



# Marketing strategies of culinary products in improving family economy in the community of Al-Iman Islamic Boarding School, UluAle, Sidenreng Rappang Regency

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## Abstrak

Penelitian ini bertujuan untuk menganalisis strategi pemasaran produk kuliner dan pengaruhnya terhadap peningkatan ekonomi keluarga di lingkungan Pondok Pesantren Al-Iman Uluale, Kabupaten Sidenreng Rappang. Metode yang digunakan adalah deskriptif kuantitatif dengan teknik pengumpulan data melalui kuesioner, wawancara, observasi, dan dokumentasi. Sampel dalam penelitian ini adalah 38 keluarga yang terlibat dalam usaha kuliner di lingkungan pesantren. Hasil penelitian menunjukkan bahwa strategi pemasaran yang mencakup empat elemen utama produk, harga, tempat (distribusi), dan promosi (4P) berpengaruh signifikan terhadap peningkatan penjualan. Uji regresi linear sederhana menghasilkan nilai koefisien determinasi ( $R^2$ ) sebesar 0,619, yang menunjukkan bahwa strategi pemasaran berkontribusi sebesar 61,9% terhadap peningkatan ekonomi keluarga. Temuan ini mengindikasikan bahwa strategi pemasaran yang efektif mampu meningkatkan pendapatan dan kesejahteraan keluarga di lingkungan pesantren. Penelitian ini menekankan pentingnya inovasi produk, penetapan harga yang kompetitif, distribusi yang mudah dijangkau, serta promosi yang aktif, termasuk pemanfaatan media sosial, dalam memperluas pasar dan mendukung kemandirian ekonomi keluarga berbasis komunitas pesantren.

**Kata Kunci:** Strategi Pemasaran, Produk Kuliner, Ekonomi Keluarga, Pondok Pesantren, 4P, UMKM

## Abstract

This study aims to analyze the marketing strategy of culinary products and its influence on improving family economy in the Al-Iman Uluale Islamic Boarding School environment, Sidenreng Rappang Regency. The method used is quantitative descriptive with data collection techniques through questionnaires, interviews, observations, and documentation. The sample in this study was 38 families involved in culinary businesses in the Islamic boarding school environment. The results of the study showed that a marketing strategy that includes four main elements of product, price, place (distribution), and promotion (4P) has a significant effect on increasing sales. The simple linear regression test produced a coefficient of determination ( $R^2$ ) value of 0.619, which indicates that the marketing strategy contributed 61.9% to improving family economy. This finding indicates that an effective marketing strategy can increase family income and welfare in the Islamic boarding school environment. This study emphasizes the importance of product innovation, competitive pricing, easily accessible distribution, and active promotion, including the use of social media, in expanding the market and supporting the economic independence of families based on Islamic boarding school communities.

**Keywords:** Marketing Strategy, Culinary Products, Family Economy, Islamic Boarding Schools, 4P, UMKM

## Introduction

Entrepreneurship has long been recognized as a key driver of economic growth, job creation, and innovation across the world. In many developing countries, including Indonesia, entrepreneurial activities have proven to be an effective strategy to overcome economic challenges, especially in the aftermath of the COVID-19 pandemic which has severely affected household incomes and employment opportunities. Small-scale businesses, particularly in the culinary sector, have become a popular choice for communities seeking additional income and greater economic stability.

The culinary business holds enormous potential for sustainable development due to its close connection with local resources, culture, and creativity. By utilizing local ingredients and traditional recipes, communities can develop unique culinary products that appeal to both local and wider markets. However, despite this great potential, many small culinary businesses still struggle to expand and compete effectively due to limited access to capital, lack of entrepreneurial knowledge, and weak marketing strategies.

In Indonesia, the government has shown strong commitment to supporting the growth of Micro, Small, and Medium Enterprises (MSMEs), recognizing them as the backbone of the national economy. According to data from the Ministry of Cooperatives and SMEs, the MSME sector contributes over 60% to Indonesia's Gross Domestic Product (GDP). Within this sector, culinary businesses represent one of the largest and fastest-growing segments. This is especially true in rural and semi-rural areas, where culinary entrepreneurship can directly support family welfare and community empowerment.

Sidenreng Rappang Regency, widely known as Sidrap, is one such region with significant potential for culinary business development. Strategically located in South Sulawesi as a connecting point between regions, Sidrap is rich in agricultural products and local food traditions that could be transformed into profitable culinary ventures. Communities within Islamic boarding schools (pesantren), such as Al-Iman Uluale, present an interesting example of how community-based culinary entrepreneurship can be developed.

However, observations indicate that many families living around Al-Iman Islamic Boarding School have not yet fully utilized this potential.

Limited access to training, lack of innovation, and insufficient use of technology for marketing are some of the challenges faced. The pesantren community, which consists of students, teachers, and local families, actually holds significant human resources that could be mobilized to support culinary business activities.

