

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi bisnis Minimarket Murah Mulia di Gampong Tumpok Teungoh dalam menghadapi persaingan dengan ritel minimarket modern yang semakin berkembang di Kota Lhokseumawe. Minimarket Murah Mulia sebagai usaha ritel tradisional dihadapkan pada tantangan besar akibat perbedaan modal, fasilitas, dan strategi pemasaran yang dimiliki minimarket modern. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, melibatkan observasi lapangan, wawancara dengan pemilik dan pelanggan, serta telaah dokumen pendukung. Hasil penelitian menunjukkan bahwa Minimarket Murah Mulia mengandalkan strategi berbasis kearifan lokal, antara lain menawarkan harga kompetitif melalui kerja sama langsung dengan distributor, memberikan pelayanan ramah dan personal, serta menyesuaikan produk dengan kebutuhan spesifik masyarakat sekitar. Meskipun menghadapi keterbatasan fasilitas dan varian produk, minimarket ini mampu mempertahankan pelanggan setia melalui komunikasi efektif, promosi sederhana, dan adaptasi strategi yang berkelanjutan. Temuan ini merekomendasikan pemanfaatan data pelanggan, inovasi layanan, distributor lokal guna meningkatkan daya saing di tengah dominasi ritel modern,

Kata kunci : Strategi Bisnis, Minimarket Tradisional, Ritel Modern, Persaingan Usaha, Kearifan Lokal.

ABSTRACT

This study aims to analyze the business strategy of Minimarket Murah Mulia in Gampong Tumpok Teungoh in facing competition with modern minimarket retailers that are increasingly developing in the city of Lhokseumawe. Minimarket Murah Mulia, as a traditional retail business, faces significant challenges due to differences in capital, facilities, and marketing strategies compared to modern minimarkets. This study uses a qualitative approach with a case study method, involving field observations, interviews with owners and customers, and a review of supporting documents. The results show that Murah Mulia Minimarket relies on strategies based on local creativity, including offering competitive prices through direct cooperation with distributors, providing friendly and personalized service, and tailoring products to the specific needs of the surrounding community. Despite facing limitations in facilities and product variety, this minimarket is able to retain loyal customers through effective communication, simple promotions, and continuous strategy adaptation. These findings recommend the utilization of customer data, service innovation, and local distributors to increase competitiveness amid the dominance of modern retail.

Keywords : Business Strategy, Traditional Minimarkets, Modern Retail, Business Competition, Local Wisdom.