

Implementation of Marketing Mix in Improving Brand Image (Case Study on Bakso Mas Roy in Surabaya City, Merr Branch)

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ABSTRACT

Bakso Mas Roy Merr branch is a meatball culinary business known for its unique flourless meatballs, designed to attract consumers with a distinctive taste. This study aims to describe the implementation of the 4P marketing mix at Bakso Mas Roy Merr branch for developing and enhancing its brand image. The research employs a descriptive qualitative approach, with data collected through interviews, observations, and documentation. Data analysis involves data reduction, data presentation, and drawing conclusions. The findings indicate that while the 4P marketing mix is applied to improve the brand image, some aspects remain ineffective. Challenges in the implementation of the 4P marketing mix at the Merr branch are noted in the Product and Price factors, while the Place and Promotion factors are considered supportive. As the factors examined in this study are limited, future research should explore the 4P marketing mix more broadly using diverse techniques.

ABSTRAK

Bakso Mas Roy cabang Merr adalah sebuah usaha kuliner bakso yang dikenal dengan bakso tanpa tepungnya yang unik, dirancang untuk menarik konsumen dengan cita rasa yang berbeda dari yang lain. Penelitian ini bertujuan untuk menggambarkan penerapan bauran pemasaran 4P di Bakso Mas Roy cabang Merr dalam mengembangkan dan meningkatkan citra merek. Jenis penelitian yang digunakan adalah penelitian kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data melibatkan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa meskipun bauran pemasaran 4P diterapkan untuk meningkatkan citra merek, masih ada beberapa aspek yang kurang efektif. Faktor-faktor yang menghambat penerapan bauran pemasaran 4P di Bakso Mas Roy cabang Merr terletak pada faktor Produk dan Harga, sementara faktor Tempat dan Promosi dianggap mendukung. Karena faktor-faktor yang diteliti dalam studi ini masih terbatas, penelitian mendatang diharapkan dapat mengeksplorasi bauran pemasaran 4P dengan teknik yang lebih beragam.



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INTRODUCTION

Economic development is characterized by changes that create various obstacles in business growth. Current business conditions are highly competitive, as seen from the growth of numerous companies offering similar products, leading to intense competition for market share and consumers. In marketing, this scenario is often compared to a battlefield for producers and traders. To thrive and survive in today's business environment, companies must be as innovative and creative as possible in terms of products, pricing, promotions, and distribution to attract customers. According to a report from the Central Bureau of Statistics, the Food and Beverage Industry grew by 5.33% in the

first quarter of 2020, as published on the website: <https://dataindonesia.id/industri-perdagangan/detail/industri-makanan-dan-minuman-tumbuh-533-pada-kuartal-i2023>.

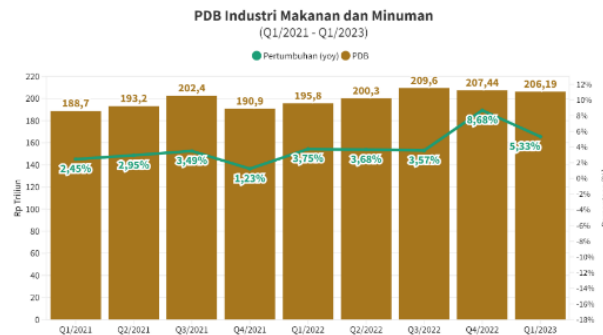


Figure 1 Growth of the Food and Beverage Industry in Indonesia
Source: Central Bureau of Statistics, 2023

Based on Figure 1, the Indonesia Statistical Report 2023 from the Central Statistics Agency (BPS) indicates that the gross domestic product (GDP) at constant prices (ADHK) of the food and beverage industry amounted to IDR 206.19 trillion in the first quarter of 2023. This represents a 5.33% increase year-on-year (YoY) compared to IDR 195.75 trillion in the same period last year. The food and beverage industry's growth was the fourth largest among manufacturing subsectors in the first quarter of 2023, just behind the metal goods, base metal, and transportation equipment industries, which saw increases of 12.78% (YoY), 15.51% (YoY), and 17.27% (YoY), respectively. According to the Ministry of Industry (Kemenperin), the growth of the food and beverage industry has continued following the end of the Covid-19 pandemic in the country. Additionally, the industry remains consistently in expansion mode according to the Industrial Confidence Index (IKI). However, exports of food and beverage products fell by 6.62% (YoY) in the first quarter of 2023. BPS reported that the export value of the food and beverage industry declined to \$10.22 billion during the January-March 2023 period, down from \$10.94 billion in the previous year. In conclusion, the food and beverage industry is a significant subsector of manufacturing, contributing 33.62% to the manufacturing GDP in the first quarter of 2023.

