

Sumpia Product Development Using Labeling, Packaging and Marketing Home Industry Strategies

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ABSTRACT. This study to present the result of research on the labeling, packaging and marketing strategies of sumpia products in addition to the importance of improving quality in term of content, it also needs special attention from various parties such as the government, private sector, and universities. This business still uses traditional marketing systems and simple packaging. This research will focus on the implementation of labeling, packaging, and marketing strategies for sumpia products located in Sumberbening Village, Wates Hamlet, RT 34 RW 10, Balerejo District, Madiun Regency, East Java. The research method used is a qualitative method. This method tends to produce descriptive data and uses analysis. Meanwhile, for data collection obtained by observation, interviews, and documentation of the sumpia business. The results of the discussion show that the development of labeling, packaging, and marketing strategies for sumpia products in Sumberbening Village, Wates Hamlet RT 34 RW 10 shows that the implementation of these activities has a positive impact on business. Even though it is still in the early stages, the progress is already looking better. The once ordinary packaging has become more valuable and many people have accepted the product. With the addition of product identity as an effort to provide product information and as a media or promotion place then by giving a taste variant of sumpia it is not in vain. Even more who like sumpia with the latest variant.

Keyword: labeling; packaging; marketing; home industry

JEL Classification: M11; M31

INTRODUCTION

Home industry is part of small and medium-sized micro enterprises (MSMEs). Small and medium-sized micro enterprises are businesses that do not require certain requirements such as the level of education, relatively little capital use, and technology that tends to be simple to use. Amin Dwi Ananda and Dwi Susilowati, "Development of Micro Small and Medium Enterprises (MSMEs) Based on Creative Industries in Malang City," *Journal of Economic Sciences X*, no. X (2019). In Indonesia, small and medium-sized micro enterprises have a big role in the national economy. This business is relatively quite sustainable compared to large-scale companies that depend on large enough capital or loans from an agency. (Suci et al., 2017) The development of MSMEs is shown through the population as the largest economic actor in the Indonesian economy. Judging from the period 2010 to 2013 the number of business units and labor tends to increase but with trends in business units that have a tendency to conflict. [1] To support micro-enterprises still existing, interference from the government is required. More or less the government has a responsibility to continue to prosper MSMEs. To help micro businesses, especially in terms of subsidies for equipment, raw materials, electricity and so on. A skill or skill is also needed to keep updating in order to maintain the effort so as not to be high and keep up with the times. This has a positive impact on business welfare.

Based on Law No. 20 of 2008, micro-businesses are productive businesses owned by individuals and / or individual business entities that meet the criteria of micro-businesses as stipulated in this Law. (Rahmat et al., 2008) A home business or home industry is generally a job that villagers or farmers do in addition to income. In addition to aiming for additional needs each individual can also develop the economic activities of an area. Home industry has benefits including the creation of jobs, supporting national development in the economic field, and fulfilling the needs of the community, both in the form of clothing, food and boards. The characteristics of the industrial home are extractive that tend to use semi-finished goods into finished goods, this industry has a small amount of labor, has flexible properties independent of conditions such as raw materials, small labor, and markets. This business is usually managed by a person and utilizes experts from the family and the surrounding community. By using management and the financial system tends to be simple even finances are not systemized in accounting.

In addition, the development of the household industry has not been able to maximize it only in terms of the increasing number. In general, in terms of quality or quality aspects, especially in terms of branding and marketing strategies, only a few have improved. Shandy Widjoyo, "Effect of Service Quality and Product Quality on Customer Satisfaction and Consumer Loyalty of Happy Garden Restaurant Surabaya," *Journal of Marketing Management* 2, no. 1. 2014. The identity of a product is needed as an identifier that provides information about the content of the product and provides a "sense of security" to consumers, as well as a means to tell things about products that are not known physically. This can increase sales so that business people have more revenue and encourage to do bigger promotions as a first step. Consumer interest sometimes depends on how to design a label. This has a fairly strong appeal, because a study shows that consumers take an average of seven seconds when making the decision to buy Rahina Nugrahani, "The Role of

Graphic Design on Labels and Packaging of MsME Food Products," *Journal of Imagination IX*, no. 2. 2015. Labeling a product greatly affects a person's decision to make a purchase, it is also a shield against consumers. Conformity to the product will cause interest in buying.

