

Analysis of the 8Ps marketing mix strategy for mocaf crackers in Pengadegan, Purbalingga

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ABSTRACT

Mocaf crackers are a processed product derived primarily from Mocaf flour. Mocaf flour is produced from cassava through a fermentation process involving microorganisms such as *Rhizopus oryzae* and yeast (*Saccharomyces cerevisiae*). The Women Farmers Group (Kelompok Wanita Tani, KWT) ERQU oversees the entire production chain of Mocaf crackers, ranging from raw material procurement to product marketing. This study aims to analyze the application of the marketing mix on Mocaf cracker products produced by KWT ERQU in Tumanggal Village, Pengadegan Subdistrict, Purbalingga Regency. The research was conducted in August 2024, employing a case study approach. Descriptive analysis was utilized to address the research objectives, based on the 8Ps marketing mix framework, which encompasses product, price, place, promotion, people, process, programs, and performance. The findings of the study reveal that the implementation of the 8P marketing mix in relation to Mocaf crackers produced by KWT ERQU requires further enhancement. In particular, improvements are needed in strengthening the product's brand image, diversifying distribution channels, expanding promotional efforts—especially through digital media—establishing consistent marketing programs, conducting performance evaluations, and providing comprehensive training and guidance to KWT ERQU members. Such training should focus on hygienic production processes, product diversification, digital marketing strategies, packaging design quality enhancement, and customer service improvement.

KEY WORDS: Mocaf Cracker, Marketing Strategy, Marketing Mix, MSME

1. INTRODUCTION

Consumption of wheat-based food products in Indonesia remains considerably high, primarily due to the widespread use of wheat flour as a key ingredient in various foods such as noodles, bread, cookies, and snacks. Consequently, Indonesia is heavily reliant on imported wheat to meet domestic demand [1]. Data from the Central Statistics Agency (Badan Pusat Statistik, BPS) in 2024, referencing the Ministry of Finance's Directorate General of Customs and Excise, indicates that wheat imports increased by 13.22%, rising from 9,350.4 tons in 2022 to 10,586.6 tons in 2023, as evidenced by the Import Export Declaration (PEB) and Import Declaration (PIB) documents [2].

Modified cassava flour, commonly referred to as Mocaf (Modified Cassava Flour), presents a viable alternative to wheat flour, potentially reducing Indonesia's dependence on wheat imports and conserving foreign exchange resources. Mocaf is produced from cassava through a microbial fermentation process involving species such as *Rhizopus oryzae* and yeast (*Saccharomyces cerevisiae*) [3]. Notably, Mocaf exhibits properties comparable to those of wheat flour,

while offering superior nutritional content and a more cost-effective price point [4].

Among the products derived from Mocaf, Mocaf crackers possess significant market potential. The cracker industry constitutes an important segment within Indonesia's micro, small, and medium enterprises (MSMEs), particularly within the processed food sector, which shows promising opportunities for growth. Utilizing Mocaf as a raw material for processed food products such as crackers not only provides a healthier alternative for consumers but also enhances the added value of cassava—a locally abundant agricultural commodity.

In Tumanggal Village, Pengadegan Subdistrict, Purbalingga Regency, the Women Farmers Group (Kelompok Wanita Tani, KWT) ERQU operates as a farmer-based institution engaged in the production of Mocaf-based crackers as part of a community-driven creative economic enterprise. These Mocaf crackers not only serve as a source of income for the members of KWT ERQU but also contribute to the empowerment of village women and the overall improvement of the local economy. Nevertheless, despite the considerable

potential of Mocaf crackers produced by KWT ERQU, optimizing marketing strategies remains a primary challenge, particularly to expand market reach and enhance the product's competitiveness in broader markets.

Entrepreneurs must develop marketing strategies that are informed by the prevailing market conditions. According to [5], strategy entails the deliberate selection of a clearly defined market in which to compete, as well as the determination of the value that the company seeks to deliver within that market. Tactics, often operationalized through the marketing mix, serve to actualize the company's strategic objectives. These tactics focus on the key components of the offering designed to create value for the target customer segment. The marketing mix thus constitutes a critical strategic tool for enhancing product marketing effectiveness.

