



# Analysis of marketing strategies for sea milkfish shredding at dapor sehati micro business

Moh. Rasidi<sup>1</sup>, Ramli<sup>2</sup>, Syamsul Arifin<sup>3</sup>, Taufiqur Rohman<sup>4</sup>

<sup>1,3,4</sup> Economy Study Program, Nurul Jadid University Probolinggo

<sup>2</sup> Fisheries Result Technology Study Program, Ibrahimy University Situbondo

## ARTICLE INFO

### Article history:

Received Oct 22, 2023

Revised Oct 26, 2023

Accepted Oct 30, 2023

### Keywords:

Marketing Strategies;  
Shredding;  
Sea Milkfish.

## ABSTRACT

Currently, sales of shredded sea milkfish produced by Dapor Sehati have not met sales targets, therefore an appropriate marketing strategy needs to be formulated. Research on marketing strategies for fish shredded has been carried out a lot, however, not all of these strategy formulations can be applied, therefore it is necessary to carry out research on the formulation of appropriate marketing strategies for sea milkfish shredded in the Dapor Sehati micro business. This research aims to increase the sales results of sea milkfish Shredding produced by the Dapor Sehati micro business through formulating appropriate marketing strategies. The method used to formulate a marketing strategy is SWOT analysis and QSPM. The research results show that marketing alternative strategies for sea milkfish shredded based on a priority scale are (1) Increasing the marketing human resources capacity, (2) Improving product quality and packaging to obtain consumer satisfaction, (3) Conducting market research periodically to adapt to consumer dynamics, (4) Building the right product brand awareness to win the competition, (5) Optimizing excellent service to increase the quantity and quality of the marketing network, and (6) Optimizing cooperation with the raw material supplier network to overcome fluctuations in raw material prices.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



## Corresponding Author:

Ramli,  
Fisheries Result Technology Study Program,  
Ibrahimy University,  
1-2 Syamsul Arifin Road, Sukorejo, Situbondo, East Java  
Email: [ramliarul80@gmail.com](mailto:ramliarul80@gmail.com)

## 1. INTRODUCTION

Dapor Sehati Micro Business is a fishery product processing business in Situbondo District that has utilized the potential of fresh sea milkfish into processed shredded products since 2019. The advantages of the Dapor Sehati sea milkfish shredding product are that it has no preservatives, no flavor enhancers, and no additional coloring. This shredding has a prospective market opportunity and is quite popular with the public because it has a distinctive taste, softer texture, more aroma and deliciousness, so the quality is better than fish shredding produced by other competitors. The amount of shredded consumption is relatively high because this processed food is popular with the wider community. The instantaneous modern lifestyle further strengthens the reason for the prospective market demand for ready-to-eat processed food products, including fish shredded, this is supported by the projected increase in Indonesia's population and the increase in fish consumption, as stated by (Mahatir et al., 2023), that Indonesia's population has reached more than 250 million with an increase in national fish consumption figures reaching 55.37 kg/capita in 2021, growing 1.48% compared to the previous year which was 54.56 kg/capita.

Marketing activities for sea milkfish shredded produced by the Dapor Sehati Micro Enterprise are carried out through offline and online marketing. Currently, the sales of sea milkfish shredded from offline and online marketing activities have not met the sales target. The low sales results are caused by several factors including limited marketing reach, online marketing results are still low, namely only 30% of total sales, promotion via social media is not optimal, there are many competitors from similar products, and marketing is still conventional, namely by participating in exhibitions and filling festival booths as a marketing activity. According to (Akbar et al., 2022), conventional marketing is a way of offering or selling services or goods offline or meeting each other so that you meet customers directly.

In an effort to increase sales results, it is necessary to formulate an appropriate marketing strategy, because marketing strategy is very important in determining the success of the company so that to develop and maintain the existence of its business requires the company to carry out an appropriate marketing strategy analysis to overcome these problems. Marketing strategies must be formulated correctly so that the business can run more effectively and efficiently, so that it can increase sales, expand the market and maintain the existence of the business. According to (Musyawarah & Idayanti, 2022), marketing strategy is a form of planning found in the marketing field. In general, marketing is a social process in which individuals and groups obtain what they need and want by creating and exchanging products and value with other individuals and groups. In a broader sense, marketing seeks to elicit a response to an offer.