Packaging also has an important role to play in increasing sales. As one of the attractions to attract buyers through unique and attractive packaging. Fierce competition makes business actors must be able to think hard to increase production to maintain products. Usually the packaging of a product has a different use, some are layered because the packaging is made for different purposes tailored to the needs of the packaged product. The packaging consists of basic packaging, additional packaging and shipping packaging. The function of the packaging itself to protect the goods wrapped during the marketing process to reach the consumer to avoid damages from the product, facilitate in division and to heighten the value of the contents with the attractiveness of the packaging. Packaging should meet several conditions including being able to control the transfer or penetration of water, having strong resistance to temperature changes, not containing toxic compounds and low but quality prices. for quality remains considered for good and satisfactory results. Packaging as the spearhead of the marketing chain that can influence consumers' decisions to buy the product.

Another activity to facilitate business is marketing strategy. According to Hansen and Adam Smith, the implementation of strategy involves risky resource choices and exchanges that sacrifice opportunity. (David & David, 2017) In this case one must be able to bear the risks that will be faced and will drain human resources to think and time as an opportunity to take action. The right strategy will be able to minimize risk as a risk management concept that can reduce losses. Provide alternative options for action. (Afandi, 2018) To make decisions in marketing strategies, it is necessary to pay attention to several factors, including the people to go to, competitors, marketing intermediaries who can help in sales, promotion and distribution and the economy implemented by government policies. Lubis Nurbaity Arlina, "Marketing Strategy in Business Competition," *Public Perception of Orthodontic Treatments Carried Out By Non-Professional Parties*, 2004. The strategy used now and in the future must pay attention to the target consumer market in addition to competitors who want to target the same consumers. Before establishing a strategy first to analyze SWOT, namely analyzing the strengths, weaknesses, opportunities, and threats of business. In the application of marketing lately we must be able to utilize social media by utilizing digital technology.

Globalization that has occurred society is required to master technology in order to keep up with the times. The use and utilization of technology today is not only to get information but also can be used for business purposes, social media can be used by business actors to achieve profits. The development of online business has increased tremendously. With this convenience provides convenience in getting goods so that the stigma of the online store community becomes one of the places to shop. Online marketing strategy is an effort that is carried out to do marketing of a product using online media, namely internet media. Ira Setiawati, "The Effect of Online Marketing Strategies on Increasing MsME Profits," *Marketing Communication Strategy*, no. 202017. Through a computer system or Handpone in order to connect buyers and sellers electronically. To benefit and satisfy each other for both. The effectiveness of online marketing can be done in order

to increase turnover or sales. Success will be obtained by actors when they can use technology optimally.

The existence of this research activity is to find information about labeling, packaging, and marketing strategies implemented by home businesses in the production of sumpia food. The research was conducted in Sumberbening Village Wates Hamlet RT 34 RW 10 Kec. Balerejo Kab. Madiun. Sumpia production made from spring rolls skin with flavor variants. Sumpia is produced as an additional income, using simple tools. But these business owners do not utilize existing technology, so for marketing still seems traditional only distributed to small stores. The use of packaging is only with ordinary plastic. Though packaging becomes a special attraction by consumers. The provision of product identity will be carried out as a medium of promotion and information to consumers, as well as distinguishing products from others. From these problems, researchers can draw conclusions to conduct research on the use of labeling, packaging and marketing strategies as an effort to implement a product. As a guideline that everyone has potential and all can contribute by participating in developing sumpia product business. Dkk Ahmadi, judge Arif Rahman, Community Service Lecture Guidelines (Ponorogo: LPPM IAIN PONOROGO, 2021).