Food and beverage (F&B) businesses provide or sell food and drinks as their primary products. Currently, the food and beverage industry is experiencing significant growth in various cities across Indonesia. This sector is popular among all segments of society, from lower to upper classes, because food and beverages are essential human needs. Additionally, the food and beverage business is considered timeless, meaning it will continue to thrive over time. We can observe that new foods are being invented and introduced globally almost every day, along with the rise of delivery service platforms.

A business can be defined as an economic activity aimed at fulfilling needs, while culinary activities address basic human needs. Over time, culinary businesses have increasingly developed through diverse innovations and creativity, resulting in intense competition. To survive in this competitive environment, entrepreneurs must develop effective and efficient strategies. Maintaining a competitive edge is crucial to prevent decline. One of the key strategic functions in a competitive market is marketing. The core

of marketing is the marketing mix, which includes several elements used to implement a company's marketing strategy and ensure customer satisfaction.

For product-based businesses, the marketing mix consists of the 4Ps: Product, Price, Place, and Promotion. For service-based products, the mix can be expanded to include three additional elements: People, Physical Evidence, and Process.

The culinary business is one of the businesses that offers great opportunities and promising results for entrepreneurs. A culinary business is a business engaged in food, both in terms of production, service, and sale of certain products to customers. (Indonesia, 2023). Over time, the culinary business is increasingly diverse, such as international cuisine and cuisine, regional cuisine, to typical culinary creations of the entrepreneurs themselves. The rise of the culinary business that has developed in many places forces business people to be able to compete in order to survive, both in terms of the products offered, marketing strategies, and services provided to consumers in order to improve the *brand image* of a business.

When placing a product brand, marketers must first develop a strategy to promote their products, focusing on the advantages and information needs desired by the target market through advertising or social media. Additionally, it is important to recognize that brand image significantly influences consumer decisions. This is evident in the case of Bakso Mas Roy, where the company's strong brand image helps it thrive despite high competition. Therefore, brand image plays a crucial role in purchasing decisions.

According to Yoo et al. (2000), strong brands impact consumer brand awareness and foster high loyalty to a particular brand. The success of a brand can be measured by its marketing performance. Consistent and measurable marketing efforts ensure that the brand is well-remembered, perceived as a quality product, and builds customer loyalty. Yoo et al. (2000) identified pricing, store image, distribution intensity, advertising expenditure, and price promotion as key marketing principles for brand success.

Marketing mix has a very significant role in purchasing decisions for a company or business. Each element in the marketing mix has an important role in influencing purchasing decisions. In addition, to gain market share, the product should have: good product quality, affordable prices, strategic places, advertising products on social media (Mayasari et al., 2021). (Mayasari et al., 2021).

After the success of his Mafia Gedang business, Royhan Niamillah, commonly known as Mas Roy, is now launching another venture: Bakso Mas Roy, specializing in meatballs and tetelan. Bakso Mas Roy is a culinary business offering mixed meatballs for IDR 24,000, tetelan for IDR 25,000, fried items for IDR 15,000 per portion, and lontong for IDR 5,000. The first outlet opened on Jl. Ir. H. Soekarno, also known as Jalan Merr Surabaya, and a branch was later established in Dukuh Kupang. Although Bakso Mas Roy was only founded on April 1, 2023, it has quickly become popular with customers. The business is an extension of his grandfather's meatball enterprise, Bakso Pak Kus, a legendary name in Surabaya. The taste and recipe are very similar to his grandfather's, which is why the products are consistently sold out.

