



# Marketing Strategy Bakpia Pathok 25 in attracting interest of local tourist and foreign tourist during pandemic Covid-19

Amin Nur Tamalasari<sup>1\*</sup>

<sup>1</sup>Departement Of Communication , Universitas Ahmad Dahlan, 55166, Yogyakarta, Indonesia

\*email: [aminnurtamala@gmail.com](mailto:aminnurtamala@gmail.com)<sup>1\*</sup>

## ABSTRACT

### Keywords

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Bakpia Pathok 25 is a typical food from Yogyakarta whose original name is Tou LukPia. Tou Luk Pia which means pia cake or green bean cake. Bakpia Pathok 25 was founded in 1981 and was founded by Ibu Tan Aris Nio. Originally they were number 38 wich indicated the house number. Then they changed to 25 in 1988, with the reason that people were easy to pronounce until now and Bakpia Pathok 25 os growing rapidly as a traditional bakpia and also a typical Yogyakarta souvenir shop. In this research, researchers used qualitative research. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning are more emphasized in qualitative research. The theoretical basis is used as a guide so that the research focus is accordance with the facts in the field. Apart from that, this theoretical basis is also useful for providing a general overview of the research setting and as material for discussing research results. Bakpia Pathok 25 during the pandemic covid – 19 certainly experienced a decline in income but did not let go of ant its employees. During the pandemic covid – 19 they only sell goods offline not online because many people couldn't visit the Yogyakarta and health protocols remained number one. They also don't have special management to market their products, they only prioritize comfort and romance.

## 1. Introduction

Indonesia is a country that is famous for its various cultures. Each culture in a particular region has its own characteristics which not all regions have. Starting from language, culture, race, to things that are racial in life (Harley & Teaster, 2016). The main factor in the differences between regions is the increasingly rapid economic development currently occurring in Indonesia (Nurendah, 2015). The development of science, technology and economics has changed people's lifestyles (Suswanto & Setiawati, 2020). One thing that makes economic development in Indonesia increasingly rapid is in the culinary sector. Because culinary is one of the cultural products that is closely related to society (Haque, 2020).

Apart from being a staple ingredient for daily food, culinary delights also have values that are closely related to history and even philosophy (Prathisara & Masduki, 2023). Culinary is one type of local wisdom of the surrounding community to add cultural values (Musyaffa & Dunan, 2019). Just like Indonesian culture which must be preserved, traditional or regional culinary delights must also be preserved because traditional culinary is very supportive of the Indonesian economy, especially the regional economy (Smith et al., 2018).

Sales are the key to the sustainability of a business, where sales can increase increase profits (Gruner et al., 2019). Sales is the way of a seller can provide satisfaction of the needs and what

consumers want so that the benefits are good from sellers or buyers can be mutually beneficial (Siswanto & Yuliana, 2022). So basically sales or transactions can occur when there is interaction between producers and consumers. In the process, sales are carried out using money as a useful medium of exchange make ends meet (Mubarok & Mujab, 2022). Sales themselves are usually carried out in the market with the assistance of a waiter liaison between sellers and buyers (Nikitina, 2021).

In a market, business or enterprise competition is very tight, we can see on several things that we can see every day. For example, business competition between 2 bakpia sellers, both of them look very strong in their sales. But still from both of them it still has some weaknesses. This weakness can be the point of attack other products that want to surpass it. In this way it can be realized that it is indeed a this market or marketing strategy is very important for companies to be able to maintain the product on the market.

Marketing is one of the activities carried out before the sales process so that a the company and/or its products are known to potential consumers. Marketing can be interpreted as a process or buying and selling transaction activities to create economic value. Marketing has a purpose to connect the desires of producers and consumers (Petrescu-Mag et al., 2020). According to (Wardhana, 2022), marketing is an individual's internal process understand and meet human and social needs. In short, marketing is the individual process of fulfilling mutually beneficial needs between both parties the seller or buyer (Hadit Prasetyo & Purnamasari, 2021). Meanwhile, marketing strategy is defined as an action carried out continuously and carried out based on a point of view regarding a matter desired by consumers in the future (Wibowo, Arifin, & Sunarti, 2015). According to (P. Kotler & Armstrong, 2008), marketing strategy is an understanding of where marketing is expected to be create value so you can get results. This marketing strategy as a system that contains various relationships to carry out planning and to set prices promotion and distribution of products that are useful to satisfy consumers (Rinawiyanti & Kusumo, 2023).