According to Chandler, strategy is a tool to achieve the goals of the company that is related to the long-term, follow-up program, and priority allocation of resources. (Summary, 2000) According to Tjiptono strategy is a plan for the division and use of military force in certain areas to achieve certain goals. Fandi Tjiptono, Service Management, first edition book (Yogyakarta, 2006). Meanwhile, according to Noeng Mujahir, strategy is a structuring of potential and resources so that dapat efisien in obtaining results as planned. The strategy according to Sondang Siagian is the best way to use the funds, power and energy available according to the demands of environmental change. So it can be concluded that a strategy is a plan carried out through actions by managers aimed at changing in a better direction and to realize the vision of the existing mission. If there is a vague concept of strategy, then the decision is taken only subjectively or based on intuition and ignores other decisions.

A label is a part of a product that carries verbal information about the product or seller. Angipora and Marinus, Marketing Basics (Jakarta: PT Raja Grafindo Persada, 2020). While according to Philip Kotler label is a simple look on a product or image designed intricately that is a unity with packaging. Labels can only list brands and information. In addition to labeling to attract the attractiveness of buyers, packaging is needed so that the product is also protected. Packaging is a process related to the design and manufacture of containers or wrappers to protect a product. (Simamora, 2007) According to Suyitno packaging is the placement of products in a package to provide protection or protection so that it can store longer, facilitate storage and distribution.

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value to others. Another opinion according to Radiosuno said that distribution is an integrated system of business activities, to develop strategic plans directed at the fulfillment of buyers' needs and desires, in order to get sales volume that generates profits. In doing marketing, a strategy is needed, namely with a marketing mix. According to Kotler, the marketing mix is a marketing tool used to achieve marketing goals

in the target market which includes, product, price, promotion, place. In the opinion of Ridwan Sanjaya and Josua Tarigan, digital marketing is a marketing activity including those that use various web-based media such as blogs, websites, e-mails, or other networks. In maximizing marketing, it is necessary to utilize digital technology. Digital marketing that will be used is the application of marketing communication through digital media, especially the internet with social media intermediaries.

Home industry is a business unit or company on a small scale engaged in a particular industry field. Anita Armelia, Gita Rosalita and Damayantie, "The Role of PTPN VII in the Empowerment of The Banana Chip Industry Home," Sociologic Journal vol 1. According to Husnan and Syahdan home industry is an effort to find benefits or benefits of the physical form of an item so that it can be used to meet needs and done at home. The types of home industries based on the number of workers are household industries consisting of 1-4 employees, small industries consisting of 5-19 employees, medium industries consisting of 20-29 employees, and large industries consisting of 100 people or more employees. Home industries have advantages including simple and flexible management of market changes, providing jobs, utilizing the natural resources around them, and having the potential to develop. Home industry is very influential in terms of the economy, as for its function to strengthen the national economy, increase economic efficiency, and small business is seen as a means for the distribution of national income, a means of equalization of effort and income because of the number spread in rural and urban areas.

METHODS

Qualitative research according to Bogdan and Taylor defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and behaviors that can be observed. (Mamik, 2015) While according to experts, namely Kirk and Miller, qualitative methods are certain traditions in social knowledge that fundamentally depend on observations in humans both in their region and in their peristilahan. Use this qualitative method for data collection by collecting data through interviews, documentation and observation. The object of research is all areas / aspects of human life, namely everything that is influenced by human activities. Qualitative data about objects can be expressed in sentences, which are managed through thought processes or logic, which are critical, analytical / synthetic and complete. This method has its own path in finding answers to research problems. The answers given are unique and specific to a particular subject only.

Qualitative research is a study that emphasizes understanding problems in social life based on real conditions or natural settings holistic, complex, and detailed. Basically qualitative research has two objectives, namely: describing and revealing (to describe and explore), and describing and explaining (to describe and explain). To conduct this research, the author chose qualitative methods as research methods because this method is considered suitable for the phenomenon. (Anggito, Albi and Setiawan, 2018).

