



Marketing communication strategy of Lesung Kresek Restaurant in increasing sales in Madiun

Gofasa Mahendra Ekapaksi^{1*}, Muhammad Thoyib Amali²

¹ Communication Science Department, Universitas Ahmad Dahlan, 55191, Yogyakarta, Indonesia

² Communication Science Department, Universitas Ahmad Dahlan, 55191, Yogyakarta, Indonesia

*Corresponding author's email: gofasa1800030238@webmail.uad.ac.id¹, muhhammad.amali@comm.uad.ac.id²

ABSTRACT

Keywords

Lesung Kresek
Marketing Communications
Sales

Madiun is one of the regencies in East Java province. Known as the city of Pecel it has excellent potential in the culinary field. The culinary industry is one of the economic activities for the people of Madiun. Marketing mix is an essential tool for companies to achieve the right goals. This is important to do to encourage the success of marketing activities. One of them is implementing marketing communications for Lesung Kresek restaurant. This application is to find out the increase in sales in Madiun City. This study aims to determine the marketing communication strategy of Lesung Kresek restaurant to increase sales. This research method uses a qualitative approach using observation, in-depth interviews, and documentation to obtain valid data. To test the validity of the data, this study was conducted by comparing and combining the data that had been received. The results of this study show that the marketing communication strategy applied by Lesung Kresek restaurant uses the 7P marketing mix concept, including product, price, place, promotion, people, and physical evidence. Based on the marketing mix, five marketing strategies are going well. While the two marketing mixes, such as places and processes, do not run optimally in running them. But in terms of location, it is very supportive in restaurant marketing.

1. Introduction

Over time, businesses in the food sector tend to continue to grow both in quantity and quality. This reality is based on the fact that food is a basic human need. Because food is a basic need, in this day and age many food businesses such as restaurants and cafes develop. There are many businesses in the field of food services, but this business does not always generate profits, not all business actors succeed. Most food businesses fall or go bankrupt, this is due to various factors such as simple management (Pekab Madiun, 2023).

Based on facts in the field, people or people prefer to eat at restaurants with friends, friends and family as a gathering place. This phenomenon can be seen from the number of restaurants that have emerged in Madiun. According to (Setiandika Igiyasi, 2017), activities, interests, and opinions are components of lifestyle. The majority of Madiun people have made the consumption lifestyle as an activity to fill their leisure time and make it a goal to achieve happiness in life that fosters people's interests and views. Lesung Kresek restaurant uses this strategy to give the people of Madiun a place to meet their emotional needs.

Marketing communication strategies for restaurants are quite varied for now because they follow the developments and trends that are currently in today's society. A marketing communication strategy is a set of plans and actions that a company carries out to achieve the objectives of informing, influencing and motivating the target market to buy the products or services offered. This strategy involves different media and communication techniques to reach the target market. (Kotler, 1987)

Marketing communication strategies for restaurants are quite varied for now because they follow the developments and trends that are currently in today's society. A marketing communication strategy is a set of plans and actions that a company carries out to achieve the objectives of informing, influencing and motivating the target market to buy the products or services offered (Kennedy & Soemanagara, 2009). This strategy involves different media and communication techniques to reach the target market.

The goal of a marketing communication strategy is to increase brand awareness, increase sales and expand market share. Some strategies that can be used in marketing communication include identifying the target market, using language and communication styles that are in accordance with the target market, determining the right message, determining the right media methods, and evaluating the strategies' effectiveness. When developing a marketing communication strategy, companies should pay attention to factors such as the product or service's characteristics, the target market's characteristics, and the current business environment. The success or failure of effective marketing communication activities is determined by the strategy. An organization will be left behind without a strategy with the growing and more modern mass media that is now used and the ease of access. Strategy is essentially planning and management to achieve goals.

