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## COMPARATIVE ANALYSIS OF PROMOTION STRATEGIES BETWEEN MSMES FRIED SHALLOT MAK YEM AND FRIED SHALLOT RININGS IN NGANJUK REGENCY

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### Abstract

This study aims to determine and analyze the comparison of promotional strategies between MSMEs of fried shallots mak yem and fried shallots rinings in Nganjuk Regency. Consumers compare promotional strategies consisting of several dimensions, namely: Advertising, Personal selling, Publicity, Sales Promotion, and Direct Marketing. The method used is quantitative by collecting data through questionnaires using Purposive Sampling techniques in sampling. Respondents in this study were 100 respondents with the following criteria: 1) Consumers of MSME fried shallots mak yem, 2) Consumers of MSME fried shallots rinings, and 3) MSME actors in Nganjuk Regency. The analysis technique used in this study is the Wilcoxon Test, which is a nonparametric statistical method used as an alternative to **the Paired T-Test** when the data analyzed is not normally distributed. This Wilcoxon test aims to evaluate the differences between two groups of paired data by comparing the value rankings of the observation pairs. The results of this study show that: (1) In the advertising dimension, the average results show that Mak Yem UMKM is superior to Rinings UMKM, (2) In the personal selling dimension, the average results show that Mak Yem UMKM is superior to Rinings UMKM, (3) In the publicity dimension, the average results show that Mak Yem UMKM is superior to Rinings UMKM, (4) In the sales promotion dimension, there is no difference in the average score between Mak Yem and Rinings UMKM, (5) In the direct marketing dimension, the average results show that Mak Yem UMKM is superior to Rinings UMKM.

**Keywords:** Advertising, Personal Selling, Publicity, Sales Promotion, Direct Marketing

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs), as outlined in Law No. 20 of 2008, refer to productive businesses operated by individuals or individual business entities that fulfill specific requirements. MSMEs play a strategic role in creating jobs, but until now many MSMEs are currently facing problems with lack of capital that hinder business development. In relation to this, government support is very important, such as providing financing facilities, training, technology development and better market access.

Marketing is an activity carried out by business actors in order to compete and ensure the continuity of the company so that the company can continue to grow and achieve the desired profit. (Masdaini et al., 2022:22). Marketing is an integrated system in business that aims to design, determine, promote, and distribute products to meet consumer needs, both now and in the future (Masdaini et al., 2022:22). It can be concluded that marketing is an organized process in business that involves various human activities to accommodate consumer needs, both now and in the future .

Promotion strategy is a well-organized and cohesive program that utilizes various communication techniques and materials to present the company and its products to potential customers (Nurhaidah et al., 2024: 153). Seeing the development of a number of MSMEs in Indonesia, promotional activities carried out by the marketing team play a very important role in marketing their products. With competitors, MSMEs need to have an effective promotional strategy in order to compete.

Social media allows individuals to interact, share, and create various types of content, such as blogs, social networks, wikis, forums, and virtual spaces (Kustiawan et al., 2022: 27). Social media plays an important role for MSMEs because it can be used to convey detailed information about the products or services offered, as well as being an efficient marketing tool in reaching potential customers. Social media provides great opportunities for MSMEs, considering that many Indonesians prefer to shop online through social media rather than in person.

Nganjuk Regency is known as the main center of shallot cultivation in East Java. The Nganjuk Regency Government still relies on the agricultural sector to increase regional income and aims to improve regional welfare through competitive agriculture. This is reflected in the vision and mission of the Nganjuk Regency Long-Term Development Plan (RPJPD) 2005-2025, which establishes Nganjuk Regency as a religious, competitive, independent, and prosperous region.

The fried shallot business of Mak Yem was pioneered since 2016 and the owner is Mr. Farid and Mrs. Sari who currently live in South Kalimantan. Currently there are 25 human resources working at Mrs. Sari's house, which is located in Ds. Sumberjo, Kec. Gondang, Kab. Nganjuk. Of the 25 human resources are divided into several teams including the peeling team, frying team and shallot slicing team. For the market reach of Mak Yem shallots until now it has been in South Kalimantan, Bangka Belitung and this year in Surabaya.