Based on the description above, this research aims to increase the sales results of sea milkfish shredding produced by the Dapor Sehati micro business through formulating appropriate marketing strategies. Marketing strategies are formulated using SWOT and QSPM analysis. SWOT analysis is used to maintain the strengths of existing opportunities, while reducing weaknesses and avoiding threats, while the Quantitative Strategic Planning Matrix (QSPM) is to reveal strategic alternatives that are appropriate or best for the company's circumstances.

## **2. RESEARCH METHOD**

### **2.1 Research design**

Research regarding the analysis of marketing strategies for sea milkfish shredded in the micro business of "Dapor Sehati" is a type of qualitative and quantitative research. The qualitative data processing method uses descriptive analysis to explore in-depth information about the company, both a general description of the company, as well as information about the company's internal and external environment. The quantitative data processing method uses the IFE and EFE matrices for the input stage, the IE and SWOT matrices for the matching stage, and QSPM for the decision stage. Apart from that, the calculations use computer software tools, namely Microsoft Excel.

### **2.2 Research Location and Time**

Research on marketing strategy analysis for sea milkfish shredded was carried out at the Micro Business of Dapor Sehati, Semiring Village, Mangaran Subdistrict, Situbondo District. which will be implemented in March 2023- April 2023.

### **2.3 Data analysis technique**

The data obtained was analyzed using the SWOT and Quantitative Strategic Planning Matrix (QSPM) methods using three stages of data analysis implementation.

#### **a. The Input Stage**

At the input stage, all basic information regarding the company's internal and external factors needed to formulate a strategy is summarized by the strategy maker. According to Rangkuti (2017), this can be done using two strategy formulation techniques, namely (1) Internal Factor Evaluation Matrix (IFE) and (2) External Factor Evaluation Matrix (EFE)

#### **b. Matching Stage (The Matching Stage)**

##### **Internal-External Matrix (IE)**

The IE (Internal-External) matrix positions the various divisions of an organization in a nine-cell view. The IE matrix is based on two key dimensions: the total IFE weight score on the x-axis

and the total EFE weight score on the y-axis. Each division in an organization must create an IFE Matrix and EFE Matrix in relation to the organization. The total weight scores obtained from these divisions enable the composition of the IE Matrix at the company level.

#### SWOT Matrix

The SWOT Matrix is an important matching tool that helps managers develop four types of strategies: SO Strategy (strengths-opportunities), WO Strategy (weaknesses-opportunities), ST Strategy (strengths-threats), and WT Strategy (weaknesses-threats).

#### c. Decision Stage

QSPM is a tool that allows strategists to evaluate various alternative strategies objectively, based on previously identified important external and internal success factors. QSPM uses input analysis from Stage 1 and matching results from Stage 2 analysis to objectively determine the strategy to be implemented among alternative strategies. That means, the EFE Matrix and IFE Matrix that make up Stage 1, plus the SWOT Matrix and IE Matrix that make up Stage 2, provide the information needed to prepare the QSPM (Stage 3).

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Analysis Results of Internal and External Factor using SWOT Analysis

##### a. Results of Identification of Internal and External Factors

Internal and external factors in the marketing strategy for sea milkfish shredded produced by the micro Business of Dapor Sehati can be seen in the following table 1. and table 2.

Table 1. Internal Factors

Strength	Weakness
1. Has an MUI halal certificate and PIRT distribution permit	1. Marketing staff is lacking consistently manage social media and e-commerce
2. The product uses no ingredients preservatives and artificial coloring	2. Limited reseller network
3. Has a distinctive taste of sea milkfish	3. Product promotion has not been managed well
4. Competitive product prices	4. Packaging is not attractive
5. Strategic business location	5. Lack of product flavor variants
6. Good service to consumers	

Based on Table 1 above, it can be seen that the results of identifying internal factors in Dapor Sehati micro businesses consist of 6 (six) strength factors and 5 (five) weakness factors.

