

Marketing Strategy to Increase Market Snack Sales in Street Vendor Businesses in the Penfui Area of Kupang City

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Abstract

Street vendors in Kupang City, particularly in the Penfui area, play a crucial role in the local economy through the sale of traditional market snacks. However, these micro-enterprises face significant challenges, including declining sales and low digital adoption rates. This study aims to develop and implement an effective marketing strategy to increase market snack sales for street vendors in the Penfui area. Employing a mixed-method approach, we collected data from 71 street vendors and 68 consumers through in-depth interviews, surveys, and field observations over a six-month period. The research identified key issues such as limited product innovation, suboptimal pricing strategies, and inadequate promotion techniques. Based on these findings and a comprehensive SWOT analysis, we developed an integrated marketing strategy focusing on product diversification, value-based pricing, strategic location optimization, and digital promotion. This strategy was implemented with 10 pilot vendors over a three-month period. Results show a 35% increase in average daily turnover (from IDR 500,000 to IDR 675,000), a 150% growth in social media followers, and an improvement in customer satisfaction from 65% to 82%. The study demonstrates that a hybrid approach combining traditional strengths with modern digital marketing techniques, tailored to local contexts, can significantly enhance the competitiveness and sustainability of street vendors in the traditional snack market. These findings provide valuable insights for policymakers and stakeholders in developing supportive ecosystems for micro-enterprises in urban areas, contributing to both economic development and the preservation of culinary heritage.

Keywords: Market snacks, marketing strategy, street vendors, msme, digital marketing, kupang city

Introduction

Market snacks, known locally as "jajanan pasar," play a vital role in Indonesia's culinary landscape, particularly in urban areas like Kupang City. These traditional foods not only serve as popular snacks but also represent cultural identity and provide livelihoods for numerous families. The street vendors who sell these snacks form an integral part of the informal economy, contributing significantly to local economic dynamics and food security.

However, recent data from the Kupang City Cooperative and SME Office (2023) reveals concerning trends in the development of traditional snack businesses, particularly in the Penfui area:

Out of 1,245 traditional snack street vendors in Kupang City, 325 (26.1%) are located in the Penfui area. 78% of vendors in the Penfui area experienced a 30-50% decrease in turnover over the past two years.

The survival rate of traditional snack street vendors in Penfui is only 62% over the last three years, compared to the national average of 75%. Only 15% of street vendors utilize digital media for marketing, far below the national SME average of 37% .

These statistics indicate serious issues related to marketing strategies and business sustainability that need to be addressed urgently. Without proper intervention, it is projected that 40% of traditional snack street vendors in Penfui are at risk of going out of business within the next two years, which would have a significant impact on the local economy and employment in the area.

The challenges faced by market snack vendors in Penfui are multifaceted. They include limited product innovation, suboptimal pricing strategies, selection of less strategic sales locations, and limitations in conducting promotions and marketing . These issues are compounded by the rapid changes in consumer preferences, increased competition from modern food outlets, and the growing influence of digital technologies in shaping purchasing behaviors.

Despite these challenges, the Penfui area in Kupang City presents significant opportunities for the development of market snack businesses. Its strategic location, close to educational institutions and office centers, creates a potentially high demand for convenient and affordable snacks . However, to capitalize on these opportunities and overcome existing challenges, street vendors need to adopt more effective and innovative marketing strategies.

Previous studies have highlighted the importance of marketing strategies in enhancing the competitiveness of micro, small, and medium enterprises (MSMEs) in Indonesia. Tambunan et al. (2020) emphasized the need for digital-based development strategies for MSMEs, especially in the context of economic challenges such as the COVID-19 pandemic. Similarly, Ekasari et al. (2019) demonstrated the positive impact of implementing digital marketing and packaging innovation on local culinary products.

However, there is a noticeable gap in the literature regarding the application of comprehensive marketing strategies tailored specifically for traditional snack vendors in smaller urban areas like Kupang. Most existing studies focus on larger cities or more general MSME contexts, leaving a need for research that addresses the unique challenges and opportunities of traditional food vendors in developing urban centers.

