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MSME Development Strategy Gado - Gado Komala

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ABSTRACT

Keyword: UMKM Marketing Strategy Digitalization Traditional Culinary. Accepted : 30 May 2026 Approved : 3 June 2026 Published: 29 June 2026 Publisher: Perbanas Institute International. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc-sa/4.0/	<i>Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving economic growth and meeting the needs of the community in various sectors, including the culinary sector. One MSME that has experienced significant growth is Gado-Gado Komala. This business is not a hereditary business, but was independently pioneered from a simple kiosk to four kiosks spread across several locations. This business growth is supported by good management, consistent product quality, affordable prices, and the ability to reach consumers from various groups. This study aims to analyze the development strategy of Gado-Gado Komala MSME in facing increasingly competitive culinary business competition. The research focuses on business development strategies through improving service quality, utilizing digitalization in marketing and business operations. The method used is a qualitative descriptive approach with data collection through observation, interviews, and documentation. The results of the study are expected to provide an overview of effective strategies in developing MSME culinary businesses so as to increase competitiveness, expand markets, and maintain business sustainability in the digital era. In addition, this study is expected to serve as a reference for other MSMEs in developing culinary businesses that are affordable, easily accessible, and in demand by all levels of society.</i>
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I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the sectors that have role important in the Indonesian economy . The existence of MSMEs is not only contribute to growth economy national , but also plays a role in create field work , improve income society , and encourage equality economy . Based on government data , MSMEs contribute around 60% of Product National Gross Domestic Product (GDP) and is one of the driving force main Indonesian economy.

In the middle development economy and change pattern consumption society , sector culinary be one of field businesses that have opportunity big For growing . Food traditional like gado-gado and ketoprak Still own Power high pull Because easy reachable , have distinctive taste , as well as can enjoyed by various circles society . In addition , the price is relatively affordable make culinary traditional still become choice main society in the middle increasing cost life and competition with modern food.

One of the culinary MSMEs that shows development enough effort significant is Gado-Gado Komala. Different with Lots business culinary heritage in a way hereditary , business This built and developed in a way independently by the owner . Starting from One stall simple , effort This capable develop until own four kiosks operating in several location . Development the show existence ability management good effort , consistency in guard quality products , as well as ability read needs and preferences consumers . Success development Gado-Gado Komala's business is also visible from improvement capacity its operations . As the number of amount kiosk , business This No Again managed in a way individual , but rather has involving a number of power Work For assisting production , service and operational processes daily . Condition This show that business the has develop from business micro become businesses that have system better management structured and growth - oriented term long.

In the current *digital era* this , the development of MSMEs is not only depends on quality products , but also on capabilities perpetrator business in utilise digital technology . Digitalization give opportunity for MSMEs to expand the market, increase efficiency operational , strengthening promotions , as well as build deeper relationship Good with Consumers . In line with this, Gado-Gado Komala has begun utilizing digital media as a promotional tool and strengthening its brand through the copyright registration process. Therefore, this study was conducted to examine the development strategies implemented by Gado-Gado Komala to maintain and enhance its business competitiveness.

II. METHODS

Methods used is approach descriptive qualitative with data collection through :

1. Observation direct
2. Interview direct
3. Documentation

Analysis done with approach descriptive For describe condition business moment This .

III. RESULTS AND DISCUSSION

Based on results interview with owner business , Gado-Gado Komala was founded in 2014 from scale business small with One stall as place selling at Jl. Sutan Syahrir No. 9 10350 Menteng Special Region The capital city of Jakarta. As the population increases amount customer and market demand , business This experience sufficient development significant until own four kiosks in operation moment this is around Canteen Setiabudi , Jalan Komando Raya 18 12920 Setiabudi Special Capital Region of Jakarta and the area of Jl Let.Jend,S.Parman Kav 28 11470 West Jakarta Special Region The capital city of

Jakarta (approx. Pullman Central Park Hotel). Growth the show that business capable maintain its existence in the midst competition business increasingly culinary competitive.

Success development business supported by several factor main. The first factor is consistency in guard quality food products and taste. Owner business explain that use material good raw materials and consistent processing become priority main For guard satisfaction customers. In addition, the strategy for determining an affordable price make product can enjoyed by all layer public so that capable maintain loyalty customer at a time interesting consumer new. Development business is also marked with increase amount power helpful work operational in every kiosk. Presence employee enable the service process become more effective and supportive improvement capacity business. This is show that Gado-Gado Komala has develop from business simple become an MSME that has system better management structured.

In face development technology, owner business start utilise digitalization payment with QRIS method. This For make things easier customer in do transactions. In addition, efforts strengthening branding is also done through registration right creation regarding the business name Gado-Gado Komala as form protection identity business.

In a way overall, results study show that the development strategy of Gado-Gado Komala is supported by quality consistent products, affordable prices, expansion gradual efforts, utilization digitalization, as well as strengthening brand business. The combination of these strategies become factor the main driving force growth business from One stall become four kiosks and potential support sustainability future endeavors .

