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Developing SME Marketing Strategies To Promote Business Sustainability : Maumanik Accesories

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ABSTRACT

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The growth of the fashion and accessories industry in Indonesia has experienced quite rapid development, particularly in the youth and teenager segments that prioritize uniqueness and personalization of appearance. This study aims to analyze the marketing strategy implemented by the handmade accessories MSME "Momanic" and to provide business development proposals based on the STP (Segmenting, Targeting, Positioning) approach and the 4P Marketing Mix (Product, Price, Place, Promotion). This research utilizes a qualitative descriptive approach through in-depth interviews with the business owner as well as operational observations. The results show that Momanic possesses a strong market potential through its handmade products, yet faces operational challenges regarding production time constraints and raw material quality standardization. Optimizing the marketing mix through the expansion of digital marketing on e-commerce platforms and planning a national exhibition proposal is considered crucial to strengthen the brand positioning and business sustainability amid the intense competition of the creative retail market.

I. INTRODUCTION

The creative industry in Indonesia, particularly in the fashion and supporting accessories subsector, has experienced dynamic growth over the past few years. Accessories are no longer viewed merely as clothing supplements, but have shifted to become mediums of self-expression, visual identity, and modern lifestyle, especially among the younger generation and college students. This condition opens up great opportunities for the growth of Micro, Small, and Medium Enterprises (MSMEs) engaged in handicrafts (handmade).

According to Kotler and Armstrong (2018), marketing is a structured process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. For a newly established business, the ability to identify specific market needs (niche market) and translate them into an appropriate marketing mix strategy is the main key to business survival.

Maumanik is a creative MSME engaged in the production of handmade accessories that was founded by Tami together with her partner three years ago. Originating from a personal hobby in the fashion world and receiving supportive encouragement from her peer environment, Momanic successfully transformed a leisure activity into a commercial productive business unit. The products offered include necklaces, bracelets, rings, phone straps, and unique custom keychains.

Despite operating for three years and establishing an initial consumer base, Momanic faces several issues (problem statements) commonly experienced by micro-businesses. The main issue lies in operational management, where the production process entirely relies on manual craftsmanship (handmade), creating time constraints when demand surges. Furthermore, fluctuations in raw material quality from vendors require extra scrutiny to avoid customer disappointment regarding product durability. On the marketing side, reliance on conventional promotional models (word of mouth) and unintegrated social media management limits its reach to a broader market.

Therefore, this research is conducted to deeply analyze the current marketing model implemented at Momanic and to compile business development recommendations using STP (Segmenting, Targeting, Positioning) analysis tools as well as the 4P marketing mix (Product, Price, Place, Promotion) strategy to compete optimally and sustainably.

II. METHODS

This study utilizes a qualitative descriptive approach to investigate natural and in-depth object conditions directly in the field. The primary data collection in this study focuses on interactive and in-depth interview discussions conducted directly with Ms. Tami as the founder and owner of Maumanik. Through these interview discussions, the researchers explored data regarding product pricing, operational challenges, and the future business development vision. In addition to the interview discussions, the researchers also conducted direct observations and documentation of Maumanik's accessory product variations as well as their social media interactions to obtain a real overview of operational effectiveness and the ongoing marketing mix.



Figure 1 : Momanic Handmade Accessories Pop-Up Store Display



Figure : In-Depth Interview Session with the Owner (Karina Anugerah Suwandi) of Momanic



Figure 1 : Observation and Documentation Activities Conducted by the Research Team

III. RESULTS AND DISCUSSION

Maumanik was established by capitalizing on the opportunities within the dynamic teenage fashion trends. The initial idea for setting up this business was purely driven by the owner's personal interest in clothing ornaments and aesthetic accessories. In the early stages, the owner only produced a very limited quantity as a leisure activity with her partner. However, after receiving positive responses and high demand from her closest circle of friends, the owner decided to pursue this sector professionally on a commercial scale. Entering its third year of operations, Momanic has consistently positioned itself as a provider of handmade accessories that are highly adaptable to current youth fashion trends.