Nganjuk Regency has many MSMEs with similar businesses, one of which is the fried shallot MSME with the Rinings *brand* , the owner is Mrs. Rining. The Rinings onion business was first pioneered in 2016. Until now, there have been 5 human resources working at Mrs. Rining's house located at JL MT Haryono No. 19, Ploso, Nganjuk. Of the 5 human

resources, they already have different tasks such as peeling, slicing and frying. The reach of the Rinings onion market has spread throughout Indonesia.

The author is interested in taking samples from the two MSMEs because the two MSMEs have experienced quite rapid growth compared to other MSMEs. This can be seen in the table of the list of fried shallot brand competitors in Nganjuk Regency. In addition, the author also wants to motivate MSME actors in Nganjuk Regency to use social media wisely so that their businesses can grow and their products are widely known by the public.

## REVIEW OF LITERATURE

### Marketing

Marketing is a fundamental aspect of business that contributes to the creation of economic value. According to Masdaini (2022:22), marketing includes a series of businesses to design strategies, set prices, advertise, and distribute products and services to meet consumer needs, both now and in the future. Before individuals can meet their needs, individuals must be aware of what is needed. Fulfillment of these needs can occur through interactions and relationships between the parties involved.

### Promotion Mix

The promotional mix includes five indicators, namely advertising activities, sales promotions, personal selling, direct marketing, and public relations.

According to Uluwiyah and Fatimah (2022: 17), advertising is a form of presentation carried out by individuals to promote ideas, products, and services from certain sponsors. In other words, advertising is communication aimed at various groups, and its purpose is to convey information, arouse consumers' desire to buy, and satisfy consumers' desire to receive communication messages.

Promotion is a short-term incentive aimed at motivating consumers to purchase a product or service. Its main objective is to enhance the perceived value of the product or service in the minds of consumers and influence their buying decisions. (Uluwiyah and Fatimah, 2022:17).

According to Uluwiyah and Fatimah (2022:18), Personal Selling is a direct interaction between the seller and prospective buyers with the aim of introducing products, answering questions, and receiving orders. Personal selling is a marketing strategy that involves salespeople directly in conveying product information to customers, so as to increase interest and the possibility of purchasing.

Direct Marketing is direct communication with specific customers using mail, telephone, fax, email, Internet, etc. Direct marketing is a communication strategy designed to elicit a response from customers about the products being promoted. This approach utilizes direct distribution channels to interact with customers and deliver products and services without involving intermediaries (Uluwiyah and Fatimah, 2022: 18).

According to Uluwiyah and Fatimah (2022: 19), *public relations* is a program to improve or maintain a company's image in relation to the products offered. In general, smart companies take real steps to build positive relationships with key audiences. Many companies have a PR department that is responsible for planning and managing these relationships. This department monitors and disseminates information to build good relationships.

### **Marketing Promotion Strategy**

According to Fawzi et al, (2022:66-68), Advertising budget is a component of the overall marketing budget, but there is no definite guideline on the exact amount that should be allocated for advertising. This is because advertising costs vary depending on the product or service and market conditions.

The promotional mix strategy aims to achieve optimal exposure for each advertising method. According to Fawzi et al, (2022:68-70) there are five factors that determine the advertising combination, namely product elements, market factors, customer factors, budget factors, marketing mix factors.

According to Fawzi et al. (2022:70-73) the media selection strategy aims to determine the right media to encourage customers to be interested in buying the goods or services offered, there are several methods in setting advertising objectives.

The sales strategy aims to encourage purchases to the stage through direct interaction with customers. Some of the issues that need to be considered in the sales strategy according to Fawzi et al, (2022:73-74) include focusing on efforts to retain existing customers and attract new customers, determining the number of effective salespeople and implementing the contact methods used by salespeople with buyers.

## **RESEARCH METHOD**

The quantitative approach is applied in this study because it involves the analysis of numerical data. As stated by Suwarsa et al. (2021:74), quantitative research methods are rooted in the positivist philosophy and are utilized to analyze a specific population or sample. This study is a comparative study to describe the comparison between MSMEs of fried shallots mak yem and rinings. According to Zayu et al, (2023:62) Comparative research is a form of descriptive research that explores cause and effect by analyzing the factors that cause a particular phenomenon.