Madiun has several restaurants but the menu and concept are the same. So that competition in this modern era is getting tighter, so business people are pressured to be creative so that their business continues to run. In a competition, a company can be a winner in its business competition if it is able to get as many customers as possible. If the company can get as many customers as possible, of course the company can get large profits as well. In the business world, to facilitate the delivery of information, ideas and messages and be accessible to consumers, advertising is needed as a reminder and can be used as a step in making decisions for consumers. Therefore, the important role of advertising as a means of conveying information must be adjusted to the situation and conditions of the community so as to facilitate decision making by producers before determining the target market. One restaurant that has a market strategy that has followed the times is Lesung Kresek Madiun Restaurant, which has a unique concept in decoration and food and beverages, this restaurant also adds colour in Madiun regency, especially for tourists from inside and outside the city, in line with the nickname of the city of Madiun, which is a charismatic city. The Madiun government wants to improve the regional economy by providing trading stalls and others, because the geography of the city of Madiun is far from the beach and mountains.

Lesung Kresek Restaurant was established in 2021 and has been running for about 2 years. Which is addressed at Jl. Raya Kresek, Rice Field & Garden Area, Kresek, Wungu District, Madiun Regency, East Java 63181. Mr. Toni Prasetyo established Lesung Kresek Restaurant to develop his business because before this Mr. Toni already had a café called Warung Stasiun Kawak which is addressed at Jl. Sari Mulya No.47A, Rejomulyo, Kec. Kartoharjo, Madiun City, East Java 63111. The same concept is Vintage, so Mr. Tony opened the Lesung Kresek Restaurant, using the same concept ranging from employee uniforms and food to drinks with vintage or traditional concepts. Based on the results of an interview with Mas Bayu Prasetyo as the operational manager at Lesung Kresek Restaurant, his marketing strategy has kept up with the times by online and offline. Such as using social media, and distributing flyers door to door to certain companies or communities. (Wiyono, 2021)

Communication strategies are can be learned from applied in a simple way in greeting consumers and applying the concept of introducing products directly to consumers by utilizing activities organized by the campus. The strategy formulated is solely to foster communication and relationships with consumers. The creation of this relationship will have a positive impact. The positive impact obtained will provide benefits to both parties (Lesung Kresek Restaurant and consumers) in forming a mindset so that they can change opinions and attitudes or behavior directly. The marketing communication strategy used by researchers to elaborate the data generated later uses the 7 P's theory from Kotler and Armstrong. Marketing communication According to his book Marketing management states that: "Marketing is about identifying and meeting human and social needs." According to this definition, marketing identifies and satisfies the needs and needs of society. Marketing communication has a very important role for entrepreneurs. Without communication, consumers and the wider community in general they will not know the existence of these products on the market. Delivering

marketing is a means used by companies to communicate, persuade and remind consumers directly or indirectly of the products sold (Philip T. Kotler & Kevin Lane Keller, 2016).

In marketing communication strategy, there are seven basic elements by applying a broad marketing mix called the 4 P's component, while service marketing has additional marketing tools such as people, processes and physical evidence or commonly referred to as the 3P component. According to Kotler and Armstrong (2016), they say that The marketing mix consists of seven marketing elements from the 7Ps, specifically: Product, Price, Place, Promotion, People, Physical evidence, Process. From this background, it encourages researchers to take the title "Lesung Kresek restaurant marketing communication strategy in increasing Sales in Madiun."

2. Method

In this study, researchers used qualitative research methods. In this study, researchers will explain how the variables to be used will relate to each other. In this study, researchers will use primary data obtained from interviews with informants. The informant of this research was the manager, marketing manager of Lesung Kresek Restaurant. The data collection method is the most strategic step in research, because the purpose of research is to collect data. The source of the data is taken from interviews. In this interview, interview guidelines are used so that the interview process remains focused on the topic to be raised so as not to drag on or deviate from the research topic. This guide is developed based on a list of topics that the researcher has prepared, but these questions can be changed at any time during the interview process if needed. During the interview process, researchers are assisted by a voice recording device on a cellphone to record the results of the interview so that it can be recorded audio of the interview process. The following interview results are converted into interview transcripts (texts) to facilitate data processing by researchers. (Sugiyono, 2013)