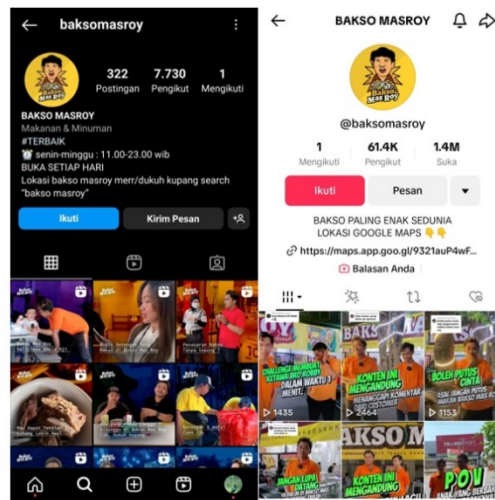


Figure 2 Social Media Instagram and Tiktok Bakso Mas Roy

Based on Figure 2 above, Bakso Mas Roy looks more mature in building a *brand image* on social media, for example seen from its Instagram which has more than 5 thousand followers, while TikTok followers are more than 50 thousand. It can be seen from Bakso Mas Roy's social media that the way of branding is more often creating content that can later be seen by the wider community and become famous, especially since the content created is usually also a collaboration with celebrities and *vloggers*.

Table 1 Bakso Mas Roy's Competitors

No.	Bakso Mas Roy's Competitors
1.	Bakso Pratama
2.	Balbalan Meatballs
3.	Balbalan Meatballs
4.	Bakso Rusuk Joss
5.	Meatball Bonnet
6.	Bakso Jagalan 87
7.	Bakso Cak Mad
8.	Bakso Pak Salim Mulyosari
9.	Bakso Pak War
10.	Bakso Solo Pak Jan

Based on Table 1 above, Bakso Mas Roy faces several long-established competitors. Despite being a new entrant, Bakso Mas Roy has gained a substantial following and is well-known among the public. Its unique characteristics and adjusted recipes set it apart from competitors, and the owner prefers not to franchise the business to maintain control over quality and prevent changes in flavor by potential partners. The researchers observe that Bakso Mas Roy stands out as a pioneer in meatballs with its distinctive branding and quality. However, some consumers perceive Bakso Mas Roy as slightly overpriced relative to the portion size, which is why the researcher chose Bakso Mas Roy as the subject of this

study. The aim is to understand how Bakso Mas Roy applies its marketing mix to enhance its brand image, despite the higher price point and strong consumer interest.

Previous research by Ratu Balqis Wiraditi (2020) indicates that the Pull, Push, Pass strategy of Thomas L. Harris significantly improves brand image at PT Brodo Ganesha Indonesia. Research by Simanjutak, Sumarwan, and Situmorang (2020) on the effect of the marketing mix and brand image on customer loyalty for remixed mortar found that product, price, process, and brand image significantly affect loyalty, with price having the most substantial impact, followed by product, process, and brand image.

Anisatul Auliya and Yosephine Mariela (2020) found that the marketing mix strategy plays a crucial role in achieving business goals and positive outcomes. Their study showed that Cathay Pacific effectively uses its marketing mix strategy, including quality service products, attractive pricing, collaboration with various parties, and effective promotional activities, to market its products and services.

Given these insights, the researcher selected Bakso Mas Roy for the study based on direct observation and the business's unique qualities. Therefore, the research study is titled "Implementation of the Marketing Mix in Improving Brand Image: A Case Study on Bakso Mas Roy in Surabaya."

RESEARCH METHOD

The type of research conducted is descriptive, using a qualitative approach. This approach produces conclusions in the form of detailed descriptions rather than numerical data. The data sources used in this study include both primary and secondary data. Primary data is obtained through observations and in-depth, face-to-face interviews with individuals knowledgeable about the implementation of the marketing mix (4Ps) in enhancing the brand image of Bakso Mas Roy. Secondary data is gathered from literature studies and other external sources.

The research focuses on Bakso Mas Roy, located at Jl. Dr. Ir. H. Soekarno, Klampis Ngasem, Sukolilo District, Surabaya City, East Java Province 60117. Researchers collected information about the research objectives from various sources to ensure a comprehensive understanding. Informants included the owner, employees, and consumers who have purchased Bakso Mas Roy products.

