

(Research Articles)

Home Industry Tempe Marketing Strategy in Improving Economic Welfare in Ngepean-Menampu Village, Gumukmas District, Reviewed From Syariah Marketing

Puput Aprilia ^{1*}, Mu'awanah Mu'awanah ²

¹ Universitas Al falah Assuniyyah, email : puputaprilaa1234@gmail.com

² Universitas Al falah Assuniyyah, email : 440.19.856@inaifas.ac.id.

Corresponding author : Puput Aprilia

Abstract: The tempe home industry is one of the micro businesses that has great potential in improving the economic welfare of the community. In this context, an effective marketing strategy is needed to optimize sales and expand market share. This research aims to identify and analyze marketing strategies that can be implemented by tempe home industry players. The methods used include surveys and interviews with business actors, as well as market analysis to understand consumer preferences. The research results show that the use of social media, collaboration with local communities, and the development of innovative products are the keys to attracting consumer interest. Apart from that, improving product quality and after-sales service also plays an important role in building customer loyalty. By implementing the right marketing strategy, the tempe home industry can not only increase income, but also contribute to improving the overall economic welfare of society.

Keywords Economic Welfare, Home Industry, Marketing Strategy, Sharia Marketing

1. INTRODUCTION

Indonesia is a country with relatively rapid industrial development. Small and medium enterprises are one of the main drivers of economic development. These businesses are very important in growth and job creation, because they can create jobs faster than other economic sectors and are flexible enough to adapt to the ups and downs and direction of market demand. Micro, small and medium enterprises that are often found in Indonesia are businesses that are often called home industries or cottage industries. One of the cottage industries that is often found in Indonesia is the tempeh industry. (Beno et al., 2022)

Increasing economic growth should be accompanied by increasing economic welfare of the community. Because economic welfare is the right of every citizen, every citizen has the same rights and opportunities to develop the potential of their economic resources. This means that to achieve an adequate level of economic welfare, all citizens must work and strive, both as employees of institutions (organizations) and as entrepreneurs, and of course according to their respective abilities and potentials. Entrepreneurship is a production activity (industry) that produces goods and services using production factors. According to Suryana, an entrepreneur is someone who dares to bear the risk and uncertainty to start a new business. (Tambunan, 2021)

Home industries are most likely run by the wider community because they require less labor and capital. Because home industries are production activities carried out at home, there is no need to rent any place for production activities. Therefore, the costs are not too

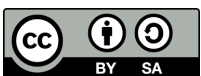
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high. In fact, although home industries are still relatively small in terms of production scale, these small things when added up will become something big. This proves that micro businesses have saved the Indonesian economy from the crisis.(Rahayu, 2020)

The large role of home industry in improving economic welfare, it is important for the community to fully support these small economic activities. Economic welfare is a motivation for each individual to continue to strive and work to produce benefits for others. One form of action to improve economic welfare is shown in Ngepean Menampu Village, Gumukmas District. Ngepean Menampu Village is a village where the majority of the population works as tempeh craftsmen. Every year, the residents of Ngepean Menampu Village work as tempeh craftsmen. This means that they meet their daily needs as tempeh craftsmen. Tempeh is a food made from soybeans.

With the advancement of technology and changes in people's consumption habits that offer more food choices, surviving in increasingly tight competition is certainly a tough challenge for tempeh craftsmen. Of course, in order for tempeh to survive and ensure its economic prosperity, a special strategy is needed to commercialize its production and ensure that it remains in the hearts of the people. Based on the above conditions, it makes researchers interested in the phenomenon that occurs in the Ngepean Menampu village community to develop their home industry business in the era of the rise of fast food by raising the theme "HOME INDUSTRY TEMPE MARKETING STRATEGY IN IMPROVING ECONOMIC WELFARE IN NGEPEAN-MENAMPU VILLAGE, GUMUKMAS DISTRICT REVIEWED FROM SYARIAH MARKETING"

The home-based tempeh industry in Ngepean-Menampu village has been operating for years, some of which have even become hereditary businesses. However, to survive in increasingly tight competition, tempeh craftsmen in this village face challenges that are not easy, especially with the increasing number of craftsmen and the variety of products offered. Therefore, this study focuses on the efforts of tempeh craftsmen to improve their economic welfare, especially in the context of sharia-based marketing.