Table 2. External Factors

Opportunity	Threat
1. increasing public consumption of fishery products	1. raw material prices fluctuate
2. public awareness of healthy lifestyles increases	2. there are competitors in the fish shredded processing industry
3. opportunities for collaboration with marketing networks outside the situbondo district area	3. products are easy to imitate competitor
4. development of digital marketing in product marketing	4. competition with other diversified fishery products
5. many exhibition events as a means of promotion	5. there are innovative shredded products
6. there is development of micro business programs and support from the government	

Based on Table 2 above, it can be seen that the results of identifying external factors in Dapor Sehati micro businesses also consist of 6 (six) opportunity factors and 5 (five) threat factors.

b. Matrix of Internal Factor Evaluation (IFE)

The Matrix of Internal Factor Evaluation (IFE) of the marketing strategy for sea milkfish shredded can be seen in the following Table 3.

Table 3. IFE matrix results for marketing strategy for sea milkfish shredded

No.	Strength	Weight	Relatif	Relatively	Score
1	Has an MUI halal certificate and PIRT distribution permit	4.00	0.10	4.00	0.40
2	The product does not use preservatives or artificial coloring	3.88	0.10	3.63	0.35
3	Has a distinctive taste of sea milkfish	3.75	0.09	3.88	0.37
4	Competitive product prices	3.63	0.09	3.50	0.32
5	Strategic business location	2.75	0.07	2.75	0.19
6	Good service to consumers	3.88	0.10	3.88	0.38
<hr/>					
No.	Weakness	Weight	Relatif	Relatively	Score
1	Marketing personnel are less consistent in managing social media and e-commerce	3.75	0.09	3.38	0.32
2	Limited reseller network	3.88	0.10	3.50	0.34
3	Product promotion has not been managed well	3.88	0.10	3.38	0.33
4	Packaging is not attractive	3.50	0.09	3.38	0.30
5	Lack of product flavor variants	2.75	0.07	2.63	0.18
Total		39.63	1.00		3.49

Source: Data processed (2023)

Table 3. explains that after analyzing the score calculation for each indicator, the score calculation comes from multiplying the relative weight with the rating for each indicator, namely the strengths and weaknesses of the marketing strategy for sea milkfish shredded. The strength indicator has the highest score of 0.40, namely the indicator of having an MUI halal certificate and PIRT distribution permit. Meanwhile, the weakness indicator has the highest score of 0.34, namely the limited reseller network. The total score on internal factors is 3.49, which means that the position of the internal factors of the marketing strategy for sea milkfish floss is in the strong or high category.

c. Matrix of External Factor Evaluation (EFE)

The matrix of External Factor Evaluation (IFE) of the marketing strategy for sea milkfish shredded can be seen in the following Table 4.

Table 4. EFE matrix results for marketing strategy for sea milkfish shredded

No.	Opportunity	Weight	Relatif	Relatively	Score
1	increasing public consumption of fishery products	3.88	0.10	3.50	0.35
2	public awareness of healthy lifestyles is increasing	3.63	0.09	3.38	0.31
3	opportunities for collaboration with marketing networks outside the Situbondo district area	3.75	0.10	3.75	0.36
4	development of digital marketing in product marketing	3.75	0.10	3.88	0.37
5	many exhibition events as a means of promotion	3.50	0.09	3.63	0.33
6	the development of micro business programs and support from the government	3.38	0.09	3.13	0.27
<hr/>					
No.	Threat	Weight	Relatif	Relatively	Score
1	raw material prices fluctuate	3.75	0.10	3.13	0.30
2	the presence of competitors in the fish shredded processing industry	3.13	0.08	3.25	0.26
3	products are easily imitated by competitors	3.50	0.09	3.13	0.28
4	competition with other processed diversified fishery products	3.25	0.08	3.13	0.26
5	there are other innovative shredded products	3.38	0.09	3.38	0.29
Total		38.88	1.00		3.39

Source: Data processed (2023)

Table 4 explains that after calculating the scores for each indicator, the opportunity indicator has the highest score of 0.37, namely the development of digital marketing in product marketing. In the threat indicator, the highest score is 0.30, namely fluctuating raw material prices. The total overall score on opportunities and threats is 3.39, which means that the position of the external factors of the marketing strategy for sea milkfish shredded is in the high category.

d. Matrix of Internal External (IE)