The results collected in the study should be checked for correctness to find true and accurate conclusions. Because seeking the truth of research data using triangulation techniques. Source triangulation is a way to verify the accuracy of data Using documents other than research results for testing purposes and comparing them with those data. The accuracy of data can be obtained from interviews and documents collected during the research process as well as documents collected. (Lexy J. Moleong, 2008)

Miles and Huberman in suggesting the specific data analysis steps are 1. Data Reduction, data reduction includes summarizing and selecting elements that are important, focusing on the important things that themes and models are looking for. Therefore, the data has decreased will provide a clearer picture and simplify everything. Researchers went on to collect more in-depth data. 2. Data presentation, after the data is reduced, the next step is: data presentation. The presentation of data can be done in the form of short descriptions, graphs, relationships between categories, etc. often used to present data. In qualitative research is with the qualitative text of the story. 3. Drawing conclusions, the following third stage of qualitative data analysis of Miles and Huberman is conclusion and verification. The first conclusions drawn are arbitrary, provisional and will change if no strong support is found at the next stage of data collection. However, if an early stage conclusion is drawn, supported by good and consistent evidence. When the researcher returns to the scene to collect data, the conclusion given is a reasoned conclusion that can be relied upon. (H.B. Sutopo, 2002).

3. Result and Discussion.

3.1 Presenting the Results

In this study, researchers elaborated on research data obtained through observation, interviews and documentation related to the marketing communication strategy of Lesung Kresek Restaurant in increasing sales results in Madiun. The presentation of data is presented using marketing communication theory which is included in the introduction which will then be described descriptively about how the marketing communication strategy carried out by Lesung Kresek Restaurant.

Marketing communication involves delivering cohesive messages to the intended audience to elicit specific responses. It encompasses all company strategies to sway consumers towards purchasing their products or services. An alternative perspective characterizes marketing communications as the

channels through which companies strive to educate, convince, and periodically refresh consumers' awareness about their brands, either directly or indirectly. Marketing communications serve as the brand's voice, facilitating interactions and fostering connections with consumers (Philip T. Kotler & Kevin Lane Keller, 2016). Marketing communication strategy using the 7 P's marketing mix. The 7P marketing mix is a strategy that is used with integrity and the core of the marketing system, namely product, price, place, promotion, people, physical evidence, process.

a. Products

Products are at the heart of the marketing mix. All Sales functions start with a product. Products are not just physical entities, but include all material and immaterial tangible aspects because without products we would have no price, location, promotion, people, physical evidence and process. Among all these factors, the most basic 7P marketing mix is product.

"... For the products we prioritize traditional Indonesian menus and from several menus we sell like drinks, typical Indonesian drinks there are wedang uwuh, dawet, wedang uwuh and for ice ice there is mixed ice, es oyen, and for food we start from fish specialists, freshwater fish there is carp, tilapia, there is native chicken there is also grilled chicken too, yes like that mas the products we sell..." (interview with operational manager of Lesung Kresek Restaurant with pak Bayu, 23 September 2023)

According to Mr. Bayu as the operational manager of Lesung Kresek, the products offered are very upholding of the archipelago and traditional menus. Related to products, the restaurant wants to highlight their uniqueness by carrying the theme of the past in the style of the countryside.



Fig. 1. Restaurant Products Lesung Kresek (source: Instagram Lesung Kresek)

"... For what we highlight to be a customer attraction, especially from the concept of the place, mas, the concept of our place ala pedesaan we start to make tables from mortar and ornaments - lamp ornaments from rice plows for photo spots we conceptualize with a rural atmosphere even from the uniforms of our employees, we uniform Javanese..."

According to Mr. Bayu as the operational manager of Lesung Kresek, the uniqueness carried by the restaurant is the concept of the old countryside. This shows that the restaurant dares to carry the theme of the past for today's business competition.

b. Price

Product pricing has a very strong influence on the success of the sales process. Price is the monetary value, the amount of money that a customer or consumer must pay to acquire a product, product, or good. In the marketing mix, price is an important factor influencing product marketing. The increase or decrease in a price provided by the company is of course always a concern for customers or consumers when they need an item. Therefore, the price offered is considered very carefully to the customer or consumer before they decide to buy this product.