The purpose of this study explains the marketing strategies carried out by the home industry of tempeh in the village of Ngepean Menampu, Gumukmas District in an effort to improve economic welfare. Innovative marketing strategies in the home industry of tempeh can not only increase sales, but also contribute to the economic welfare of the community. By focusing on sustainability, collaboration, and unique customer experiences, the tempeh industry can grow and provide a wider positive impact.

2. LITERATURE REVIEW

Understanding Marketing

Marketing is a fundamental role in business and becomes a business map to contribute to product and business strategies. In the business world, marketing is one of the most important aspects that must be done, especially in the current modern era. This marketing activity requires insight into marketing which is important for a business as a science that will later be faced with problems that occur such as decreased income caused by decreased consumer purchases of goods or services so that it can cause slow business development.(Pipit Muliyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020)

According to Swastha(2002 :179), marketing is a complete system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing and potential buyers.

Based on the definition of marketing according to the experts above, it can be concluded that marketing is an activity carried out by anticipating the needs of consumers involved in goods and services needed by consumers from producers with the aim of achieving company targets. In marketing, it is not always about the buying and selling transactions carried out, but a business must be able to build relationships with customers because marketing is part of an activity that occurs continuously with customers.(Krisdayanto (2018:3), 2020)

Marketing Strategy

a. Understanding Marketing Strategy

Marketing strategy plays an important role in the success of an organization in achieving its goals. Marketing strategy is needed in determining consumer targets by using clear and directed guidelines related to what activities will be carried out in facing opportunities and chances in the target market.(Z et al., 2022)

According to Chandra(2002:93), Marketing strategy is a plan about the description of the company's expectations of the impact that will arise from various marketing activities on product demand in a particular target market. Demand for products affects marketing activities that include marketer actions including price changes, modifying campaigns, advertising, special promotion planning, determining distribution options and so on.

From several results of the understanding of marketing strategy above, it can be concluded that marketing strategy is a statement about decision making about anticipating unexpected impacts in marketing activities to achieve target goals.

b. Marketing Strategy Concept

According to Kotler, the most important marketing strategies basically consist of:

1. Market Segmentation

Market segmentation is concerned with dividing a market into distinct consumer groups with the potential to require separate marketing or products. The benefit of market segmentation is to overcome the resource limitations of business actors or companies that cannot serve the market as a whole.(MM et al., 2023)

2. Target Market

In reaching a target market, a company can take action in the following ways:

- a. Differentiated marketing, where the company operates in most market segments but designs different marketing programs for each segment.
- b. Undifferentiated marketing, where companies focus more on the general needs of consumers rather than what is different about those consumers.
- c. Concentrated marketing, namely the company prioritizes all marketing efforts on one or several specific market segments. So the company focuses all activities to provide the greatest profit.

3. Forms Of Marketing Strategy

This form of marketing strategy situation is a strategy related to how producers can compete more effectively in market segments that have been entered through predetermined marketing programs. In determining the position must be followed by planning a more effective competition in market segments that have been entered through predetermined marketing programs.(Fitriyani, 2022)

The forms of marketing (marketing mix) are as follows:

a. Product Strategy (product)

All products are forms that the market believes have the ability to meet consumer needs and wants. It is impossible to discuss product strategy without discussing brand strategy, which is very important for businesses that can differentiate the quality of their products from their competitors. Brands also offer good and bad values to businesses and consumers. As a result, one of the reasons customers continue to buy goods is because of the brand.

b. Distribution/Place Strategy (place)

A good distribution strategy is one that is able to increase a company's advantage in the market area. This certainly has several considerations that influence decision-making regarding the distribution strategy to be implemented, namely:

1. Consideration of buyers.
2. Consideration of product characteristics.
3. Consideration of financial and control factors.