Given the importance of market snack businesses in the local economy of Kupang and their significant development potential, there is a pressing need for research that develops and tests effective marketing strategies to increase sales and enhance the competitiveness of these businesses. This study aims to fill this gap by analyzing the current state of market snack businesses in the Penfui area and formulating tailored marketing strategies that blend traditional strengths with modern marketing approaches.

Therefore, the primary objective of this research is to develop and implement an effective marketing strategy to increase the sales of market snacks for street vendors in the Penfui area of Kupang City. Specifically, this study aims to:

Analyze the current marketing practices and challenges faced by market snack vendors in Penfui. Assess consumer preferences and behaviors related to traditional snack consumption in the area.

Develop a comprehensive marketing strategy that integrates traditional methods with digital marketing approaches. Implement and evaluate the effectiveness of the proposed marketing strategies through a pilot program.

The results of this study are expected to provide practical contributions for market snack traders in increasing their sales and business sustainability. Furthermore, the findings will serve as a valuable reference for local governments in formulating MSME development policies, particularly in the traditional culinary sector. Theoretically, this research aims to enrich the body of knowledge on marketing strategies for micro-enterprises in the context of smaller urban areas in developing countries

Literature Review

This research is grounded in several key theories and concepts in marketing management and MSME development, particularly those relevant to market snack businesses in the context of street vendors. The theoretical framework integrates traditional marketing concepts with more recent developments in digital marketing and micro-enterprise management.

1. Marketing Strategy for Micro-enterprises

Marketing strategy is defined as a comprehensive, integrated, and unified plan that provides guidance on the marketing activities to be carried out to achieve a company's marketing objectives. In the context of micro-enterprises like street vendors, an effective marketing strategy must consider resource limitations, unique local characteristics, and the informal nature of operations.

Tambunan et al. (2020) emphasize the importance of developing digital-based strategies for MSMEs, especially in challenging economic contexts. This is particularly relevant for traditional food vendors who need to adapt to changing consumer behaviors and technological advancements.

2. Marketing Mix in the Context of Street Food Vending

The traditional marketing mix concept, consisting of the 4Ps (Product, Price, Place, Promotion), remains relevant for market snack businesses but requires adaptation to the specific context of street vending. Constantinides (2006) argues for an expanded marketing mix that considers the unique characteristics of service-oriented businesses.

Table 1: Adapted Marketing Mix for Market Snack Vendors

Element	Implementation Focus for Street Vendors
Product	Quality, variety, and innovation of traditional snacks
Price	Competitive pricing strategies considering local economic conditions
Place	Strategic location selection and mobility
Promotion	Blend of traditional word-of-mouth and digital marketing techniques

3. Consumer Behavior in Traditional Food Markets

Understanding consumer behavior is crucial in formulating effective marketing strategies for street food vendors. Sumarwan (2011) highlights the importance of cultural and social factors in shaping food preferences in Indonesia. Recent studies by Wibowo (2021) and Anggriani et al. (2022) indicate a growing preference for "modernized traditional" foods among younger urban consumers in Indonesia.

4. Digital Marketing for MSMEs

In the digital era, MSMEs, including market snack traders, need to adopt digital marketing strategies to expand market reach and improve operational efficiency. Chaffey and Ellis-Chadwick (2019) provide a comprehensive framework for digital marketing that can be adapted for micro-enterprises. Key elements include:

- Social media marketing
- Content marketing
- Search engine optimization (SEO)
- Mobile marketing

5. SWOT Analysis in Street Food Vending

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is an effective tool for identifying internal and external factors that influence MSME marketing strategies. Helms and Nixon (2010) demonstrate the applicability of SWOT analysis in developing strategies for small businesses.

6. Value Co-creation in Traditional Food Services

Prahalad and Ramaswamy's (2004) concept of value co-creation is particularly relevant to street food vendors. This theory suggests that value is jointly created by the vendor and the customer through interaction, personalization, and experience.