Table 1. Menu Prices of Lesung Kresek Restaurant (source: researcher documentation)

| List | Variables | Price |
|------|-----------|------------------------|
| Menu | Food | IDR 5,000 – IDR 18,000 |

| | |
|---------------|-------------------------|
| Drink | IDR 5,000 – IDR 79,000 |
| Complementary | IDR 4,500 – IDR 130,000 |

"... if it is from the restaurant class and moreover, we are close to tourist sites in Madiun for its own price range it is classified as standard and very affordable. From food and drinks we sell from ten thousand to, not up to one hundred thousand of our most expensive menus."

According to the source, the price offered is standard and very affordable by looking at the economic conditions in Madiun. So the set price does not burden customers. Affordable prices are the company's strategy to attract customers.

c. Place

When building a marketing strategy, you need to be smart about identifying places. To choose a location is to choose a strategic location or location. Location is One important element in a marketing strategy is that marketing is made to function optimally and the products offered can be easily obtained by customers or consumers. Mostly, the more strategic the business location, the higher the level of sales and of course this has a major impact on the success of a business.



Fig. 2. Location of Lesung Kresek Restaurant (source: Instagram Lesung Kresek)

"... If the place from the beginning we have an interesting concept, mas, incidentally we are not there standing alone, there are several restaurants that are also quite legendary, there are also quite legends in the crackle area as well. But we are more interesting because one of the tourist destinations of the crackle monument is not far away, the second of our places is near the river, so on average, there is still a mountain atmosphere, there is a river too, there are some restaurants that cannot enjoy restaurants in our place, therefore that makes it attractive to customers, especially the Madiun Mas area..."

According to sources, Lesung Kresek Restaurant has a very strategic place. Which is addressed at Jl. Raya Kresek, Rice Field & Garden Area, Kresek, Wungu District, Madiun Regency, East Java 63181. This shows one of the indicators of the realization of marketing communication strategies.

"... This depends on the actual moment, mas, if for the capacity of the restaurant when it is full, it is actually according to our standards, from four wheels and two wheels. But sometimes there are certain moments, yes, getting to the road too, but even though we also coordinate with local officials, we are also allowed as long as we don't reach the shoulder of the road..."

According to interview excerpts, parking lots are mandatory for a restaurant because many customers use private vehicles. With the parking lot shows a marketing communication strategy.

d. promotion

Trade promotion is the activity of conveying information from sellers to customers or other parties in the sales channel intended to influence attitudes and behavior. Many companies use these promotional activities, including Lesung Kresek Restaurant, to attract public or consumer interest and can introduce a product identity offered by the company.

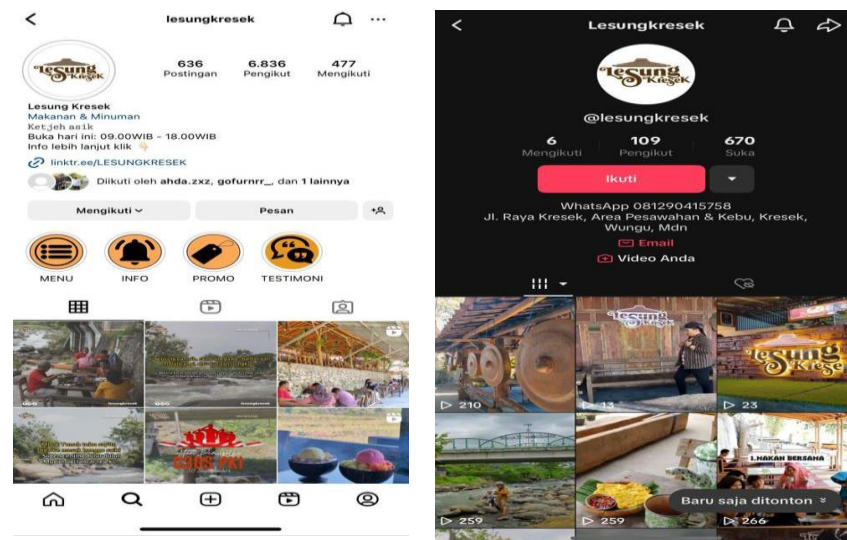


Fig. 3. Instagram and Tiktok Lesung Kresek accounts (Source: Instagram and Tiktok Lesung Kresek)