c. Pricing Strategy(price)

One of the key elements in product marketing that affects the profitability of the company is price. The quality of the advertised product can also be inferred from the pricing strategy. As a result, various pricing strategy techniques can be applied to determine whether to charge a higher or lower price than competitors while maintaining the quality of the advertised goods.

d. Promotion Strategy

According to Cravens, promotional strategy is the planning, implementation, and monitoring of an organization's communications with its target audience and competitors. To connect with customers and other stakeholders who influence purchasing decisions, promotional strategy combines elements including selling, advertising, sales promotion, and publicity in a coordinated program. Promotional activities serve as a means of communication between the business and customers as they make purchases or use products according to their needs and preferences.

Marketing Syariah

a. Understanding Marketing Syariah

Sharia marketing is an activity that refers to aspects that lead to a view of worldly welfare by always referring to divine references, namely the Al-Quran and As-Sunnah and reinforced by ijma' and qiyas to achieve true happiness (falah).

In general, the definition of sharia marketing is the entire process of strategic activities carried out by individuals or institutions in a halal manner to create, communicate and offer value (products or services) for the material and spiritual welfare of its stakeholders based on the rules in the Qur'an and As-Sunnah both in this world and the hereafter. (Rahmi, 2021)

b. Concept Msrketing Syariah

The concept of sharia marketing itself is actually not much different from the marketing concept that we know. The marketing concept that we know today, marketing is a science and art that leads to the process of creating, delivering, and communicating values to consumers and maintaining relationships.

There are 3 basic concepts in sharia marketing, including the following:

1. Strategies for mind-share

This strategy means thinking creatively, innovatively and wisely in finding ideas for marketing a product or service.

2. Tactics for market share

Tactic for market share is how the business influences the target market through good and polite writing, images or speech. With the various products available in the market share, consumers are increasingly spoiled for choice of products available, this is one of the reasons why every company must have a brand image in building its products.

3. Value for heart

Marketing that is based on religious values and carried out wholeheartedly in all transactions so that it is able to satisfy consumers and stakeholders.

Definition of Home Industry

According to Muliawan, Home Industry is a small-scale company that usually uses one or more houses as a place for production of goods, administration and marketing simultaneously and has fewer workers than large companies in general.

The industry that produces almost all the tools we use, the medicine we take, or the food we eat. Therefore, the industry is very necessary to meet our living needs. Therefore, the government is serious about developing the industrial sector, especially the small and medium enterprise sector.

In a broad sense, the definition of industry is all economic activities that are productive or generate profit. In a narrow sense, the definition of industry is human efforts to process raw materials or raw materials into semi-finished materials or finished goods so as to obtain profit. (Arnold et al., 2020)

Tempeh

Tempeh is a food made from soybeans or several other ingredients that are processed through fermentation using microorganisms and *Rhizopus* sp. mold. Or commonly known as starter/tempeh yeast. *Rhizopus* sp. mold plays a role in breaking down complex compounds in raw materials so that they are easier to digest.

According to Widianarko (2002), quantitatively, the nutritional value of tempeh is slightly lower than soybeans, however, qualitatively the nutritional value of tempeh is higher because tempeh has a better digestibility. This is because the levels of water-soluble protein will increase due to the activity of proteolytic enzymes. In addition, the high vitamin B12 content in tempeh is very useful for forming red blood cells so that it can prevent anemia. In a piece of tempeh we can also find mineral content, calcium, phosphorus, protein, and fiber which are certainly beneficial for the body.

Tempeh has long been known by the community, especially the Javanese community as one of Indonesia's traditional foods and production has been passed down from generation to generation. Until now, tempeh production has spread throughout the world because of its nutritional content which is good for human health.