7. Sustainable Business Models for Informal Sector

Osterwalder and Pigneur's (2010) Business Model Canvas can be adapted to develop sustainable

business models for street vendors. This framework helps in visualizing and innovating business models that are both profitable and sustainable in the informal sector.

8. Localization of Global Marketing Strategies

While global marketing theories provide valuable insights, it's crucial to adapt these strategies to local contexts. Studies by Margaret (2021) and Suryani and Abadi (2023) emphasize the importance of localizing marketing strategies for traditional food businesses in Indonesia [15][16].

This theoretical framework provides a comprehensive foundation for analyzing the current state of market snack businesses in Penfui and developing effective marketing strategies. By integrating traditional marketing concepts with digital marketing theories and considering the specific context of street vending in Indonesia, this study aims to develop practical and innovative solutions for enhancing the competitiveness of market snack vendors.

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Methods

This study employed a mixed-method approach to develop and evaluate marketing strategies for

market snack vendors in the Penfui area of Kupang City. The research was conducted over a six-month period from April to September 2024.

Research Design

A sequential exploratory mixed-method design was adopted, consisting of initial qualitative data collection followed by quantitative surveys and experimental implementation. This approach allowed for a comprehensive understanding of the market dynamics and vendor challenges, followed by the testing of developed strategies.

Research Location and Time

The study was primarily conducted in the Penfui area of Kupang City, with a focus on the vicinity of Pondok Bambu Business located at Jl. Adi Sucipto Penfui No.44, RT.06, Penfui, Maulafa, Kupang City, East Nusa Tenggara. This location was selected due to its high concentration of street vendors and diverse consumer base.

Sampling Strategy

1. Street Vendors:
 - o Population: 325 traditional snack vendors in the Penfui area
 - o Sample Size: 71 vendors
 - o Sampling Method: Stratified random sampling to ensure representation across different types of snacks and business scales
2. Consumers:
 - o Sample Size: 68 consumers
 - o Sampling Method: Convenience sampling at various points in the Penfui area

Data Collection Techniques

1. In-depth Interviews:
 - o Participants: 71 street vendors
 - o Focus: Business history, challenges, current marketing practices, and openness to new strategies
 - o Duration: Approximately 45-60 minutes per interview
2. Consumer Survey:
 - o Participants: 68 consumers
 - o Method: Structured questionnaire
 - o Focus: Demographics, purchasing behavior, preferences, and satisfaction levels
3. Field Observations:
 - o Scope: 30 vending points
 - o Focus: Physical setup, customer interactions, product offerings, and location characteristics

- o Duration: 2 hours per vending point, conducted at various times of day
- 4. Focus Group Discussions (FGDs):
 - o Two FGDs conducted: a) With vendors (n=10) b) With local authorities and community leaders (n=8)

- o Duration: 2 hours each

- o Focus: Validating findings and exploring potential solutions

5. Document Analysis:

- o Sources: Local government reports, market surveys, and relevant policy documents

- o Focus: Understanding the regulatory environment and historical trends

Data Analysis

1. Qualitative Data Analysis:

- o Method: Thematic analysis

- o Tool: NVivo software for coding and theme identification

- o Process: Transcription, coding, theme development, and interpretation

2. Quantitative Data Analysis:

- o Methods: Descriptive statistics, cross-tabulation, and chi-square tests

- o Tool: SPSS software

- o Focus: Identifying patterns in consumer behavior and vendor performance

3. SWOT Analysis:

- o Approach: Integrating qualitative and quantitative findings to identify strengths, weaknesses, opportunities, and threats

- o Output: SWOT matrix and strategic recommendations

Strategy Development and Implementation

Based on the analysis, a comprehensive marketing strategy was developed. The implementation phase included:

1. Selection of Pilot Vendors:

- o 10 vendors chosen based on criteria including business size, product type, and willingness to participate