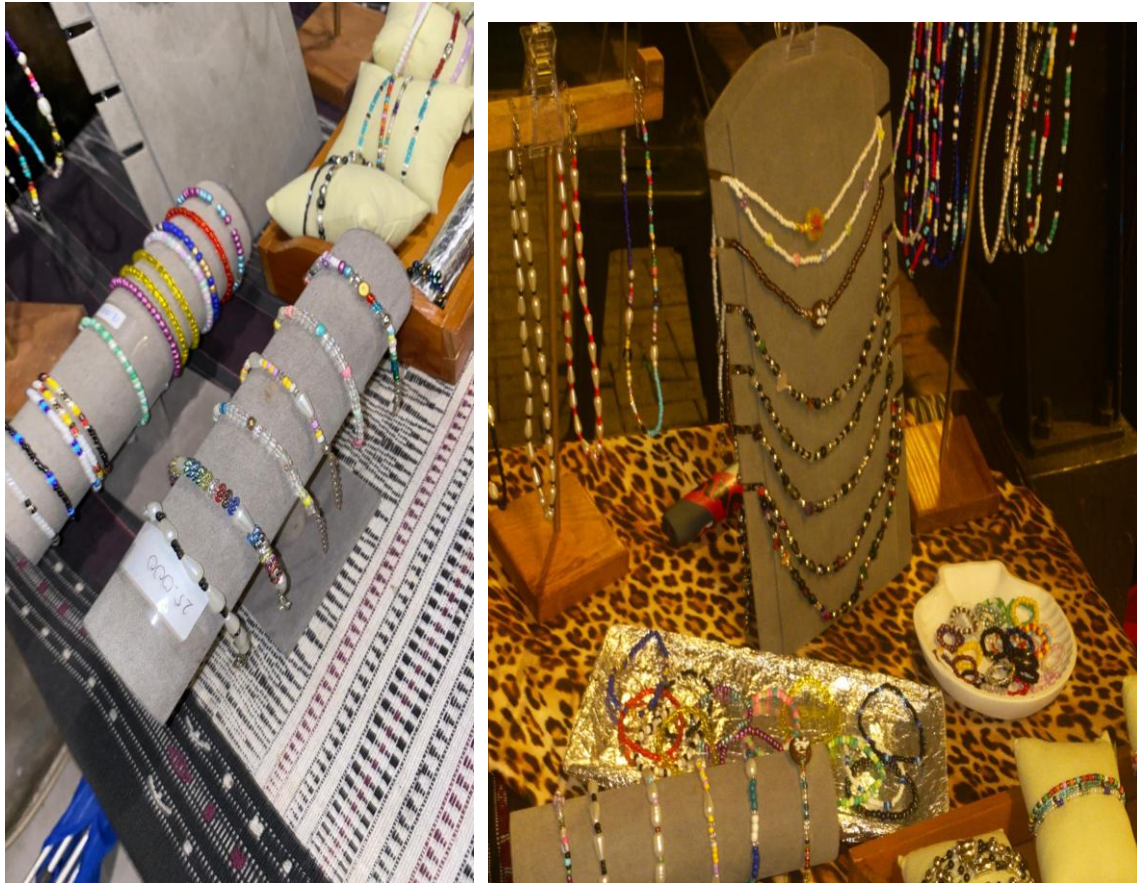


Figure 2. Best-Selling Handmade Accessories Products of Momani

Based on the results of the interview discussions, there are several main constraints hindering Maumanik's business escalation. The first constraint relates to time and operational management because all products are made manually by hand, meaning production capacity heavily depends on the owner's allocation of time. When orders experience a surge, Maumanik faces difficulties dividing time between product manufacturing and business management. The second constraint is the consistency of raw material quality from suppliers, such as beads and strings whose quality varies in the market, requiring Maumanik to conduct strict supplier curation to maintain customer satisfaction.

In mapping its market structure, Maumanik applies the STP approach in a narrative form. In the aspect of geographical segmentation, the main focus is directed toward urban and suburban communities in Indonesia, specifically the Jabodetabek area which has fast logistical access. Demographically, the target market is teenagers to young adults, dominated by females aged fifteen to twenty-five years old with low-to-medium purchasing power. Psychographically, this mix targets individuals who care about fashion appearance and prefer unique visual aesthetics that are not mass-produced by factories. Through this segmentation, Maumanik's primary target market consists of active female students who enjoy collecting visual fashion ornaments for daily wear or social media content with a budget-friendly price. In the minds of consumers, Maumanik positions itself as a provider of unique, handmade aesthetic accessories that follow current digital trends while still offering highly competitive pricing for a student's budget.