"... for our side online, there are like FB, TikTok, Instagram, for offline, there are also mas sometimes we give a sheet occasionally, for a sheet we usually go door to door, like distributing flyers to our agencies make proposals for promo promos that are in us, it's just mas for offline ones..."

Pak Bayu revealed that communication strategies are used more often online because it is easier for people to get information from social media. This shows that the restaurant has kept up with the times.

"... If Bannner himself we are only near the location, mas, for a sheet we usually go door to door, like distributing flyers to our agencies to make proposals for promo promos that are in us, that's all for offline ones..."

According to the source, offline marketing activities are only carried out when there is an event, the rest is still the effect of social media that can attract visitors.

E. Process

The intended process is a way of serving customers and responding to customers.

"... For our own complaints, we do not deny it, every restaurant must have customer complaints. What a complaint in our place. For complaints in our place, customers wait for a long time. Therefore we consider our attitude to evaluate so that there are no complaints from customers..."

From the interview excerpt above, the restaurant admits that there is a lack of its services because visitors are always crowded but the workforce has not been met.



Fig. 4. Lesung Kresek Restaurant Service to customers (Source: Instagram Lesung Kresek)

"If from this, in terms of mas data because we happen to have a review, it can be seen on Google Review and can be proven by yourself and seen, our rating is quite high, so for satisfied customers what does not come to our place so it is worthit so it doesn't disappoint..."

According to Mr. Bayu, customer satisfaction can be proven by google reviews that show data. This can also attract customers to come to Lesung Kresek Restaurant by looking at reviews with high ratings.

"If from this, in terms of mas data because we happen to have a review, it can be seen on Google Review and can be proven by yourself and seen, our rating is quite high, so for satisfied customers what does not come to our place so it is worthit so it doesn't disappoint..."

According to Mr. Bayu, customer satisfaction can be proven by google reviews that show data. This can also attract customers to come to Lesung Kresek Restaurant by looking at reviews with high ratings.

f. people

People here are meant to be people who provide services and serve directly with customers in order to establish loyalty.



Fig. 5. Employees of Lesung Kresek Restaurant (Source: Instagram Lesung Kresek)

"... This depends on the moment too, mas, if on weekdays on average there are fifty if there are events there must be 100 or more..."

From Mr. Bayu said that the average visitor who comes to Lesung Kresek Restaurant on weekdays can reach 50 people and if there is an event it reaches 100 people or even more. There is an increase in certain days shows that the restaurant can attract customers. Lesung Kresek restaurant is quite stable getting customers.

"... For the evaluation, we do it every day, mas there is an opening briefing, there is a closing briefing, there is a monthly briefing la, we evaluate every day what is happening in the operations in the field so that our services are even better, starting from our programs and service to customers..."

From the interview excerpt above, the Kresek mortar restaurant does something that must be carried out, namely evaluation because with evaluation, it can minimize the occurrence of shortcomings.

g. physical evidence

Physical evidence is a means for companies to support their own companies and become an additional element aimed at customers.



Fig. 6. Bar and cashier Lesung Kresek (Source: researcher documentation)

"It can be seen from the concept that is very beautiful and the unique decoration..."

According to the source, it can be seen from the building and decoration which is carried using Javanese concepts and existing employee uniforms. This shows that with this concept, Lesung Kresek Restaurant can be said to have an identity that will be easily recognized in the community.