Data collection involved direct visits to the research site. In qualitative research, data collection techniques include triangulation, participant observation, in-depth interviews, and documentation (Hardani et al., 2020). For this study, the researchers employed participatory observation, in-depth interviews, and documentation. Observation was conducted both directly and indirectly. The primary data collection method was semi-structured interviews, where researchers used prepared questions but did not provide alternative answers as in structured interviews. Interviews were conducted with the owner, employees, and customers of Bakso Mas Roy.

Data analysis followed the Miles and Huberman approach, as described by Sugiyono (2013). This approach involves interactive and continuous data analysis until saturation is

achieved. The analysis includes data reduction, data presentation, and conclusion drawing (verification).

RESULTS and DISCUSSION

This research was conducted over approximately two months at Bakso Mas Roy, located at Jl. Dr. Ir. H. Soekarno, Klampis Ngasem, Sukolilo District, Surabaya City, East Java Province 60117. Interviews with the owner were arranged in advance by scheduling a few days prior. To gather information from the owner, the researcher prepared several questions beforehand and then interviewed the owner, employees, and consumers of Bakso Mas Roy. Interviews were conducted with various consumers, including new buyers, repeat customers, and those who have previously purchased from Bakso Mas Roy.

In this study, the researchers aimed to describe how Bakso Mas Roy implements the marketing mix to enhance its brand image. Data was collected through in-depth interviews with individuals who are knowledgeable about the relevant issues, including the owner and employees of Bakso Mas Roy. The goal of these interviews was to gather comprehensive information from the informants.

Participant observation was also used, involving visual observation of subjects, objects, and events. Researchers visited the field to conduct observations and ask prepared questions during interviews with the owner, employees, and consumers. The collected data was then described and analyzed inductively to provide insights, answers, and conclusions related to the research topic.

Interview with Bakso Mas Roy Owner

Royhan Ni'amillah, the owner of Bakso Mas Roy, founded the business in 2023. However, Bakso Mas Roy has been known to the public for some time because Royhan is the grandson of Bakso Pak Kus, his grandfather. This business is essentially a family legacy, with the name "Bakso Mas Roy" being a new brand that has been updated to offer a distinctive taste. Initially, Royhan aspired to become a businessman, and the capital to open Bakso Mas Roy came from his previous venture, Mafia Gedang, which was also well-known due to its franchise model.

Before opening the Bakso Mas Roy outlet at the Merr branch, Royhan promoted Bakso Mas Roy through word-of-mouth (WOM) and offered pre-orders and cash-on-delivery (COD) options. This approach generated significant interest, leading to the decision to open the first Bakso Mas Roy outlet in Merr. The initial step was to find a strategic location that was easily accessible to the public, which required substantial investment to purchase a house for the kitchen and acquire the space.

The meatballs are rebranded as Bakso Mas Roy, with a description indicating that the owner is Mr. Kus's grandson. This branding helps people recognize Bakso Mas Roy as a family continuation of Mr. Kus's business. The unique feature of Bakso Mas Roy is its flourless meatballs, which set it apart from other meatballs. This uniqueness has helped it gain popularity on social media, enhancing the brand image of the product.

Bakso Mas Roy's strength lies in its commitment to friendly and high-quality service. Employees are quick to respond to customer requests and inform patrons that they can

refill their sauce if it isn't hot enough. The restaurant's location near a fish pond, where the wind can be strong, is also considered in this service approach.

The menu includes mixed meatballs, tetelan, fried foods, and rice cakes. Although there is no single standout product, tetelan sells out the fastest due to its smaller portion compared to the meatballs. However, preferences vary among customers, and Bakso Mas Roy is known for its distinctive taste in both meatballs and gravy.

The working environment at Bakso Mas Roy is constructive and positive. All employees are treated equally, with no discrimination. Mas Roy, the owner, fosters a sense of camaraderie by encouraging good relations among staff. He also often invites employees to eat together or attend gatherings, which positively impacts their relationships and work dynamics.