Currently, Indonesia is the largest tempeh producer in the world and the largest soybean market in Asia. The level of Indonesian soybean consumption is also increasing because as much as 50% of Indonesian soybeans are used to produce tempeh, 40% for tofu production, and 10% for the production of other products such as tauco, soy sauce and others. Indonesian people do not only consume tempeh as a side dish for rice, but now tempeh has been processed and processed into various dishes such as tempeh chips, nuggets, tempeh nuggets, etc.(Mauliddiyah, 2021)

3. METHODS

This study uses a descriptive qualitative method approach with a survey research type as a method of collecting strategic information data in marketing tempeh products so that they can survive in the midst of very tight competition. Ngepean Menampu Village, Gumukmas District, is the location of the tempeh home industry research, with the consideration that tempeh craftsmen in Ngepean-Menampu Village are unique because most of the residents of Ngepean Menampu Village are tempeh craftsmen.

Considering the purpose of the study to obtain the target population, surveys can be a very effective choice for the information needed. The population of this study is home industry tempeh craftsmen, workers and consumers. Furthermore, this study uses a non-probability sampling technique with a purposive sampling method, namely sampling based on considerations that understand the object of research so that the information obtained can be accounted for.

Due to the phenomenon that occurred in the village of ngepean-menampu which was able to improve the welfare of the community with the home industry of tempeh, the researcher was interested in describing the marketing strategy carried out so that tempeh craftsmen were able to survive and even thrive in an era of very tight business competition.(Indriani et al., 2022) In this case, there are several marketing strategies in increasing community income, including product, price, place and promotion strategies so that they can increase the income of the community of ngepean-manampu village. For that, the researcher conducted his own information gathering by means of interviews.

The data collected is primary through direct observation and interviews. In addition to primary data, this study is also supported by secondary data sourced from articles and journals. The data collection technique is through observation, documentation and interviews in order to obtain accurate data and analyzed as a whole, so it is called a descriptive analysis technique.

4. RESULTS

Profile of Tempe Home Industry in Ngepean-Menampu Village

1. Profile tempe Industry Tempe Mr. Rudi and Mrs. Sri

Home Industry Tempe is a type of small tempe making business in Menampu Village, Gumukmas District, precisely in Ngepean Hamlet, by a man born in Jember, named Mr. Rudi and a woman born in Jember, named Mrs. Sri.

Home industry business that has been pioneered by Mr. Rudi in 2004 and is still running until now. At the beginning of pioneering this home industry did not have any employees, only Mr. Rudi and his wife named Mrs. Narti. Now this home industry has 3 employees consisting of 1 woman and 2 men. At the beginning of the journey of this home industry only had a capital of Rp. 100,000. There have been many obstacles that have been passed in this home industry such as the increasing price of soybeans which can cause obstacles and also rotting soybeans which make tempeh that is not made. The bitter process that the owner has gone through to become a home industry like it is now. (Wawancara, 2025)

Meanwhile, Mrs. Sri's home industry was founded in 2012. Starting in 1997, Mrs. Sri's husband, Mr. Jumadi, worked as an employee in his friend's home industry for making tempeh. He worked there for 15 years and in 2012 he decided to quit his job and open his own home industry for making tempeh with an initial capital of Rp. 600,000. At the beginning of this business, all the processes of making tempeh from washing soybeans to packaging tempeh were done manually and only done by Mr. Jumadi and his wife, Mrs. Sri. However, in 2019, Mr. Jumadi, Mrs. Sri's husband, passed away and now this business is continued by his wife, Mrs. Sri, and their son, Agus. Now this home industry has 3 employees consisting of 1 woman and 2 men. (Wawancara, 2025)

2. Development of Home Industry for Making Tempeh in Ngepean-Menampu Village, Gumukmas District

With the presence of a tempe home industry in Ngepean-Menampu Village, Gumukmas District, it indirectly helps the economic growth of the surrounding area. Because with the presence of this home industry, some people who were initially unemployed now have jobs. The development of the tempe home industry in Ngepean-Menampu Village, Gumukmas District is very good, this is known from the increasing number of tempe-making home industries in the area.