The involvement of family members, especially women, in culinary businesses has proven to have a positive impact on family income and economic resilience. Previous studies have highlighted the importance of empowering women and providing practical training in entrepreneurship, including marketing strategies, to increase household earnings. Moreover, the integration of digital marketing tools, such as social media and e-commerce platforms, can help expand the market reach for local culinary products.

This research focuses on analyzing the marketing strategies implemented by families in the Al-Iman Uluale pesantren community and their impact on improving family economy. The study aims to identify the key factors that influence the success of culinary businesses, particularly in how product quality, pricing, distribution, and promotion (the 4P marketing mix) contribute to increased sales and income levels for families involved.

## Method

This research applies a quantitative descriptive approach to examine the influence of culinary product marketing strategies on the improvement of family economy in the community of Al-Iman Uluale Islamic Boarding School. The quantitative method is chosen because it allows the researcher to collect measurable data and analyze statistical relationships between the variables studied. Descriptive research is used to provide an overview of the current situation regarding the marketing strategies employed and their impact on family income.

The independent variable in this research is the marketing strategy, which includes four main elements: product, price, place (distribution), and promotion, commonly known as the 4P marketing mix. The dependent variable is the improvement of family economy, which is measured through indicators such as increased sales, profit, and overall family income stability. This structure enables the researcher to observe how each marketing component contributes to

the economic condition of families involved in culinary businesses.

The study was conducted in the community of Al-Iman Uluale Islamic Boarding School, located in Sidenreng Rappang Regency, South Sulawesi. The site was selected because of its significant potential for community-based culinary entrepreneurship and the presence of families actively engaged in small culinary businesses. The research was carried out between January and April 2025, providing ample time for data collection and validation.

The population in this study consisted of 38 families involved in culinary business activities within the pesantren community. Because the population is relatively small, the research used a total sampling technique, also known as saturated sampling. This means that all members of the population were included as research respondents, ensuring that the data collected is comprehensive and accurately represents the entire community.

Several data collection techniques were employed to gather accurate and relevant information. A questionnaire was distributed to the respondents to collect primary data regarding their experiences with culinary product marketing strategies. The questionnaire included both closed-ended and open-ended questions to capture quantitative data as well as additional insights into respondents' perspectives. The researcher ensured that the questions were clear and easy to understand to avoid misinterpretation.

In addition to questionnaires, in-depth interviews were conducted with selected respondents to validate the information obtained and gain deeper insights into the challenges and successes experienced in implementing marketing strategies. The interview method allowed the researcher to explore respondents' views, experiences, and suggestions in greater detail. Moreover, participatory observation was carried out by visiting the culinary business locations to observe the production and marketing processes directly.

Documentation was also used as a supporting data collection technique. Relevant documents, such as photos of culinary products, sales records, and promotional materials, were collected and analyzed to complement the information obtained through questionnaires and interviews. This triangulation of data sources

helps to ensure the validity and reliability of the research findings.

To analyze the collected data, a simple linear regression analysis was performed using the Statistical Product and Service Solution (SPSS) software. This analysis aimed to test the hypothesis that marketing strategies significantly influence family economic improvement. In addition to the regression analysis, validity and reliability tests were conducted to ensure that the data instruments were accurate and consistent. The final results of the data analysis were presented in tables and described in detail to provide a clear understanding of the impact of marketing strategies on family economy within the pesantren community.

## **Result and Discussion**

This research involved 38 families from the Al-Iman Uluale Islamic Boarding School community who run small culinary businesses. Data were collected through questionnaires, interviews, observations, and documentation. The findings revealed varying levels of effectiveness for each component of the marketing mix (4P): product, price, place, and promotion.

The first aspect analyzed was the product element. Based on the frequency distribution, 89.5% of respondents stated that the current culinary products did not fully meet consumer expectations in terms of quality, packaging, and uniqueness. Only 10.5% believed that the products offered matched market needs. This indicates that there is significant room for product innovation and improvement.

For pricing, the data showed a similar pattern. A total of 89.5% of respondents felt that the selling prices of the culinary products were not appropriate when compared to perceived value, competition, and local purchasing power. Only 10.5% agreed that the prices were competitive and fair. This finding highlights the need for pricing strategies that are more sensitive to market conditions.

Regarding distribution (place), 81.6% of respondents indicated that product accessibility was still far from optimal. Factors such as limited sales channels, lack of presence in local markets, and minimal online distribution were cited as the main challenges. Only 18.4% felt that the distribution process was already effective and convenient for customers.

The promotional aspect was also evaluated. The results revealed that 71.1% of respondents rated the promotional activities as poor. This reflects minimal use of digital marketing, limited promotional campaigns, and lack of community engagement in promoting the culinary products. Meanwhile, 28.9% stated that existing promotions were adequate.

Overall, these findings suggest that the majority of families running culinary businesses within the pesantren community still face significant challenges in applying effective marketing strategies. The shortcomings in product quality, pricing, distribution, and promotion impact their ability to compete and attract customers.