Originally, the marketing mix concept comprised four elements—the 4Ps—namely product, price, place, and promotion. However, due to the increasing scope and complexity of the marketing landscape, [5] expanded this framework to include an additional four elements—people, process, programs, and performance—to better reflect contemporary marketing realities. Consequently, the marketing mix now consists of eight interrelated components: product, price, place, promotion, people, process, programs, and performance. These elements collectively facilitate the design of comprehensive and effective marketing strategies.

In the context of Mocaf crackers produced by the Women Farmers Group (KWT) ERQU, it is imperative to analyze and develop an appropriate marketing mix strategy to stimulate sales growth, broaden distribution channels, and establish a robust brand identity amidst competition from similar products. Micro, small, and medium enterprises (MSMEs) within the processed food sector—particularly those located in rural areas—commonly encounter challenges such as limited market access, inadequate promotional activities, and pricing competition. An in-depth examination of the marketing mix provides valuable insights into how strategic marketing efforts can optimize sales performance and enhance product positioning in the marketplace.

Therefore, research focusing on the application of the marketing mix for Mocaf crackers is essential to understand how these strategies can support both sales expansion and the long-term sustainability of KWT ERQU's enterprise within local and regional markets. This study aims to investigate how an effective marketing mix strategy can be formulated and implemented by KWT ERQU to increase sales and expand market reach for their Mocaf cracker products. By thoroughly exploring each element of the marketing mix—product, price, place, promotion, people, process, programs, and performance—this research intends to generate practical recommendations that will enable KWT ERQU to develop a more optimized and sustainable marketing strategy

2. METHODOLOGY

This study was conducted in August 2024 at the Women Farmers Group (Kelompok Wanita Tani, KWT) ERQU, located in Tumanggal Village, Pengadegan Subdistrict, Purbalingga Regency, Central Java Province. The research site was purposefully selected due to KWT ERQU's recognition as one of the top 20 business proposal winners in the Sharia Entrepreneurship Academy competition, which was themed "Enhance Your Business Potential."

The research employed a qualitative descriptive approach utilizing a case study method, which facilitates a comprehensive, thorough, and in-depth examination of the study object through multiple data sources [6]. Both primary and secondary data were utilized in this study. Primary data were collected from informants or respondents via interviews and questionnaires administered to members of KWT ERQU in Tumanggal Village. Secondary data were sourced from relevant books and scholarly journals pertaining to the research topic.

Data collection techniques encompassed observation, interviews, and documentation. The subject of this research is the Mocaf crackers produced by KWT ERQU in Tumanggal Village. The research participants comprised informants and respondents from KWT ERQU, defined as individuals who provide data or information critical for the research process [7].

The key variables examined in this study include product, place, price, promotion, people, process, programs, and performance. Sampling was conducted using a saturation sampling technique, also known as a census or saturated sample. According to [7], saturation sampling involves incorporating the entire population as the research sample. Accordingly, the study's sample consisted of 25 individuals, representing the full membership of KWT ERQU.

3. RESULT AND DISCUSSION

The Women Farmers Group (Kelompok Wanita Tani, KWT) ERQU represents a farmer institution composed exclusively of women actively engaged in agricultural activities and the processing of agricultural products within Tumanggal Village, Pengadegan Subdistrict, Purbalingga Regency, Central Java. Established on March 13, 2019, the group currently comprises 25 members. The primary objective of KWT ERQU is to empower the local community by equipping its members with practical skills and fostering creativity that can generate economic benefits, thereby contributing to the enhancement of household income.

Through community empowerment initiatives facilitated by the Agricultural Extension Center of Pengadegan Subdistrict in collaboration with the Purbalingga Regency Agriculture Office, KWT ERQU has successfully diversified its product line. The group currently produces various agricultural processed products, including Cipak chips, sale rolls, kembang goyang, purple sweet potato rengginang, Besono chips, banana flour, Mocaf flour, and Mocaf crackers.

Among the group's activities, the processing of

cassava into Mocaf flour and its subsequent transformation into Mocaf crackers is notable. This production commenced in November 2022 and was initiated by Mrs. Rusmini, a proactive member of KWT ERQU. The production process for Mocaf crackers encompasses the entire value chain from raw material procurement to marketing. Raw materials involved in the production include cassava, Mocaf flour, seasoning, cracker dough ingredients, and relevant production equipment. The principal raw material, Mocaf flour, is derived from cassava that undergoes a fermentation process. The cassava is sourced directly from farmers within Pengadegan Subdistrict, ensuring traceability and supporting local agriculture.