Currently in the Ngepean-Menampu village area, Gumukmas District, there are 4 home industries making tempeh. Some of them are Mr. Rudi's home industry and Mrs. Sri's home industry. Both home industries have experienced good growth. If initially Mr. Rudi's home industry did not have any employees, now it has 3 employees and the soybeans used at the beginning of the business were 10kg, now it uses 70kg of soybeans every day. Likewise, Mrs. Sri's home industry, which initially did not have any employees, now has 3 employees and the raw materials used are increasing, namely soybeans, at the beginning of the pioneering the soybeans used were 30kg now it is 50kg per day.

This home industry is indeed very promising in addition to providing benefits for the owner, it can also open up employment opportunities for people who need jobs. Home industry owners do not see educational backgrounds and others for someone who wants to become an employee of the home industry. The owners provide opportunities for those who want to work, the most important thing is that they can work well and can be responsible for their work. (Wawancara, 2025)

Marketing Strategy

Strategy is planning, direction and management to achieve a goal. Strategy is a unified, comprehensive and integrated plan that links strategic advantages to environmental challenges. Strategy is designed to find out the main goal can be achieved through proper implementation.

Tempe home industry in Ngepean-Menampu village is slowly but surely experiencing good development. This can be shown by the increasing number of tempe home industry players and becoming a source of income to improve economic welfare. With the increasing tempe home industry in Ngepean-Menampu village, it certainly requires a special way to be able to survive with its business. Many factors make a business continue to exist, including: how to manage a business (management), maintaining product quality, price, location, and how to communicate about its products to consumers so that the goods can reach consumers.

In this case, the forms of marketing strategies carried out by the tempeh industry include:

1. Product

Products have an important meaning for the company and greatly affect the success in generating profits or profits in the company. With products, producers can pamper consumers, because from the product we can know how much satisfaction and consumer needs.

The product itself has very diverse properties and characteristics, potential products are products that are often sought by consumers, even companies do not need to do promotions in marketing management. In carrying out and planning marketing strategies, even companies have used various methods which are then combined into one, for the type of marketing strategy in this case it is more familiarly known as the marketing mix, marketing mix can be defined as a collection of marketing strategy elements that have several marketing variables that companies use to pursue their sales levels.(Sahrawi et al., 2023)

A product to increase income made by the home industry of Mr. Rudi and Mrs. Sri, so that the production of tempeh made can be liked by consumers. To increase income, the tempeh business must be able to provide quality tempeh, both in terms of taste and packaging that will make consumers interested in buying it. In making tempeh, the home industry of Mr. Rudi and Mrs. Sri is very careful starting from the selection of raw materials to processing, so that the tempeh produced is of good quality.

2. Price

The price of tempeh offered is very affordable among the people. for the size that is generally small, the price is 1,000 for 1 tempeh, and there is also a price of 2,000 for 1 tempeh for a medium size, and there is also a large box size that costs 5,000 for 1 tempeh, and there is also a short balakan size that costs 10,000, and finally the long balakan size costs 15,000. so that the people are very satisfied because the price offered is very affordable and can attract consumer purchasing power so that it can increase the income of business owners. (Wawancara, 2025)

In determining the price of home industry tempeh, Mr. Rudi and Mrs. Sri look at the size and quality of each packaging. If the packaging size is large, the price is expensive. Based on research on payments made between tempeh entrepreneurs and marketers,

there is an agreement that payment will be made after the product is sold. However, there must be mutual trust.

3. Place

Place is a company's activities that make products available to market customers including: location, distribution channels, inventory, transportation, and logistics.

Like Mr. Rudi and Mrs. Sri's tempeh home industry, the location used by the tempeh home industry is quite strategic even though it is only in the village. And for distribution it is quite smooth because every day there are consumers who make purchases. To market its products, Mr. Rudi's tempeh home industry distributes by selling tempeh directly in traditional markets and leaving it in stalls, while Mrs. Sri's tempeh home industry sells her tempeh products by going around the village and leaving it with traveling vegetable traders. (Wawancara, 2025)

4. Promotion

Promotion is the most powerful means to attract and retain consumers. The main purpose of promotion is to inform all types of products offered and try to attract new consumers.

