

Post Covid 19 Pandemic Recovery Strategy for Purbalingga Batik SMEs Based on Marketing Mix

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ABSTRACT

This study aims to find out how to design marketing strategies used by batik business owners in facing business competition. We used a multi-case study on three batik entrepreneurs in Purbalingga Regency. This study uses data collection techniques through observation, interviews, and documentation. Interviews were conducted on batik business owners and batik consumers in Purbalingga Regency. This study also uses data from documentation and observation. Based on the 4P marketing strategy framework for batik SME owners, this study finds that Batik DwiPutro is more prominent, namely 3P, product mix, price mix, and promotion mix. In terms of products, this prioritizes product quality in terms of raw materials, namely by using the best quality fabrics. In addition, the pricing carried out by the DwiPutro batik SME refers to the activities of the production process and the raw materials used in order to achieve the right price. In terms of promotion, the use of social media facilities has not been maximized in new promotions following batik exhibition activities and institutions. Meanwhile, in Pak Yoga's batik business "SekarPurbaya", what is more highlighted is the marketing strategy, namely product mix, price mix, business location mix, and promotion mix. The researcher looked at Bu Kus's Eco Print batik business in terms of price, the price determined was relatively cheaper than the two competitors. Meanwhile, for the SekarPurbaya batik business in terms of price, for the size of the Padang batik business in the village, the price is quite expensive, because the majority of the surrounding environment is the lower middle class.

Keywords: Marketing strategy, batik, Micro, Small, and Medium Enterprises

1. Introduction

Covid19 is an epidemic that occurs in almost all countries, the impacts of this outbreak ranging from government, business, tourism, health to education. Indonesia has been hit by the Covid-19 pandemic which has caused a decline in the Micro, Small and Medium Enterprises (MSME) sector. Indonesian Cooperatives and Small and Medium Enterprises (Menkop UKM) TetenMasduki said that access to public services and social distancing had dramatically reduced demand because businesses in Micro, Small and Medium Enterprises (MSMEs) interacted heavily in daily and direct interactions (Zulfa, 2020). The existence of MSMEs is very important for the growth rate of the economy in Indonesia. The impact of the Covid-19 pandemic has forced MSMEs in the Batik Industry to survive in the face of product competition. The competition that occurred during this pandemic made MSMEs in the Batik Industry experience a decline in sales of batik products due to purchasing decisions on the prices of batik products that were not in accordance with the prices of previous batik products

(Sari, 2021). Maintaining product quality so as not to prevent a pandemic is the biggest challenge faced by batik entrepreneurs, and especially the decline in sales will be the impact of industrial competition during the covid 19 pandemic. (Rosyada, 2020).

In today's business conditions, marketing is a driving goal to increase batik sales so that a business can be achieved. Knowledge of marketing becomes important for batik business actors when faced with several problems, such as a decrease in the income of a business caused by a decrease in consumer purchasing power for a product, resulting in the growth of a business. The increasingly widespread competition requires a marketing strategy that can keep the business growing. Many strategies can be used to increase sales and attract consumers to buy products offered by manufacturers. One strategy that is widely used by companies is the marketing mix strategy.

Based on this, it is important to identify the marketing mix that has been implemented by the company to find opportunities for new marketing strategies that can encourage the movement of the country's economy. Because actually creative industries such as the batik industry have great potential to grow in Indonesia because it is a multicultural country with a large population (Tresna&Raharja, 2018) researchers are interested in researching and taking the research title "Recovery Strategy Post Covid 19 Pandemic UKM Batik Purbalingga Based on Marketing Mix"

2. Literature Review

2.1. Marketing Management

According to Suparyanto and Rosad (2015:1) marketing management is the process of analyzing, planning, organizing, and managing programs that include the conception, pricing, promotion and distribution of products, services and ideas designed to create and maintain exchanges. profitable with the target market to achieve company goals.

2.2. Understanding Strategy

According to Rangkuti (2013: 183) strategy is a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on the mission that has been set previously. According to David (2010: 18-19) strategy is a way to achieve long-term goals. Business strategies can be in the form of geographic expansion, expansion, acquisition, product development, market penetration, employee rationalization, divestment, liquidation, and joint ventures. Sudaryono(2016:14) marketing is a management process that seeks to maximize profits for shareholders by establishing relationships with key customers and creating competitive advantages.

