

Integration of Marketing Mix and Islamic Economic Values in Rural Food MSMEs: A Case Study of Bu Eva's Tofu Products

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ABSTRACT

Local food MSMEs face challenges in maintaining product quality, price affordability, consumer trust, and business sustainability, particularly in tofu production, which depends heavily on the stability of soybean raw materials. This study aims to analyze the marketing strategy of tofu products at Bu Eva's Tofu MSME, assess its alignment with Islamic economic principles, and identify the constraints and future directions for business development. This research employed a qualitative approach with a case study design in Ngestikarya Village, Jayaloka District, Musi Rawas Regency. Informants were selected purposively, consisting of the business owner, production workers, resellers, regular consumers, and a village official/community figure. Data were collected through semi-structured interviews, field observation, and documentation, and were analyzed using thematic analysis. The findings show that Bu Eva's tofu marketing strategy relies on product quality, affordable pricing, distribution through local networks, and word-of-mouth promotion. These strategies align with Islamic economic principles because they reflect *halal-thayyib*, honesty, trustworthiness, fair pricing, responsibility, and public benefit. The main constraints faced by the business include soybean price fluctuations, limited market reach, minimal digital promotion, and underdeveloped product diversification. This study confirms that the sustainability of rural food MSMEs can be strengthened through the integration of product quality, Islamic values, social trust, and digital marketing adaptation.

KATA KUNCI

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ABSTRAK

UMKM pangan lokal menghadapi tantangan dalam menjaga kualitas produk, keterjangkauan harga, kepercayaan konsumen, dan keberlanjutan usaha, terutama pada produk tahu yang bergantung pada stabilitas pasokan bahan baku kedelai. Penelitian ini bertujuan untuk menganalisis strategi pemasaran produk tahu pada UMKM Pabrik Tahu Bu Eva, menilai kesesuaiannya dengan prinsip ekonomi Islam, serta mengidentifikasi kendala dan arah pengembangan usaha. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus di Desa Ngestikarya, Kecamatan Jayaloka, Kabupaten Musi Rawas. Informan ditentukan secara purposif, terdiri atas pemilik usaha, pekerja produksi, *reseller*, konsumen tetap, serta perangkat desa dan tokoh masyarakat. Data dikumpulkan melalui wawancara semi-terstruktur, observasi lapangan, dan dokumentasi, kemudian dianalisis menggunakan analisis tematik. Hasil penelitian menunjukkan bahwa strategi pemasaran Pabrik Tahu Bu Eva bertumpu pada kualitas produk, harga yang terjangkau, distribusi melalui jaringan lokal, serta promosi dari mulut ke mulut. Strategi tersebut selaras dengan prinsip ekonomi Islam karena mencerminkan *halal-thayyib*, kejujuran, amanah, keadilan harga, tanggung jawab, dan kemaslahatan. Kendala utama usaha adalah fluktuasi harga kedelai, keterbatasan jangkauan pasar, minimnya promosi digital, serta belum berkembangnya variasi produk. Penelitian ini menegaskan bahwa keberlanjutan UMKM pangan pedesaan dapat diperkuat melalui integrasi kualitas produk, nilai-nilai Islam, kepercayaan sosial, serta adaptasi terhadap pemasaran digital.

1. Introduction

Local food MSMEs face serious challenges in maintaining production quality, halal, cleanliness, and consumer trust, especially because food products are not only judged by taste and price, but also by consumers' belief in a halal, safe, and transparent production process [1], [2]. These challenges are

increasingly complex because many MSMEs still rely on traditional promotions. At the same time, digital marketing is needed to expand the market, and in the know-how business, fluctuations in the price of soybeans as the main raw material can affect production costs, selling prices, and the stability of business profits [3], [4]. These challenges are

increasingly complex because many MSMEs still rely on traditional promotions, while digital marketing is needed to expand the market, and in the know-how business, fluctuations in the price of soybeans as the main raw material can affect production costs, selling prices, and the stability of business profits