The marketing strategy for Mocaf crackers targeted at the general public can be effectively analyzed through the application of the marketing mix framework. Kotler and Keller (2016) expanded the traditional Marketing Mix by integrating the original 4Ps with an additional 4Ps from Modern Marketing Management, resulting in an extended framework comprising eight elements: product, price, place, promotion, people, process, program, and performance. This marketing mix serves as a strategic tool to facilitate the attainment of marketing objectives directed at the target consumers [5].

By employing a descriptive analysis of these eight components—product, price, place, promotion, people, process, program, and performance—in relation to the Mocaf crackers, it is anticipated that the marketing effectiveness will improve, thereby contributing to an increase in sales of Mocaf crackers produced by the Women Farmers Group (KWT) ERQU.

Product

Products are goods and services produced by business actors or companies which are then offered to consumers (target market). Products are the first and most important element of the marketing mix. Product strategy requires coordinated decisions regarding product mix, product lines, brands, and packaging and labeling. The product mix has criteria, namely; quality, characteristics, trademark style, packaging, service and guarantees [5]. Products are a key element of the Marketing Mix. Products are the core that provides benefits to customers and is the reason consumers are willing to buy certain offerings. In order to successfully win the competition in the market, products must be different. The attributes that are the basis for distinguishing them include product functionality, features, performance quality, conformity quality, durability, reliability, shape, style, and customization [8].

Mocaf cracker products are snacks made from Mocaf flour (modified cassava flour) which is made from cassava. This Mocaf flour has several advantages such as being gluten-free, easier to digest, and having a crunchy texture when made into crackers. The superiority of this product can be the main selling point. The Mocaf cracker products produced by the ERQU

Women Farmers Group of Tumanggal Village are quite diverse in terms of type and taste. The Mocaf crackers produced include raw Mocaf crackers and cooked Mocaf crackers. While the variety of flavors produced consists of original flavor, vegetable flavor, fruit flavor, krill shrimp flavor, and spicy flavor.

The quality of the products produced by the ERQU Women Farmers Group of Tumanggal Village has P-IRT legality from the Purbalingga City Health Service with P-IRT Registration Number 20533030703000-27. The taste of Mocaf crackers made by KWT ERQU is delicious and savory. There are 5 variants of Mocaf cracker flavors, namely original flavor, vegetable flavor, fruit flavor, rebon (small shrimp) flavor and spicy flavor. The best-selling Mocaf cracker flavor variant is the vegetable flavor variant, this is because the vegetable flavor variant is considered to have a distinctive taste, tends to have more nutritional value and the color is more attractive to consumers. Crackers are made from natural food ingredients and without artificial preservatives. The expiration date is approximately 6 months even without artificial preservatives. The shape of the Mocaf cracker product produced by the ERQU Women Farmers Group has a thin round shape with a crispy and savory texture, brownish white color (not bright). The product packaging uses transparent plastic pouches measuring 200 grams and 500 grams. The product strategies that can be applied to Mocaf crackers produced by KWT ERQU are as follows:

- a. To enhance market appeal and attract diverse consumer segments, it is advisable to introduce flavor variations for Mocaf crackers, including options such as spicy, balado, cheese, barbecue, and various traditional Indonesian spices. Positioning Mocaf crackers as a healthy snack option is essential, emphasizing their high dietary fiber content, low caloric value, and superior health benefits compared to crackers made from wheat flour or other conventional flours.
- b. In line with growing environmental awareness among consumers, the use of recyclable packaging materials is recommended to appeal to environmentally conscious buyers. The packaging design should adopt a modern and minimalist aesthetic that conveys the product's healthy image. Moreover, packaging should prominently feature information highlighting the benefits of Mocaf crackers, including their production from gluten-free cassava flour, low glycemic index, and greater digestibility relative to wheat-based products, thereby appealing to consumers with gluten sensitivities or health concerns. Offering a variety of packaging sizes can also cater to different consumer preferences.
- c. Additionally, incorporating certifications such as BPOM (Indonesian Food and Drug Authority), halal, and gluten-free on the packaging can enhance consumer trust and confidence in the product's safety and quality standards.