Making an matrix of Internal External (IE) matrix aims to see the business position in determining alternative business strategies in more detail and is presented in 9 columns. The parameters used are an internal factor score of 3.49 and an external factor score of 3.39. The following is Figure 1. IE matrix:

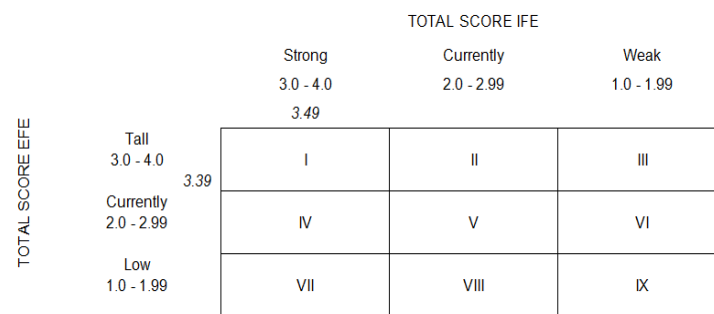


Figure 1. Internal-External (IE) Matrix Results (source: Data processed, 2023)

Based on Figure 1, it can be seen that the x-axis has a total IFE score of 3.49 and the y-axis has a total EFE score of 3.39, so that if the two points are connected, the position of the sea milkfish shredded business is in cell I, namely growing. and building (growth and build) with strategies that can be used are market penetration, product development and market development

e. SWOT Matrix

Based on the results of the analysis of internal and external factors, strategic alternatives were formulated using SWOT analysis which can be seen in the Table 5. below:

Strengths			Weaknesses		
Has an MUI halal certificate and PIRT distribution permit (S1)			Marketing personnel are less consistent in managing social media and e-commerce (W1)		
The product does not use preservatives or artificial coloring (S2)			Limited reseller network (W2)		
Has a distinctive taste of sea milkfish (S3)			Product promotion has not been managed well (W3)		
Competitive product prices (S4)			Packaging is not attractive (W4)		
Strategic business location (S5)			Lack of product flavor variants (W5)		
Good service to consumers (S6)					
Opportunities	Strategy SO	Strategy WO			
increasing public consumption of fishery products (O1)	Improving product and packaging quality to obtain consumer satisfaction (S1,S2,S3,S4,O1,O2)	Increase marketing human resource capacity (W1, W2, W3, W4, W5, O1,O2,O3,O4,O5,O6)			
public awareness of healthy lifestyles is increasing (O2)					
opportunities for collaboration with marketing networks outside the Situbondo district area (O3)	Optimizing excellent service to increase the quantity and quality of marketing networks (S5,S6,O3,O4,O6)				
development of digital marketing in product marketing (O4)					
many exhibition events as a means of promotion (O5)					
the development of micro business					

programs and support from the government (O6)

Threats	Strategy ST	Strategy WT
raw material prices fluctuate (T1)	Building the right product brand awareness to win the competition (S1,S2,S3,S4,S5,S6, T1,T2,T3,T4,T5)	Conduct regular market research to adapt to consumer dynamics (W1, W2, W3, W4, W5, T1, T2, T3, T4, T5)
the presence of competitors in the fish shredded processing industry (T1)	Optimizing cooperation with the raw material supplier network to overcome fluctuations in raw material prices (S5,T1)	
products are easily imitated by competitors (T1)		
competition with other processed diversified fishery products (T1)		
there are other innovative shredded products (T1)		

Source: Data processed (2023)

Based on the alternative SWOT strategy table in Table 5, the formulation of alternative strategies that can be used to market sea milkfish shredded is described as follows: (a) SO Strategy: improving product quality to get consumer satisfaction (S1, S2, S3, S4, O1, O2) , optimizing strategic locations and excellent service to increase the quantity and quality of marketing networks (S5, S6, O3, O4, O6). (b) WO Strategy: (a) Increasing marketing human resource capacity, packaging and product quality to gain wider market access (W1, W2, W3, W4, W5, O1, O2, O3, O4, O5, O6). (c) ST Strategy: Building the right product brand awareness to win the competition (S1, S2, S3, S4, S5, S6, T1, T2, T3, T4, T5), Optimizing strategic locations and building collaboration with a network of raw material suppliers to overcome fluctuations in raw material prices (S5, T1) (c) WT Strategy, (a) Conduct regular market research to adapt to consumer dynamics (W1, W2, W3, W4, W5, T1, T2, T3, T4, T5)