3.2 Create a Discussion

Marketing communication strategy is a very important factor presenting, informing, suggesting and influencing the public about a product. Marketing strategy serves one of the mindsets used to achieve marketing goals. Marketing strategies use the elements of communication contained in the marketing mix. Marketing strategy includes specific strategies for market targeting, positioning, organization and scale of marketing costs. In a marketing communication strategy, there are seven basic elements of Marketing covering the 7Ps, specifically: Product, Price, Location, Promotion, People, Physical evidence and Process.

a. Product

A product is everything that can be offered for sale to the market to attract attention, buying interest, possessing, using and consumption to satisfy customer desires and demands. Marketing communication initiatives should strategically identify the optimal placement and timing for the release of products, ensuring that products are readily available to consumers. There are various products offered ranging from food there is carp, tilapia, chicken, and various types of rice. The drinks sold also vary such as sekoteng, wedang uwuh, es oyen, es campur. A village nuanced place with Javanese concept. Based on direct observations, the products offered have many advantages in providing food, beverages, and places, thus attracting customers from within and outside the city of Madiun. So that Lesung Kresek Restaurant in accordance with the theory of its products can be marketed to the outside community so that customers are satisfied with the fulfillment of the product (Philip T. Kotler & Kevin Lane Keller, 2016)

b. Price

Stating price is an economic sacrifice made by customers to obtain a product or service. Price is important in marketing strategy (Monroe, 2005), it is a multifaceted process that requires careful consideration of various elements, including the company itself, its customer base, competitive landscape, and the broader marketing context. It's essential for companies to strategize in a way that assures consumers perceive the value they receive from a product to be commensurate with the money they spend. The price set should be affordable for the market in Madiun. For price determination, it is influenced by the purchasing power of the people of Madiun so that Lesung Kresek Restaurant sets prices that are suitable for all communities and the application of marketing communication strategies correlates with this theory.

c. Place

The place here is a place used to distribute goods or services to consumers. Serves for consumers to access the products sold. Location or product delivery channels become important to ensure targets are achieved Consumers can receive goods and services in an easy way (Kotler, 1987). Lesung Kresek Restaurant is in a strategic place on the big road to get to Kresek monument tourism and easy road access. So that customers are easy to come or visit Lesung Kresek Restaurant. Based on direct

observation, the parking space provided sometimes has not met so that it fills the roadside. So it is needed for the expansion of parking lots so that road users do not feel disturbed.

d. Promotion

Promotion is an important part of conveying product information and making product identity to the public. A good promotional program should convince customers to buy the company's products (Rahman & Panuju, 2017). Promotion according is the use of product advertising through features provided by Instagram. Instagram has many features that can be utilized by producers to provide information related to product catalogs, prices, promotions, and sales locations through content that can be shared with their followers (Deslia, Amali, & Ulfah, 2022). Lesung Kresek Restaurant conducts promotions in 2 stages, the first uses social media and invites influencers can be seen on @madiunnngemil accounts are online-based and the second uses slides, proposals to certain agencies to offer products and promos they have that are offline-based

e. Process

Process is the mechanism used to deliver services. Service is also important in the marketing mix because customers want it to be the process itself (Kate's and Linda's, 2020). Regarding the process, Lesung Kresek Restaurant is required to add employees when there is an event or weekend because full customers can cause a long service distribution process and disappoint customers. In this context, Lesung Kresek Restaurant has not run the process well.

f. People

People are agents who play an important role in the presentation of services to influence consumer (client) perception. Human factors include managers or employees of the business world, consumers, and others (Martinho A. Gama, 2018). Every employee's action and behavior, including the employee's dress and appearance, affect service delivery success. It can be seen from the treatment of customer employees who come, employees immediately welcome and are welcome to choose their own seats, then the waiter comes and gives a menu list, then recorded and made the food and drinks ordered, then serves the order and the last one pays at the cashier. This shows the implementation of marketing communication strategies at Lesung Kresek Madiun Restaurant.

g. Physical Evidence

Facilities are part of the practical matters involved influencing the purchasing decisions of consumers or customers of products and consumption of products or services provided. Elements are classified as physical installations, specifically environments or buildings, equipment, supplies, logos, colors, etc (Assael, 1992).. Lesung Kresek restaurant itself has a unique identity such as a table made of Lesung and Gamelan which is attached to the pole of the building and has an icon of a semar statue as a receptionist who symbolizes welcome and employee uniforms that use striated batik and use Javanese jarik for women so as to attract customers. So that the facilities provided by Lesung Kresek Restaurant really highlight the place and this can attract customers.