### **Sampling Strategy**

The sampling technique used is purposive sampling, because the selection is based on criteria that are in accordance with the research. Purposive sampling is a technique where samples are selected based on certain criteria. (According to Sugiyono, 2019). Certain criteria in sampling include: Consumers who have purchased Mak Yem fried shallot products, consumers who have purchased Rinings fried shallot products, and MSME actors in Nganjuk Regency

### **Questionnaire Structure**

The questionnaire consists of closed and open questions arranged using a Likert scale and applied in interval measurement; each number has the same difference and clear differences, with a range of 1 to 5. Number 1 indicates that the respondent strongly disagrees, while number 5 indicates that the respondent strongly agrees.

### **Justification for SPSS Software**

This study uses SPSS 30 software because this tool is able to process quantitative data with relevant statistical methods, so that the analysis results are more objective and can be tested empirically.

### **Measurement Validity and Reliability**

An indicator is considered valid if the significance value (alpha) is less than 0.05. This test is conducted to evaluate the consistency and accuracy of respondents' answers. In this study, reliability was assessed using the Cronbach's Alpha method, which helps determine the lower limit of a construct's reliability. According to Ghozali (2022:48), an instrument is deemed reliable if the Cronbach's Alpha value exceeds 0.6.

**Hypothesis Testing**

The researcher applied the T-test as a comparative data difference test. This test is used to evaluate the comparison of promotional strategies between Mak Yem and Rinings UMKM with the help of SPSS. In decision making, if the significance value (sig. 2-tailed) < 0.05, if the hypothesis suggests a difference in promotional strategies between the two groups, it is accepted. On the other hand, if the data does not follow a normal distribution, the analysis is conducted using the Wilcoxon Test, which does not rely on the assumption of data normality.

**RESULTS AND DISCUSSION**

**Respondent Profile**

**Table 1**  
**Respondent Gender Analysis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	69	69.0	69.0	69.0
	Man	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data processed in 2025

The results of the analysis above show that most of the respondents in this study were women. There were 69 female respondents (69%), while 31 male respondents (31%). Thus, it can be concluded that most of the respondents were women.

**Table 2**  
**Respondent Age Analysis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years	15	15.0	15.0	15.0
	21 – 30 years	8	8.0	8.0	23.0
	31 – 40 years	26	26.0	26.0	49.0
	> 40 years	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data processed in 2025

The age analysis in the table above shows that most respondents are over 40 years old, which is 51 respondents (51%). The second largest age group is 31-40 years old, with 26 respondents (26%). In addition, 15 respondents (15%) are under 20 years old. The smallest age group is 21-30 years old, with only 8 respondents (8%). Thus, it can be concluded that most respondents in this study are over 40 years old.

**Table 3**  
**Respondent Job Analysis**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Students	17	17.0	17.0	17.0
	Employee	0	0	0	17.0
	Businessman	33	33.0	33.0	50.0
	Housewife	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data processed in 2025

Based on the analysis of respondents' jobs, most respondents work as housewives, with a total of 50 people (50%). The second largest job is entrepreneur, which includes 33 respondents (33%). Furthermore, as many as 17 respondents (17%) are students or college students. Meanwhile, no respondents work as employees. Thus, it can be concluded that most respondents are housewives.

### Data Analysis

This study utilizes SPSS 30 software for data analysis. Validity testing is conducted using the SPSS Windows 30 program, where data is considered valid if the calculated R value exceeds the R table value. To ensure the validity of the research instrument, the test involves 100 respondents. Reliability is determined based on a Cronbach's alpha value of at least 0.70. If Cronbach's alpha is greater than 0.70, the reliability is deemed adequate, whereas a value below 0.70 is still considered acceptable. Once validity and reliability are established, the next step is to perform a normality test using the Kolmogorov-Smirnov method, as the sample size is large. If the data follows a normal distribution, the Paired Sample T-Test is applied; otherwise, the Wilcoxon Test is used. Because none of the dimensions are normally distributed, the author finally uses the Wilcoxon test for hypothesis testing.

### Validity Test

Ghozali (2021) explains that the validity test is used to assess whether a questionnaire is feasible and able to measure the aspects being studied. A questionnaire is considered valid if it can measure variables accurately and produce data that is in accordance with the research objectives. The validity test was carried out using the SPSS Windows 30 program. The data is said to be valid if the calculated R value > R table. This test involved 100 respondents to ensure the validity of the research instrument.