### 3.2 Matrix of Calculation Results of Quantitative Strategic Planning (QSPM)

Based on the analysis that has been carried out from the matrix of Quantitative Strategic Planning (QSPM) with the aim of determining marketing strategy decisions for sea milkfish shredded. QSPM analysis produces several strategies that can be implemented for marketing strategies for sea milkfish shredded. There are 6 alternative strategies obtained from combining strengths, weaknesses, threats and opportunities. Several alternative strategies from the SWOT matrix and then calculated using QSPM analysis can be seen in the following Table 6.

Table 6. Ranking of Alternative Marketing Strategies for Sea Milkfish shredded

No	Strategy Alternatives	Score TAS	Rating
1	Improving product and packaging quality to obtain consumer satisfaction	6.67	2
2	Improving product and packaging quality to obtain consumer satisfaction	6.29	5
3	Increase marketing human resource capacity	6.75	1
4	Building the right product brand awareness to win the competition	6.47	4
5	Optimizing cooperation with the raw material supplier network to overcome fluctuations in raw material prices	5.70	6
6	Conduct regular market research to adapt to consumer dynamics	6.64	3

Source: Data processed (2023)

Based on Table 6, marketing alternative strategies for sea milkfish shredded based on a priority scale are (1) Increasing the marketing human resources capacity, (2) Improving product quality and packaging to obtain consumer satisfaction, (3) Conducting market research periodically to adapt to consumer dynamics, (4) Building the right product brand awareness to win the competition, (5) Optimizing excellent service to increase the quantity and quality of the marketing network, and (6) Optimizing cooperation with the raw material supplier network to overcome fluctuations in raw material prices

### 3.3 Discussions

The most interesting alternative strategy is the strategy of increasing marketing human resource capacity, packaging and product quality to gain wider market access. The priority of this strategy is a consideration for developing a marketing strategy for sea milkfish shredded produced by Dapor Sehati, due to product marketing constraints, most small industries or micro businesses

prioritize the production aspect while marketing functions are less able to access it, especially in market information, promotion, packaging quality, product variants, and market networks. This is in accordance with the opinion of (Fauzi & Lina, 2020), common problems in micro businesses that usually occur in Indonesia include 1) low quality of human resources, 2) weak marketing and networking, and 3) weak competitiveness.

The low quality of human resources is one of the main factors in the vulnerability of the business sector, because it will have an impact on the lack of resilience of human resources in managing businesses. The lack of human resource capability in understanding survival strategies in business still needs to be improved because current conditions show that they are still limited ability, expertise, human resource management and level of innovation in the micro business sector (Marpaung & Sibarani, 2018)

The considerable of economic turmoil post-pandemic must be responded to with the right market strategy. The role of technology, if it can be utilized optimally by human resources, can make it easier for businesses to carry out activities and expand markets. Mastery of technology by human resources is necessary, especially in marketing via social media which is considered effective in gaining the interest of potential consumers directly, apart from that the costs required for digital marketing are relatively cheap and do not require special skills in carrying out initial initiation (Awali & Rohmah, 2020). Human resources who are able to master digital technology can be a factor in increasing intellectual capital, which ultimately becomes important for creating competitive advantages and achieving higher performance (Sidi & Yogatama, 2019). Creation of intellectual capital and efforts to increase capabilities (capacity building) are important in order to produce higher quality performance (Diwanti & Kandiyah, 2020).

(Wicaksana et al., 2022) stated in the results of their research that increasing human resource capacity and digital marketing are important factors that have a significant positive influence on business performance in the agribusiness sector during the Covid pandemic. The mediation of intellectual capital increases the influence of increasing human resource capacity on improving business performance in the agribusiness sector. Meanwhile, the direct influence of digital marketing is actually greater than when mediated by intellectual capital on agribusiness business performance. In order to support the creation of competitive and sustainable agribusiness business performance, it is necessary to continue to increase the capacity of human resources who master managerial and technological skills.