Interview with Bakso Mas Roy employee

Bakso Mas Roy employs eighty-six staff members, each working 12-hour shifts from 11:00 AM to 11:00 PM. One of the employees, who has worked there for almost a year, mentioned that he chose this job because of the strong sense of camaraderie among the staff. The close-knit atmosphere means that if someone is facing difficulties, everyone feels affected, and if someone is happy, the joy is shared. This supportive environment helps build character and maintain a positive work culture. The work is aligned with his passion, which he believes contributes to better results.

The work environment at Bakso Mas Roy is very positive and constructive, with regular gatherings to strengthen employee relationships. The restaurant's strategic location, unique atmosphere featuring a fish pond, and ample parking set it apart from typical meatball establishments. The brand's distinctive feature—flourless meatballs—enhances its image. Employees are committed to maintaining the quality and cleanliness of the restaurant to ensure that consumers are satisfied, comfortable, and able to fully enjoy the atmosphere.

Interview with customers of Bakso Mas Roy

There are four consumers who provided feedback for this research. Of these, three had previously tried Bakso Mas Roy at the Merr branch, while one was a first-time visitor. Consumer comments highlighted the spaciousness of the venue and the strength of Bakso Mas Roy's promotional content, noting its popularity for its flourless meatballs. The interviewees ordered a variety of menu items, reflecting individual tastes. However, feedback indicated that Bakso Mas Roy's meatballs are distinct from others, with the tetelan being notably soft. This positive reception suggests that the public views the taste favorably. A point of concern mentioned was the inconsistency in the size of the meatballs. Consumers noted that sometimes the meatballs are too small, which they felt could make them seem expensive if the portion size does not match expectations.

Discussion

A brand is a combination of a name, sign, and symbol that defines a company and differentiates it from competitors. A successful brand must have distinctive physical elements and an appealing quality that prompts consumers to form assessments about it. Brand image, on the other hand, is the perception or view that consumers hold of a product or company. It plays a crucial role in determining whether a company's image is positive or negative. A positive brand image can enhance the perceived value of a product or service, increasing consumer expectations and purchase intent. Therefore, effective brand image development is essential for boosting customer satisfaction, managing the company's image, and fostering consumer confidence.

The success or failure of a company largely depends on its efforts to build and maintain its brand. Companies must work diligently to create brands that resonate positively with consumers. Bakso Mas Roy, a business in the culinary field, is actively working to improve its brand image. By establishing a strong brand presence, Bakso Mas Roy aims to create a lasting impression and build trust with consumers through its product offerings. Efforts to enhance its brand image include strengthening brand identity, increasing brand favorability, and highlighting brand uniqueness.

a) *Strength of Brand*

Brand strength is formed from brand recognition to consumers through information that is present in the minds of consumers and how this information can continue to appear in the minds of consumers. Brand strength refers to the physical strength of a brand that is considered not owned by other brands, such as quality, price, consumer experience, and promotion of the brand. According to researchers at Bakso Mas Roy, the strength of this company's brand can be said to be strong. Because the company has produced good quality products for its consumers and the price set is proportional to the quality of the product received, it has its own characteristics, namely flourless meatballs, so that Bakso Mas Roy gets a positive response from its consumers and many want to try these flourless meatballs.

b) *Favorability of Brand*

Brand advantage is formed from the brand's ability to influence consumers to continue to remember a brand. Companies can build their brand advantage through the ease of the brand to be pronounced, the ability of the brand to be easily remembered, and the suitability between the impression of the brand in the minds of consumers and the image that the company hopes for the brand. According to researchers, the brand advantage at Bakso Mas Roy must be improved because it already has its own advantages, namely flourless meatballs that are well known to the public and tetelan which has a soft meat texture.

c) *Uniqueness of Brand*

Brand uniqueness stems from a brand's ability to distinguish itself from others. In other words, brand uniqueness involves differentiating attributes or characteristics that set a

brand apart. This can be observed through variations in product attributes, physical appearance, pricing, and the services provided.

Based on the researcher's observations at Bakso Mas Roy, the brand's uniqueness is evident. The company's flourless meatballs have gone viral, showcasing a distinct feature that sets them apart from competitors. This uniqueness contributes to consumer satisfaction, as the products offered by Bakso Mas Roy differ from those of competing brands. The pronounced meat texture and taste of Bakso Mas Roy's products, along with the soft meat and flavorful broth of their tetelan, enhance the brand's positive image.

