

ANALYSIS OF THE MARKETING MIX STRATEGY: A CASE STUDY OF THE NUR AZIZAH SONGKOK RECCA ENTERPRISE IN BONE REGENCY

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Abstract

Songkok Recca Nur Azizah is a business located in Bone Regency that produces traditional handicrafts in the form of traditional headgear characteristic of the Bugis tribe, South Sulawesi. However, amidst modern market competition, this traditional craft business faces challenges in optimizing its marketing mix strategy. This study analyzes the implementation of the 7Ps marketing mix strategy in the Nur Azizah Songkok Recca Enterprise in Bone Regency, South Sulawesi. Using a qualitative case study approach, data were collected through observation, in-depth interviews, and documentation. The findings show that the enterprise has implemented the seven elements of the marketing mix, namely product, price, place, promotion, people, process, and physical evidence. Product variety and artisan skills represent the main strengths of the business, while limited digital promotion, conventional payment systems, simple packaging, and a deteriorated business signboard remain key constraints. The study suggests that the enterprise should strengthen digital marketing, adopt cashless payment options, improve product packaging, and renew its physical identity to enhance competitiveness. These findings provide practical insights for culture-based MSMEs seeking to preserve traditional products while adapting to contemporary market changes

Keywords: Marketing Mix, Marketing Strategy, Songkok Recca

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a central role in supporting regional economies, particularly within the creative industry and traditional craft sectors, which are rich in cultural values. Statistics Indonesia (2025) noted that in 2025, the creative economy sector absorbed 27.4 million workers, accounting for approximately 18.70% of the total national workforce. This data indicates that the creative economy sector contributes significantly to job creation while serving as one of the drivers of national economic growth. MSMEs contribute not only to generating economic value but also to maintaining the sustainability of cultural heritage through various traditional craft products (Casimiro et al., 2024). Creative economy has become a crucial pillar in modern economic development, specifically in increasing public income through the utilization of ideas, creativity, and innovation (Zailani & Suprihatiningsih, 2024)

Despite its massive economic potential, many MSME practitioners in the traditional craft sector still face constraints in implementing effective marketing strategies. Consequently, the business's ability to maintain competitiveness becomes limited, especially when facing competitors who are more adaptive to market developments, technology, and consumer behavior. Many MSMEs have conducted marketing activities, yet their practices remain partial and lack comprehensiveness (Lailla & Sriminarti, 2022). The inability to optimize these marketing strategies has a significant impact, ranging from the loss of market share and stagnant growth to an existential threat in the form of declining consumer interest, which risks terminating business operations.

Similar issues are also reflected in Songkok Recca Nur Azizah, which is located in Kampung Baru Hamlet, Polewali Village, West Tanete Riattang District, Bone Regency. The business operates within the creative industry sector and focuses on producing handcrafted products in the form of Songkok Recca, a traditional Bugis cap that embodies significant cultural values and heritage. Several issues related to the marketing strategy of Songkok Recca Nur Azizah have been identified. These include the use of relatively simple product packaging, which reduces the product's attractiveness to consumers; marketing activities that remain limited and rely primarily on personal selling strategies; distribution activities that are confined to surrounding areas; and the suboptimal utilization of digital technology in supporting marketing efforts. These conditions may weaken the competitive position of Songkok Recca Nur Azizah amidst the increasingly dynamic competition within the handicraft industry and among similar business competitors.

Various previous studies have examined the implementation of marketing mix strategies in MSMEs; however, most research remains focused on the 4Ps elements (Product, Price, Place, and Promotion). Studies on the dimensions of People, Process, and Physical Evidence in culture-based traditional craft industries are still relatively limited (Widya et al., 2024). Unlike mass-produced goods, the traditional craft industry requires a broader approach that not only covers the 4Ps elements but also touches upon the human aspect (People), production workflow (Process), and Physical Evidence. Traditional craft MSMEs generally sell cultural values alongside experiences; thus, they are expected to capture service quality, artisan skills, the ordering process, packaging, and the physical evidence of the business (Lima et al., 2024).

Furthermore, research specifically analyzing the implementation of the 7Ps marketing mix comprising product, price, place, promotion, people, process, and physical evidence in the *Songkok Recca* craft enterprise in Bone Regency is scarcely found. Based on the elaborated context, this study aims to address these issues and bridge the existing gap through a series of in-depth and comprehensive analyses regarding the implementation of the 7Ps marketing mix strategy at the Nur Azizah *Songkok Recca* Enterprise.

