

Marketing Effectiveness of Shrimp Paste MSMEs and Its Contribution to Family Income in Jerowaru Village, East Lombok

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Article Info

Article history:
Received: 2026-02-12
Revised: 2026-03-02
Accepted: 2026-04-20
Available online: 2026-06-15

Keywords:
shrimp paste; MSMEs; marketing effectiveness; family income; marketing mix; East Lombok

Abstract

This study examines the marketing strategies of shrimp paste micro, small, and medium enterprises (MSMEs) and assesses their effectiveness and contribution to family income in Jerowaru Village, East Lombok Regency. A descriptive quantitative design was employed. Thirty active shrimp paste entrepreneurs were selected purposively using criteria of at least one year of operation, direct involvement in production and marketing, dependence on the business as a main or supplementary household income source, and willingness to participate. Primary data were collected through a structured five-point Likert questionnaire and supported by observation and documentation. Percentage analysis classified scores of 76-100 percent as very effective. The findings show that the product, price, promotion, and distribution strategy obtained 1,530 of a possible 1,800 points, or 85 percent, indicating a very effective marketing mix. The effectiveness indicators covering sales growth, customer growth, product recognition, market reach, and demand obtained 660 of 750 points, or 88 percent. The household contribution indicators obtained 398 of 450 points, or 88.4 percent. Respondents associated shrimp paste income with daily necessities, children's education, and improved family welfare; the thesis reports average net income of approximately IDR 3,000,000 per month. The results demonstrate a strong perceived contribution, but they do not establish causality because the analysis is descriptive and based on self-reported scores. Sustainable improvement requires stronger digital promotion, distinctive branding and hygienic packaging, broader distribution, consistent quality, simple financial records, and collective marketing institutions.

INTRODUCTION

Micro, small, and medium enterprises are a central component of Indonesia's local economy. They create employment, use household skills, transform local materials, and enable families to earn income with comparatively modest capital. In coastal and rural communities, food-processing enterprises are especially important because they connect primary production with consumer markets. Their economic contribution, however, depends not only on the ability to make a product but also on the ability to market it consistently, reach customers, maintain quality, and convert sales into sustainable household income.

Shrimp paste is a fermented seafood product with a distinctive aroma and flavour used widely in Indonesian cooking. In East Lombok, its production draws on coastal resources, inherited processing knowledge, and family labour. The product can be sold in traditional markets, through collectors, to retailers, directly to consumers, or through digital channels. Because its basic form is familiar and many producers offer similar goods, enterprises must compete through quality, taste, hygiene, packaging, price, reputation, availability, and relationships with buyers.

Jerowaru Village is one of the areas in East Lombok where shrimp paste production and trade function as household-based economic activities. Producers combine processing and marketing while also managing family responsibilities. The business may provide a primary livelihood or supplement income from other work. Its small scale gives it flexibility, yet producers also face

limited working capital, traditional packaging, narrow distribution, uneven digital skills, price competition, and demand that may change across seasons.

Marketing is the business process that connects production with consumer needs. For a microenterprise, marketing is not confined to advertising. It includes decisions about what quality and form to offer, how the product is packed, the price charged, how information reaches buyers, where the product is available, and how relationships are maintained after purchase. A technically good product can generate weak returns when buyers cannot identify it, obtain it conveniently, or distinguish it from alternatives.

The marketing-mix framework organises these decisions into product, price, promotion, and place or distribution. Product includes quality, distinctive characteristics, safety, size, and packaging. Price communicates value and must cover costs while remaining acceptable to consumers. Promotion introduces the product, builds recognition, and stimulates demand. Distribution determines whether products reach buyers at the required place and time. These four elements interact; weakness in one can reduce the benefit of the others.

Marketing effectiveness concerns the extent to which marketing activities achieve intended outcomes. For small businesses, practical outcomes include increased sales, more customers, stronger product recognition, wider market reach, and greater demand. An activity can be intensive without being effective if it consumes time and money but does not improve these outcomes. Effectiveness therefore requires comparison between marketing effort and the objectives experienced by entrepreneurs.

Family income is the economic return available to meet household needs. In a family enterprise, the separation between business and household finances is often incomplete. Revenue may immediately pay for food, schooling, transport, health, social obligations, or the next production cycle. This close connection makes MSMEs highly relevant to welfare, but it also creates measurement difficulties because gross sales, costs, business withdrawals, and net income may be mixed.