RESULT AND DISCUSSION

Data

Madiun Regency, one of the districts in the East Java Province region located in the western part. Administratively Madiun Regency is divided into 15 sub-districts with 8 villages and 198 villages. Balerejo District is one of the sub-districts in Madiun Regency, there is Sumberbening Village which is located in the easternmost part of the subdistrict. This village has a lot of potential and assets that can be developed. It has an area of 288 Ha where 41.32 Ha is a residential area and the rest is dry land and rice fields. According to the location of the area there are territorial boundaries of Sumberbening Village are as follows: North (Bulakrejo Village); South (Banyukambang); West (Jerukgulung); East (Klitik Village).

Based on data on the number of residents according to the search eye in Sumberbening Village, the majority of the population is sustainable as farmers looking at the Sumberbening Village area 73.5% is rice fields. Agriculture makes the search eye sector the main one. Many farmers rely on agriculture to meet their daily needs. This village has a very strategic geographical location. The distance between Sumberbening Village and Subdistrict \pm 1 Km while with the Regency area is only about 4 Km. in addition, this village is close to public service offices, markets, and health service centers.

Researchers took the research site in Wates Hamlet RT 34 RW 10 Sumberbening Village. Wates Hamlet is one of the hamlets of the four hamlets in Sumberbening Village. In this hamlet there are still not many home businesses that stand. So that it can be used as an opportunity to set up a business as an additional income to meet needs. This place of business is quite strategic on an alternative route to the Caruban region. With a strategic place so that to get raw materials and other materials is quite easy. The distance to the center of the district is only 3 Km.

Business profile

A home industry business is a home business that produces products with the help of family members and surrounding neighbors. This business produces snacks, namely sumpia. Sumpia is a type of traditional food spring rolls that have a smaller and drier shape. This business was initiated since July 18, 2018 by Ibu Dwi Nuryati who has survived until now. Initially Dwi Nuryati's mother was an employee at a supermarket in Surabaya, but since marriage she stopped working. From the boredom of every day he has a desire to help his family in making ends meet. But confused about what to do or sell. Then try to make food as a snack that is sumpia. Starting from seeing the video from youtube came the idea to make the food and can be marketed. Starting from his family who tasted sumpia snacks and felt to have a good and savory taste, finally sumpia began to be marketed in the surrounding environment. Failure must have passed but Mrs. Dwi Nuryati did not despair to continue to think and innovate to continue to establish this sumpia business. This effort has been going on little by little until now.

The initial capital to set up this business is only Rp. 200,000 to buy the materials and equipment used. To help produce sumpia, Mrs. Dwi Nuryati recruited her close family members. Recruitment of labor does not use special requirements and expertise but with the ability and accuracy and responsibility for the work in making sumpia food made from spring rolls. This snack is shaped

like a spring roll but with a small size and given a variety of flavors such as beef shreds, cheese, chocolate, chicken shreds, and others. With a maximum frying pan makes the sumpia textured savory and crispy. This is the reason for business owners as one of the snack innovations that can last longer than spring rolls that must be immediately possible to eat. In addition, this product is quite unique, not many produces make it a profitable business opportunity.

Cottage industries like this are quite profitable for owners with the minimum utilization of raw materials and capital to get the maximum profit. This business can also provide jobs for people in need and petrify the economy of the surrounding environment. This business still uses traditional marketing methods.

The vision of sumpia's home industry business is to form a snack-based company that is able to compete and grab a wide market share. Mission: the values that have always been instilled by owner Dwi Nuryati to his employees are trying. From this at the same time make the mission applied by sumpia production to achieve the vision of the business. The company always does its best for employees and consumers. There are several things to support the vision that is carried out, including: 1) Build a business with maximum production, efficient costs, and good quality; 2) Expanding employment that can improve people's living standards; 3) Can meet customer satisfaction; 4) Make the product as a much-loved snack; 5) Compete healthily without dropping others.