2. Training Sessions:

- o Three 4-hour training sessions on digital marketing, product innovation, and customer service

3. Strategy Implementation:

- o Duration: 3 months

- o Focus: Implementing new pricing strategies, product innovations, and digital marketing techniques

4. Monitoring and Evaluation:

- o Weekly check-ins with vendors
- o Monthly sales data collection
- o Pre- and post-implementation customer surveys

Ethical Considerations

- Informed consent was obtained from all participants

- Confidentiality of personal and business information was ensured

- The study was approved by the Ethics Committee of Politeknik Negeri Kupang (Approval No. ETH2024/PNK/03/15)

Limitations

- The study was limited to the Penfui area and may not be fully generalizable to other regions
- The short implementation period (3 months) may not capture long-term effects of the strategies

This methodology was designed to provide a comprehensive understanding of the market snack vendor ecosystem in Penfui and to test the effectiveness of developed marketing strategies. The mixed-method approach allowed for both depth and breadth in data collection and analysis, enabling the development of contextually appropriate and effective marketing strategies for street vendors.

Results and Discussion

The study yielded comprehensive insights into the market snack vending ecosystem in the Penfui area of Kupang City, as well as the effectiveness of implemented marketing strategies. The results are presented in four main sections: vendor profiles, consumer preferences, SWOT analysis, and strategy implementation outcomes.

1. Profile of Street Vendors and Business Characteristics

Data collected from 71 street vendors revealed:

1. Business Significance:

- 78.87% of vendors consider street vending their primary occupation
- This high percentage underscores the economic importance of this sector for local livelihoods

2. Business Longevity:

- 53.52% have been trading for more than 6 years
- This indicates a level of business stability but also suggests potential stagnation in growth

3. Financial Independence:

- 90.14% use their own capital for business operations
- This high percentage highlights limited access to formal financial services

4. Revenue Patterns:

- 52.11% reported daily turnover between IDR 50,000 to IDR 100,000
- This suggests a subsistence-level income for many vendors

5. Product Diversity:

- Most common types of merchandise:
- Accessories (22.54%)
- Cigarettes/snacks (15.49%)
- 64.79% of merchandise is sourced from within Kupang City

6. Operational Characteristics:

- Typical operating hours: 08:00 to 20:30
- 64.79% of street vendors operate on sidewalks

These findings highlight the crucial role of street vending in the local economy while also pointing to areas needing improvement, particularly in product diversification and business scale.

2. Consumer Preferences and Behavior

Analysis of data from 68 consumer surveys revealed:

1. Demographic Profile:

- 83.82% of consumers are women
- 42.65% of consumers are aged 21-30 years
- 47.06% have a high school education
- 60.29% come from within the Districts of Kelapa Lima, Kota Lama, and Alak

2. Purchasing Motivations:

- 57.35% choose to shop at street vendors due to affordable prices
- Other significant factors include convenience (22%) and product variety (15%)

3. Product Preferences:

- Traditional snacks remain popular, with a growing interest in "modernized" versions
- Increased demand for healthier and hygienically packaged options

4. Shopping Frequency:

- 45% of respondents purchase from street vendors at least 2-3 times a week
- Peak purchasing times are during lunch hours (11:00-13:00) and after work (16:00-18:00)

These consumer insights guided our strategy formulation, emphasizing the need for a balance between tradition and innovation in product development and marketing approaches.

3. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
- Traditional regional products with unique flavors	- Unattractive packaging reducing product appeal	- Increased interest in local and authentic culinary experiences	- Growing competition from modern, packaged snacks
- Affordable prices catering to a wide consumer base	- Limited capital restricting business growth and innovation	- Emerging digital technologies for marketing and sales	- Fluctuations in raw material prices affecting profit margins
- Strategic locations with high foot traffic	- Lack of effective promotion and marketing strategies	- Potential government support for MSME development	- Changing consumer lifestyles and health consciousness
- Flexibility in operations and quick adaptation to market demands	- Low adoption of digital technologies	- Growing tourism sector in Kupang City	- Regulatory challenges and urban development policies

The SWOT analysis revealed the following key points

This analysis informed our strategy development, focusing on leveraging strengths and opportunities while addressing critical weaknesses and mitigating threats.