Digital communication has expanded the marketing options available to rural businesses. Social media and messaging applications can display products, receive orders, maintain customer contact, and reach consumers beyond the village at low apparent cost. Nevertheless, digital marketing requires photographs, persuasive but accurate information, responsive service, delivery arrangements, and continuity. Posting alone does not guarantee market expansion; digital promotion must connect to reliable production, packaging, and distribution.

Previous studies have shown that MSMEs contribute to employment and community welfare, that marketing-mix decisions influence sales, and that social media can strengthen brand awareness. Research on seafood-based MSMEs also emphasises product quality, market access, and value addition. Fewer studies present a quantitative descriptive account linking the perceived effectiveness of shrimp paste marketing with concrete household-income functions in Jerowaru.

This study therefore addresses three questions. First, how effectively do shrimp paste MSMEs implement product, price, promotion, and distribution strategies? Second, to what extent do entrepreneurs perceive marketing as increasing sales, customers, recognition, market reach, and demand? Third, how strongly does income from the business contribute to basic needs, children's education, and family welfare? The article also develops managerial implications while preserving the descriptive scope of the original evidence.

LITERATURE REVIEW AND ANALYTICAL FRAMEWORK

MSMEs and household livelihoods. Under the Indonesian MSME framework, micro and small enterprises are productive economic units differentiated by asset and sales criteria. Beyond legal classification, their developmental importance lies in employment absorption, entrepreneurial entry, local-resource use, and resilience. Household enterprises often mobilise unpaid or flexible family labour and retain expenditure locally. Their vulnerability arises from small reserves, limited technology, weak bargaining power, and dependence on a restricted customer base.

Product strategy. The product is the bundle of benefits offered to consumers. For shrimp paste, functional value comes from flavour, aroma, colour, texture, purity, and suitability for cooking. Trust also depends on sanitation, ingredient transparency, weight accuracy, and consistency between batches. Packaging protects the fermented product from contamination and moisture, controls aroma, communicates identity, and facilitates transport. Brand name, label, production information, and attractive presentation can convert an anonymous commodity into a recognisable local product.

Price strategy. Price must reflect consumer purchasing power, perceived quality, competitor offers, package size, production cost, and desired margin. Competitive pricing does not always mean the lowest price. Excessively low prices may undermine quality and business continuity, while prices that are unexplained may discourage trial. Multiple package sizes can improve access for different customer groups. Producers also need cost records so that discounts, reseller margins, and delivery charges do not erase profit.

Promotion strategy. Promotion communicates value and encourages purchase. Traditional forms include word of mouth, personal selling, market interaction, and recommendations from repeat customers. Digital promotion uses social media, messaging, online marketplaces, photographs, short videos, testimonials, and location information. The most credible promotion is aligned with the actual product. Claims about origin, ingredients, hygiene, and quality must be honest so that short-term persuasion develops into long-term trust.

Distribution strategy. Distribution concerns the path from producer to consumer. Direct sales provide customer feedback and a larger share of the final price but demand time and market access. Collectors and retailers can increase volume and geographical reach but may reduce producer margins and bargaining power. A mixed channel can balance these trade-offs. Reliable stock, delivery, reseller relationships, and clear ordering procedures are required if promotion succeeds in generating demand.

Marketing effectiveness. Effectiveness is the degree to which planned objectives are achieved. In this study, it is reflected in five perceived outcomes: higher sales, customer growth, greater product recognition, wider market coverage, and stronger demand. A high score suggests that respondents experience positive outcomes from marketing. It does not by itself identify the contribution of each marketing channel or prove that marketing is the sole cause of income changes.

Family economic income. Household economic welfare involves the capacity to meet food, housing, education, health, transport, savings, and other needs. Income derived from a family enterprise may have direct effects when it pays routine expenses and indirect effects when it reduces vulnerability or finances children's education. Assessing contribution should ideally use net income after raw materials, labour, fuel, packaging, transport, and marketing costs. The thesis

provides a reported average net income but primarily measures contribution through respondent perceptions.

Marketing and income relationship. Marketing can affect household income through a sequence: improved product and promotion increase buyer awareness; distribution converts awareness into access; purchases increase sales; repeat demand stabilises production; and net returns support household expenditure. This sequence can be interrupted by cost inflation, stock limitations, quality inconsistency, unpaid family labour, or weak financial management. Marketing is therefore an enabling mechanism rather than an automatic guarantee of welfare.