**Table 4**  
**Validity Test**

No.	Dimensions	Item	R Count	R Table	Information
1.	Advertising	X1.1	0.658	0.195	Valid
		X1.2	0.626	0.195	Valid
		X1.3	0.618	0.195	Valid
		X1.4	0.762	0.195	Valid
2.	Personal Selling	X2.1	0.616	0.195	Valid
		X2.2	0.632	0.195	Valid
		X2.3	0.603	0.195	Valid
		X2.4	0.71	0.195	Valid
3.	Publicity	X3.1	0.616	0.195	Valid
		X3.2	0.654	0.195	Valid

		X3.3	0.603	0.195	Valid
		X3.4	0.772	0.195	Valid
4.	Sales Promotion	X4.1	0.73	0.195	Valid
		X4.2	0.617	0.195	Valid
		X4.3	0.638	0.195	Valid
		X4.4	0.664	0.195	Valid
		X5.1	0.727	0.195	Valid
5.	Direct Marketing	X5.2	0.656	0.195	Valid
		X5.3	0.668	0.195	Valid
		X5.4	0.643	0.195	Valid

Source: Primary Data processed in 2025

Referring to the table above, the validity test results for the dimensions of advertising, personal selling, publicity, sales promotion, and direct marketing indicate that the correlation coefficient exceeds the r table value of 0.195. Therefore, all dimensions are deemed valid.

### Reliability Test

The reliability of a measuring instrument refers to the level of consistency in measuring a variable. This aspect is very crucial in various types of measurements (Fadli et al., 2023:1735). The indicator of reliability is the Cronbach's alpha coefficient, which reflects the extent to which items in the instrument are positively correlated. In this study, the researcher determined that a study is considered reliable if it has a Cronbach's alpha value of at least 0.70. Decisions regarding reliability are based on the criteria that if the Cronbach's alpha value > 0.70, then the reliability is considered adequate, while if the value is <0.70, the reliability is considered unacceptable.

**Table 5**  
**Reliability Test**

No.	Dimensions	Cronbach's Alpha	Critical Point	Information
1.	Advertising	0.762	0.7	Reliable
2.	Personal selling	0.747		Reliable
3.	Publicity	0.76		Reliable
4.	Sales Promotion	0.76		Reliable
5.	Direct Marketing	0.765		Reliable

Source: Primary Data processed in 2025

According to the table above, the data analysis results using SPSS 30 indicate that the dimensions of advertising, personal selling, publicity, sales promotion, and direct marketing in this study have a Cronbach's alpha value exceeding 0.70. Therefore, all dimensions presented in the table can be regarded as reliable.

### Hypothesis Test

In this study, before testing the hypothesis, the researcher first performed a normality test to assess whether the data followed a normal distribution. The normality test was carried out using the Kolmogorov-Smirnov method due to the large sample size. The decision criterion for the normality test is based on the significance value (sig), where if sig < 0.05, the data is considered not normally distributed, whereas if sig > 0.05, the data is deemed normally distributed. The analysis results indicated that the data from the five dimensions

did not follow a normal distribution. Consequently, the researcher opted to use the Wilcoxon Test, a non-parametric method designed to compare two paired (dependent) samples. This test serves as an alternative to the t-test when the data does not meet the assumption of normality. The following is the formula used in the Wilcoxon Test.:

$$Z = \frac{W - \frac{n(n+1)}{4}}{\sqrt{\frac{n(n+1)(2n+1)}{24}}}$$

Information:

Z = test statistic value

W = Wilcoxon statistic (smallest value between  $W^+$  dan  $W^-$ )

n = number of samples (in this case 100)

Then, the Asymp. Sig. (2- tailed ) value is obtained from the *p-value* , which is calculated based on the standard normal distribution of the Z-score .

Decision criteria with a significance level of  $\alpha=5\%$ :

1. If the *p- value*  $\leq 0.05$ , then reject  $H_0$  (there is a significant difference).
2. If the *p- value*  $> 0.05$ , then it fails to reject  $H_0$  (there is no significant difference).