In addition to trying to the maximum is also accompanied by prayers to Allah SWT it is always instilled by the owner to his employee members. This production activity always prioritizes taste as a distinctive taste of sumpia. The purpose of this is as the achievement of satisfaction with consumers and customer confidence to repeat orders or reorder.

Organizational Structure

Any good organization or company must have a clear plan, direction and objectives using well-directed and coordinated measures. This home industry business only involves family and relatives around it. So, the organizational structure is still simple. This organizational structure uses a line organization where orders are entirely directly from the boss to his employees. The establishment of this organization to facilitate and succeed this effort. The organizational structure is as follows:

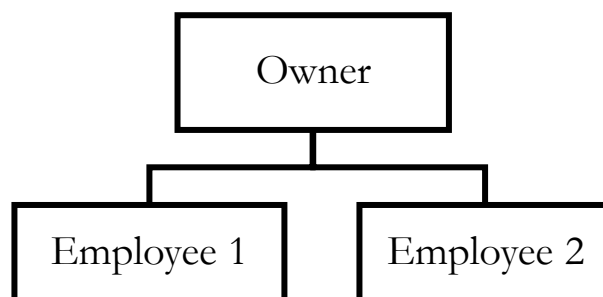


Figure 1. The Organizational Structure

In a company there is a division of duties of each employee that aims to work efficiently and well in accordance with their expertise. It is also covered by this home business. The division of duties is as follows:

Duties of the owner: 1) Provide additional capital; 2) Auditing the company's financial statement; 3) Monitor and organize company activities; 4) Regulate financial administration; 5) Company holders; and 6) Make plans and evaluate daily and monthly work to ensure the achievement of cool target quality.

Employee Duties 1: 1) Purchasing materials used for production; 2) Cutting cleft skin; 3) Maintaining the cleanliness or quality of the product; 4) Record and calculate the inventory of goods; and 5) Carry out the product process. Employee duties 2: 1) Fry sumpia; 2) Helps fold sumpia skin; 3) Maintaining the cleanliness or quality of the product.

To carry out a production the company requires materials and equipment as supporting its business. The materials used in this business use quality and *fresh materials*. Purchase of raw materials directly through the processing or manufacturing stage of sumpia. The raw materials and tools used are quite simple. But quality takes precedence. The materials and equipment needed in the manufacture of sumpia are as follows:

Table 1. Ingredients for the manufacture of sumpia

No	Material	Sum	Price
1.	Spring rolls	8 pcs	Rp. 40,000
2.	Flour	200 gr	Rp. 3,000
3.	Cooking oil	1 liter	Rp. 13,000
4.	Beef Shreds	250 gr	Rp. 20,000
5.	Chicken Shreds	250 gr	Rp. 10,000
6.	Brown	250 gr	Rp. 5,000
7.	Gas Elpiji	1	Rp. 19,000
8.	Packaging	1 pack	Rp. 20,000
9.	Label	1 sheet hvs	Rp. 10,000

Source: observation (2021)

Table 2. Equipment used for the manufacture of sumpia

No	Equipment	Sum
1.	Stove	1
2.	Scissors	3
3.	Bowl	3
4.	Frying pan	1
5.	Jars	5

Source: observation (2021)

Discussion

In theory, a label is a part of a product that carries verbal information about the product or seller. Based on the results of research through observations and observations that have been carried out in the home snack production industry, namely sumpia which is located in Wates Hamlet, Sumberbening Village RT 34 Balerejo District, Madiun Regency. In the development of businesses that show that labeling is done for the provision of identity on sumpia products. Which is made into a sticker with a size of 6 cm x 8 cm that contains the following information: 1) Product name; 2) Production site; 3) Contact number; and 4) Flavor variants.