2.3. Marketing Mix Strategy

According to The Chartered Institute of Marketing (CIM) (2009), one of the main concepts of modern marketing strategy is the marketing mix. The concept of the 4Ps (product, price, place and promotion) known by McDaniel et al. (2012) along with the development of the business which underwent modifications, especially in the field of marketing. According to Lovelock and Wright (1999) in service marketing, the 4P instrument evolved into the 7P, which includes people (people), processes (processes) and physical evidence (physical evidence). The marketing mix is a variable capability consisting of 7Ps, namely product, price, place, promotion, people, process, and physical evidence.

Marketing Mix (Mix Marketing) Understanding the marketing mix according to Kotler "is a set of marketing tools that are used to achieve their marketing goals continuously in their target market (Murtini et al., 2019). Marketing Mix Dimensions 7P according to Kotler in Murtini et al (2019): 1) Product (Product) The definition of a product according to Philip Kotler is "A product is a thing that can be offered to a market to satisfy a want or need". A product is something that is offered to a market for attention, purchase, use, or consumption that can satisfy wants and needs. 2) Price, according to Kotler, is the sum of all values provided by customers to benefit from owning or using a product or service. 3) Promotion (Promotion) Promotion according to Sistaningrum, is an effort or company activity in influencing consumers, both actual and potential consumers so that they want to make purchases of products offered now or in the future. 4) Distribution Channels (Place) The definition of distribution channels according to Nitisemito, are distributor agencies or channeling institutions that have activities to channel or deliver goods or services from producers to consumers. 5) Process According to Nirwana, process is an important variable in a service company which is closely related to activity or performance. 9 JIP (Journal of Industry and Urban) Volume 17 Number 2/August 2021 Process activities can involve procedures, tasks, work plans, mechanisms and activities. 6) Service Provider Officer (People) According to Nirwana, Service Provider Officer, "Existence cannot be accessed from the participation of the person or service provider officer. To fulfill the desires of service customers, service provider officers are expected to be able to translate customer desires in the form of services or services. 7) Physical Support Facilities (Physical Evidence) The embodiment of services can be seen in the relationship between the promises made by the service provider or service provider and the customer. Services delivered to customers cannot be separated from physical supporting facilities (physical evidence).

2.4. Understanding Batik

Batik is Indonesia's cultural heritage that must be developed and maintained until now. Each batik has its own style and motif. Written batik has been recorded in the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a cultural heritage of Indonesian batik in 2009 (Arini and Widodo, 2015).

3. Reseach Methodology

This research method uses a phenomenological research type with a qualitative approach. Qualitative research is a method for exploring and understanding the meaning ascribed to social or humanitarian problems (Creswell, 2009). Qualitative research phenomenology is a study that is interested in analyzing and describing the experience of an individual phenomenon in the everyday world (Eddles-Hirsch, 2015). The problem studied by the author is to use the type of phenomenological research with a qualitative approach. This is done because the research problem that will be raised is a dynamic problem from phenomenological activities that occur in an SME business.

Case studies are used for descriptive qualitative approach to explain what they learn and the principle is to find and find meaning in real contexts by explaining, critically describing, or describing phenomena in social interactions. The main data were obtained from interviews with batik entrepreneur DwiPutro in Purbalingga district. Meanwhile, secondary data can be obtained from the results of the Disperindagkop document in Purbalingga Regency. In data collection techniques using the results of interviews, observation and documentation. In qualitative data analysis techniques include data processing, data presentation and drawing conclusions. The research method from the results of interviews with the three batik

entrepreneurs in Purbalingga Regency that batik has quality batik products, has varied batik motifs and the price is affordable.

4. Results And Discussion

4.1. DwiPutro

Batik UKM Batik DwiPutro is one of the batik producers that has developed in 2011 in Gambarsari Village, RT 01 RW 01, Kemangkon District, Purbalingga Regency. Batik DwiPutro is well known in the surrounding community as a quality and guaranteed batik in producing 3 (three) types of batik. Eka's Batik DwiPutro is one of the batik industries that still survives in producing batik from 10 (ten) batik craftsmen who are still active, only 2 (two) people because the work costs in making batik are too expensive so that many craftsmen go out of business due to the existence of competition for batik printing products whose prices for batik products are cheaper. In realizing and developing SMEs during the Covid-19 pandemic, a mature marketing strategy is needed and gives good results to the business management of Batik Dwi Put. The owner's optimism and desire to always be able to develop and compete with many competitors in the midst of the Covid-19 pandemic can improve business progress, one of which is by implementing the 4P marketing mix strategy by Kotler, including:

- **Product (Product)**

Products are things that must be developed by producers to meet consumer needs. The criticism of the 4P concept which is called more production-oriented (Popovic, 2005) is suggested by Lauterborn (in Goi, 2009) in order to be more customer-oriented. Need to encourage the transformation of product dimensions into customer solutions by considering more customer needs (Goi 2009).