Some of the previous studies showed that strengthening digital marketing is an important strategy for food MSMEs because it can expand the market, strengthen promotions, increase competitiveness, and help business actors reach consumers more effectively [5], [6]. Other studies confirm that halal certification, consumer trust, and MSME actors' awareness of halal standards play an important role in increasing product added value and strengthening the position of food and beverage businesses in the Muslim market [7], [8]. The resilience and performance of MSMEs are influenced by entrepreneurial characteristics, government support, proactive attitudes, and the ability of business actors to retain customers in a changing market situation [9], [10]. The resilience and performance of MSMEs are also influenced by entrepreneurial characteristics, government support, proactive attitudes, and the ability of business actors to retain customers in a changing market situation [11], [12].

Studies on food MSMEs generally still focus on digital marketing, halal certification, packaging innovation, and business performance. In contrast, the marketing strategy of tofu products in village MSMEs from the perspective of Islamic economics has not been widely studied. This gap is important because the village tofu business relies on the quality of fresh products, affordable prices, local distribution, word-of-mouth promotion, customer trust, and the ability to deal with fluctuations in soybean prices. This study aims to analyze the marketing strategy of tofu products in MSMEs of the Bu Eva Tofu Factory, assess its suitability with Islamic economic principles, and identify obstacles and business development directions.

This research makes theoretical, empirical, and practical contributions. Theoretically, this study expands the study of the marketing strategy of food MSMEs by integrating the 4P marketing mix and Islamic economic principles in one analytical framework. Empirically, this study presents contextual evidence on how MSMEs know at the village level to build business resilience through product quality, reasonable prices, local distribution, trust-based promotion, and the application of halal, honest, trustworthy, fair, and beneficial values in daily marketing activities. Practically, the findings of this study can be a reference for food MSME actors, MSME companions, and local governments in designing marketing strategies that are not only oriented toward increasing sales but also toward consumer trust, business sustainability, and strengthening the local economy.

2. Research Method

2.1. Research Design and Context

This study uses a qualitative approach with a case study design to analyze the marketing strategy of tofu products from an Islamic economic perspective in MSMEs of the Bu Eva Tofu Factory in Ngestikarya Village, Jayaloka District, Musi Rawas Regency. The case study was chosen because the research focuses on a single business unit that is studied in depth in the context of the social, economic, and Islamic values that surround it. The analysis focuses on marketing practices, including product strategy, pricing, distribution, promotion, and the application of halal values, honesty, trustworthiness, price fairness, openness, and profitability in business activities. This approach is relevant because qualitative case studies allow researchers to understand a phenomenon contextually, deeply, and tied to the experiences of actors directly involved in the case being studied [13].

2.2. Research Informant

Informants were purposively selected based on their direct involvement in the production, marketing, distribution, consumption, and social assessment processes of the Bu Eva Tofu Factory MSMEs. The informants consist of one business owner as the main informant, two production workers, three resellers or retailers, four regular consumers, and one village official or community leader, so that the total number of informants is eleven people. Business owners are chosen because they understand marketing strategies as a whole; production workers are chosen because they know the quality of materials, production processes, and product cleanliness; resellers are chosen because they are related to distribution and market response; consumers are chosen because they can assess quality, price, service, and trust in products. In contrast, village officials or community leaders are chosen to see the contribution of MSMEs to the local economy. The selection of informants is purposive and in accordance with qualitative research because informants are selected based on the relevance, knowledge, and depth of information that can be provided to the focus of the research [14].

2.3. Data Collection Techniques

Data were collected through semi-structured interviews, field observations, and documentation. Semi-structured interviews were used to explore the experience, views, and assessments of informants regarding the marketing strategy of tofu products and the application of Islamic economic principles in business activities. Observations were carried out to see firsthand the condition of raw materials, production processes, cleanliness of the business premises, product quality, sales activities, distribution, service, and

business relationships with customers and the surrounding community. Documentation is used to strengthen field data through photos of business locations, production processes, tofu products, sales activities, distribution, price records, and other supporting documents that are relevant and permitted by the business owner. The use of semi-structured interviews allows researchers to maintain the focus of the questions while still allowing for data deepening according to the context and the informant's responses [15].