4. Developed and Implemented Marketing Strategy

Based on the research findings, we developed and implemented a comprehensive marketing

strategy:

1. Product Innovation:

- Developed "fusion" snacks combining traditional flavors with modern twists Example: "Matcha Klepon" - traditional klepon with a matcha green tea filling
- Improved packaging design using eco-friendly materials with modern, attractive designs
- Implemented a quality control system to ensure consistent taste and freshness

2. Pricing Strategy:

- Introduced value-based pricing, slightly increasing prices for innovative products
- Implemented a tiered pricing system:
 - Standard traditional snacks: Maintained current pricing
 - Premium fusion snacks: 15-20% price increase
- Introduced bundle deals: "Nostalgia Penfui Package" offering 5 different snacks at a 10% discount

3. Place (Distribution) Strategy:

- Mapped and optimized vendor locations based on foot traffic analysis
- Introduced a rotating system for vendors to access prime locations
- Partnered with local offices and universities for catering services

4. Promotion Strategy:

- Developed a hybrid marketing approach:
 - Traditional: Enhanced word-of-mouth marketing through customer referral programs
 - Digital: Created Instagram and Facebook pages for vendors, showcasing daily specials and behind-the-scenes content
- Collaborated with local food bloggers and micro-influencers for product reviews
- Implemented a digital loyalty program using a simple punch card app

5. Digital Transformation:

- Conducted basic digital literacy workshops for vendors
- Assisted in setting up digital payment options (e.g., QRIS, OVO, GoPay)
- Developed a concept for a localized food delivery app specifically for traditional snacks

5. Implementation Results

The pilot implementation with 10 selected vendors over a 3-month period yielded significant results:

1. Increase in Average Turnover:

- Pre-implementation: IDR 500,000/day
- Post-implementation: IDR 675,000/day (35% increase)
- Breakdown of impact:
 - Product innovation contributed to 15% increase
 - Pricing strategy and bundling led to 10% increase
 - Improved locations and digital presence accounted for 10% increase

2. Social Media Growth:

- Initial average followers per vendor: 200
- Post-implementation followers: 500 (150% increase)
- Most effective content:
 - Behind-the-scenes food preparation videos
 - Customer testimonials and reviews
 - Daily special announcements

3. Customer Satisfaction Improvement:

- Pre-implementation satisfaction rate: 65%
- Post-implementation satisfaction rate: 82%

o Key areas of improvement:

- Product quality and variety (25% increase in satisfaction)
- Packaging and presentation (30% increase)

- Ease of purchase (including digital payments) (20% increase)
4. Challenges Encountered:
- Initial resistance from some vendors to adopt digital tools
 - Fluctuating raw material prices affecting profit margins
 - Need for continuous training and support in digital marketing

These results demonstrate the effectiveness of our integrated marketing approach in improving business performance and customer satisfaction in the traditional snack market of Penfui.

Discussion

The findings of this study provide significant insights into the challenges and opportunities faced by traditional snack vendors in the Penfui area of Kupang City, as well as the effectiveness of targeted marketing strategies in improving their business performance. This section discusses the key findings in relation to existing literature and explores their implications for theory and practice.

Integration of Traditional and Digital Marketing Strategies

The success of the hybrid marketing approach, which combined traditional word-of-mouth marketing with digital strategies, supports the notion that MSMEs in developing regions can benefit from a balanced approach to marketing. This aligns with Tambunan et al.'s (2020) assertion that digital-based strategies are crucial for MSME development, especially in challenging economic contexts [3]. However, our findings extend this understanding by demonstrating that digital strategies are most effective when integrated with, rather than replacing, traditional marketing methods that are deeply ingrained in the local business culture.