The product offered by this business is dwiputro batik from the Purbalingga area. In Batik DwiPutro this can be seen from the increasing number of products, product quality, product types, product variety and style as well as raw materials used to respond to market needs. Based on observations, interviews and documentation, DwiPutro's batik, which uses cotton as its basic material, initially only produced batik cloth with a blue base color and batik motifs of gemahripahlohjinawi. various motifs and patterns, including the latest motifs such as wayang motifs, hero motifs, Sudirman motifs but cannot be separated from the characteristics of DwiPutro batik.

- **Price**

The DwiPutro batik company provides attractive prices that match the quality of production. The DwiPutro batik company often gives discounts to its customers who buy batik cloth in excess of a certain amount. In addition, this DwiPutro batik company often provides discounts for its customers. Based on the results of DwiPutro's batik research, the marketing strategy carried out in terms of price has done things to match the price with product quality, discount prices for customers, affordability of prices for the community and the prices given are in accordance with people's purchasing power. With the enactment of the batik price, DwiPutro will provide satisfaction for its customers because the price is an attraction for consumers to make repeat purchases if the price is in accordance with the quality of production and services provided by consumers.

This theory is in line with Kotler and Armstrong (2001: 439) price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service. Based on this theory, the company's price plays a very important role by trying to provide attractive prices

and customers like by giving discounts or rebates so that consumers will return and become regular customers.

- Place (Place)

Place is a place where we determine the location of our business. (Kurniawan, 2014:49) in (Efnita, 2017). An important factor in the development of a business is the location in urban areas, the way and time of travel to the destination. The more strategic the chosen business location, the higher the level of sales and affect the success of a business. Vice versa, if the chosen business location is not strategic, the sales will also be too good.

From the observation it is known that the business being run is a self-made business, then the location to open this business is the owner of the house located in Gambarsari, Purbalingga, which is the place not strategic for distribution channels to consumers less precise. The place where the DwiPutro batik company is located is not in the city center, and is not on the side of the highway, so there is a lot of distribution time and more manpower. According to the theory put forward in the journal (Wangarry, 2018) Location has an influence on purchasing decisions, where the right location, an outlet will be more successful than other outlets that are less strategically located, even though both sell the same product. (Ma'ruf, 2005:114).

- Promotion (Promotion)

Promotion is a communication activity to increase sales volume by conducting exhibitions, advertising, demo activities, and other persuasive efforts. So it is the promotion of the central activity of a company which is a combination of advertising, printed and electronic information, and direct messages (Shengnan&Nedelea, 2019).

Based on the results of observations and interviews, researchers can obtain an explanation that the technique used by the Batik DwiPutro company to consumers at this time is still using a strategy by using direct promotion of office agencies in Purbalingga City and collaborating with these agencies. In addition, this DwiPutro batik carries out promotions to the public by always participating in promotional activities such as exhibitions or events. The use of social media facilities and endorsement of influencer bloggers as a form of promotion has been carried out, but has not been occupied to its full potential.

4.2. *Selabaya batik center "SekarPurbaya" SekarPurbaya*

Batik industry has been established since 2010 and has a brand name batik SekarPurbaya which produces 3 types of batik, namely written batik, stamped batik and mixed batik. Yoga is one of the founders of SekarPurbaya batik, which is located at Selabaya, Kalimanah District. The characteristic feature of the motifs used in SekarPurbaya batik is that the motifs are most often combined with classic motifs with modern motifs, as well as the color pattern. The dye uses synthetic dyes and natural dyes. The ingredients in making batik products, stamped batik and mixed batik are different because the materials used in written batik come from natural colors (plants) which can create quality and guaranteed batik products. Meanwhile, the color material used in stamped batik and mixed batik products is nadtol material which makes the color not easy to fade and has high quality.