2.4. Research Instruments

The main instrument in this study is the researcher himself, assisted by interview guidelines, observation guidelines, and documentation guidelines. The interview guidelines were prepared based on two analytical frameworks, namely the 4P marketing mix and Islamic economic principles. Marketing mix indicators include products, prices, place or distribution, and promotion, while Islamic economic indicators include *halal-thayyib*, honesty, trustworthiness, information openness, price fairness, responsibility, and benefits. Interview questions were adjusted to the position of the informant: business owners are focused on marketing strategies and Islamic values in business, workers on product production and quality, resellers on distribution and price, consumers on quality and trust, and village officials or community leaders on the socio-economic contribution of MSMEs. The preparation of this indicator-based instrument is carried out so that the data obtained remains focused, relevant, and can be clearly linked to the theoretical framework of the research.

2.5. Data Analysis Techniques

The data were analyzed using thematic analysis by combining deductive and inductive approaches. Deductive analysis was carried out by grouping data based on 4P marketing mix indicators and Islamic economic principles. In contrast, inductive analysis was carried out to capture new themes arising from informant experiences and field conditions. The analysis process is carried out through repeated reading of data, initial coding, code grouping, theme preparation, interpretation of inter-theme relationships, and concluding. The initial themes used include product strategy, price strategy, distribution strategy, promotion strategy, application of Islamic values, marketing constraints, and the contribution of MSMEs to society. Thematic analysis was chosen because it can identify patterns of meaning systematically and reflexively from qualitative data [16].

2.6. Data Validity

The validity of the data is strengthened through source triangulation, technical triangulation, information re-checking, and systematic recording of the research process. Source triangulation is carried out by

comparing data from business owners, production workers, resellers, consumers, and village officials or community leaders. The triangulation technique was carried out by comparing the results of interviews, observations, and documentation. The information is double-checked to ensure that the data interpreted is in accordance with the information and experience of the informant. Additionally, field records are used to record important contexts, situations, and findings during the data collection process. The adequacy of the data is considered based on the depth of information, the variation in perspective, and the absence of significant new information, as well as the concept of saturation in qualitative research [17].

2.7. Research Ethics

The implementation of this study pays attention to the ethical principles of qualitative research, especially informant consent, confidentiality of identity, convenience of participation, and responsible use of data. Each informant was informed of the purpose of the research, the type of data collected, and the use of data for scientific articles. The informant's participation is voluntary, and the informant is free not to answer certain questions if they feel uncomfortable. The identity of the informant is disguised using codes, such as P1 for business owners, K1–K2 for production workers, R1–R3 for resellers, C1–C4 for regular consumers, and D1 for village officials or community leaders. Photo documentation or supporting documents are only used after obtaining permission from the business owner or related informant. The principles of consent, anonymity, and data protection are important to apply because qualitative research is directly related to the experience, social relations, and identity of informants [18], [19].

3. Result and Discussion

3.1. Marketing Strategy of Tofu Products at MSMEs of Bu Eva Tofu Factory

The results of the study identified that the marketing strategy of tofu products in MSMEs at Bu Eva Tofu Factory rests on four main aspects, namely product quality, price affordability, distribution through local market networks, and promotions based on customer trust. These four aspects are carried out simply in accordance with business characteristics and market conditions in the surrounding environment. Although it does not use a complex marketing system, it can retain customers, support sales through resellers, and maintain business sustainability.