Islamic business ethics. The study is situated within an Islamic economics programme, making ethical conduct relevant to interpretation. Trade should be based on lawful products, mutual consent, truthful information, fair measurement, cleanliness, and avoidance of deception. Accurate weight, transparent ingredients, reasonable pricing, and fulfilment of orders protect consumers and strengthen business reputation. Ethical quality is not separate from marketing effectiveness; it is a basis for trust and repeat purchase.

Analytical framework. The study applies the four marketing-mix dimensions as the input layer, five marketing-effectiveness indicators as the intermediate outcome, and three family-contribution indicators as the welfare layer. Descriptive percentage scores show the strength of respondent agreement at each layer. The article interprets the pattern as an association perceived by entrepreneurs, not as a causal model tested through regression or an experimental design.

RESEARCH METHODS

Research design and location. The research used a descriptive quantitative approach to portray marketing practices and their perceived economic contribution in numerical form. The study was conducted in Jerowaru Village, East Lombok Regency, with field activity centred on active shrimp paste enterprises. The location was selected purposively because shrimp paste production is sustained as a local livelihood and producers use both conventional and emerging digital marketing practices.

Population and respondent selection. Thirty shrimp paste entrepreneurs participated. Purposive sampling was used rather than probability sampling. Eligible respondents actively produced and marketed shrimp paste in Jerowaru, had operated for at least one year, treated the business as a main or supplementary source of family income, and agreed to provide the required information. The sample therefore represents information-rich active operators but does not provide a statistical estimate for every household in the village.

Respondent profile. Participants were 23-55 years old and had operated their businesses for one to ten years. Household size ranged from three to eight people. Education ranged from primary school to senior high school, with substantial representation at secondary level. Women and men both participated. These characteristics show variation in experience, household responsibility, and formal education, all of which may affect marketing capacity and willingness to adopt digital tools.

Data sources and collection. Primary data were obtained directly from respondents using a structured questionnaire delivered in the study area. Observation and documentation supported interpretation of production and marketing conditions. Secondary material included books, regulations, journal articles, and village or sector information relevant to MSMEs, marketing, and

household income. The questionnaire route was appropriate because the research area was limited and the researcher could facilitate completion directly.

Instrument. Statements were rated on a five-point Likert scale: strongly agree, 5; agree, 4; neutral, 3; disagree, 2; and strongly disagree, 1. The marketing-mix block contained statements on product quality and distinctiveness, packaging, price suitability and competitiveness, promotion, customer communication, and distribution. The effectiveness block measured sales, customers, recognition, market reach, and demand. The contribution block measured household needs, education costs, and welfare.

Percentage analysis. For frequency descriptions, the percentage was calculated as $P = f/n \times 100$ percent, where f is the response frequency and n is the number of respondents. For composite Likert indicators, the achieved score was divided by the ideal score and multiplied by 100 percent. The thesis classified 76-100 percent as very effective, 56-75 percent as effective, 40-55 percent as moderately effective, and below 40 percent as ineffective.

Data interpretation and quality. Scores were checked against the number of statements, respondents, and maximum rating. Each percentage was interpreted according to the stated category and then discussed by indicator. Because the analysis is descriptive, the results indicate strength of agreement rather than statistical significance. No inferential test, control group, pre-post comparison, or audited financial analysis was reported. These boundaries are retained throughout the article to avoid overstating the findings.

Research ethics. Respondents participated as active business operators and provided information relevant to the research objectives. This article reports aggregate results and does not reproduce the names of individual respondents, because the analytical value lies in the collective pattern. Financial figures are presented as reported in the thesis and should not be interpreted as independently audited accounts.

Component	Indicator	Measurement	Interpretive Role
Marketing mix	Product, price, promotion, distribution	12 Likert statements; ideal score 1,800	Business strategy input
Effectiveness	Sales, customers, recognition, reach, demand	5 statements; ideal score 750	Intermediate market outcome
Family contribution	Basic needs, education, welfare	3 statements; ideal score 450	Perceived household outcome
Classification	Very effective to ineffective	Achieved score / ideal score x 100%	Descriptive interpretation

Table 1. Measurement Framework

Source: Adapted from the research instrument and analysis procedure.

RESULTS AND DISCUSSION

Characteristics of respondents. The thirty participants were active household entrepreneurs rather than temporary observers of the sector. Their ages were concentrated within the productive

range, while one to ten years of business experience indicated both relatively new entrants and established operators. Household sizes of three to eight members suggest that business income is linked to significant consumption and education responsibilities. The presence of both women and men also reflects the family-based organisation of shrimp paste production and trade.