Improving product and packaging quality to get consumer satisfaction also needs to be done in an effort to increase product sales. Indicators of good quality products according to (Wulandari, 2022) are good product taste, product variety and innovation, product hygiene, appropriate portions, halal guarantee, good aroma, and appropriate price. Meanwhile, indicators of good quality packaging according to (Pratama et al., 2023) are packaging color, packaging material, design of wrapper, and innovation. The satisfaction indicators according to (Saniantara & Trianasari, 2023) are overall or general satisfaction, interest in repurchasing, and willingness to recommend to other parties. The research results of (Ezar & Kohardinata, 2018) show that product quality and packaging have a positive and significant influence on customer satisfaction for Dapoer Kuno chili sauce products. These results explain that ancient dapoer needs to improve product quality and improve packaging which can have an impact on increasing customer satisfaction

Conducting market research regularly to adapt to consumer dynamics, this is important to know consumer (market) dynamics. According to (Siburian et al., 2020), good ability, intelligence and expertise are needed to be able to carry out market research, so that you can correctly carry out anticipation for the next plan. Market research carried out carelessly has the potential to produce wrong conclusions, thereby triggering the company to choose the wrong market segment to target. The consequences are certainly very fatal for the sustainability of the company's life. according to (Yulian, 2020), market research requires empirical studies to be able to provide empirical information for marketing managers in making decisions. Furthermore, things that are general and abstract often cannot be touched by humans with their five senses. Through thinking with common sense, something abstract can be considered the truth if it has gone through deep and extensive reflection.

Building the right product brand awareness to win the competition, this also needs to be done, especially in improving online market performance, because according to (Srisadono, 2018) that the increasingly rapid development of e-commerce makes competition even tighter. This encourages business people in this field to carry out effective marketing so that products can be known and can survive in the market. Apart from that, business people are also required to compete competitively to retain consumers, one of which is by building brand awareness in the minds of consumers. According to Temporal and Lee, a brand is an important thing that can make it easier to make choices, prevent risks and guarantee quality. According to (Anggraini et al., 2018) A brand is a symbol, name, sign, design that is used as a company identity for its products to differentiate it from others. Companies that have strong brands are easily recognized by the public and can survive amidst intense competition. For this reason, companies need to build brand awareness in the minds of consumers so that they can strengthen the brand. According to (Shevany, 2018), research results show that Shopee carries out various strategies to build its brand awareness on social media, such as presenting advertisements based on trends, carrying out lots of promotions, frequently holding giveaways, and using brand ambassadors. Shopee's use of effective marketing strategies through social media has enabled it to overtake its competitors and achieve the top position in brand awareness in Indonesia. This increase in brand awareness makes Shopee even more famous and sales also increase.

Optimizing excellent service to increase the quantity and quality of marketing networks is an alternative marketing strategy that must be implemented. According to (Alhanani & Santoso, 2023) and (Djafar et al., 2023). Excellent service or excellent service is a translation of the term "excellence service" which literally means the best or very good service. According to (Farida & Hardianawati, 2019) and (Hidayat & Basit, 2018), it is called very good or the best because it meets the service standards that apply or are owned by the service provider agency. According to (Alhanani & Santoso, 2023), excellent service is service that meets customers' practical and emotional needs. Practical needs include perceived value in the customer's physical form. According to (Breemer, 2020), the existence of excellent service makes customers feel important. Excellent service is the activity of serving customers in a friendly, precise and fast manner. Excellent service prioritizes customer satisfaction and places customers as partners

The next alternative marketing strategy for sea milkfish floss is optimizing cooperation with a network of raw material suppliers to overcome fluctuations in raw material prices. In this case, according to (Immanuel Zai et al., 2022), building strategic partnerships with raw material suppliers is important for a successful supply chain. Companies limit the number of their suppliers by implementing seller or vendor evaluation programs. These programs seek to find suppliers who have operational excellence, so they can determine suppliers who can serve them well. Having closer relationships with suppliers is very important because suppliers will be easier to work with. There are many problems faced by business people involved in the fish supply chain, as stated by (Mahanani & Alam, 2022) that the problems faced by business people involved in the fish supply chain can be said to vary from bad weather, problems with fishing gear which causes fish prices to be high. The lack of raw material supply in the fish processing industry has resulted in it being unable to meet market demand