Implementation of 4P Marketing Mix in Improving Brand Image

Marketing is a managerial process where consumers get what they want and need through the creation and exchange of product value with other parties. Marketing can also be defined as the activities of a business that are interrelated and focused on designing, distributing and marketing goods and services to meet consumer wants and needs.

The marketing mix is a marketing strategy carried out by companies to be applied in the product offering process which will affect the sales process. With the marketing mix, companies become easier to offer their products and services through promotion and distribution in the hope that consumers will be interested and make the purchase process.

The marketing mix (marketing mix) is one aspect of building a company's brand image. Thus, Bakso Mas Roy always strives to run and implement the 4P marketing mix well in increasing the *brand image* at Bakso Mas Roy.

a) Product

The products offered by Bakso Mas Roy Merr branch include mixed meatballs, tetelan, fried foods, and rice cake. All of these products have their own advantages and uniqueness. Based on observations made by researchers, the most popular product at Bakso Mas Roy does not exist because everything returns to the tastes of each consumer. For tetelan, the *owner* only provides a small portion of the mixed meatballs, therefore the tetelan runs out quickly and many consumers do not get the tetelan. The following Bakso Mas Roy Merr branch products are sold.



Figure 3 Bakso Mas Roy Products, source by researchers

Researchers interviewed the owner, employees, and consumers of the Bakso Mas Roy Merr branch who had placed orders there. Based on the interviews, it can be concluded that there is no specific best-selling or most popular product among consumers, as preferences vary individually. However, tetelan tends to run out more quickly than meatballs due to its smaller portion size. The uniqueness of Bakso Mas Roy lies in its flourless meatballs, which generates curiosity and interest among consumers. Despite this, some drawbacks were noted, such as the inconsistent size of the meatballs. The Merr branch does offer refillable soup if it is not hot enough or if there is a shortage, with this information provided at each table. The Bakso Mas Roy Merr branch remains popular and continues to attract many visitors, indicating that consumers prioritize product quality and alignment with their expectations. This positive reception helps in enhancing the company's brand image.

b) *Price*

Price is a tariff or fee that must be paid by consumers when obtaining a product or service from a company or price can also be called the amount of money that the company asks for a product and service which will later be exchanged by consumers to benefit from the use of these products and services. Companies in determining prices must consider several factors including pricing according to product selection, determining the level of demand, estimating costs, and analyzing prices set by competing companies. Bakso Mas Roy sets the price of its products by determining the portion price from the percentage of COGS. The following is a list of prices for Bakso Mas Roy products, as follows:

Table 2 *Price List of Bakso Mas Roy Products, Merr Branch*

Product Name	Price
Meatball Mix	IDR 24,000/portion
Beef Rib Tetelan	IDR 25,000/portion
Fried foods	Rp 3,000/bean-Rp 15,000/portion
Lontong	IDR 5,000/seed

Researchers conducted interviews with consumers of Bakso Mas Roy who had placed orders there. Based on the interviews, it is evident that the product prices set by the Bakso Mas Roy Merr branch are considered appropriate for the quality of the products received. Therefore, consumers are likely to choose a company that offers high-quality products at a fair price, which can enhance the brand image of Bakso Mas Roy Merr branch. However, Bakso Mas Roy has some shortcomings, particularly the inconsistent size of the meatballs, which can negatively impact the brand image. Informants noted that smaller meatballs, priced at 24 thousand per serving, may not provide value for money. Consequently, the Bakso Mas Roy Merr branch needs to ensure consistent meatball sizes to maintain its positive brand image.

c) *Place*

The place or location is a crucial factor that should not be overlooked by any company. Bakso Mas Roy is situated in East Surabaya, specifically on Jl. Dr. Ir. H. Soekarno, Klampis Ngasem, Sukolilo District, Surabaya City, East Java Province 60117. When selecting an appropriate location, companies must consider factors such as easy road access, visibility, availability of parking, and potential for business expansion.

