

ABSTRACT

This research was conducted at a micro, small, and medium enterprise (MSME) called Makame Rempah, located in Medan Sunggal District, Medan City. The purpose of this study was to analyze the income earned by the business and to examine the marketing channels used by the enterprise. The results showed that Makame Rempah, managed by Mrs. Rahma Yulia Sari, generated a monthly income of Rp 8,879,890.6. This income was derived from total monthly revenue of Rp 22,376,000 and total expenses of Rp 13,496,109.4. Based on financial analysis, the enterprise achieved an R/C Ratio of 1.7 and a Net B/C Ratio of 0.7. These values indicate that the business is profitable and feasible to run, as every rupiah spent generates 1.7 in revenue, with a net profit of 0.7 after costs. In terms of marketing strategy, Makame Rempah utilizes three main distribution channels: direct marketing, *retail* marketing, and distributor marketing. These channels are used simultaneously to expand market reach and increase sales volume.

Keywords: Income, Marketing Channels, Herbal Beverage, MSME, Agroindustry