2. THEORETICAL REVIEW

Marketing Strategy

In business management, marketing strategy serves as an integrated guideline for achieving organizational objectives (Assauri, 2018). Marketing strategy involves a systematic process that includes determining target markets, establishing positioning, and

formulating the marketing mix in order to deliver superior value to customers (Kotler et al., 2022).

Based on the above perspective, it can be concluded that marketing strategy constitutes an integrated framework of strategic decision-making that encompasses market segmentation, positioning, and the optimal allocation of resources to create customer value and achieve long-term competitive advantage.

Marketing Mix

The marketing mix is the integration of product, price, place, promotion, human resources, process, and physical evidence elements as a strategic instrument for a company in creating appeal and added value to influence consumer decisions in utilizing the products or services offered (Syarifuddin et al., 2022). One widely used implementation of marketing strategy is the 7P marketing mix, which consists of product, price, place, promotion, people, process, and physical evidence. This concept is an expansion of the 4P marketing mix introduced by McCarthy and later developed by Booms and Bitner by adding three elements relevant to the business sector, enabling it to adapt to continuously evolving market mechanisms (Syarifuddin et al., 2022).

The seven elements of the 7P marketing mix include:

a. Product

A product is any form of offering that can be marketed to satisfy consumer needs and wants. A product is not only a tangible item but also encompasses services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler et al., 2022).

b. Price

Price is the value paid by customers for a product or service, which simultaneously serves as the company's primary tool to generate revenue, shape value perception, and direct market strategy (Karim et al., 2021)

c. Place

Place refers to all decisions regarding location, distribution channels, logistics, time of availability, and access that ensure a product or service reaches the target consumers (Wichmann et al., 2022).

d. Promotion

Promotion is a series of marketing communication activities aimed at attracting consumer attention, building interest, and maintaining their engagement with the product or the company (Alexandrescu & Milandru, 2018).

e. People

According to Ravangard et al. (2020), people refers to all individuals involved in the process of delivering products or services to customers. The role of these human resources significantly determines service quality, shapes the organization's image, increases customer satisfaction and loyalty, and strengthens the company's competitiveness.

f. Process

Process refers to the series of activities and procedures carried out in delivering a product or service to customers (Altay et al., 2022). This element determines the method,

sequence, and effectiveness of the service process so that the value promised by the company can be optimally received by the customer.

g. Physical evidence

Physical evidence encompasses all tangible elements that can be seen and experienced by customers during the process of obtaining a product or service. This element includes the physical environment where the business operates, as well as various supporting facilities and media that facilitate service delivery and communication with customers (Yusuf et al., 2020).

3. RESEARCH METHOD

This study employed a qualitative approach with a case study design. This approach was utilized to gain a comprehensive understanding of the implementation of the marketing mix strategy at the Nur Azizah *Songkok Recca* Enterprise in Bone Regency. Through this qualitative approach, the study sought to systematically describe the actual conditions regarding the application of the marketing mix elements, which encompass product, price, place, promotion, people, process, and physical evidence.

The research was conducted at the Nur Azizah *Songkok Recca* Enterprise, situated in Kampung Baru Hamlet, Polewali Urban Village, Tanete Riattang Barat District, Bone Regency, South Sulawesi. The location was selected purposively, considering that the enterprise is an active participant in the *Songkok Recca* craft industry, simultaneously producing and marketing this distinct regional product. Beyond its economic potential, *Songkok Recca* is a cultural heritage of the Buginese community, imbued with historical value and local wisdom, making it highly relevant to examine from the perspective of a marketing mix strategy.

The primary informant in this study was the owner of the Nur Azizah *Songkok Recca* Enterprise, who was deemed to possess substantial knowledge and experience regarding the implementation of marketing strategies within the business operations. Data collection techniques involved observation, interviews, and documentation. Observations were employed to directly examine marketing activities, production processes, customer service, and the physical condition of the business premises. In-depth interviews were conducted with the key informant to acquire detailed information on the application of the marketing mix strategy. Meanwhile, documentation was utilized to supplement the research data by compiling various supporting materials, such as photographs of business activities, product catalogs, promotional media, and other documents relevant to the research subject.