#### **4. CONCLUSION**

marketing alternative strategies for sea milkfish shredded based on a priority scale are (1) Increasing the marketing human resources capacity, (2) Improving product quality and packaging to obtain consumer satisfaction, (3) Conducting market research periodically to adapt to consumer dynamics, (4) Building the right product brand awareness to win the competition, (5) Optimizing excellent service to increase the quantity and quality of the marketing network, and (6) Optimizing cooperation with the raw material supplier network to overcome fluctuations in raw material prices. The results of this research are expected to increase sales of sea milkfish shredded produced by Dapor Sehati. However, the results of the marketing strategy formulation produced in this research are still general in nature, therefore further research is needed regarding the technical elaboration of each marketing strategy formulation for sea milkfish shredded.



### ACKNOWLEDGEMENTS

Special thanks to the Management Study Program, Indonesian Faculty of Economics and Business Management, and the International Journal of Applied Finance and Business Studies (IJAFIBS). Apart from that, the highest appreciation is also expressed to the owner of the Dapor Sehati micro business who has contributed greatly to the completion of this research.

### REFERENCES

- Akbar, M. J., Qurtubi, Q., & Maghfiroh, M. F. N. (2022). Perancangan Strategi Pemasaran Menggunakan Metode SWOT dan QSPM untuk Meningkatkan Penjualan Beras. *Jurnal INTECH Teknik Industri Universitas Serang Raya*, 8(1), 61–67. <https://doi.org/10.30656/intech.v8i1.4595>
- Alhanani, G., & Santoso, B. (2023). Dampak Service Excellent Terhadap Kepuasan Pelanggan Salon Strawberry. *Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora*, 6(3), 397–403. <https://doi.org/10.23887/jppsh.v6i3.55025>
- Anggraini, C. A., Perbawasari, S., & Budiana, H. R. (2018). Cyberbranding Sebagai Upaya Membangun Brand Awareness Shopee Indonesia. *Commed: Jurnal Komunikasi Dan Media*, 2(2), 72–86. <https://doi.org/10.33884/commed.v2i2.471>
- Bremer, J. (2020). Strategi Pelayanan Transportasi Online Gojek Di Kota Kendari. *Jurnal Pengabdian Kepada Masyarakat (JPKM) - Aphelion*, 1(01), 96. <https://doi.org/10.32493/jpka.v1i01.6911>
- Diwanti, D. P., & Kandiyah, N. (2020). Pengaruh Capacity Building Terhadap Kinerja Karyawan Perbankan Syariah. *Jurnal Bisnis, Manajemen, Dan Akuntansi*, 7(1), 10–30. <http://jurnal.amaypk.ac.id/index.php/jbma/article/view/86>
- Djafar, N., Yantu, I., Sudirman, S., Hinelor, R., & Hasiru, R. (2023). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian. *Journal of Economic and Business Education*, 1(2), 78–82. <https://doi.org/10.37479/jebe.v1i2.18046>
- Ezar, G., & Kohardinata, C. (2018). Dampak Packaging Dan Product Quality Terhadap Kepuasan Konsumen pada Produk Sambal Dapoer Kuno. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 2(6), 734–741.
- Farida, A., & Hardianawati. (2019). Pengaruh Pelayanan Prima Terhadap Kepuasan Nasabah Pada Pt. Bank Mandiri (Persero), Tbk. Cabang Pahlawan Revolusi Baru. *Jurnal Administrasi Bisnis*, 3(2), 11–20.
- Fauzi, & Lina. (2020). Peran Foto Produk, Online Customer Review, Online Customer Rating Pada Minat Beli Konsumen. *Jurnal Muhammadiyah*, 1(1), 37–47.
- Hidayat, R., & Basit, A. (2018). Pengaruh Service Excellence terhadap Brand Equity pada Pelanggan Batik Air. *Nyimak (Journal of Communication)*, 2(1), 17–35. <https://doi.org/10.31000/nyimak.v2i1.739>
- Immanuel Zai, Nasar Buntu Tan Widiana, Mualifah Nurhidayati, Sheril Fitri Riana, Jacelyn, Princessa tan Widiana, & Tan Alvin Henk Saputra. (2022). Penerapan Manajemen Rantai Pasok Berbasis Sistem ERP Dalam Meningkatkan Kinerja UMKM Rumah Makan Has Seven. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 1(2), 223–233. <https://doi.org/10.56799/ekoma.v1i2.360>
- Mahanani, E., & Alam, I. K. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Loyalitas Pelanggan D'besto Cabang Darmaga Caringin Bogor, Jawa Barat. *Jurnal Akuntansi Dan Manajemen*, 19(01), 11–21. <https://doi.org/10.36406/jam.v19i01.550>
- Mahatir, Widodo, D., Dyah, M., & Maria, L. (2023). Hubungan Pola Makan Makanan Cepat Saji/Instant Pada Remaja. *Professional Health Journal*, 4(2), 59–70. <https://www.ojsstikesbanyuwangi.com/index.php/PHJ>
- Marpaung, F. K., & Sibarani, H. J. (2018). Bagaimana Pengaruh Digital Marketing dan Capacity Building Terhadap Kinerja UKM di Kota Medan? *Jurnal AKRAB JUARA*, 3(4), 35–41. <http://akrabjuara.com/index.php/akrabjuara/article/view/395>
- Musyawahar, I. Y., & Idayanti, D. (2022). Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Pada Usaha Ibu Bagas di Kecamatan Mamuju. *Forecasting: Jurnal Ilmiah Ilmu Manajemen*, 1(1), 1–13.
- Pratama, sandi dastina, Adityawan, O., & Fathurrizky, A. (2023). Perancangan Desain Kemasan Sebagai Media Promosi Produk Kuliner Tradisional. *Jurnal Kajian Pariwisata*, 05(1), 11–19.
- Saniantara, P., & Trianasari. (2023). Strategi Meningkatkan Kepuasan Pelanggan Restoran di Era Pandemi di Hotel The Laguna Nusa Dua Bali. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(1), 241–249. <https://doi.org/10.23887/jmpp.v6i1.47172>
- Shevany, M. (2018). Analisis Strategi Membangun Brand Awareness E- Commerce Shopee Di Media Sosial Dalam Meningkatkan Penjualan. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 1(1), 1–10. <https://doi.org/10.15642/manova.v1i1.345>
- Siburian, F., Ahmad, H., Yamani, Z., & Sunaryati, R. (2020). Strategi Pemasaran Abon Ikan Gabus Studi Kasus Industri Rumah Tangga Kelompok Tampung Parei Palangka Raya Marketing Strategy Abon Fish Gabus Case Study of Household Industry Tampung Parei Group Palangka Raya. *Journal Socio*