Product quality is the main aspect maintained by the Bu Eva Tofu Factory. Business owners maintain the quality of tofu through the selection of quality imported soybeans, the use of clean well water, supervision of every stage of production, and the sale of tofu in fresh condition every morning. The taste, texture, shape, and size of the product are also kept

uniform so that they are easy to cut, resell by merchants, and accepted by consumers. Field documentation shows that after the printing process, tofu is cut into a rectangular shape of relatively the same size before being marketed. The standardization of tofu shape and size during the printing and cutting stages is visually documented in Figure 1.



Figure 1. The stage of printing and cutting tofu at the production site of the Bu Eva Tofu Factory.

“We choose good imported soybeans, the water uses clean well water. The process is maintained from grinding to boiling. It's a bit of a sour taste, but not spicy. The size is made standard so that it is easy for traders to cut. For durability, tofu is sold fresh every morning so that it does not go stale.” (P1, interview, June 2026)

The production process is carried out in stages, starting from soaking soybeans for one night, grinding, filtering soybean juice, boiling, clumping, printing, weighing, and cutting tofu. Observations in the production area show that processing is still carried out with simple equipment. However, each stage has a clear work sequence and is carried out regularly by workers. The process shows that product quality is formed through precision at every stage of production, not just through the selection of raw materials. The production activities and conditions of the production area observed during fieldwork are illustrated in Figure 2.



Figure 2. Field observation in the MSME production area of the Bu Eva Tofu Factory.

“The soybeans are soaked first one night, then ground and filtered into soy juice. After that, it is boiled until it boils, then given vinegar to clump. The lumps are put into molds and weighted. When it is solid, then cut into white tofu in the shape of a square.” (K1, interview, June 2026)

One of the stages that greatly determines the quality of tofu is the process of clumping soybean juice. At this stage, cooking vinegar is used as a coagulant so that the soybean juice turns into a tofu solid. The accuracy of the vinegar dosage affects the texture, density, and durability of the product. Dosage errors can cause tofu not to clump properly or to crumble easily. Therefore, workers place equipment cleanliness and rigor in processing as an important part of quality control. The soybean juice coagulation stage, in which cooking vinegar is used to form tofu curds, is shown in Figure 3.



Figure 3. The process of clumping soybean juice in the production of tofu Mrs. Eva.

“Cleanliness is number one, then thoroughness. If the vinegar is wrong, he knows it can all fail.” (K1, interview, June 2026)

Quality control is also carried out through product sorting before being marketed. Tofu that has a wry taste, damaged shape, is easily destroyed, or does not match the set size is not sold to consumers. These findings show that product strategies are not only geared towards taste and appearance, but also include consumer feasibility and consumer protection. This consistency of quality is the basis for the formation of reseller and consumer trust in Mrs. Eva's tofu products.

In pricing, the owner considers the cost of raw materials, gas, worker wages, plastic packaging, production amount, and business profits. The profit is set at around 20-25%, but it is still adjusted to the market price and purchasing power of the surrounding community. The pricing shows that the owner is not only pursuing profits, but also trying to keep the product affordable for consumers and still providing profit space to resellers.

The price of tofu from the factory is set at Rp500.00 per seed. The reseller then resells the product for IDR 1,000.00 per seed. The price difference is considered reasonable because the product is sold out relatively quickly. Thus, the price system applied provides benefits to business owners while supporting the sustainability of reseller sales activities.

“The price from the factory is Rp500.00 per seed, I sell it Rp1,000.00. Profit of Rp500.00 is still reasonable and the goods also sell out quickly.” (R1, interview, June 2026)

Consumers also confirm the affordability of the price. For Rp5,000.00, consumers get ten pieces of tofu that are considered sufficient for the food needs of one family. The assessment shows that the price of the product is considered to be in accordance with the quantity, quality, and benefits received by consumers.

“Very suitable. Rp5,000.00 can get ten seeds and can be eaten by four people.” (C1, interview, June 2026)

The distribution of products is carried out through direct and indirect sales. Direct sales take place at the production site, while indirect sales are carried out through resellers, stalls, and market traders. The Bu Eva Tahu Factory also receives orders from the community for celebration needs and other activities. The pattern shows that marketing relies not only on buyers coming to the factory, but also on leveraging the network of local merchants to expand the range of products.