Price

Price represents the monetary value at which a product is offered to consumers. Pricing plays a critical role in attracting consumer interest while maintaining the product’s competitiveness in the market. Effective pricing strategies must consider various factors, including production costs, distribution expenses, and the characteristics of the target market. The price established should be proportional to the quality of the product and tailored to the specific market segment. For instance, a premium pricing strategy may be suitable for middle to upper market segments that prioritize quality and health benefits, whereas a more affordable pricing approach may be adopted to appeal to a broader consumer base. The pricing structure of Mocaf cracker products established by the Women Farmers Group (KWT) ERQU is detailed in the following tables:

Table 3.1. Price List of Mocaf Crackers at KWT ERQU

Cracker Variants	Reseller Price (Rp/pack)		Consumer Price (Rp/pack)			
			In town		Outside the city	
	200 gr	500 gr	200 gr	500 gr	200 gr	500 gr
Raw crackers	13.000	25.000	14.000	26.000	15.000	27.000
Cooked crackers	13.000	25.000	15.000	27.000	16.000	28.000

Based on the price list presented above, the prices of Mocaf crackers can be considered higher than the average price of wheat-based cracker products. The pricing strategy is adjustable according to packaging sizes (small, medium, and large) as well as the product’s unique attributes. The prices are positioned slightly above those of conventional crackers, while remaining accessible to consumers. This pricing approach is complemented by promotional efforts that emphasize the health benefits associated with Mocaf flour.

The primary target market for KWT ERQU Mocaf crackers consists of adult consumers, who generally possess independent income. However, the product is suitable for consumption by a wide age range, spanning from children aged five years and older to adults. The Women Farmers Group of KWT ERQU employs specific strategies to attract customers, including offering discounts. Discounts are provided for bulk purchases exceeding ten packs, as well as a 5% discount for transactions conducted directly at the production site.

Payments for Mocaf crackers can be made in cash or via bank transfer. For purchases made through online marketplaces, payment is processed through the respective platform’s online payment system. The payment terms and conditions are determined based on mutual agreement between the seller and the buyer.

Place

Place, also referred to as the distribution channel, constitutes the pathway through which products are delivered to consumers. According to [10], a distribution channel is defined as a conduit employed by producers to transfer products from the point of production to the end consumer or user industry. This process encompasses several critical components, including marketing channels, market coverage, market segmentation, geographic location, and transportation logistics. The following outlines the five key aspects of the distribution channel utilized for Mocaf crackers produced by KWT ERQU:

a. Marketing Channels

According to [9], marketing channels are organizational devices that are included in the process of making products or services reach consumers so that they can be used or consumed by consumers. Marketing channels are organizations or distribution institutions involved in the process of distributing Marketing of a product to consumers, so that the product can be used or consumed by consumers. There are 2 types of marketing channels in the ERQU Women Farmers Group, namely:

1) Producer → Collector → Retailer → Consumer

The Mocaf cracker products produced are not sold directly from the producers to the consumers. Instead, the distribution process involves intermediaries, whereby the products are first sold to collectors (snack wholesalers), then transferred from collectors to retailers, and finally from retailers to end consumers.

2) Producer → Retailer → Consumer

The Mocaf cracker products produced by the Women Farmers Group (KWT) ERQU are distributed directly from producers to retailers, who subsequently distribute the products to consumers. Interview findings indicate that some Mocaf cracker products from KWT ERQU are marketed beyond the Purbalingga area, reaching cities such as Semarang, Solo, Jakarta, Banyumas, Banjarnegara, and Purwokerto, while a portion of the products continues to be sold within the Purbalingga region.

b. Market Coverage

The majority of Mocaf crackers are currently sold within the Purbalingga area, with a portion of the products also being distributed to locations outside Purbalingga, including Purwokerto, Banyumas, Banjarnegara, Semarang, Solo, and Jakarta. Market coverage could be further expanded if KWT ERQU effectively utilizes e-commerce platforms and social media channels to promote and sell its Mocaf cracker products.

c. Product Grouping

Mocaf cracker products are categorized into two types: crackers sold in an unfried (raw) state and crackers sold in a fried state. The raw crackers are intended for consumers who prefer to stock the product for an extended period, with a shelf life of approximately six months. Conversely, the fried

Mocaf crackers cater to consumers who wish to enjoy the product immediately without the need for further preparation. However, fried Mocaf crackers have a shorter shelf life, as they tend to lose their crispness and become soft shortly after the package is opened. Both product types have distinct consumer followings.

