



## Analysis of marketing strategies for home industry MSMEs on consumer behaviour

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### ABSTRACT

Within the MSME sector, home industries stand out as one of the pillars that drive the local economy. Despite their small scale, home industries have great potential to grow and contribute more to the national economy if managed with the right marketing strategy. Therefore, the main challenge is how MSMEs can convince themselves to adopt digital technology as part of their marketing strategy. Marketing is a key element in business success, including for home industry MSMEs. The purpose of this research analysis is carried out because it departs from one of the main challenges for home industry MSMEs in implementing marketing strategies is limited funds. Therefore, marketing strategies must be designed in such a way as to be effective but still cost-effective or in accordance with the capacity of the business. The research method is qualitative with the design used in this research is a descriptive method with a type of case study. The data collection technique using observation provides direct data from the field and interviews provide insight from the resource person's perspective. The results showed that Fatur Bakery has great potential by utilising strengths and overcoming weaknesses. Market opportunities can be maximised with advanced marketing strategies and improved management. Threats of competition and market changes are anticipated by innovation and rapid adaptation, increasing customer satisfaction and loyalty.

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### 1. INTRODUCTION

MSMEs (Micro, Small and Medium Enterprises) have a significant role in a country's economy. They not only absorb labour on a large scale (Sarfiah et al., 2019), but also make a considerable contribution to Gross Domestic Product (GDP) (Tholib et al., 2023). MSMEs are considered one of the important pillars of the economy (Suherningtyas, 2019), especially in creating jobs and reducing unemployment (Suherningtyas, 2019). In addition, MSMEs also have great potential in the economic development of a country (Oribel et al., 2022). Micro, Small and Medium Enterprises (MSMEs) are the backbone of the economy of many countries, including Indonesia. MSMEs contribute significantly to job creation, economic equity, and poverty reduction. Within the MSME sector, home

industries stand out as one of the pillars that drive the local economy. Despite their small scale, home industries have great potential to grow and contribute more to the national economy if managed with the right marketing strategy.

The challenges faced by MSMEs in the current marketing competition include several key aspects. Marketing digitalisation is crucial, especially in the face of changing consumer behaviour and increasingly digital market trends (Ayu novita et al., 2022). Despite its importance, many MSMEs are still reluctant to adopt digital technology due to the perception of high implementation costs and expected benefits (Maheshwari et al., 2021). Therefore, the main challenge is how MSMEs can convince themselves to adopt digital technology as part of their marketing strategy. Marketing is a key element in business success, including for home industry MSMEs. In contrast to large companies that have extensive resources, this study examines the analysis because MSMEs often face constraints in terms of funding, knowledge, and networks. Therefore, an effective and efficient marketing strategy becomes very important for the sustainability and growth of MSMEs. A good marketing strategy must be able to understand and respond to ever-changing consumer behaviour.

A marketing strategy starts with understanding market segmentation, which is the process of identifying and dividing consumers into groups based on different characteristics such as demographics, psychographics, and behaviour. By understanding consumer behaviour, home industry MSMEs can segment their markets more precisely and design marketing strategies specific to each segment. Consumer behaviour influences how MSMEs develop their products. Today's consumers seek products that fulfil not only functional needs but also emotional and social values. Marketing strategies should reflect this understanding by developing products that are relevant to consumer preferences and needs, such as environmentally friendly products or products with a unique story behind their manufacture (Septiawati et al., 2022). Consumer behaviour is an important aspect that every business should understand. Today's consumers are more intelligent, critical, and have access to a variety of information through the internet and social media.

In this digital era, the use of information and communication technology has changed the way MSMEs interact with consumers (Handayani et al., 2021). Social media, e-commerce platforms, and digital marketing have become important tools in reaching a wider market. However, a big challenge for home industry MSMEs is how to utilise these technologies effectively given the limited resources they have. Therefore, the analysis to be developed in this research on how innovative and adaptive marketing strategies are certainly needed.