The data analysis process utilized an interactive approach comprising three primary stages: data reduction, data display, and conclusion drawing (verification). The data reduction stage involved selecting, categorizing, and simplifying data relevant to the research focus on the 7Ps marketing mix strategy. Subsequently, the reduced data was presented in a descriptive narrative format to facilitate a systematic understanding of the relationships between the data. The final stage involved drawing conclusions and verifying

them based on the conducted analysis, thereby providing a comprehensive overview of the marketing mix strategy implementation at the Nur Azizah *Songkok Recca* Enterprise in Bone Regency.

To ensure data credibility, this study applied method triangulation by comparing data obtained from observation, in-depth interviews, and documentation. The observation focused on product display, packaging, customer service, payment mechanisms, and the physical condition of the business premises. Interview data were verified through follow-up confirmation with the key informant, while documentation was used to support and validate the findings related to product variations, promotional practices, and physical evidence. This procedure was conducted to reduce subjectivity and strengthen the trustworthiness of the qualitative findings.

4. RESULTS AND DISCUSSION

This study focuses on analyzing the 7Ps marketing mix strategy at the Nur Azizah *Songkok Recca* Enterprise as the research object. Furthermore, it aims to determine the appropriate strategies for business development to remain competitive amidst increasingly intense market competition.

Marketing Mix Strategy Analysis of Nur Azizah *Songkok Recca* Enterprise

a. Product

Songkok Recca Nur Azizah offers its flagship product, namely Songkok Recca, in a wide variety of motifs (*pammiring*) designed to accommodate diverse consumer needs and preferences. The motifs offered include traditional designs that have long been an integral part of Bugis culture, beginning with the *7-level pammiring* motif, which has historically been associated with the kings and nobility of Bone, as well as the *Walasuji* and *Panji Kadang* motifs. In addition, the business also provides motifs that are developed based on the creativity and innovation of artisans as a response to contemporary trends and market developments.

The diversity of motifs constitutes one of the competitive advantages of Songkok Recca Nur Azizah, as the availability of various product alternatives provides consumers with a wider range of choices, reducing product monotony and increasing consumer interest in purchasing. This finding is consistent with previous studies indicating that product variety has the potential to enhance consumers' purchase intentions, as a greater number of alternatives increases the likelihood that consumers will find products that meet their needs, preferences, and expectations (Azizah et al., 2025).

However, one of the challenges identified in Songkok Recca Nur Azizah concerns product packaging, as the products are currently packaged only in ordinary transparent plastic bags without the use of more exclusive packaging materials, such as acrylic display boxes or hard boxes, which could better protect the product's structure and color while simultaneously enhancing its aesthetic value. In fact, product packaging plays an important role in influencing consumers' purchasing interest. Packaging contributes to attracting consumer attention, shaping perceptions of product value and functionality, and influencing

consumption behavior. Therefore, its impact extends beyond the initial purchase decision and also affects consumers' experiences in using the product (Krishna et al., 2017).

b. Price

The pricing strategy applied at the Nur Azizah *Songkok Recca* Enterprise is determined by the cost of raw materials, the complexity of production, the time required by artisans to craft the product, and the specific motif variant (*pammiring*). The prices range from the most affordable at IDR 65,000 to the most premium at approximately IDR 3,500,000 per piece.

c. Promotion

With regard to the analysis of promotional activities at Songkok Recca Nur Azizah, the researcher found that the promotional strategy implemented by the business owner primarily involves direct selling/personal selling, which refers to direct interaction between the seller or producer and prospective buyers or potential consumers with the aim of offering products through verbal and face-to-face communication.

The most prominent weakness in the promotional activities carried out by Songkok Recca Nur Azizah is the absence of social media utilization as a platform for promoting its products. This condition limits the reach of marketing activities, resulting in product information being unable to reach a broader consumer base beyond conventional marketing areas. Furthermore, the lack of social media utilization reduces the business's opportunities to enhance brand visibility, expand market share, and establish more intensive interactions with potential consumers in the current digital era.

d. Place

The most crucial aspect of this strategy is determining the location, distributors, or outlets so that consumers can easily view and purchase the offered goods. The analysis reveals that the location of the Nur Azizah *Songkok Recca* Enterprise is highly strategic, featuring accessible and convenient road access.

e. People

In the context of the marketing mix, the 'people' aspect relates to human resource management in fulfilling consumer needs and providing excellent service. This aspect primarily discusses the owner, who plays a vital role and holds full responsibility for business operations, as well as the artisans who are directly involved in crafting the *Songkok Recca*. Currently, the enterprise employs around 12 artisans from diverse backgrounds, predominantly women or mothers who inherited the skill of crafting *Songkok Recca* across generations. On average, these artisans originate from the Awangpone District, a central hub for *Songkok Recca* production, which explains their highly proficient crafting skills. Specifically, the artisans at the Nur Azizah *Songkok Recca* Enterprise operate as daily freelance workers. This arrangement is due to the enterprise not producing *Songkok Recca* on a daily basis; production is contingent upon raw material availability and fluctuating market demand.