Furthermore, Mocaf crackers are available in five flavor variants: original, vegetable, fruit, Rebon (small shrimp), and spicy. The products are packaged in transparent plastic pouches and offered in two sizes: 200 grams and 500 grams. The 200-gram packaging is designed for consumers who wish to sample the Mocaf crackers or for individual consumption, particularly as a convenient snack. In contrast, the 500-gram packaging is typically purchased by families or as souvenirs representative of Purbalingga.

d. Location

The location consists of the raw material procurement and the production place.

1) Raw material procurement place

The procurement site for raw materials used in the production of Mocaf crackers by KWT ERQU is located at a considerable distance from the production facility. Specifically, KWT ERQU must travel approximately two kilometers to reach the raw material trading locations, including the market and cassava farmers. This logistical challenge presents an obstacle, as it reduces production efficiency by increasing the time required for raw material acquisition.

2) Production Place

The production site for the Mocaf cracker products of the Women Farmers Group (KWT) ERQU is located at the Al-Ihsan Production House, Tumanggal Village, RT 01, RW 01, Pengadegan District, Purbalingga Regency. According to Astuti, the head of KWT ERQU, the production facilities remain inadequate, and the available production equipment is incomplete. Although the production site is situated at some distance from the central area of Purbalingga, rendering its location less strategic, Tumanggal Village itself is characterized by densely populated residential areas and the presence of various public facilities.

e. Transportation

The primary mode of transportation used by KWT ERQU to distribute products to consumers and resellers is a motorcycle. This limited transportation capacity presents a significant challenge, particularly when managing the shipment of large product volumes. Consequently, the existing transportation arrangements require improvement to enhance efficiency, especially for the distribution of products in larger quantities.

Promotion

Promotion represents a form of marketing communication that involves introducing, informing, and disseminating information about products with the objective of attracting potential buyers. The promotional activities undertaken by the Women Farmers Group (KWT) ERQU encompass both offline and online approaches. Online promotion primarily utilizes social media platforms such as WhatsApp, Facebook, and e-commerce marketplaces to introduce Mocaf cracker products. Concurrently, offline promotional efforts include active participation in various product exhibitions, particularly culinary events, direct offers to retail outlets, and interpersonal marketing through door-to-door sales.

Although promotional activities are ongoing in an effort to expand the market reach, the frequency and consistency of these efforts remain suboptimal. KWT ERQU continuously seeks opportunities both within and beyond the regional market by periodically promoting its products through social media channels as well as print media. The marketing strategy for Mocaf crackers not only targets direct consumers but also involves distributing products via intermediaries such as collectors in the market and placing products in minimarkets, souvenir shops typical of Purbalingga, food stalls, and other potential retail outlets.

- a. Utilize social media platforms such as Instagram, Facebook, and TikTok to develop engaging content, including videos and posts that showcase the production process, highlight the benefits of Mocaf crackers, and present consumer testimonials.
- b. Establish collaborations with local influencers and food vloggers to generate authentic and positive product reviews, thereby enhancing product visibility and credibility.
- c. Implement promotional offers such as discounts or bundled packages for first-time purchases or bulk orders to incentivize consumer buying behavior.
- d. Actively participate in local food and product exhibitions to facilitate direct product introductions and foster consumer engagement.

People

The concept of "people" within the marketing mix partly pertains to internal marketing and underscores the critical role that employees play in achieving marketing success. The effectiveness of marketing efforts is fundamentally influenced by the quality of the personnel within the organization. As emphasized by [5], marketers must perceive consumers as holistic individuals, striving to understand their broader lives rather than merely viewing them as purchasers of products and services.

Human resources involved in both the production and marketing processes are essential to ensuring consistent product quality and the delivery of excellent customer service. It is imperative that personnel possess expertise in production techniques, hygiene standards, and quality control to maintain product standardization. Additionally, a well-trained team that is proficient in customer service—whether through social media

platforms or direct sales interactions—can significantly enhance consumer satisfaction.