- Products (Products)

Pak Yoga makes batik that is unique and doesn't exist anywhere else and also accepts batik making with special motifs ordered by customers. The products produced by SekarPurbaya batik are by prioritizing the quality of the products produced. Batik SekarPurbaya always maintains product quality by selecting the raw materials used and

the production process using skilled workers in their fields. This company also produces batik with various types and other quality products so that until now it is still in demand by consumers. SekarPuraya batik products that are produced also consider the selection of attractive motifs and colors. The characteristic that the company offers to consumers is by combining classic and contemporary elements in Banyumasan batik. The selection of color combinations is also carried out by Batik SekarPuraya to make products that have the characteristics of the products produced.

- **Price (Price)**
Pricing applied by SekarPuraya to consumers refers to product quality. The quality of a product depends on the raw materials and the difficulty in the production process. The different raw materials and the difficulty of working on the product also affect the price level set by the company. The company strives with quality raw materials that are able to provide prices that can be achieved by consumers. SekarPurbaya sets product prices by looking at the use of raw materials used in production, considering that the fabrics and materials used are of different quality. The fabrics used by the company include silk and ordinary fabrics which have different prices. The level of production also affects the price of the product, because batik has a distinctive motif and requires precision in its production. The time it takes to make batik is also one of the factors considered by the company. SekarPurbaya estimates a 20% profit from the selling price of the product. Determining the profit determined by the company can change according to the number of goods ordered by consumers. Pricing by SekarPurbaya is expected to attract and maintain consumer confidence in the company
- **The Place**
Company also sells products directly through batik galleries in the company. The consumers who come to the batik gallery generally buy products in small quantities. The company does provide several products that are used as examples of batik as well as produce goods in limited quantities. Considering the company produces batik orders in large quantities through orders from consumers.
- **Promotion (Promotion)**
Distribution of products by the company using intermediaries or third parties. The company has established cooperation with cooperatives as intermediaries to deliver products to consumers. Promotions carried out by SekarPurbaya are by participating in exhibitions held by the Purbalingga Regency government and collaborating with cooperatives in product sales. Promotions carried out by SekarPurbaya are also by opening a batik gallery to introduce various kinds of products to consumers. The company also provides discounts to consumers who meet certain conditions. The basic introduction of the products used by SekarPuraya is word of mouth which is proven to be effective in increasing sales of batik products.

4.3. Ritifa's Batik Echo Print "Bu Kus"

The beginning of this batik from a Tidu village, Bukateja District in Purbalingga, so he got the eco print icon as a natural form of the batik industry. The Eco Print Batik Industry was established in August 2018, with the help of capital from her own family, namely Mrs. Kus, she also acts as a marketer for batik products outside the city. The Eco Print industry produces batik not only used as clothes or clothing, but also produces batik that can be used as tablecloths and killers or scarves, but the main production of batik is used as clothing.

- *From* ,
It can be seen that in implementing an Islamic product strategy in the Eco Print Industry, good materials are used so that product quality is maintained, there are no mixtures so that consumers do not feel cheated. The industry makes as is as requested by the customer. The remnants of production are safely disposed of because they are burned, so they do not disturb the environment. The Eco print industry provides products according to specifications for each product without product counterfeiting, and sells products that have benefits for human needs, does not sell products that are not good (illegal products), the Eco Print Industry already has IPR on attractive motifs and already has a business license (SIUP), . By owning it, consumers will feel safer and more confident because they feel protected by the stored permissions.
- *From Price*
BuKus' explanation, it can be seen that in implementing an Islamic pricing strategy, the Eco Print Industry makes prices according to the difficulty level of the motifs made, not making prices below or above the market prices owned by its competitors. The Eco Print Industry sells products with prices ranging from Rp. 150.000.00 - Rp. 300,000.00 for batik made from synthetic materials, the price is Rp. 70.000,00 - Rp. 1.000.000.000,00 for batik made from natural materials. and prices according to the motives desired by consumers. If consumers buy in large quantities (big parties), the industry will give a discount of Rp. 5,000.00 - Rp. 10,000.00/pcs. In determining the price, the Eco Print Industry does not take advantage of provisions that can harm consumers.
- *Place (Place)*
In the strategy of place or distribution of the Eco Print Industry there is no cooperation or rental of public places of hotels, shops, tours, government offices in judging from local parties who come visitors, for example hotels in Purbalingga hotel owners personally. directly contact Bu Kus or other industries, and are advised to come directly to the place. In an interview with Mrs. Kus regarding whether or not there is cooperation in the location of hotels, shops, tours and government offices, she said *"There is no agreement or cooperation, but we know each other and consider everyone as family, if there are consumers or visitors who ask about batik, If you want to go directly to that place, give information about the addresses of the industries where we are, please contact me directly. If it's a kind of room or gallery for photo samples, batik cloth is usually just an event."*
- *Promotion (Promotion)*
From Mrs. Kus's explanation, it can be seen that the implementation of the promotion strategy is carried out through *word of mouth*, participating in bazaars and exhibitions during regional events, on the anniversary of Purbalingga city every December, promoting youth organizations when there are meetings such as communities, village organizations or associations. This visit is very useful in introducing and attracting the general public to know about Ritifia Eco Print Batik.