The novelty analysis discussed in this research is how a marketing strategy for home industry MSMEs must cover various aspects, ranging from market segmentation, product positioning, to marketing communication. Understanding who the target consumers are and how they behave is crucial to designing the right marketing messages. In addition, clear product positioning will help MSMEs to differentiate themselves from competitors and attract consumer interest. This research will provide more in-depth and specific insights into how marketing strategies implemented by micro, small, and medium enterprises (MSMEs) in the cottage industry influence consumer behaviour. Different from previous research that is more general or focused on larger scale businesses, this study will highlight the unique dynamics of the MSME market, including the challenges and opportunities faced in implementing marketing strategies at the local level. In addition, this study will explore the various psychological and social factors that influence consumer purchasing decisions in the context of MSMEs, thus providing a more comprehensive understanding of the effectiveness of various marketing techniques such as the use of social media, word-of-mouth marketing, and community engagement. As such, the results of this study are expected to add to existing knowledge

by providing practical guidance and tailored strategies for MSMEs in optimising their interactions with consumers.

MSMEs need to understand the characteristics and needs of different markets to be able to tailor their products and services appropriately (Febianti et al., 2022). Good market segmentation will help MSMEs target potential consumers more effectively. product positioning is also a crucial aspect in the marketing strategy of home industry MSMEs. MSMEs need to identify the advantages of their products and convey the added value that differentiates their products from competitors (Mauligita & Windasari, 2021). Effective marketing communication involves the use of various communication channels to convey messages in a consistent and attractive manner. In the context of home industry MSMEs, marketing communications are often carried out through social media and personal relationships with customers. This provides its own advantages because more personalised interactions can build consumer loyalty and strengthen brand image. Marketing communication is also an important element in the marketing strategy of MSMEs. MSMEs need to pay attention to effective communication methods to convey marketing messages to potential consumers (Nazim et al., 2019).

The purpose of this research analysis was carried out because it departs from one of the main challenges for home industry MSMEs in implementing marketing strategies is limited funds. The use of social media and digital marketing can be a solution because it is relatively inexpensive and can reach a wider range of consumers. Collaboration with local influencers or the use of user-generated content can also be an effective and efficient strategy. An in-depth understanding of consumer behaviour also allows home industry MSMEs to develop products that are better suited to market needs. Product innovation should be based on consumer feedback and analysis of market trends. Thus, MSMEs can continuously adjust to changes in consumer demand and maintain the relevance of their products in a competitive market.

The findings of this study have significant practical implications for MSME players in the home industry. With a better understanding of how different marketing strategies influence consumer behaviour, MSME players can develop and implement more effective and efficient marketing approaches. For example, this research could reveal the importance of using social media as a powerful marketing tool to reach and influence consumers, or highlight word-of-mouth marketing strategies that can strengthen customer trust and loyalty. In addition, by knowing the psychological and social factors that influence purchasing decisions, MSME players can tailor their messages and campaigns to better appeal to their target market. Overall, these findings will help MSME players improve their competitiveness, optimise their marketing budget, and ultimately, increase their sales and business growth. By understanding consumer behaviour and implementing appropriate marketing strategies, home industry MSMEs can strengthen their position in the market, increase sales, and achieve sustainable growth. This not only benefits the businesses, but also has a positive impact on the local and national economy.

## 2. RESEARCH METHOD

### 2.1 Type of research

Research design is the overall process or stages required in planning and conducting research. The design used in this research is a descriptive method with a type of case study. Through a descriptive design with a type of case study, it is hoped that a comprehensive and in-depth description of the object of research can be obtained. The object of this research is located in Salodua Village, a village located in Maiwa Sub-district, Enrekang Regency, South Sulawesi. This village is known as the centre of bread production which is quite popular in Maroangin City and Rappang City. The data processing and analysis method used in this research is a marketing and strategic

