

**COMPARATIVE ANALYSIS OF MARKETING STRATEGIES
OF BPOM STANDARD MSME PRODUCTS AND NON BPOM
STANDARD MSME PRODUCTS (CASE STUDY OF TERASI
MSME PRODUCTS IN BENGKALIS)**

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Abstract

This research aims to analyze the differences in marketing strategies between BPOM standardized MSME products and BPOM non-standardized MSME products, with a focus on case studies of shrimp paste MSME products. The research method used is descriptive qualitative with a comparative approach to understand the differences in marketing strategies for the two types of MSME products. Marketing strategy research theory is the basis for analyzing elements such as product, price, promotion and packaging. Data was collected through in-depth interviews and content analysis, involving MSME owners, customers and related stakeholders. It is hoped that the results of this research will provide in-depth insight into how MSME marketing strategy decisions, standardized or non-standardized by BPOM, influence product performance and acceptance in the market, as well as the implications for MSME business development.

Keywords: Marketing strategy, MSME Product, Comparative