Products are delivered every morning using a motorcycle so that they reach customers in fresh condition. Daily shipping helps reduce the risk of products going stale before resellers and consumers receive them. The payment system for resellers is also flexible, both daily and weekly, according to the agreement built between the owner and the merchant.

“There are two systems. First, it is sold directly at the factory. Second, using a subscription system to resellers, stalls, and markets. There are also orders for celebration events. Delivery using motors every day.” (P1, interview, June 2026)

Field documentation shows the delivery of products directly to customers. These interactions are not only part of distribution activities, but also a means of maintaining communication, knowing customer needs,

and maintaining business relationships. This distribution pattern shows that marketing activities are still concentrated in the local market and are strongly influenced by social closeness and trust between owners, resellers, merchants, and consumers. The daily delivery of tofu and direct interaction with customers as part of the local distribution process are shown in Figure 4.



Figure 4. Product delivery and interaction with customers in Mrs. Eva's tofu business

Product promotion is still dominated by word-of-mouth communication. Satisfied customers recommend the product to neighbors, family, and other buyers. Thus, product quality and customer satisfaction serve as the main means of promotion in expanding the market.

“The promotion is still by word of mouth because of the quality that speaks. Alhamdulillah, the old customer introduced him to the neighbor. Sometimes promotions are also done through social media.” (P1, interview, June 2026)

Promotion through social media has started to be carried out, but it has not been managed regularly and has not become the main marketing channel. Resellers and consumers are more familiar with the product through other customers' recommendations and direct purchase experiences. The savory flavor, soft texture, appropriate size, affordable price, and fresh product condition mainly drive interest in the product.

Overall, Ibu Eva Tofu Factory's marketing strategy is based on the business's ability to maintain product quality, set prices according to people's purchasing power, distribute products through local networks, and maintain customer trust. The integration of these four

aspects keeps the product accepted by resellers and consumers, even though marketing reach and social media use are still limited.

3.2. Suitability of Marketing Strategy with Islamic Economic Principles

The results of the study show that the marketing strategy implemented by the Bu Eva Tofu Factory is in accordance with Islamic economic principles, especially in the application of *halal-thayyib* values, honesty, trust, price justice, responsibility, and benefit. These values are not stated in the form of written rules, but are reflected in the selection of materials, production processes, pricing, service to customers, and complaint resolution.

The principle of *halal-thayyib* can be seen from the use of simple and clearly identifiable raw materials, namely soybeans, water, and cooking vinegar as coagulants. Bu Eva Tofu Factory does not use preservatives or additives whose origin and safety are unclear. The owner also tries to keep the materials and production process from being mixed with prohibited elements. The findings show that the halalness of the product is not only considered from the type of materials used, but also from the processing process and the environmental conditions of production.

“The ingredients are 100% soybeans, water, the same as edible vinegar coagulants. Do not use strange preservatives. We also take care not to mix with the haram.” (P1, interview, June 2026)

The aspect of *thayyib* is seen in the owner's attention to the cleanliness of the production site, equipment, and work clothes. The production area is cleaned after the processing activities are completed, while workers are required to wear a clean apron. This cleanliness is an important part because tofu is a food product that easily changes in taste and quality if processed in less clean conditions. This practice shows an effort to produce products that are not only halal but also clean, safe, and suitable for consumption.

“The production site is always brushed every time production is finished and employees are required to wear clean aprons.” (P1, interview, June 2026)

The value of honesty can be seen in the owner's consistency in maintaining the ingredients, taste, size, and quality of the tofu marketed. The owner does not mix ingredients that can reduce product quality and does not reduce the size of the tofu to increase profits. Products that do not meet standards, such as wrinkling, damage, or perishable tofu, are separated and not sold to consumers. The tofu is used for worker consumption or given as animal feed.

