be available in the right place and time so that it is easily accessible to consumers. Effective distribution will make it easier for consumers to obtain products and ultimately can increase sales and business revenue. In the context of UD Sniper Iodized Salt, the distribution strategy is carried out in a simple way and adjusts to business capabilities. Iodized salt products are distributed directly to consumers as well as through retailers or small stores around the marketing area. This distribution pattern was chosen because it is considered more efficient and easy to control by business actors.

Based on the results of the study, direct distribution is the main channel used by UD Sniper Iodized Salt. Sales are carried out directly at the business location or through delivery to retailers. This strategy makes it easier for consumers to obtain products without having to travel long distances, as well as accelerate the turnover of products in the market. However, UD Sniper's distribution strategy still has limitations in terms of market reach. The product has not been widely marketed outside the region due to limited transportation facilities and distribution networks. This condition causes product marketing to still be focused on certain areas, so the potential for increased sales is not fully optimal.

Based on these findings, the distribution strategy of UD Sniper Iodized Salt has an important role in maintaining product availability in the local market and supporting increased business revenue. However, there is a need to develop a wider distribution channel so that products can reach a larger market and increase business competitiveness.

Thus, the distribution strategy implemented by UD Sniper Iodized Salt plays an important role in maintaining product availability and smooth sales in the local market. However, the limited distribution reach is an obstacle in increasing sales volume more widely. These findings make it clear that the development of distribution channels is a strategic aspect that needs to be strengthened to support the research objectives in increasing competitiveness and business revenue.

5.6. The Relationship of Marketing Strategy According to Assauri and Research Results

According to Sofjan Assauri (2013), marketing strategy is a set of goals and objectives accompanied by policies and guidelines that are used as directions in the implementation of

marketing activities in a sustainable manner. This strategy is a reference for companies in determining steps and allocation of marketing resources in response to changes in the business environment and dynamic competitive conditions.

To understand the relationship between theoretical concepts and empirical conditions in the field, an analysis is needed that connects marketing strategies according to Sofjan Assauri (2013) with the results of research obtained on UD Sniper Iodized Salt. Sofjan Assauri (2013) that an effective marketing strategy is prepared based on elements of the marketing mix which include product strategy, pricing strategy, promotion strategy, and distribution strategy. These four elements are guidelines for business actors in responding to market needs and facing competitive dynamics.

Based on the results of the research that has been presented in the previous subchapter, UD Sniper Salts with Iodine has implemented a marketing strategy that includes the four elements of the marketing mix, although it is still done simply and adjusts to the capabilities of MSME-scale businesses. To clarify the relationship between the theoretical concept and the research findings, a table is presented that illustrates the suitability of the marketing strategy according to Assauri (2013) with the marketing practices applied by UD Sniper Salts of Iodine.

Table 1 The Relationship between Marketing Strategy According to Assauri (2013) and the Research Results of UD Sniper Iodized Salt.

No	Aspects of Marketing Strategy	Concept According to Assauri (2013)	Research Results on UD Sniper Iodized Salt	Compatibility
1	Product Strategy	Product strategy includes the company's efforts in establishing product quality, brand, packaging, and characteristics to suit the needs of the target market. The product must be able to provide value and benefits to consumers.	UD Sniper produces iodized salt with regard to quality, cleanliness, and iodine content. Products have a brand and are simply packaged for household needs, although they are still limited to the MSME scale.	Conform
2	Pricing Strategy	The price strategy is set by considering production costs, competitor prices, and consumer purchasing power so that products are able to compete and generate profits.	The determination of the price of UD Sniper takes into account production costs and people's purchasing power. The price is set relatively affordable so that it is able to compete with similar products and reach various levels of consumers.	Conform
3	Promotion Strategy	Promotional strategies aim to inform, influence, and persuade consumers through various forms of marketing communication so that products are known and in demand by the market.	UD Sniper promotions are still simple, done through direct communication and word-of-mouth promotions. It has not taken advantage of formal or digital promotional media so that the reach of promotion is still limited.	Quite appropriate
4	Distribution Strategy	Distribution strategy is concerned with determining effective distribution channels so that products are easily accessible to consumers at the right place and time.	The distribution of UD Sniper is done through direct sales and local retailers. This strategy makes it easier for consumers to obtain products, but the marketing reach is still limited to certain regions.	Conform

Based on the table of marketing strategy relationships, it can be seen that the marketing strategy applied by UD Sniper Iodized Salt in general has been in line with the concept of marketing strategy according to Assauri (2013). In terms of product strategy, UD Sniper has strived to provide iodized salt with consistent quality, equipped with brands and simple packaging that suits the needs of the local market. This strategy shows that there is an effort to provide value and benefits for consumers.