Table 1 Characteristics of the Gado-Gado Komala Business

No	Aspect	Information
1	Business Name	Komala Gado-Gado
2	Year Stand	2014
3	Type of business	MSME sector Culinary
4	Business fields	Culinary Traditional
5	Product	Gado-Gado and Ketoprak
6	Business Status	Privately Owned Business
7	Business Location	1) Jl. Sutan Syahrir No. 9 10350 Menteng Special Region The capital city of Jakarta 2) around Canteen Setiabudi 3) Jalan Komando Raya 18 12920 Setiabudi Special Capital Region of Jakarta 4) Jl Let.Jend,S.Parman Kav 28 11470 West Jakarta Special Region The capital city of Jakarta (approx. Pullman Central Park Hotel)
8	Number of Kiosks	4

9	Target Market	All over layer community (students , university students , workers and families)
10	Product Price Range	Rp. 18,000 – Rp. 25,000
11	System Marketing	Horizontal
12	System Payment	Cash and QRIS
13	Business Legality	In progress right creation
14	Business Advantages	Consistent taste , price affordable , have customer still
15	Target Consumer	All group public without limitation age and profession

Superiority Competitive

Gado-Gado Komala possesses several competitive advantages that are key factors in its successful business development. First, the business has consistently maintained product quality and flavor since its inception, creating customer satisfaction and fostering consumer loyalty. Second, its prices are relatively affordable, enabling consumers from all walks of life, from students to workers to families. Another advantage is its proven track record of growing from one kiosk to four. This demonstrates effective managerial skills and business strategies. Furthermore, the business has established a strong brand identity through the name "Gado-Gado Komala," which is well-known to customers and is currently undergoing copyright or trademark protection. The presence of several branches also provides easy access for consumers to obtain the product.

Weaknesses & Challenges

Despite its positive development, this business still faces several weaknesses and challenges. One significant weakness is the lack of delivery services, either independently or through digital platforms. This situation limits marketing reach to consumers who visit the business premises. In today's digital era, many consumers prioritize the convenience of ordering food online, so the lack of delivery services has the potential to reduce sales opportunities. Furthermore, the business also faces challenges in the form of increasing competition in the culinary industry. Many businesses offer similar products with various innovations and more modern marketing strategies.

Opportunity Development

Despite these challenges, Gado-Gado Komala offers significant growth potential. Gado-gado and ketoprak are traditional dishes with a broad market, enjoyed by diverse groups. The growing public interest in practical, affordable, and distinctively flavorful foods presents a valuable opportunity to boost sales. Another opportunity arises from the use of digital technology. The use of social media, app-based delivery services, and digital marketing can help expand market reach. Furthermore, developing a brand identity through copyright protection can be a crucial asset for strengthening a business's position amidst competition. With experience managing multiple branches, this business also has the potential to expand to new locations if market demand continues to grow.

Implications and Contributions

The results of this study imply that the success of MSME development is determined not only by product quality but also by the entrepreneur's ability to manage business strategies, expand markets, and adapt to technological developments. These findings suggest that the combination of product

quality, affordable pricing, and brand strengthening can be crucial factors in creating business sustainability. This research also provides practical insights for other MSMEs, particularly in the culinary sector. The strategy implemented by Gado-Gado Komala can serve as an example for similar businesses in expanding from a small scale to multiple branches. Furthermore, this research can serve as a reference for entrepreneurs leveraging digitalization and building brand identity to enhance their competitiveness.



Figure 1

IV. CONCLUSION

Based on results analysis, can concluded that Gado-Gado Komala is a successful culinary MSME develop from One stall become four stall through implementation of a quality - focused development strategy products, affordable prices, and good service. Advantages the become factor the main driving force growth business and improve loyalty customer.

Although Thus, the effort This Still face a number of challenges, especially Not yet availability service message between as well as increasing competition business culinary in the digital era. However, the opportunities development still very open through utilization digital technology , development service online ordering, strengthening brand, and expansion network business. Therefore that is, a development strategy that integrates quality products, digitalization, and innovation service need Keep going done so that Gado-Gado Komala is able to increase Power competition as well as maintain sustainability his future endeavors.

THANK YOU NOTE

Preparation of a research proposal entitled "Gado - Gado Komala MSME Development Strategy " No let go from help and support various parties. Therefore that, the writer convey saying accept love to all over the party that has contribute in the process of preparing this proposal.

Saying accept love in a way special delivered to owner of the Gado-Gado Komala business who has willing take time time For give information, experience, and various data required in preparation of research proposals This. The information provided become source main in understand journey busines, development strategies implemented, and various opportunities and challenges faced in operate business culinary the .

The author also said accept love to colleague group, and all the party that has give input as well as directions in preparation of research proposals This.

Writer realize that this proposal Still own limitations. Therefore Therefore, constructive criticism and suggestions are very much expected to improve it. future research. Hopefully this proposal can give benefit for development knowledge knowledge as well as become reference for MSME actors in develop business culinary in a way sustainable.

LIST OF PARTICIPANTS

No	Participants	Role in Study
1	Owner of Gado-Gado Komala	Informant the main one that provides information about history business , development strategies , opportunities and challenges business
2	Gado-Gado Komala Employees	Give information about operational business and services to customer
3	Proposal Drafting Team	Do observation , interviews , data processing , and preparation of research proposals

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