management approach, taking into account changes in internal and external factors. This approach involves several stages and analysis techniques designed to understand in depth how marketing strategies are implemented and how strategic management is executed in the context of the Fatur Bakery home industry. The only home industry in Salodua Village is Fatur Bakery. Fatur Bakery is the main focus of this research, as it is a representation of the home industry in the village. This study will examine in depth the variables that influence the pastry home industry in Walenrang Sub-district. The focus is to understand how these factors contribute to the sustainability and success of home industries such as Fatur Bakery. Using a descriptive case study method, this research aims to gather detailed and in-depth information about the operational dynamics, marketing strategies, challenges faced, and opportunities available to Fatur Bakery. This research will also explore how Fatur Bakery interacts with its surrounding environment, including how they attract customers from Maroangin City and Rappang City. The variables to be studied in this research include aspects such as production process, product quality, marketing strategy, and distribution network. In addition, the research will also look at external factors such as government support, access to raw materials, and market competition. Through an in-depth case study approach, it is hoped that a comprehensive understanding of the key factors influencing the success of Fatur Bakery as a home industry in Salodua Village can be obtained. The results of this study are expected to provide valuable insights for other home industry players in Walenrang Sub-district and the surrounding area. In addition, the findings of this research can also be used as a basis for formulating policies that support the development of MSMEs in the home industry sector, particularly in the field of bread production. This research also aims to provide practical recommendations that can be implemented by Fatur Bakery and other home industries to improve their competitiveness and business sustainability. center, as shown in Table 1 and Figure 1, and cited in the manuscript before appeared.

## 2.2 Types and Sources of Data

The data used in this study consist of primary data and secondary data.

### a. Primary Data

Primary data is information obtained directly from original sources through interviews or surveys. In the context of this research, primary data is collected using a questionnaire submitted to individuals or individuals related to the object of research. These direct interviews allowed researchers to obtain specific, relevant, and in-depth information about the variables affecting the home industry, particularly Fatur Bakery in Salodua Village. This method provides an opportunity to explore information from the perspective of people who are directly involved in the operation and management of the home industry.

### b. Secondary Data

Secondary data is data obtained from pre-existing sources. These sources include literature relevant to the research, such as scientific journals, theses, books, and information available on the internet. Secondary data provides context and theoretical background that supports the analysis of primary data. In this research, secondary data is used to understand the general condition of the home industry in Indonesia, particularly in the bread production sector, as well as to identify trends and best practices that can be applied at Fatur Bakery. This data also helped to strengthen the findings obtained from the primary data and provided a solid theoretical foundation for the analysis and interpretation of the research results.

### 2.3 Data Collection Techniques

In this research, there are three data collection techniques used to collect relevant and in-depth information, namely observation, interviews, and documentation.

#### a. Observation

Observation is a technique used to observe the object of research directly and clearly. In the context of this research, observation was conducted to observe the operational processes and daily activities at Fatur Bakery, a home industry in Salodua Village. This technique allows researchers to see firsthand how business development strategies are implemented, including how employees work, how the production process takes place, and how interactions with customers occur. Observation provides accurate and real-time data on existing business practices, so that researchers can understand the dynamics that occur in the field.

#### b. Interview

Interview is a data collection technique conducted by asking questions directly to the interviewees. In this research, interviews were conducted using a pre-designed questionnaire. Interviews were conducted in depth to obtain more detailed information about business development strategies from various parties involved, including the owner of Fatur Bakery, employees, and possibly customers. Through interviews, researchers can explore the views, experiences, and knowledge of the interviewees regarding various aspects of the business, such as marketing strategies, challenges faced, and efforts to improve product quality.

By combining these two data collection techniques, this research is expected to obtain a comprehensive and in-depth picture of the business development strategy at Fatur Bakery. Observation provides direct data from the field and interviews provide insights from the interviewees' perspectives. This combination allowed the researcher to conduct a more holistic and accurate analysis of the factors that influence the success of home industries in Salodua Village.

## 3. RESULTS AND DISCUSSIONS

The marketing analysis concept is an approach used to understand and evaluate various aspects related to the marketing of a product or service. By applying a comprehensive marketing analysis concept, home industry MSMEs can identify market opportunities, develop products that meet consumer needs, and design effective marketing strategies to increase sales and the success of their business. Based on data processing and analysis methods that use marketing and strategic management approaches by considering changes in internal and external factors, the following are the results of research on the business development strategy of Fatur Bakery in Salodua Village.