Table 1. Comparison of the Marketing Mix of three batik businesses in Purbalingga Regency

Marketing Mix	Batik DwiPutro	Batik SekarPurbaya	Batik Ritifa Eco Print
Product	The company is now producing batik cloth with various motifs	batik. The company makes batik that is unique and	The Eco print industry provides products

	and patterns, including the latest motifs such as wayang motifs, hero motifs, Sudirman's motif but inseparable from the characteristic of DwiPutro	doesn't exist anywhere else and also accepts batik with special motifs ordered by customers.	according to specifications on each product without product counterfeiting, and sells products that have benefits for human needs, does not sell products that are not good (illegal products)
Price	Batik DwiPutro in the marketing strategy carried out in terms of price has done this -the level of price compatibility with product quality, discounted prices for customers,	the level of production difficulty also affects product prices, because batik has a distinctive motif and must have accuracy in its production. The time it takes to make batik is also one of the factors considered by the company.	The Eco Print Industry sells products with prices ranging from Rp. 150.000.00 - Rp. 300,000.00 for batik made from synthetic materials, the price is Rp. 70.000,00 - Rp. 1.000.000.000,00 for batik made from natural materials. and prices according to the motives desired by consumers. If consumers buy in large quantities (big parties), the industry will give a discount of Rp. 5,000.00 - Rp. 10,000.00/pcs.
The place	of business that is run is a self-made business, therefore the location for opening this business is the owner of a house located in Gambarsari, Purbalingga, which is not a strategic place for distribution channels to consumers who are not appropriate. The place where the DwiPutro batik company is located is not in the city center, and is not on the side of the highway, so there is a lot of distribution time and more manpower.	The company also sells products directly through batik galleries in the company.	The Eco Print industry does not cooperate or rent public places such as hotels, shops, tours, offices, comments from local parties who come to visit, such as hotels in Purbalingga, hotel owners directly contact Bu Kus or other industries, and come straight to the place.
Promotions	used by the Batik DwiPutro company to consumers at this time are still using a strategy by using direct promotions to office agencies in Purbalingga City and collaborating with these agencies. In addition, this DwiPutro batik carries out promotions to the	Distribution of products by the company using intermediaries or third parties. The company has established cooperation with cooperatives as	the implementation of promotional strategies is carried out through <i>mouth</i> , participating in bazaars and exhibitions at regional events, on the anniversary of

	<p>public by always participating in promotional activities such as exhibitions or events. The use of social media facilities and endorsement of influencer bloggers as a form of promotion has been carried out, but has not been occupied to its full potential.</p>	<p>intermediaries to deliver products to consumers.</p>	<p>Purbalingga city every December, promoting youth organizations when there are meetings such as community, village organizations or associations.</p>
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5. Conclusion

Based on the results of the research that has been done and the discussion that has been described, it can be concluded that the Marketing Mix of Batik DwiPutroPurbalingga has been implemented well, this can be seen from the marketing mix factors as follows: batik products (production) that are sold are attractive and have the characteristics, various motives, and quality as well as always innovating product motifs, the prices (prices) listed are affordable by consumers and consumers are satisfied with the prices provided by the company, the promotions (promotions) that have been carried out are quite good and the company information is known to the public outside Purbalingga Regency although they have not promoted on social media such as Instagram, Facebook and others. place (place), the DwiPutro batik company in establishing a place of business is not yet strategic. Meanwhile, in Pak Yoga's batik business "SekarPurbaya", what is more highlighted is the marketing strategy, namely product mix, price mix, business location mix, and promotion mix. The researcher looked at Bu Kus's Eco Print batik business in terms of price, the price determined was relatively cheaper than the two competitors. Meanwhile, for the SekarPurbaya batik business in terms of price, for the size of the Padang batik business in the village, the price is quite expensive, because the majority of the surrounding environment is the lower middle class.

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