- Economics Agricultural*, 15(1), 1–9.
- Sidi, A. P., & Yogatama, A. N. (2019). Mediasi Intellectual Capital atas Pengaruh Digital Marketing Terhadap Kinerja Pemasaran. *Iqtishoduna*, 15(2), 129–152. <https://doi.org/10.18860/iq.v15i2.7592>
- Srisadono, W. (2018). Strategi Perusahaan E-Commerce Membangun Brand Community Di Media Sosial Dalam Meningkatkan Omset Penjualan. *Jurnal Pustaka Komunikasi*, 1(1), 167–179.
- Wicaksana, I., Budiningsih, S., Triastuti, Y., & Jayadi, J. (2022). Peningkatan Kapasitas Sdm Dan Pemasaran Digital Dengan Mediasi Modal Intelektual Terhadap Kinerja Usaha Agribisnis. *Jurnal Manajemen Kewirausahaan*, 19(2), 165. <https://doi.org/10.33370/jmk.v19i2.944>
- Wulandari, P. Y. (2022). Pengaruh kualitas produk makanan terhadap kepuasan pelanggan di skai restoran hotel padma resort legian. *Jurnal Ilmiah Pariwisata Dan Bisnis*, 1(7), 1775–1789. <https://doi.org/10.22334/paris.v1i7.121>
- Yulian. (2020). Pengaruh Strategi Pemasaran Terhadap Penjualan. *Core.Ac.Uk*, 1(3), 99–109. <https://core.ac.uk/download/pdf/147419234.pdf>