“If it is wrenching or destroyed, we do not sell it. It is usually separated for animal feed or eaten by employees themselves.” (K1, interview, June 2026)

The separation of products that are not suitable for sale shows a moral responsibility to consumers. Owners do not take advantage of buyers' limitations in checking the condition of the product to sell tofu that has experienced a decrease in quality. This practice also shows that marketing activities are not only directed to make a profit, but also consider product safety and consumers' right to receive goods that comply with standards.

Conformity with Islamic economic principles is also seen in pricing. The owner determines the price based on the cost of raw materials, production costs, workers' wages, packaging, and reasonable profits. Even though it sets a profit of around 20–25%, the owner still considers the market price and the ability of the surrounding community. The pricing is carried out so that businesses continue to make profits without burdening consumers.

The factory price also still provides an opportunity for resellers to make a profit through resale. Resellers buy tofu for Rp500.00 per seed and sell it for Rp1,000.00 per seed. Consumers assessed that the price of Rp5,000.00 for ten pieces of tofu was still in accordance with the quality and needs of family consumption. The findings show that there is a balance between the interests of business owners, resellers, and consumers so that no party feels disadvantaged in the transaction.

The value of trust is seen in the fulfillment of the quantity and quality of products according to orders. The reseller states that the tofu sent always corresponds to the quantity ordered and is never deducted. If there is a broken or damaged product during the delivery process, the manufacturer is willing to replace it. This attitude shows that the owner is responsible for the goods until the customer receives them in appropriate conditions.

“Mrs. Eva is a trustworthy person. The amount is always just right, never less. If something breaks when delivered, it will be replaced immediately.” (R1, interview, June 2026)

Trust is also reflected in the consistency of the size of tofu and the willingness of the owner to respond to consumer complaints. Consumers said that the size of tofu was maintained and not reduced despite changes in the price of raw materials. If there is tofu that is sour or not suitable for consumption, the owner is willing to exchange the product. This replacement mechanism is a form of responsibility as well as protection of consumer rights.

“The size has never been reduced. If the complaint is known to be wry, it will be exchanged immediately.” (C1, interview, June 2026)

The marketing relationship built by Bu Eva Tofu Factory is also based on trust and social responsibility.

The flexibility of payments to resellers, the replacement of defective products, and the openness to responding to complaints show that the relationship between owners, merchants, and consumers is not only transactional. Social closeness and trust are an important part of maintaining cooperation and sustainability of product marketing.

Overall, the suitability of the marketing strategy of the Bu Eva Tofu Factory with Islamic economic principles is reflected in the use of halal and good ingredients, maintenance of production cleanliness, delivery of products according to actual quality, reasonable pricing, fulfillment of reseller and consumer rights, and responsibility for damaged products. The application of these values provides benefits for business owners through sales sustainability, for resellers through reasonable profits, and for consumers through products that are safe, affordable, and in accordance with the promised quality. The alignment between these marketing practices and Islamic economic principles is summarized in Table 1.

Table 1. Suitability of Marketing Strategy with Islamic Economic Principles

No.	Principle	Key Findings
1	Halal- <i>thayyib</i>	Using clear ingredients, without preservatives, and maintaining the cleanliness of production.
2	Honesty	Damaged, wry, or non-standard products are not sold.
3	Amanah	The order quantity is in accordance, and defective products are replaced.
4	Price fairness	The price is affordable and still provides reasonable profits for resellers.
5	Benefits	The business benefits owners, workers, resellers, and consumers.

3.3. Marketing Constraints and MSME Development Direction

The main obstacle in marketing Bu Eva Tofu Factory is the fluctuation in soybean prices, which impacts production costs and business profits. The increase in the price of raw materials makes the profit margin thin, but the owner still chooses to maintain product quality so that customers are not disappointed. The strategy is to build loyal customers, avoid price wars, and not reduce the quality of tofu. This choice suggests that business sustainability takes precedence over short-term profits.