### 3.1 Marketing Analysis

#### a. Product

Fatur Bakery produces a variety of high-quality breads, which have been widely recognised in Maroangin City and Rappang City. Their products are favoured for their consistent flavours and quality ingredients. The results of the interviews show that customers appreciate the variety of products offered, as well as the innovations that Fatur Bakery continues to make to cater to the ever-changing tastes of consumers. Good product quality can increase customer satisfaction, build a positive brand image, and create customer loyalty (Satria et al., 2022). In addition, good product results can also increase the competitiveness of MSMEs in the market. Quality products will provide added value for consumers and help MSMEs to compete with similar products from

competitors (Lin & Weng, 2019). By focusing on superior product outcomes, MSMEs can expand their market share and increase product sales.

#### b. Price

Fatur Bakery's pricing is quite competitive compared to local competitors. Based on observations and interviews, the prices offered are considered commensurate with the quality provided. The pricing strategy used is to provide the best value for the customer's money, which has proven to be effective in attracting and retaining a loyal customer base. Based on an interview with one of the owners, he said that Fatur Bakery produces between 12 kg to 18 kg of bread dough every day, which is processed into around 600 pieces of bread. These bread products are marketed in various areas including Rappang, Pangkajene, Maroangin, Salokalama, Salokaraja, and Enrekang. Sales are made by delivering the bread directly to sellers or traders who then sell it in the market. The wholesale price per loaf of bread is set at IDR 2,500, while the retail price for end consumers is IDR 3,000. This distribution strategy allows Fatur Bakery to reach a wider market and ensure the availability of their products in various locations. Price is a factor that greatly influences consumer purchasing decisions. The price set will affect consumers' perceptions of the value of the product and can be a determining factor in whether consumers will buy the product or not (Aryani et al., 2022). Therefore, determining the right price is very important in attracting consumer interest and increasing sales. In addition, pricing also plays a role in creating product competitiveness in the market. Competitive prices can help products compete with similar products from competitors (Yustitia & Adriansah, 2022).

#### c. Distribution

Fatur Bakery's products are distributed through several channels, including a physical store in Salodua Village, direct delivery to customers, and partnerships with local stores in Maroangin Town and Rappang City. Observations show that this distribution network is quite effective in reaching consumers, although there is still room to improve efficiency and market reach. There are several articles relevant to the relationship of distribution networks to the marketing concept of MSMEs. One of them is a reference to (Mursalat, 2021) which discusses the development of partnership patterns in supporting rice distribution channels. This article suggests the development of an optimal rice distribution network model aimed at determining the shortest route of the rice distribution channel from farmers to consumers. (2019) is also relevant because it discusses the effect of network capabilities on competitive advantage. This article states that network capabilities have a positive and significant influence on competitive advantage. This suggests that a good relationship in the distribution network can provide a competitive advantage for MSMEs in marketing their products.

#### d. Promotion

Promotion is still carried out predominantly with mouth to mouth techniques or traditional techniques but is currently also working on how techniques through social media, especially Facebook and Instagram, which are certainly widely used by their target market (Suarmaja et al., 2023). In addition, word of mouth through satisfied customers also plays an important role. Data shows that this strategy is effective in building brand awareness and attracting new customers. Traditional marketing tends to be one-way, where companies send marketing messages to consumers without direct interaction. On the other hand, marketing through social media allows two-way interaction between companies and consumers, where consumers can provide feedback, share experiences, and interact directly with brands (Damayanti et al., 2021). Marketing through social media also allows MSMEs to build more personalised and connected

relationships with their consumers, thereby increasing consumer loyalty and building a strong brand image (Rachmawati et al., 2022).

### 3.2 Strategic Management Analysis

Strategic management concepts applied to marketing analysis must start with a deep understanding of consumer needs and preferences. Through analysis with internal and external techniques, companies can identify strengths, weaknesses, opportunities, and threats that exist in the market.

An effective marketing strategy should include innovative and high-quality product development, competitive pricing, efficient distribution, and attractive promotions. Strategic management ensures that all these elements work synergistically to attract consumer attention and interest. For example, promotions that are creative and orientated towards values valued by consumers, such as sustainability and social responsibility, can enhance product appeal. In addition, distribution strategies that ensure products are easily accessible to consumers and pricing strategies that provide more value compared to competitors can increase consumer purchasing power. With a comprehensive and coordinated strategic management approach, companies can build strong relationships with consumers, increase loyalty, and drive sales growth.