Researchers interviewed several informants regarding the location of Bakso Mas Roy. Based on these interviews and field observations, the location of Bakso Mas Roy is deemed strategic. According to the owner, Mas Roy, he chose the Merr area because it has proven successful for many businesses, and he conducted surveys to confirm its strategic value. Several consumers also indicated that the Bakso Mas Roy Merr branch's location is convenient as it is easy to find, accessible via Google Maps, and well-connected to major roads without the need to navigate through narrow alleys. Additionally, the area is not overly congested, and the parking lot is spacious. The presence of a fish pond adds an attractive feature for diners. Therefore, the selection of the Bakso Mas Roy Merr branch's location is considered optimal due to its strategic positioning, ease of access, and pleasant environment

d) *Promotion*

Promotion is a company strategy in marketing its products or services with the aim of building relationships with potential customers. In essence, promotion is a way for companies to influence consumers to be interested in buying the products offered. According to researchers, the promotional activities carried out by Bakso Mas Roy, Merr branch are quite effective, the following promotions are carried out by Bakso Mas Roy, Merr branch, namely through media promotions and *word of mouth*.

1. Word of Mouth Promotion

Word of mouth promotion involves communication between individuals about a product or service. It can take the form of recommendations, comments, or praise based on personal experiences. In the case of Bakso Mas Roy, Merr branch, researchers observed that customers who have had positive experiences tend to recommend the restaurant to their family, friends, or colleagues. Interviews with informants confirmed that word of mouth plays a significant role in influencing potential customers. Based on the interviews, it can be concluded that word of mouth promotion effectively encourages interest in a product through recommendations. Additionally, positive word of mouth can strengthen consumer confidence and improve perceptions of the product. The word of mouth promotion practices at Bakso Mas Roy align with existing theories. Recommendations and praise from existing customers influence new customers to try the product. If consumer perceptions are favorable and lead to further recommendations, it indicates that Bakso Mas Roy's brand image is improving.

2. Social Media Promotion (*Social Media Marketing*)

Social media promotion is a communication tool for companies to share information, such as activity updates, product photos, and ongoing promotions, through platforms like Instagram, Facebook, and TikTok. To effectively attract consumer attention, companies must design creative promotional content. Based on interviews with several informants, the Bakso Mas Roy Merr branch is performing well in social media promotion, as many people are familiar with its flourless meatballs. However, the interviews also suggest that while social media efforts are currently managed by the company owner, there is room for

improvement. Enhancements could include hiring additional marketing staff to further boost consumer engagement with the ongoing promotions.

CONCLUSIONS

The improvement of the brand image carried out by Bakso Mas Roy has met the criteria for assessing brand image through the strength and uniqueness of the brand, specifically with its "flourless meatballs." However, the company must maintain this brand advantage to preserve its distinctive taste and uniqueness compared to other meatballs. The application of the 4P marketing mix by Bakso Mas Roy has been effective in enhancing its brand image. Nevertheless, there are areas that require improvement, such as the product consistency. Variations in meatball sizes can negatively impact the brand image if smaller sizes lead to a perceived mismatch between price and value, potentially resulting in negative consumer judgments. The 4P marketing mix application at the Bakso Mas Roy Merr branch has been effective in enhancing the brand image through place and promotion. However, improvements are needed in the product and price dimensions to support and strengthen the overall brand image. Researchers hope this study provides a foundation for further exploration of the 4P marketing mix's role in brand image enhancement. Future research should aim to refine and expand upon these findings to increase the accuracy and effectiveness of the analysis. Additionally, future studies could offer a more comprehensive understanding of how to implement marketing strategies to improve brand image by examining market dynamics in greater depth. For researchers, gaining a deeper understanding of the relationship between theoretical concepts and field practices will enrich analysis, improve research quality, and contribute valuable insights to academic literature. For companies, this research is expected to offer new perspectives on creating and refining brand images, optimizing marketing mix implementation, and reaching broader markets. Additionally, business professionals may gain new knowledge about targeting the millennial generation through marketing strategies. For other parties, this research can serve as a reference for future studies, particularly in business development and marketing mix implementation. It is hoped that the insights gained will inspire more innovative and efficient methods for building marketing strategies that enhance brand image

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