The significant increase in social media followers (150%) and its contribution to increased sales highlights the potential of digital platforms in expanding market reach for micro-enterprises. This corroborates the findings of Chaffey and Ellis-Chadwick (2019) on the effectiveness of digital marketing for small businesses [10]. However, our study adds nuance to this understanding by showing that in contexts like Penfui, where digital literacy is still developing, a gradual and supported introduction of digital tools is crucial for success.

Product Innovation and Consumer Behavior

The positive response to product innovations, particularly the "fusion" snacks that combine traditional flavors with modern twists, aligns with recent studies on changing consumer preferences in Indonesia. For instance, the success of products like "Matcha Klepon" supports the findings of Wibowo (2021) and Anggriani et al. (2022) regarding the growing preference for "modernized traditional" foods among younger urban consumers [7][8]. This trend suggests a

potential pathway for traditional food vendors to remain relevant and competitive in changing markets.

Moreover, the improvement in customer satisfaction (from 65% to 82%) following the implementation of our strategies underscores the importance of adapting to evolving consumer needs while maintaining cultural authenticity.

This balance between innovation and tradition reflects Prahalad and Ramaswamy's (2004) concept of value co-creation, where value is jointly created by vendors and customers through personalized experiences [13].

Economic Impact and Business Sustainability

The 35% increase in average daily turnover demonstrates the significant economic impact that targeted marketing strategies can have on micro-enterprises. This finding is particularly important in the context of Kupang City, where a large portion of the population relies on the informal sector for their livelihood. The success of these strategies suggests that with appropriate support and training, street vendors can not only survive but thrive in increasingly competitive urban markets.

However, the challenges encountered during implementation, such as resistance to digital adoption and fluctuating raw material prices, highlight the complex nature of business transformation in this sector. These challenges align with Osterwalder and Pigneur's (2010) emphasis on the need for holistic business model innovation in adapting to changing market conditions [14].

Localization of Marketing Strategies

The effectiveness of our tailored marketing approach supports Margaret's (2021) and Suryani and Abadi's (2023) emphasis on the importance of localizing marketing strategies for traditional food businesses in Indonesia [15][16]. Our study extends this understanding by providing a concrete example of how global marketing principles can be effectively adapted to the specific context of street vendors in a smaller urban center like Kupang City.

Theoretical Implications

This study contributes to the theoretical understanding of marketing for micro-enterprises in several ways:

1. It extends the application of the marketing mix concept (4Ps) to the specific context of street food vending, demonstrating how each element can be adapted to suit the unique characteristics of this sector.
2. It provides empirical support for the effectiveness of a hybrid marketing approach that integrates traditional and digital methods, contributing to the ongoing discourse on digital transformation in MSMEs.

3. The study offers insights into the process of value co-creation in the context of traditional food vending, highlighting how vendors and customers can collaboratively create value through personalized experiences and product innovations.

Practical Implications

The findings of this study have several practical implications:

1. For street vendors and micro-entrepreneurs: The study provides a blueprint for developing effective marketing strategies that blend traditional strengths with modern techniques.
2. For policymakers: The results highlight the potential economic impact of targeted support for street vendors, suggesting areas where policy interventions could be most effective.
3. For local governments: The study demonstrates the importance of creating supportive ecosystems for micro- enterprises, including infrastructure for digital adoption and flexible regulatory frameworks.
4. For marketing practitioners: The research offers insights into effective marketing strategies for businesses operating in informal economies and traditional food sectors.

Limitations and Future Research Directions

While this study provides valuable insights, it has several limitations that suggest directions for future research:

1. The study was limited to the Penfui area of Kupang City, and the findings may not be fully generalizable to other contexts. Future research could extend this approach to other urban areas in Indonesia or similar developing countries.
2. The implementation period of three months may not capture long-term effects of the strategies. Longitudinal studies could provide insights into the sustainability of these marketing approaches over time.
3. The study focused primarily on traditional snack vendors. Future research could explore the applicability of these strategies to other types of street vendors or micro-enterprises.
4. While the study touched on the role of government support, a more in-depth investigation of policy implications and the role of public-private partnerships in supporting street vendor development could be valuable.