The following are the results of normality testing using the Kolmogorov-Smirnov method:

**Table 6**  
**Kolmogorov Smirnov Normality Test**

Dimensions	Significant Value		Information	Test
	Mak Yem	Rinings		
<i>Advertising</i>	0,000	0,000	Not normally distributed	<i>Wilcoxon</i>
<i>Personal Selling</i>	0,000	0,000	Not normally distributed	<i>Wilcoxon</i>
<i>Publicity</i>	0,000	0,000	Not normally distributed	<i>Wilcoxon</i>
<i>Sales Promotion</i>	0,000	0,000	Not normally distributed	<i>Wilcoxon</i>
<i>Marketing Director</i>	0,000	0,000	Not normally distributed	<i>Wilcoxon</i>

Source: Primary Data processed in 2025

The table above shows that all aspects compared between Mak Yem and Rinings UMKM are not normally distributed, so the analysis was carried out using the *Wilcoxon* Test. The results of the differences in promotional strategies in various dimensions are presented in the following table:

**Table 7**  
**Hypothesis Testing**

Dimensions	Mean Value of Mak Yem UMKM	Mean Value of UMKM Rinings	Difference	P Value
<i>Advertising</i>	7.57	5.24	2.33	0,000
<i>Personal Selling</i>	6.89	5.6	1.29	0,000
<i>Publicity</i>	7.07	5.55	1.52	0.009
<i>Sales Promotion</i>	6.39	5.68	0.71	0.061
<i>Marketing Director</i>	7.15	5.81	1.34	0,000

Source: Primary Data processed in 2025

Based on the table above, the results of the hypothesis test with *SPSS 30* can be explained as follows:

1. Advertising

**Figure 1**  
**Wilcoxon Test Advertising Dimensions**  
**Test Statistics<sup>a</sup>**

rinings - mak yem	
Z	-5.773 <sup>b</sup>
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Source: Primary Data processed in 2025

The results of the *Wilcoxon Test* comparing Mak Yem and Rinings UMKM obtained a *Z value* of -5.773 with a *p-value* (*Asymp. Sig. 2-tailed*) of 0.000. Because the *p-value* is smaller than 0.05, the null hypothesis ( $H_0$ ) is rejected. This finding indicates a significant difference between the two MSMEs.

2. Personal Selling

**Figure 2**  
**Wilcoxon Test of Personal Selling Dimensions**  
**Test Statistics<sup>a</sup>**

rinings - mak yem	
Z	-3.704 <sup>b</sup>
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Source: Primary Data processed in 2025

The results of the *Wilcoxon Test* comparing Mak Yem and Rinings MSMEs, obtained a *Z value* of -3.704 with a *p-value* (*Asymp. Sig. 2-tailed*) of 0.000. Because the *p-value* is less than 0.05, the null hypothesis ( $H_0$ ) is rejected. These results indicate a significant difference between the two MSMEs.

3. Publicity

**Figure 3**  
**Wilcoxon Publicity Dimension Test**  
**Test Statistics<sup>a</sup>**

rinings - mak yem	
Z	-2.605 <sup>b</sup>
Asymp. Sig. (2-tailed)	.009

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Source: Primary Data processed in 2025

The results of the *Wilcoxon Test* comparing Mak Yem and Rinings MSMEs, obtained a *Z value* of -2.605 with a *p-value (Asymp. Sig. 2-tailed)* of 0.009. Because *the p-value*  $\leq$  0.05, the null hypothesis ( $H_0$ ) is rejected. This finding indicates that there is a significant difference between the two MSMEs.

4. Sales Promotion

**Figure 4**  
**Wilcoxon Test of Sales Promotion Dimensions**

**Test Statistics<sup>a</sup>**

		rinings - mak yem
Z		-1.872 <sup>b</sup>
Asymp. Sig. (2-tailed)		.061

a. Wilcoxon Signed Ranks Test  
 b. Based on positive ranks.

Source: Primary Data processed in 2025

The *Wilcoxon Test* results comparing Rinings and Mak Yem MSMEs show a *Z value* of -1.872 with a *p-value (Asymp. Sig. 2-tailed)* of 0.061. Since *the p-value* is greater than 0.05, the null hypothesis ( $H_0$ ) cannot be rejected. This indicates that there is no significant difference between the two MSMEs.