“The main obstacle is the price of soybeans, so the profit is sometimes thin. The strategy is to make customers loyal first, not to slam prices, and not to reduce the quality of tofu.” (P1, interview, June 2026)

The direction of business development is market expansion, product diversification, and the use of digital media. The owner plans to expand marketing from village to city, from sub-district to sub-district, make product variants such as dried tofu and tofu meatballs, and utilize WhatsApp to reach a wider range of customers. The village officials assessed that the

potential for the development of the Bu Eva Tofu Factory was quite large because this business was already known to the community, had a PIRT permit, and began to use packaging. MSME training support from related agencies is considered important so that this business can upgrade and have wider competitiveness.

“In the future we will market more widely, such as from village to city and from sub-district to sub-district. We also want to make dried tofu or tofu meatballs variants, and try to sell online via WhatsApp so that the reach is wider.” (P1, June, 2026)

The existence of the Bu Eva Tofu Factory also contributes to the local economy. The village apparatus stated that this business opens jobs for residents, helps the economic turnover of stalls, vegetable traders, and gas suppliers, and provides food products that are easily accessible to the community. The relationship between the owner and the community is also considered good because he is active in village activities and has social concerns. Thus, the Bu Eva Tofu Factory not only functions as a tofu production unit, but also as part of the microeconomic drive of the village community, which is in line with the principle of benefit in the Islamic economy.

“There are benefits. The stalls have products that are in demand, and the village economy is spinning. This business also opened jobs for two local residents and helped vegetable traders and gas workers.” (D1, interview, June 2026)

Overall, the marketing strategy of Bu Eva Tofu Factory shows that local food MSMEs can survive through a combination of product quality, reasonable prices, direct distribution, trust-based promotion, and the application of Islamic economic values. The main strength of this business lies in quality consistency, social relations with customers, honesty in transactions, trust in fulfilling orders, and responsibility for consumer complaints. However, business development still requires strengthening digital promotion, product innovation, market expansion, packaging improvement, and assistance for MSMEs so that product competitiveness increases. The main business constraints and corresponding development directions are summarized in Table 2.

Table 2. Obstacles and Directions for the Development of MSMEs at Bu Eva Tofu Factory

Aspects	Key Findings	Development Direction
Raw Material	Soybean prices are unstable and suppress profits.	Maintain quality without price wars.
Marketing	Market reach is still limited and depends on local customers.	Expand the market to villages, sub-districts, and cities.
Promotions	Digital media has not been utilized optimally.	Use WhatsApp for promotions and bookings.
Products	The product is still dominated by fresh white	Develop dried tofu and tofu meatballs.

Mentoring	tofu. Packaging and business capacity are still limited.	Participating in training and mentoring MSMEs.
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3.4. Discussion

Quality is the main basis of the marketing strategy of Bu Eva Tofu Factory through the selection of quality soybeans, the use of clean water, production supervision, and the sale of tofu in fresh conditions [20], [21]. The use of clear ingredients, without doubtful preservatives, as well as the cleanliness of the tools and production sites reflect the principles of *halal-thayyib*, which include halal, safety, cleanliness, and food-worthiness [2], [22]. Standardization of size, accuracy of measurement, and separation of damaged products demonstrate quality control as well as consumer protection [20], [23]. The price of Rp500 per seed also shows a balance between production costs, consumer affordability, and reseller profits [24], [25]. The replacement of damaged products and the refusal to sell unsuitable tofu affirm the value of honesty, trust, and responsibility in halal food marketing [26], [27].

Distribution through factories, resellers, stalls, markets, and celebration orders shows that marketing still relies on local networks and social trust [28], [29]. Morning delivery, flexible payments, and replacement of defective products reinforce service quality and customer loyalty [22], [24]. Word-of-mouth promotion evolves from the consumer experience to the taste, freshness, size, and service of the product [28], [30]. However, the limited use of social media shows that businesses are still in the transition stage to digital marketing [31], [32]. Utilizing WhatsApp can be the first step to convey information, receive orders, maintain communication, and expand the market at a low cost [33], [34].