f. Process

At Songkok Recca Nur Azizah, the process of obtaining *Songkok Recca* products can be considered relatively simple and convenient. Consumers are able to directly select the

desired motifs or product variants and try them on to ensure compatibility with their head size. Once the product has been deemed suitable, consumers can proceed with payment at the point of sale. However, the utilization of digital technology, particularly in the form of digital transactions, has not yet been implemented, resulting in transactions being conducted primarily through conventional cash payment methods. This condition may create difficulties for consumers who are more accustomed to using digital or online payment systems for their transactions. Regarding standard operating procedures, the artisans have designated tasks and job specifications to ensure a more directed production process. For instance, specific artisans are tasked with preparing the raw *lontar* palm leaves (pounding or *di recca-recca*), creating the initial pattern, weaving the semi-finished *Songkok Recca*, crafting the *pammiring* from Indian threads and copper, or refining the final woven product to ensure neatness. However, there are also highly skilled artisans capable of completing a single *Songkok Recca* entirely independently.

g. Physical Evidence

The Nur Azizah *Songkok Recca* Enterprise is equipped with adequate glass display cabinets to store and showcase every offered product, alongside a dedicated storage area for production tools. The second type of decision involves essential evidence, which pertains to spatial design and decoration. The enterprise maintains a well-organized, orderly, clean, and neat spatial arrangement, creating a comfortable environment for consumers to browse the products. However, an identified issue is the worn-out business name banner, which prevents consumers from clearly seeing the "Nur Azizah Songkok Recca" signage. Furthermore, digital transaction facilities are currently unavailable. The enterprise still relies on manual or traditional payment systems, which causes inconveniences for consumers accustomed to online or cashless payment methods.

5. CONCLUSION

The findings of the marketing mix strategy analysis conducted at Songkok Recca Nur Azizah in Bone Regency indicate that the business has implemented all seven elements of the 7P marketing mix, namely product, price, promotion, place, people, process, and physical evidence, although their implementation has not yet been fully optimized. From the product perspective, the continuous development of motif variations reflects ongoing product innovation while preserving the cultural values embedded in Songkok Recca as a cultural heritage of the Bugis community. In terms of price, pricing decisions are determined based on production costs, the level of production difficulty, the time required for production, and the complexity of the motifs, indicating that the prices offered adequately reflect the quality and value of the products.

Regarding promotion, the strategies employed are still predominantly based on personal selling, with no utilization of social media platforms for promotional activities, resulting in a relatively limited market reach. In terms of place, the business location, which is situated in the center of Bone City, provides convenient access for consumers and enhances marketing opportunities due to its strategic position.

Furthermore, with respect to the people element, the business is supported by highly skilled workers who possess expertise in producing Songkok Recca, with such skills having

been passed down through generations. The clear division of labor within the production process also contributes to the efficiency and effectiveness of product manufacturing.

From the process perspective, the service mechanism provided to consumers is relatively simple and convenient, while the production process has been organized through a clear division of tasks based on the competencies of each artisan, thereby enabling the production of high-quality products. However, a notable weakness within this aspect lies in the payment process, which still relies on conventional cash-based transactions. This condition may create difficulties for consumers who are accustomed to using digital or online payment methods. Therefore, it is recommended that the business owner adopt digital payment systems, such as bank transfers or payments through digital wallets, in order to improve transaction convenience and better accommodate evolving consumer preferences.

Meanwhile, in terms of physical evidence, the business possesses reasonably adequate physical facilities, including product display cases and a clean and well-organized business environment. However, several shortcomings remain, including the deteriorating condition of the business signboard and the absence of digital payment facilities, both of which may reduce consumer convenience during transactions.

Overall, the marketing mix strategy implemented by Songkok Recca Nur Azizah has been relatively effective in supporting business sustainability and enhancing the attractiveness of its products in the market. Nevertheless, further improvements are required, particularly in the areas of digital promotion, modernization of payment systems, and renewal of the business's physical identity, in order to strengthen the competitiveness of Songkok Recca products amid technological advancements and increasingly intense market competition.

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