The promotion used in this business is through a direct approach to the community and word of mouth, they also use social media in doing promotions. Producers also apply honesty and maintain trust in tofu marketers so that tofu can be known by many people. And providing good products as consumers want with mutual trust, this can increase income.

The tempeh marketing process is carried out every day because the owner of the tempeh home industry already has regular buyers or consumers who will buy tempeh every day. If the market is busier than usual, the owner will bring more tempeh stock than usual.

Marketing Strategy Reviewed by Shariah Marketing

In running a business, the main requirement in commerce according to Islamic law is that the goods traded must be goods that are permissible (halal) according to Islam. In addition, according to the Islamic Economic view, the principles used in commerce are the principles of honesty, openness of information and tenacity that are in accordance with Islamic teachings. This is in accordance with the Qur'an in conducting trade or business transactions, Allah commands humans to do it honestly and fairly.

The Qur'an commands humans to be honest, sincere, and true in all their life journeys, and this is highly demanded in the field of sharia business. If fraud and trickery are condemned and prohibited, then honesty is not only commanded, but stated as an absolute necessity. An honest attitude will be seen in the ability to carry out the mandates given. An honest person is certainly trustworthy in every trust given to him. Dishonesty is the worst form of cheating. A dishonest person will always try to cheat others, whenever and wherever the opportunity is open to him. The Qur'an strictly forbids dishonesty. (Abubakar & Basri, 2023)

In Islam, marketing production results is highly recommended as long as it does not conflict with Islamic law. All forms of transactions are permitted and committing injustice in business is prohibited. Islam strongly emphasizes the importance of integration in running a business, especially for a marketer, so that the company is good in the eyes of consumers.

The form of implementation of marketing strategies in marketing tempeh carried out by Mr. Rudi and Mrs. Sri as tempeh entrepreneurs is in accordance with marketing principles in Islamic economics because in running their business, these business owners have implemented honesty in providing clear information to the public about the tempeh offered, starting from the quality of soybeans used in making tempeh and the quality of cleanliness of the production site and the tempeh itself.

This is in accordance with the explanation of the Qur'an, where in conducting trade or business transactions, Allah commands humans to do it honestly and fairly. Because the main requirement in trade according to Islamic law is that the goods traded must be goods that are permissible (halal). In addition, according to the view of Islamic Economics, the principles used in trade are the principles of honesty, openness of information and tenacity that are in accordance with Islamic teachings. Qardhawi argues that morality is the main thing in distribution that must be considered by Muslims both individually and collectively, namely working in fields that are permissible and not exceeding what is forbidden. (Diyaurrahman et al., 2022)

5. CONCLUSION

The marketing strategy used in Mr. Rudi and Mrs. Sri's home industry is to produce quality products. The pricing strategy offered in Mr. Rudi and Mrs. Sri's tempeh business is to offer affordable prices among the community. The distribution strategy applied to Mr. Rudi's tempeh business is by delivering tempeh directly to customers and selling directly in traditional markets. While the marketing strategy applied to Mrs. Sri's tempeh business is by going around the village and leaving it with traveling vegetable traders. The promotion strategy used in Mr. Rudi and Mrs. Sri's tempeh business is by approaching the community directly and by word of mouth then using social media in promotions and can be marketed in a wholesale system. In addition, Mr. Rudi and Mrs. Sri as tempeh entrepreneurs have applied the principle of honesty in business and mutual trust between business actors and their business partners according to Islamic teachings.

The recommendations given are: tempeh industry business owners must focus on product quality so that added value is maintained by continuing to utilize current technological advances in accordance with consumer demand; process tempeh, for example by promoting it on social media; maintain product and production location cleanliness, such as creating waste management equipment that can be used simultaneously; and improve financial management and expand marketing networks. To increase awareness of tempeh, it is also hoped that the tempeh home industry will focus more on tempeh to include a name or label on the packaging of its goods and ensure that all production processes and tempeh raw materials meet halal certification. This will expand the market and attract Muslim consumers.

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