Formal education varied from primary to senior high school. Limited tertiary education does not prevent entrepreneurial learning, because producers acquire technical and market knowledge through practice, family transfer, customer feedback, and informal networks. Nevertheless, differences in literacy and digital confidence may influence the quality of record-keeping, branding, online communication, and access to formal support programmes. Capacity-building therefore needs practical language and demonstrations rather than highly technical instruction.

Overall marketing-mix performance. The twelve product, price, promotion, and distribution statements generated an achieved score of 1,530 from an ideal 1,800. The resulting 85 percent falls in the very effective category. This score indicates broad respondent agreement that the strategies being used are appropriate and useful. It should be interpreted as an aggregate assessment; it does not mean that every enterprise performs equally or that every marketing element is already optimal.

Product performance. Respondents evaluated the quality and distinctive character of their shrimp paste positively. The individual statements reported high scores for good quality, attractive-enough packaging, and product distinctiveness. Quality is the foundation of repeat purchase in a food product whose flavour and aroma must remain consistent. Distinctiveness can arise from raw material, processing, fermentation, texture, or local identity. Producers should translate these attributes into clear and verifiable product information.

Packaging received positive responses but remains a strategic area for development. Traditional wrapping may be inexpensive, yet wider markets require protection from leakage, contamination, moisture, and uncontrolled aroma. Hygienic sealed packaging, standard weights, production labels, contact details, and a recognisable design can improve trust and facilitate retail distribution. Packaging should remain affordable so that improvement does not price the product beyond its traditional consumers.

Price performance. Respondents generally regarded prices as consistent with quality, competitive with alternatives, and affordable for consumers. This alignment is essential because shrimp paste serves routine household consumption. Pricing should nevertheless be based on full cost rather than imitation of competitors. Raw seafood, salt, labour, fermentation loss, fuel, packaging, transport, reseller margins, and damaged stock all affect the sustainable minimum price.

A tiered product strategy can reduce the tension between affordability and value addition. Small packages serve price-sensitive local buyers, medium packages suit household repeat purchases, and labelled premium packages can target tourists, retailers, gifts, or online customers. The same quality principles should apply across sizes, while differences in weight and presentation are communicated transparently. This creates choice without misrepresenting the product.

Promotion performance. Respondents reported using direct promotion and social media to introduce products and maintain communication with customers. Word of mouth remains powerful because food purchases depend on trust and taste experience. Digital media can extend

this trust through product photographs, customer reviews, production stories, ordering information, and prompt responses. Content should be posted consistently rather than only when stock accumulates.

Digital promotion is most effective when linked to a simple conversion path. A potential customer should be able to recognise the brand, understand the package and price, contact the producer, select delivery or pickup, and receive confirmation. If one step is unclear, attention may not become a sale. Collective catalogues and a shared village identity could help entrepreneurs who cannot maintain individual accounts while preserving each producer's brand.

Distribution performance. Sales take place through direct contact, local markets, collectors, retailers, and increasingly communication-based orders. The positive aggregate score suggests that current channels make the product available to established customers. Market expansion requires greater reliability: agreed stock levels, delivery schedules, reseller discounts, order records, and safe transport. A promotion campaign that produces demand without fulfilment can damage trust.

A diversified channel structure can reduce dependence on one buyer. Direct sales provide feedback and better margins, collectors provide volume, retailers provide visibility, and online orders provide geographical reach. Producers need to calculate the net return and risk of each channel. A channel with high gross sales may yield less profit after commissions, transport, returns, and time. Simple channel-level records would improve these decisions.

Marketing effectiveness. The five outcome statements produced 660 of 750 points, equivalent to 88 percent and classified as very effective. The highest reported patterns concerned greater product recognition, increased sales, and wider market reach, while customer growth and demand also received strong agreement. These results indicate that respondents experience marketing as more than a routine activity; they associate it with observable business development.

Sales growth is the most immediate indicator, but it must be distinguished from revenue and profit. Increased units sold can strengthen income when selling prices cover costs and additional production does not create disproportionate waste or labour burdens. Producers should therefore record units, sales value, production costs, and net return. Such records would enable future research to test whether the high perception score corresponds to measurable financial improvement.

Customer growth suggests that promotion and distribution are reaching buyers beyond an established circle. New customers are valuable, but repeat customers are more important for stability. Contact lists, polite follow-up, consistent taste, fulfilment of promises, and complaint handling can turn first purchases into repeat demand. Customer retention is particularly relevant to fermented food because trust in taste and hygiene develops through experience.