Marketing techniques involve strategies to understand the market, identify consumer needs, and develop products or services that meet those needs (Setyorini et al., 2016). The concept of customer value is also key in the relationship between strategic management and marketing, where the creation of value for customers is the main focus in marketing strategy and strategic management (Achmad Ilham Muzadi et al., 2022). Marketing strategy also plays an integral role in the overall business strategy of an organisation. It involves setting direction for management functions within the organisation and considering various environmental factors, including consumer needs and wants (Novebri & Fadhilah, 2021). Thus, strategic management and marketing techniques complement each other in achieving organisational goals. Strategic management provides a framework for formulating long-term goals and strategic paths, while marketing techniques help translate those strategies into concrete actions to meet market needs and create value for customers.

Table 1. Internal factors of fatur bakery home industry

	Strengths	Weaknesses
Internal Factors	Consistent and high product quality.	Limited production capacity.
	Good relationship with loyal customers.	Limited access to more sophisticated marketing resources.
	Product innovation capabilities that are responsive to changing consumer tastes.	Management limitations in managing business expansion.

Table 2. Factor external home industry fatur bakery

	Strengths	Weaknesses
External Factors	Increased demand for bakery products in the surrounding area.	Increased competition from other larger bakery industries.
	Support from local government for MSME development.	Raw material price fluctuations.
	Consumer trends are increasingly valuing local and quality products.	Rapid and unpredictable changes in consumer preferences.

This analysis shows that Fatur Bakery has many strengths that can be leveraged for growth, such as product quality and innovation, as well as external opportunities

such as government support and favorable consumer trends. However, to maximize its potential, the company needs to overcome internal weaknesses such as limited production capacity and limitations in management and marketing access. In addition, they must be prepared to face threats from large competitors, fluctuating raw material prices, and rapidly changing consumer preferences. With the right strategy, Fatur Bakery can optimize strengths and opportunities while reducing the impact of weaknesses and threats. This analysis helps in identifying positive external factors that can be utilized for the company's benefit (Febriano & Munir, 2021). In addition, a good marketing strategy also utilizes the company's internal strengths to maximize existing external opportunities (Fitri, 2022). For example, factors such as high demand, market potential, and other opportunities can be seen as external opportunities that can be utilized (Sholeh & Hartono, 2022). Understanding these external factors, companies can develop the right marketing strategy to take advantage of existing opportunities.

#### 4. CONCLUSION

This study has limitations such as a sample limited to a particular region or type of industry, a methodology that faces respondent bias, data reflecting a specific period, external variables that are not fully controlled, and rapid changes in marketing technology. For future research, it is recommended to expand the sample, conduct longitudinal studies, use mixed methods, explore the impact of new technologies, consider external factors, and conduct comparative studies across countries or cultures. In this way, the understanding of MSME marketing and consumer behaviour can be expanded and deepened, providing more valuable insights for businesses and academics. The results show that Fatur Bakery has great potential to develop further by utilizing existing strengths and overcoming the weaknesses faced. Opportunities that exist in the market can be utilized with more sophisticated marketing strategies and improved management. Threats from competition and market changes need to be anticipated with innovation and rapid adaptation. The marketing and strategic management approach applied in this study provides a comprehensive framework for the sustainable development of Fatur Bakery's business. The strategic management concepts applied in the marketing analysis of Fatur Bakery include an in-depth understanding of consumer needs and preferences through internal and external analysis of a Fatur Bakery home industry. High-quality products, competitive pricing, efficient distribution, and attractive promotions are key elements in their marketing strategy. Good product quality increases customer satisfaction and loyalty, while the right price and wide distribution ensure the products are easily accessible and have added value. Promotion through social media and word of mouth strengthens brand awareness and attracts new customers. With a comprehensive and synergistic strategic management approach, Fatur Bakery can increase consumer purchasing power, expand market share, and drive sales growth.

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