

ABSTRACT

Improving the Below the Line (BTL) strategy is one of the important factors in maintaining and developing MSMEs, especially in the EatNEat MSME business. EatNEat itself is an MSME in the snack sector that aims to be a means to improve entrepreneurial skills, create and innovate and instill an entrepreneurial spirit.

This study aims to analyze the implementation of the BTL strategy as an effort to improve the image of the EatNEat business by focusing on the implementation of the marketing mix and BTL strategy efforts in sustainable business. The marketing mix consisting of 4P products, prices, places, and promotions is an important element in supporting the Below the Line strategy and utilizing activities, such as sponsorship, event participation, open booths, product sampling, collaboration with other MSMEs, and partnering with certain stores.

This study uses a qualitative approach with data collection through observation, interviews, and documentation. The results of the study show that the implementation of the BTL strategy has succeeded in increasing consumer awareness, building strong personal relationships, and strengthening the positive image of EatNEat in the local market. However, limited market reach and dependence on physical activity are challenges that need to be anticipated. It is recommended that EatNEat optimize the combination of BTL strategies with the use of digital media to expand the impact of promotions. Thus, BTL strategies can be an effective tool in improving the image and competitiveness of EatNEat MSMEs.

Keywords: *below the line, marketing strategy, marketing mix, brand image, MSMEs, EatNEat*