In terms of price strategy, UD Sniper sets prices that take into account production costs, market conditions, and people's purchasing power. Relatively affordable pricing shows compatibility with the concept of Assauri (2013), where price plays an important role in maintaining product competitiveness and encouraging increased sales. Furthermore, in the promotion strategy, although UD Sniper has promoted through direct communication and word-of-mouth promotion, the implementation of this strategy is still relatively limited. The limited use of formal and digital promotional media causes the marketing reach to be suboptimal. Therefore, UD Sniper's promotional strategy can be categorized quite in accordance with the concept of Assauri (2013), but it still requires further development.

Meanwhile, in the distribution strategy, UD Sniper has implemented a distribution pattern that makes it easier for consumers to obtain products through direct sales and cooperation with local retailers. This strategy is in accordance with the concept of distribution according to Assauri (2013), although the reach of the marketing area is still limited. Overall, the implementation of the marketing mix by UD Sniper Iodized Salt has supported business continuity and increased revenue, but still needs strengthening, especially in the aspect of promotion and distribution expansion so that business competitiveness can be improved sustainably.

Overall, the results of the study show that the marketing strategy of UD Sniper Iodized Salt in terms of product, price, promotion, and distribution has been in accordance with the concept of marketing strategy according to Assauri (2013), although it is still carried out simply according to the characteristics of MSMEs. The main findings of this study confirm that the marketing strategy contributes to business continuity and increased revenue, but still needs strengthening, especially in the aspects of promotion and distribution expansion. Thus, the research objective to analyze the marketing strategy of UD Sniper Iodized Salt has been achieved empirically and theoretically.

6. Conclusion

Based on the results of the research and discussion of the marketing strategy of UD Sniper Iodized Salt, it can be concluded that the marketing strategy implemented has included the main elements of the marketing mix as stated by Sofjan Assauri (2013) product strategy, pricing strategy, promotion strategy, and distribution strategy. The four elements are carried out simply and adjust to the conditions of MSME-scale businesses and local market characteristics, but are interrelated and contribute to business sustainability can be seen as follows:

1. UD Sniper's Iodized Salt product strategy is focused on providing products that are suitable for consumption with relatively consistent quality. The use of easy-to-obtain bakfu ingredients, the process of adding iodine, and the existence of simple brands and packaging show that there is an effort to provide added value compared to bulk salt. Although still facing limitations in technology and production facilities, the product strategy implemented is able to increase consumer confidence and make a positive contribution to increasing business revenue.
2. The pricing strategy is applied by considering production costs, market prices, and people's purchasing power. The relatively affordable pricing makes UD Sniper products able to compete with similar products and reach various levels of consumers. In addition, a simple and flexible payment system, both in cash and based on trust with fixed retailers, supports the smooth distribution of products and maintains the sustainability of business operations.
3. The promotion strategy of Iodized Salt UD Sniper is still carried out in a limited way, namely through direct communication and word-of-mouth promotion. This strategy is quite effective in reaching the local market, but it has not been able to expand its marketing reach optimally because it has not utilized formal or digital promotional media. Therefore, the promotional strategy implemented can be categorized quite in accordance with the marketing concept, but it still needs development so that business competitiveness can increase.
4. The distribution strategy is carried out through direct sales to consumers and cooperation with local retailers. This distribution pattern makes it easier for consumers to obtain products and maintain the availability of iodized salt in the target market. However, the limitations of the distribution network and supporting facilities cause the marketing reach to still be focused on certain regions, so the potential for increasing sales is not fully optimal.

Overall, the marketing strategy of UD Sniper Salts with Iodine has been in line with the concept of marketing strategy according to Assauri (2013) and has been proven to play a role in supporting the increase in business revenue. The managerial implications of this study show that MSME actors need to strengthen promotional aspects and expand distribution channels so that

products can reach a wider market and increase competitiveness in a sustainable manner. From the theoretical side, this study strengthens the relevance of the concept of marketing mix in the context of MSME-scale iodized salt businesses. The next research is recommended to examine the marketing strategy of salt MSMEs with a quantitative approach or compare several similar business actors to obtain a more comprehensive picture.

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Author Contributions (CRediT)

The sole author contributed to all stages of the research, including conceptualization; methodology; data curation; formal analysis; investigation; writing original draft; writing review and editing; visualization; and project administration.

Conflicts of Interest

The author declares no conflict of interest.

Data Availability

The data used in this study were obtained through interviews, observations, and documentation at UD Sniper Iodized Salt. The data are not publicly available due to confidentiality and internal business considerations but may be accessed for academic purposes upon reasonable request to the author, subject to approval from the relevant parties.

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