The implementation of Maumanik's tactical operational strategies is reviewed through the elements of the 4P marketing mix. In the product aspect, Maumanik focuses its product line on various handmade accessories such as necklaces, bead bracelets, aesthetic rings, and trending phone straps, with unique designs and strong manual binding techniques. In terms of price, Maumanik applies a value-based pricing strategy adjusted to students' purchasing power to trigger impulse buying decisions. For the place

aspect, Maumanik operates without a physical storefront by centralizing all processes from the owner's residence and utilizing the Shopee e-commerce platform as the official digital storefront to cover shipping throughout Indonesia. In the promotion aspect, marketing communication relies on the Instagram social media platform to share aesthetic product photos and production process videos, supported by word-of-mouth marketing from the owner's closest friendship circles.



Figure 3. Momanic Product Packaging and Branding Design

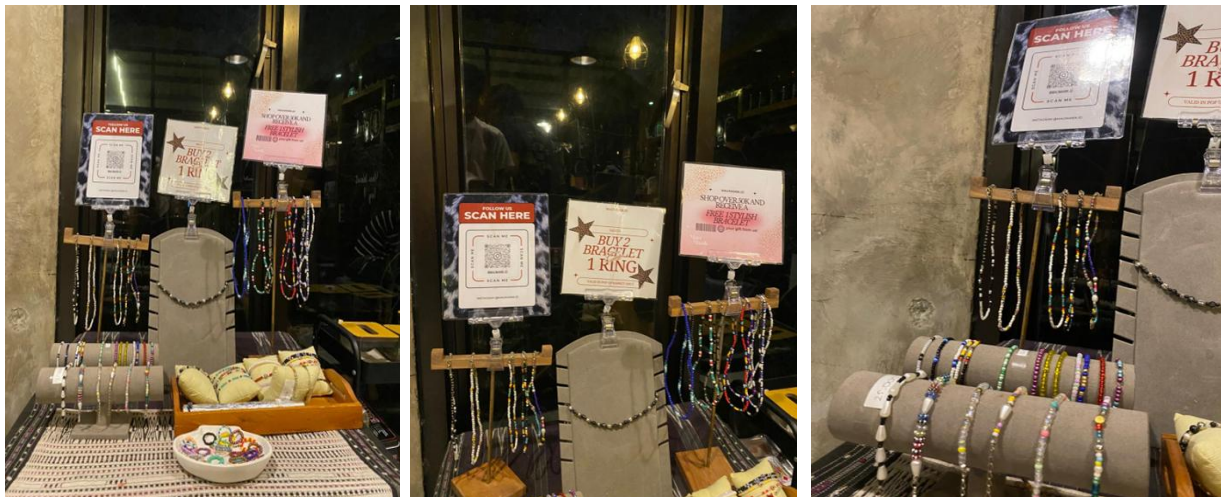


Figure 4. Promotional Strategy and Digital Marketing Display of Momanic



Figure 5. Handmade Necklace Collection as Momanic Brand Positioning

MARKETING STRATEGY RECOMMENDATIONS

Based on the analysis of the marketing mix and the results of the interview discussions regarding operational constraints, several strategic marketing strategy recommendations are formulated to drive the sustainability of Maumanik's business. In the product strategy, Maumanik is recommended to periodically diversify designs based on visual trend monitoring on social media to prevent consumer boredom, and to start establishing raw material standardization with fixed suppliers to maintain accessory durability. In the pricing strategy, Maumanik can implement special promotional packages or bundle pricing for combinations of best-selling products like necklaces and aesthetic rings to increase the average sales value per transaction.

In the place and distribution strategy, it is necessary to optimize the performance of the digital storefront on the e-commerce platform by activating paid promotional features and participating in national twin-date campaigns to expand market reach beyond Jabodetabek. Lastly, in the promotional strategy, Maumanik is advised to increase digital engagement by utilizing affiliate programs and collaborations with micro-influencers in the fashion sector, as well as planning participation in national creative exhibitions to validate the market directly, build offline brand awareness, and gather market feasibility data before realizing the long-term target of establishing an independent physical retail store.

IV. CONCLUSION

Based on the comprehensive analysis, it can be concluded that Maumanik possesses a strong creative business foundation by offering handmade accessory products that are unique and in demand by the youth market. The main business constraints, which lie in production time management and raw material supply stability, can be overcome through the implementation of integrated marketing strategy recommendations. Through narrative STP mapping and 4P marketing mix optimization, Maumanik can strengthen its brand positioning in the market.

The combination of digital marketing development and participation plans in national creative exhibitions will serve as the primary accelerator in expanding market share and ensuring the future sustainability of Maumanik's business.

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