Fluctuations in soybean prices demand the ability of MSMEs to control costs, increase efficiency, and deal with raw material uncertainties [35]. The decision to maintain quality and avoid price wars indicates a long-term orientation that prioritizes product value and customer loyalty [36]. The development plan for dried tofu and tofu meatballs is a form of innovation to expand the market segment and increase business competitiveness. The opening of jobs and the involvement of stalls, vegetable traders, and gas suppliers show the contribution of businesses to the benefits and turnover of the local economy. These findings confirm that quality, trust, Islamic values, social networks, and digital adaptation support the sustainability of the Bu Eva Tofu Factory.

The novelty of this research lies in the finding that the sustainability of local food MSME marketing is not only built through the conventional marketing mix, but through the integration of product quality, social trust, *halal-thayyib* principles, price justice, and digital adaptation. This model shows that the values of honesty, trust, responsibility to consumers, and local

relationships with resellers and customers serve as marketing capital that strengthens the competitiveness of businesses. The findings offer a marketing model of MSMEs based on Islamic values and beliefs that are relevant for the development of micro-scale food businesses in rural areas.

These findings imply that the competitiveness of local food MSMEs does not always depend on large-scale promotions, but can be built through quality consistency, reasonable prices, responsive distribution, and trusted social relationships. The application of honesty, trust, price fairness, responsibility for complaints, and the principle of *halal-thayyib* can be positioned as added value as well as business marketing identity. Practically, Ibu Eva Tofu Factory needs to integrate trust-based marketing with the use of WhatsApp Business, digital catalogs, customer records, labeled packaging, and product legality information. For the village government and related agencies, these findings confirm the importance of assistance that focuses not only on production, but also on cost management, product innovation, halal certification, packaging design, digital marketing, and distribution network expansion.

This study was limited to one MSME, so business characteristics, local market conditions, social relations in the village community, and the experiences of the informants involved greatly influenced the findings. Marketing data is also still dominated by the results of interviews and qualitative observations. At the same time, quantitative information on sales volume, profit changes, customer growth, distribution costs, and the effectiveness of digital promotions has not been analyzed in depth. Additionally, the study has not compared the strategy of the Bu Eva Tofu Factory with other tofu MSMEs that have different production scales, technologies, distribution channels, and levels of digital media utilization.

The next research is suggested to involve several tofu MSMEs or similar food businesses so that a comparison can be made regarding product quality, price, distribution, promotion, and the application of Islamic economic principles. A mixed approach can also be used by adding data on sales, profit margins, number of customers, repurchase rates, as well as performance changes before and after the use of digital marketing. Bu Eva Tahu Factory is advised to start using WhatsApp Business, create a product catalog, include business identity and PIRT permits on packaging, develop product variants, and record costs and profits more systematically. Village governments and MSME offices need to provide continuous training, halal certification assistance, packaging design assistance, access to capital, and marketing facilitation so that businesses can develop from village markets to inter-district and urban markets.

4. Conclusion

The marketing strategy of Bu Eva Tofu Factory is built through four main elements, namely product quality, affordable prices, local network-based distribution, and word-of-mouth promotion. Business excellence lies in consistent quality, product freshness, service flexibility, and trust among owners, resellers, and consumers. This practice is also in line with Islamic economic principles because it reflects *halal-thayyib*, honesty, trust, price justice, responsibility, and benefits in the production and marketing process. Business sustainability still faces fluctuations in soybean prices, limited market reach, lack of digital promotion, and underdeveloped product variety. Therefore, strengthening competitiveness needs to be directed at marketing digitalization, product diversification, packaging improvement, strengthening halal legality, and assisting MSMEs. Practically, these findings show that rural food MSMEs can thrive through the integration of product quality, Islamic values, social trust, and digital adaptation.

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