Labeling as a product identity with a simple appearance is done for sumpia products because the product is still traditional. Sumpia products are still in the economic market with low- and middle-

class positions. Initially this product was made simply without having any identity at all so that this product is mixed with others and cannot be distinguished. The development carried out turns out to make the product more interesting and has its own name. Labels can also serve as a place to promote. In addition, the labeling that is set makes consumers more confident in making purchases, this is reinforced by the information of the place of production and so on. The application of graphic design combined with colors produces an attractive label. However, the existence of labeling applied to sumpia products has not fully met the label criteria specified by the Government Regulation of the Republic of Indonesia. However, with this labeling is very helpful introduction to the products produced.

Packaging products produced by home industry in Dukuh Wates Sumberbening Village still uses ordinary plastic glued using wax. This is to place the packaging according to the market. However, after the development of product packaging from household industry products carried out using directly adhesive packaging plastics. It is done so that mmapu competes with products with a higher level. This packaging has met the packaging requirements in order to function properly, namely protecting the product from contamination so that the product is protected from physical damage to be easily opened and closed, and facilitates distribution. The packaging has been in accordance with what is stated according to Suyitno explained that packaging is the placement of products in a package to provide protection or protection so that it can be stored longer, facilitating storage and distribution. Innovative packaging will have a positive impact that benefits the company and drives sales. The development of packaging, business actors have come up with the idea with the packaging and considered packaging like this more attractive, and easier to use and better protected with the presence of direct adhesive tools.

In general, home industry products have a uniqueness because they are produced in limited quantities. The resulting quality is worthy of juxtaposing with products produced by national-scale manufacturers. Such packaging is combined with the existence of labels, making sumpia production results able to compete with other products. In addition, there are also tastes and characteristics that are owned. For the flavor variant of sumpia is very diverse, namely the taste of beef shreds, chicken shreds, chocolate, and cheese. Many flavor variants make choices according to desire.

Marketing carried out for sumpia products using marketing strategies that are traditional and began to penetrate into the digital world by utilizing social media. With the use of social media will be more profitable business owners with a wider reach and diverse market share ranging from children, teenagers, adults to the elderly. This is done to minimize the costs incurred by entrepreneurs to do promotions. In this way sales are carried out with two events, namely sales through the internet or online media and offline sales by leaving in the surrounding shops and supermarkets.

Seen such marketing before doing marketing needs to be adjusted to the target to be achieved. First analyze market share and opportunities through price, product, promotion and place. For the price given is not too expensive, according to the given product, and the price has been adjusted to the relative market share of the lower middle class. Regarding the product, sumpia is a fairly unique

food that has not produced many of these snacks, which are shaped like spring rolls but with different content variants and smaller shapes and have a dry and savory texture.

For promotion is done through labels as well as a place to promote and mandate existing media such as Facebook, Instagram, and whatshap, also utilizing promotion through mouth to mouth. As for the production place is strategic enough to get the raw materials needed besides that this production place is close to shops and supermarkets so as to facilitate the storage of sumpia in the place. By paying attention to several things, this business can survive until now and will develop with the development of time. Day by day has seen a significant increase.

CONCLUSION

Sumpia business product development strategy through labeling, packaging and marketing implemented by the industrial home in Wates Hamlet, Sumberbening Village, Balerejo District, Madiun Regency. With the use of raw materials that are easily obtained with innovations owned to turn ordinary foods into foods with various flavors. The characteristics of the taste of spring rolls skin combined with the taste given into a snack called sumpia. The existence of labeling has a good impact on the packaging of the product. In addition to protecting the means of promotion. The use of digital media has also been applied so that this business keeps up with the times and is able to compete with other products. As Kotler said that a marketing mix is needed as a tool to achieve the desired marketing goals. Includes products, prices, places, and promotions. Seeing from the research that has been done this effort has changed with the strategies used. Not only is production increasing but also this industrial home business is increasingly known to many people.

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