In terms of sales performance, 78.9% of respondents reported that their sales had not increased significantly over the last year. Only 21.1% indicated noticeable growth in sales volume. This highlights the direct link between weak marketing practices and stagnant business performance.

To test the relationship between marketing strategies and family economy, a simple linear regression analysis was conducted. The results showed that marketing strategy had a significant effect on improving family economy with an  $R^2$  value of 0.619, meaning that 61.9% of the variation in family economic improvement is explained by the marketing strategies used.

Table 1. Regression Analysis Summary

Model	$R^2$ Value	F-Statistic	Sig (p-value)
Marketing Strategy → Family Economy	0.619	58.513	0.000

This statistical result supports the hypothesis that an effective marketing strategy plays an important role in increasing household income, stability, and overall welfare among the families in the Al-Iman Uluale pesantren community.

#### Discussion

The research findings indicate that the culinary businesses run by families in the pesantren community have yet to reach their maximum potential due to weaknesses in product, price, place, and promotion. The high percentage of dissatisfaction regarding product quality demonstrates that there is a lack of

innovation, standardization, and adaptation to market tastes.

From a marketing perspective, product quality is the foundation of customer satisfaction and repeat purchases. Families need training and support to develop unique and high-quality products that can differentiate their offerings from competitors. This aligns with Kotler's marketing mix theory, which emphasizes that product is the core element in any marketing strategy.

The issue of inappropriate pricing further impacts the competitiveness of these culinary businesses. Many families do not have clear cost structures or market price benchmarks, resulting in prices that do not reflect the perceived value or purchasing power of local consumers. Competitive pricing must consider production costs, desired profit margins, and local market conditions.

Distribution challenges highlight another barrier faced by the community. Limited physical access to markets, lack of partnerships with retailers, and minimal online presence restrict their customer base. The growing trend of online food sales could offer new opportunities, especially when supported by digital platforms that expand market reach beyond the local area.

The data also shows that promotion remains an underutilized tool among these culinary businesses. Limited use of social media, absence of marketing campaigns, and lack of brand-building efforts hinder their ability to attract new customers and retain existing ones. This is particularly crucial in an era where digital marketing can significantly reduce costs while reaching wider audiences.

The strong relationship between marketing strategies and improved family economy, as shown by the regression test, reinforces the idea that investing in better marketing practices can directly impact income stability and welfare. When families can sell more products at fair prices through accessible channels and strong promotions, they are more likely to achieve sustainable economic growth.

Involving all family members, especially women, in marketing and production activities can also contribute to a more resilient household economy. Prior research has demonstrated that empowering women in micro-businesses, particularly in the culinary sector, leads to better income management and improved family well-being.

Finally, these findings underline the importance of providing continuous training, mentoring, and access to digital tools for the pesantren community. Stakeholders, including pesantren management and local authorities, should collaborate to design programs that strengthen marketing skills, encourage product innovation, and build stronger distribution networks. The research emphasizes that a comprehensive marketing strategy is essential to unlocking the potential of culinary businesses within pesantren communities. Through product innovation, fair pricing, better distribution, and effective promotions, families can improve their income and contribute to broader community-based economic development.

## Conclusion

Based on the research conducted on “Marketing Strategies of Culinary Products in Improving Family Economy in the Community of Al-Iman Uluale Islamic Boarding School, Sidenreng Rappang Regency,” several conclusions can be drawn. First, the existing marketing strategies applied by culinary business actors within the pesantren community are still far from optimal and have not significantly increased family income levels. This is evident from the majority of respondents who indicated that product quality (89.5%), pricing (89.5%), distribution (81.6%), and promotional activities (71.1%) remain inadequate. Additionally, 78.9% of respondents reported that their sales did not show any improvement. However, the regression test results confirmed that marketing strategies have a significant effect on increasing sales (significance value  $0.000 < 0.05$ ), suggesting that improvements in marketing practices could potentially boost family economic welfare.

Second, the factors influencing the improvement of family economy in the pesantren community are mainly related to the four elements of the marketing mix: product, price, place, and promotion. The main barriers include products that do not align with market preferences, uncompetitive pricing, limited distribution channels, and ineffective promotions. Other constraints such as lack of entrepreneurial knowledge, minimal innovation, and underutilization of digital platforms further hinder business growth. Additionally, the study found that 38.1% of the variation in sales

improvement is affected by factors beyond marketing, including limited access to capital, the quality of human resources, community economic conditions, and market competition, all of which must also be addressed for sustainable business development.

Finally, these findings highlight the need for a comprehensive approach to strengthen community-based culinary businesses within the pesantren environment. By improving product quality, setting fair and competitive prices, expanding distribution channels—especially through digital markets—and utilizing modern promotional strategies, families can better leverage their potential to achieve greater economic resilience. Collaboration between local stakeholders, pesantren management, and policymakers will be crucial in providing continuous training, mentoring, and technological support to help these businesses grow and contribute to the overall well-being of the community.

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