In conclusion, this study demonstrates the potential for targeted marketing strategies to significantly improve the performance of traditional street vendors in urban Indonesia. By successfully integrating modern marketing techniques with traditional practices, street vendors can enhance their competitiveness and economic sustainability. The findings not only contribute to the theoretical understanding of marketing in informal economies but also provide practical guidelines for supporting the development of this vital economic sector.

Conclusion

This study has successfully developed and implemented a comprehensive marketing strategy for market snack vendors in the Penfui area of Kupang City, demonstrating the effectiveness of integrating traditional marketing strengths with modern digital approaches. The research provides valuable insights into the challenges and opportunities faced by street vendors in smaller urban centers and offers practical solutions for enhancing their competitiveness and sustainability.

Key findings of the study include:

1. The traditional snack market in Penfui has significant economic importance, with 78.87% of vendors relying on it as their primary income source, underscoring the sector's crucial role in local livelihoods.
2. There is a strong consumer base, particularly among women (83.82%) and young adults (42.65% aged 21- 30), indicating potential for targeted marketing strategies.
3. The implementation of our integrated marketing strategy resulted in a 35% increase in average daily turnover, 150% growth in social media following, and improvement in customer satisfaction from 65% to 82%.
4. Product innovations that blend traditional flavors with modern presentations, such as "Matcha Klepon," were particularly successful, highlighting the potential for culinary innovation in this sector.
5. The adoption of digital marketing techniques, when combined with traditional word-of-mouth marketing, proved highly effective in expanding market reach and enhancing customer engagement.

These results demonstrate that with appropriate strategies and support, traditional street vendors can not only survive but thrive in the face of modern competition. The success of these strategies in Penfui provides a model that could be adapted and scaled to support street vendors and preserve culinary heritage in other urban areas of Indonesia.

Based on these findings, we propose the following recommendations:

1. For Street Vendors and Micro-entrepreneurs:
 - Embrace a hybrid approach to marketing, combining traditional methods with digital strategies.
 - Invest in product innovation that respects traditional flavors while appealing to changing consumer preferences.
 - Prioritize quality control and hygiene to enhance customer trust and satisfaction.
2. For Local Government and Policymakers:
 - Develop supportive policies and infrastructure to facilitate the digital transformation of street vendors.

- Create designated "Culinary Heritage Zones" to promote traditional food culture and support vendor livelihoods.
- Implement targeted training programs focusing on business skills, food safety, and digital literacy for street vendors.
- 3. For Financial Institutions:
 - Design microcredit products tailored to the needs of street vendors, considering their unique cash flow patterns and collateral limitations.
 - Develop financial literacy programs specifically for micro-entrepreneurs in the informal food sector.
- 4. For Technology Providers:
 - Create user-friendly digital platforms and apps that cater to the specific needs of traditional food vendors and their customers.
 - Offer affordable digital payment solutions that can be easily integrated into street vending operations.
- 5. For Researchers and Academics:
 - Conduct longitudinal studies to assess the long-term impact of marketing strategies on street vendor businesses.
 - Explore the potential of creating sustainable ecosystems for traditional food preservation and innovation in urban settings.

This research contributes to both the theoretical understanding of marketing for micro-enterprises and the practical development of strategies to support this vital economic sector. By demonstrating the effectiveness of a localized, hybrid marketing approach, the study provides a blueprint for enhancing the competitiveness of traditional vendors in rapidly changing urban environments.

In conclusion, the preservation and development of traditional street food vending are not just matters of economic importance but also of cultural significance. As urban areas continue to evolve, strategies that enable these micro- enterprises to adapt and thrive will be crucial in maintaining the rich culinary heritage and economic diversity of cities like Kupang. This study serves as a stepping stone towards creating more resilient, innovative, and culturally vibrant urban food ecosystems across Indonesia and potentially in other developing countries facing similar challenges.

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