

PROMOTION AND MARKETING STRATEGY OF GROCERY STORES IN INCREASING INCOME AT GROCERY STORES IN AUR BUKITTINGGI MARKET

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Abstract

This research discusses that the grocery store at Pasar Aur Bukittinggi has succeeded in implementing a strong marketing strategy to face a dynamic market. Focus on providing a wide range of everyday products, strategic pricing, location optimization and active participation in promotions have formed a strong basis for revenue growth. The close relationship between marketing strategy and revenue is reflected through increased visibility, stimulation of shopping activity and encouragement of impulse purchases. Through SWOT analysis, grocery stores can optimize internal advantages, overcome weaknesses, exploit market opportunities, and anticipate threats, leading to sustainable growth amidst dynamic market competition.

Keywords: Promotion, Marketing, Approach

Introduction

Promotion and marketing strategies are crucial components in an effort to increase the competitiveness and income of a grocery store in Aur Bukittinggi Market. Promotions act as a tool to increase consumer awareness of the existence of stores, products, and special offers. Marketing, on the other hand, involves a series of activities designed to create added value for consumers and ensure that the basic food products are well placed in the minds of potential customers. In this context, promotional strategies can include the use of social media, discount programs, and special promotions to capture the attention of consumers. The use of digital platforms can provide opportunities to increase store visibility, create positive interactions with customers, and expand marketing reach. On the marketing side, the role of efficient distribution, attractive product arrangements, and cooperation with local suppliers are key factors. In-depth knowledge of consumer needs and preferences in Aur Bukittinggi Market is the main basis in designing marketing strategies that are relevant and able to meet market expectations. By detailing and implementing holistic marketing strategies, grocery