Product recognition received a high score, showing that marketing helps make Jerowaru shrimp paste known. Recognition can be strengthened by a common origin narrative without eliminating individual brands. A geographical identity associated with coastal resources, traditional knowledge, and responsible production can distinguish the village from generic products. Any claim of origin or quality should be supported by producer discipline and, where feasible, licensing and food-safety compliance.

Market reach expands when promotion and distribution operate together. Social media can expose the product to consumers outside Jerowaru, but logistics determine whether those

consumers can buy it. Producers need packaging that withstands travel, predictable shipping costs, clear minimum orders, and communication about shelf life. Partnerships with souvenir outlets, culinary businesses, cooperatives, and regional MSME exhibitions may provide intermediate steps before national online expansion.

Demand growth was also evaluated positively. Higher demand can increase production and income, yet it may create pressure on raw materials, processing consistency, working capital, and family labour. Expansion should be paced according to capacity. Producers can standardise recipes, identify reliable suppliers, plan batches, and use pre-orders to reduce the risk of producing more than the market can absorb.

Contribution to family income. The three household statements produced 398 of 450 points, equivalent to 88.4 percent and classified as very effective. Respondents strongly associated shrimp paste income with meeting family needs, financing children's education, and improving welfare. The thesis also reports average net income of about IDR 3,000,000 per month, or IDR 36,000,000 per year, as a practical illustration of the business contribution.

The contribution to daily necessities means that the enterprise supports food, utilities, transport, and other recurring expenditure. Because household needs are continuous, income stability matters as much as average income. Seasonal sales or irregular orders may create months of surplus and shortage. Savings, inventory planning, and separation of household withdrawals from business capital can protect the production cycle and reduce vulnerability.

Education spending represents a longer-term welfare effect. When business income pays school costs, transport, uniforms, books, or digital learning needs, the enterprise contributes to human-capital development. This benefit may extend beyond the current production cycle. However, education expenditure should not require depletion of working capital. A scheduled household budget can align school-payment periods with savings from stronger sales months.

The welfare statement captures respondents' broader perception of improved economic security and quality of life. Welfare may include the ability to meet needs on time, avoid harmful debt, maintain housing, access health services, and participate in social life. The high agreement score is important evidence of perceived benefit. Still, welfare is multidimensional, and the questionnaire does not measure consumption, assets, savings, debt, or income variability in detail.

Marketing-to-welfare mechanism. The combined pattern supports a logical sequence from marketing mix to market outcome and household contribution. Product quality and price create value; promotion communicates it; distribution enables purchase; sales and customers increase; and net income supports the family. The scores rise from 85 percent for strategy to 88 percent for market outcomes and 88.4 percent for contribution. This consistency strengthens the descriptive interpretation, although it is not a statistical causal test.

Alternative explanations must also be considered. Household income can be affected by raw-material availability, production skill, market season, competitors, family labour, other occupations, and general purchasing power. Respondents who have survived at least one year may also be more successful than enterprises that exited. Self-reporting can produce optimistic assessments. These factors do not invalidate the findings, but they define the level of claim that can responsibly be made.

Gender and family labour. The respondent list includes substantial female participation, confirming that shrimp paste MSMEs provide a space for women's economic activity. Production,

packaging, selling, and household care may overlap, making women's labour less visible in financial accounts. Business-development programmes should schedule training accessibly, recognise unpaid family work, and support safe digital and market participation. Greater income control can strengthen household welfare, but this should be examined directly in future research.

Financial management. Marketing improvement should be accompanied by basic accounting. A one-page daily record can show production quantity, sales by channel, cash received, raw-material costs, packaging, transport, household withdrawals, and remaining stock. Monthly summaries can distinguish revenue from net income. This is essential for evaluating whether the reported IDR 3,000,000 figure is stable and for deciding when credit or equipment investment is affordable.

Collective action. Individual businesses may not have enough volume or skill to negotiate packaging, delivery, certification, exhibitions, or large orders. A producer group or cooperative can purchase inputs, set voluntary quality standards, maintain shared equipment, aggregate orders, and provide a joint catalogue. Collective action should not erase product diversity or impose unfair control. Transparent membership, pricing, and benefit distribution are required.

Quality assurance. Expansion creates reputational interdependence: one unsafe or inconsistent product may affect trust in Jerowaru shrimp paste generally. Producers can agree on minimum sanitation, raw-material handling, drying or fermentation practices, weight accuracy, storage, and label information. Training should connect standards to commercial benefits, showing how quality reduces complaints, increases repeat orders, and supports entry into formal retail.