5. Direct Marketing

**Figure 5**  
**Wilcoxon Test of Direct Marketing Dimensions**

**Test Statistics<sup>a</sup>**

		rinings - mak yem
Z		-1.872 <sup>b</sup>
Asymp. Sig. (2-tailed)		.061

a. Wilcoxon Signed Ranks Test  
 b. Based on positive ranks.

Source: Primary Data processed in 2025

*Wilcoxon Test* comparing Mak Yem and Rinings MSMEs, obtained a *Z value* of -4.194 with a *p-value (Asymp. Sig. 2-tailed)* of 0.000. Because *the p-value*  $\leq$  0.05, the null hypothesis ( $H_0$ ) can be accepted. These results indicate a significant difference between the two MSMEs.

The *Wilcoxon* analysis above, it can be seen that the promotional strategy of Mak Yem UMKM is superior to that of Rinings UMKM. The promotional strategy between Mak Yem and Rinings UMKM is measured by the dimensions of *advertising, personal selling, publicity, sales promotion and direct marketing*.

The difference in the average score in *advertising strategy* shows that Mak Yem MSME is superior to Rinings MSME. This is because Mak Yem MSME utilizes the creative industry in its promotion. Mak Yem MSME collaborates with content creators and utilizes popular figures to produce interesting content, so that their products are better known through *platforms* such as Instagram and TikTok. In addition, Mak Yem MSME also collaborates with affiliates and resellers to expand their marketing reach. Thus, the significant difference in the *advertising dimension* between Mak Yem MSME and Rinings shows that Mak Yem MSME has succeeded in creating interesting content to promote its products.

The difference in the average score in *personal selling strategy* shows that Mak Yem MSME is superior to Rinings MSME. This superiority is supported by Mak Yem MSME's efforts in building *personal branding* through promotional videos such as *teasers* and *vlogs*. *Teaser* videos are used to attract attention, while *vlogs* provide a more in-depth overview of the product. In addition, active interaction with customers through social media and quick responses to questions also strengthen their *personal selling strategy*, making it more effective in attracting and retaining customers.

The difference in average scores in *publicity strategies* shows that Mak Yem MSME is superior to Rinings MSME. This specialty is reinforced by the use of various digital media platforms, such as Instagram, Facebook, TikTok, and WhatsApp, as a means of product promotion. Through Instagram and Facebook, Mak Yem MSME shares interesting visual content and interacts with customers through *stories* and *live streaming*. TikTok is used to create creative videos, while WhatsApp is used for direct communication and customer service. With this strategy, Mak Yem MSME is able to increase visibility and strengthen brand image more effectively.

The difference in the average score in *the sales promotion dimension* between Mak Yem UMKM and Rinings UMKM is not much different, because both UMKM often participate in exhibition activities held in Nganjuk Regency and in other cities. Both UMKM actively participate in exhibitions to introduce products, attract customers, and build business networks. In addition, they often offer promotions such as discounts and product *bundling* to increase sales and strengthen brand awareness. With the same approach, the effectiveness of both *sales promotions* is relatively equal.

The difference in the average score in the *direct marketing dimension* shows that Mak Yem's MSME is superior to Rinings' MSME. This advantage is supported by a direct marketing strategy in traditional markets, especially in Kalimantan, which allows for more personal interaction with customers. Because in Kalimantan it is rare to find sellers of fried shallot products, this is a great opportunity for Mak Yem's MSME to market its products. In addition, Mak Yem's MSME also expands its reach by selling its products at Indomaret and Toko Sakinah in Surabaya, making it easier for consumers to access and increasing brand credibility.

## CONCLUSION

The findings of this study indicate that the Advertising, Personal Selling, Publicity, and Direct Marketing dimensions have a P Value of  $\leq 0.05$ , suggesting a significant difference between the two MSMEs. However, the Sales Promotion dimension has a P Value greater than 0.05, indicating no significant difference between them. Based on the hypothesis test results, it can be concluded that certain dimensions of promotional strategies differ

significantly between Mak Yem MSME and Rinings MSME. In *advertising*, Mak Yem MSME is superior by utilizing the creative industry, collaborating with content *creators*, and using public figures to increase the appeal of promotions through social media such as Instagram and TikTok. Likewise in *personal selling*, Mak Yem MSME is more effective in building *personal branding* through promotional videos such as *teasers* and *vlogs*, and interacting directly with customers on social media.

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