4. Conclusion

From the results and discussion, it can be concluded that marketing communication strategy using the 7 P's theory consisting of Products, Prices, Promotions, Places, Processes, People, and Physical evidence have a significant role in purchasing decisions for Lesung Kresek Restaurant Products. Of the seven theories, physical evidence and products are more dominant than the others. The relationship with this is a unique place and a different concept from restaurants in Madiun, and Products served with traditional menus can attract potential customers. For aspects that do not run well places and processes, related to this, more parking lots are needed so that road users are not disturbed and add employees on weekends and events. The marketing mix with the 7P concept can answer consumer needs not only in the products offered but through the role of services both from business owners and employees who can build interaction with consumers. The creation of interaction will strengthen the emotional connection between Lesung Kresek Restaurant and consumers.

5. Acknowledgement

Researchers would like to express my deepest gratitude to those who have helped me in the writing process. The help and advice provided really helped me to produce quality writing. Allah Almighty has given all His mercy that has given health and smoothness in completing this journal. Also, Thank you to the Communication Studies study program for providing me with valuable knowledge.

6. References

- Adhianti, A. A., & Herlinda, H. (2020). Strategi komunikasi pemasaran 7p pengelola museum sejarah jakarta dalam upaya meningkatkan daya tarik wisatawan mancanegara. *Scriptura*, 10(1), 34–42. <https://doi.org/10.9744/scriptura.10.1.34-42>
- Assael, Henry. (1992). *Consumer Behavior and Marketing Action* (Fourth Edition). Kent Publishing Company.
- Deslia, I. F., Amali, M. T., & Ulfah, M. (2022, November). The New Face of Malioboro Street Vendors: an Analysis of Instagram@ terasmalioboro_2 as a Marketing Communication Medium. In *Proceedings Of International Conference On Communication Science* (Vol. 2, No. 1, pp. 383-392).
- H.B. Sutopo. (2022). *Metodologi Penelitian Kualitatif*. Sebelas Maret University Press.
- Kennedy, J. E., & R. Dermawan Soemanagara. (2009). *Marketing Communication, Taktik & Strategy*. PT Buana Ilmu Populer, Kelompok Gramedia.
- Kotler, P. (1987). *Manajemen pemasaran: analisis perencanaan dan pengendalian*. Erlangga. <https://books.google.co.id/books?id=6XKdnQAACAAJ>
- Lexy J. Moleong. (2008). *Metodologi penelitian kualitatif/ penulis, Prof. DR. Lexy J. Moleong, M.A.* Bandung : PT Remaja Rosdakarya, 2008.
- Martinho A. Gama. (2018). Strategi komunikasi pemasaran kopi tjangkir 13. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 07(02).
- Monroe, A. C. R. V. R. et al. (2005). *Marketing Antecedent of Industrial Brand Equity: An Empirical Investigation in Specialty Chemical*.
- PEMKAB MADIUN. (2023). *Bps kabupaten Madiun 2023*.
- Philip T. Kotler & Kevin Lane Keller. (2016). *Marketing Management (Global Edition) 15th Edition*.
- Rahman, I. A., & Panuju, R. (2017). *Strategi komunikasi pemasaran produk fair n pink melalui media sosial Instagram: Vol. Direview*.
- Setiandika Igiyasi, T. (2017). *Kedai kopi sebagai ruang publik: studi tentang gaya hidup masyarakat Kota Tanjungpinang* (Vol. 1, Issue 1).
- Sugiyono. (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D*. ALFABETA.
- Wiyono, B. (2021). *Strukturasi stakeholder internal dalam city branding (Studi Kualitatif dalam mempersepsikan brand Madiun Karismatik)*.