Environmental responsibility. Shrimp paste processing may generate odour, wastewater, organic residues, and packaging waste. Responsible production protects community acceptance and product reputation. Practical measures include clean work surfaces, covered containers, safe wastewater handling, waste separation, efficient drying, and packaging choices that balance protection with material reduction. Environmental improvement can become part of the brand narrative only when practices are genuine.

Digital capacity. Not every entrepreneur needs a complex e-commerce system. A staged approach can begin with a business messaging account, standard product photographs, a price list, location pin, and order template. The next stage can add social-media content and reseller communication. Marketplace participation is appropriate only when stock, packaging, fulfilment, and customer service are ready. Training should therefore follow enterprise capability rather than a one-size-fits-all target.

Institutional support. Village government, MSME agencies, fisheries offices, universities, and financial institutions can coordinate support. Priority services include legality, food-safety guidance, packaging design, digital skills, bookkeeping, access to appropriate finance, exhibition opportunities, and distribution partnerships. Assistance should be evaluated through sales quality, net income, repeat customers, and compliance rather than the number of training sessions alone.

Research limitations. The study uses purposive sampling and thirty self-report respondents in one village. The instrument produces descriptive percentages but no reliability coefficient, inferential association, regression, or before-after evidence is reported in the thesis. The reported income figure is not accompanied by a full cost distribution. Consequently, the study demonstrates

strong perceived effectiveness and contribution, but cannot estimate population-wide causal impact.

Dimension	Score	Ideal	Result	Interpretation
Marketing mix	1,530	1,800	85.0%	Very effective
Marketing effectiveness	660	750	88.0%	Very effective
Family-income contribution	398	450	88.4%	Very effective

Table 2. Summary of Descriptive Scores

Source: Processed questionnaire data, 2026.

STRATEGIC IMPLICATIONS

First, product development should protect the sensory qualities valued by existing customers while improving hygiene, weight standardisation, labels, and packaging. A local brand story can increase differentiation, but it must be supported by consistent production. Small affordable packages and higher-value retail packages can serve different segments without abandoning the traditional market.

Second, digital promotion should be integrated with order fulfilment. Producers need standard photographs, accurate descriptions, visible prices, response procedures, payment options, and delivery information. A shared Jerowaru catalogue can widen reach and reduce the burden on individual entrepreneurs. Digital performance should be monitored through enquiries, completed orders, repeat customers, and net return rather than follower counts alone.

Third, distribution should be diversified through direct buyers, collectors, retailers, culinary businesses, souvenir outlets, exhibitions, and online orders. Each channel requires calculation of price, commission, transport, return risk, and payment time. Producer groups can aggregate stock and negotiate more fairly, while agreed quality standards protect the collective reputation.

Fourth, family welfare should be protected through simple financial separation. Business cash should cover production replacement before household withdrawal, while a planned share of net income supports needs, education, savings, and emergencies. Financial literacy should be practical and based on the actual shrimp paste production cycle. Access to finance is useful only when repayment fits verified cash flow.

Finally, future evaluation should strengthen the evidence base. A follow-up study can record monthly sales, costs, net income, digital orders, customer retention, household expenditure, and seasonal variation. A larger probability sample or a comparison between trained and untrained groups could test relationships statistically. These improvements would complement, rather than replace, the present respondents' valuable account of marketing and family livelihood.

CONCLUSION

Shrimp paste MSMEs in Jerowaru Village apply a marketing mix covering product, price, promotion, and distribution that achieved 85 percent of the ideal questionnaire score. Respondents positively evaluated quality, distinctive characteristics, price suitability and competitiveness, direct and social-media promotion, and access to customers. Under the study's classification, the overall strategy is very effective.

The five marketing-outcome indicators achieved 88 percent. Respondents associated marketing with higher sales, more customers, wider recognition, broader reach, and stronger demand. The three family-contribution indicators achieved 88.4 percent, showing strong agreement that shrimp paste income supports daily needs, children's education, and family welfare. The reported average net income of approximately IDR 3,000,000 per month illustrates the material importance of the enterprise, although more detailed financial verification is needed.

The findings support continued development through hygienic and distinctive packaging, consistent quality, honest branding, digital promotion linked to fulfilment, diversified distribution, bookkeeping, producer cooperation, and coordinated institutional support. Because the research is descriptive, purposive, and self-reported, the percentages should not be interpreted as proof of causal impact for all households. Longitudinal and inferential research can test the marketing-income relationship more rigorously while helping Jerowaru producers build sustainable and inclusive businesses.

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