Providing training on the benefits of Mocaf flour and the hygienic production of crackers is necessary to equip the team with in-depth product knowledge. Furthermore, responsive and informative customer service, particularly in online environments, is vital for fostering consumer trust and loyalty.

Process

The production process of Mocaf crackers requires meticulous management, beginning with the selection of raw materials, the formulation of Mocaf flour, and culminating in product packaging. Maintaining consistent product quality is essential, including stringent standards of cleanliness and food safety. Additionally, hygienic and visually appealing packaging plays a significant role in enhancing the product's added value. Efficient distribution processes are critical to preserving product freshness upon delivery to consumers, particularly given that Mocaf crackers are produced without preservatives.

The Women Farmers Group (KWT) ERQU currently produces Mocaf crackers in relatively small quantities. Production occurs five times per month, averaging approximately 150 packs monthly. The production schedule is typically conducted every Saturday and on Thursday of the third week each month. Sales data indicate that KWT ERQU is able to sell approximately 100 packs of Mocaf crackers per month across various flavors. This represents a notable increase from 2019, when production volume averaged 52 packs per month with a monthly turnover of IDR 624,000. Currently, with increased production volume and price adjustments, the monthly turnover has risen to IDR 1,300,000.

Programs

Currently, KWT ERQU has not yet established regular marketing programs. However, the implementation of well-structured marketing programs has the potential to significantly increase sales of Mocaf crackers. Possible marketing initiatives include monthly promotional campaigns, discounts for bulk purchases, and product bundling with other health-oriented food items. Additionally, the introduction of a membership or loyalty program could incentivize repeat purchases by offering consumers discounts after a predetermined number of purchases. Furthermore, the development of a subscription-based program on an e-commerce platform may serve as an effective strategy to enhance customer loyalty and secure consistent sales.

Performance

Performance measurement is a critical process for assessing the effectiveness of marketing strategies and overall business operations. To date, KWT ERQU has not conducted formal evaluations of member performance. However, implementing systematic performance measurement can provide valuable insights for organizational improvement. Key performance metrics that KWT ERQU could adopt include

monitoring monthly sales volume, revenue growth, the acquisition of new customers, and levels of consumer satisfaction.

Customer satisfaction can be effectively assessed through surveys or the analysis of feedback collected via social media platforms. Such evaluations are essential to identify areas requiring enhancement, whether related to product quality, marketing effectiveness, or service delivery. According to small business performance literature, metrics such as sales revenue, customer retention rates, and customer satisfaction scores (e.g., CSAT or Net Promoter Score) are commonly used to gauge success and guide strategic decision-making. By establishing regular performance reviews based on these metrics, KWT ERQU can make informed, data-driven decisions to improve marketing outcomes and sustain business growth.

The effective implementation of the 8P marketing strategy can significantly enhance the visibility and market reach of Mocaf crackers. This comprehensive approach integrates product innovation, competitive pricing, efficient distribution, and active promotional activities, supported by skilled human resources, hygienic production processes, well-structured marketing programs, and systematic performance evaluation. By leveraging these interconnected elements, KWT ERQU can elevate consumer awareness of the health benefits associated with Mocaf-based crackers. Consequently, this strategy positions the product to compete effectively within the increasingly competitive snack market. Moreover, Mocaf crackers stand to gain substantial opportunities for sales growth and can strengthen their presence in the premium segment of healthier snack options.

4. CONCLUSION

The analysis of the marketing mix for Mocaf cracker products produced by KWT ERQU reveals that the pricing of Mocaf crackers is relatively higher compared to other cracker products. However, the current marketing approach has not sufficiently emphasized the product's positioning as a healthy snack that is rich in fiber, low in calories, and healthier than crackers made from wheat flour or other flours. To enhance market penetration, there is a need to diversify distribution channels, particularly through the optimal utilization of e-commerce platforms. Additionally, promotional efforts should be intensified by leveraging social media to increase brand awareness of Mocaf crackers beyond the local region.

Human resources at KWT ERQU demonstrate creativity and commitment; nevertheless, they require further training and capacity-building in several key areas. These include hygienic production processes, packaging design improvement, customer service enhancement, digital marketing proficiency, the development of regular marketing programs, and systematic performance evaluation. Addressing these areas will likely improve the overall marketing effectiveness and competitiveness of Mocaf cracker

products in broader markets.

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