Every company will definitely have different marketing methods or strategies sales made by the company can be maximized. Marketing strategy implemented usually focuses on consumers, which the company previously had information about the needs and desires of potential customers because the company cannot provide adequate service the same for every potential consumer with their own uniqueness (Andi, 2022).

In its formulation, several marketing strategy analyzes influence the factors external and internal environment. It is in this environment that changes or threats can occur or even provide a new opportunity for the company (Reza, 2020). These threats or opportunities are usually occurs because of business conditions and because of competitiveness between companies. changes to the environment this external situation can mean that the company also has to change its marketing strategy to suit and in line with what is happening in the market (Qinyu & Zhuang, 2023).

In order for marketing to run well, companies need to make choice marketing strategy. The strategy selection process includes (1) product goals or targets, objectives or this target can be used as a benchmark for determining the strategy to be used; (2) opportunity market, characteristics and size of market opportunities must be clear or valid based on the results of analysis and the measurement; (3) market success, a company leader must be able to understand various types advantages and expenditures that are useful for achieving goals (Andi, 2022). In product marketing can also be done by taking the ball to consumers, creating a product new network, provide maximum service, and provide satisfactory facilities to customers to provide a satisfying impact on consumers (Grewal et al., 2016).

Bakpia is a typical food from Yogyakarta. This legendary food, which can only be found in Yogyakarta, is actually food from China. Bakpia was originally named Tou LukPia. Tou Luk Pia itself means pia cake or green bean cake. Bakpia itself is a cake filled with green beans inside. Bakpia was first produced in Pathuk village, which until now is famous as a center for making bakpia. Bakpia began to be produced around 1948. In 1980 the bakpia manufacturing industry began to develop. Since then, various brands of bakpia began to appear. In general, bakpia brands use numbers, such as the numbers 25 or 75. These numbers themselves are the house numbers of each bakpia producer in Pathuk village.

Bakpia is one of Yogyakarta's typical foods which is in great demand by many people, especially tourists who come to the city of Yogyakarta. Many domestic and foreign tourists look for bakpia as souvenirs. Bakpia itself has many flavor variants so that buyers don't get bored and can enjoy the taste of bakpia itself with the desired taste. However, there are several flavor variants that are popular with buyers, namely green bean, chocolate and cheese flavors.

As time advances and technology advances in the city of Yogyakarta, many people sell bakpia products with different names, which makes bakpia sellers try to develop their products one by one so that they are not less competitive and tourists remain interested in bakpia 25. Bakpia at the moment is not only a typical Yogyakarta souvenir, but has also become a trade commodity that generates a potential market. Various bakpia manufacturers have emerged, offering other characteristics of a bakpia product. When bakpia first appeared, it only had a green bean flavor variant, but now with the development of the times, there are many different flavors of bakpia, such as chocolate, cheese, durian.

Bakpia it self is now very easy to find because people can buy it via social media or online. In fact, bakpia shops are now starting to open branches in densely populated urban areas with the aim of making the company's marketing strategy successful. Especially in times like these where other countries, one of which is Indonesia, have had disasters with the Covid-19 pandemic. With this pandemic, quite a few SMEs in all corners of the world have experienced a lot of losses because with this pandemic, many SME shops have been damaged. closed and experienced losses that were not only small, even almost 50% of sales.

Covid-19 pandemic, many local and foreign tourists cannot leave the area because almost all regions and even countries have locked down so that the Covid-19 virus does not spread further to various countries where transmission is small. Because tourists cannot enter Indonesia, one of which is Yogyakarta, the economy in Indonesia cannot develop and even suffer losses because most people choose to make their own food because people are afraid because the virus can also be transmitted from food to other people.

Therefore, the company must be smart in making it attractive to the public. Like showing the hygiene of making bakpia in a factory which can make people change their mindset from being afraid to buy food from outside the home because of the hygiene of the factory. Apart from hygiene in the factory itself, the shops sell their own products.

## **2. Method**

The research employs a qualitative method is research based on the philosophy of postpositivism, which is used to examine the condition of natural objects, here the researcher's position is as the key instrument, then the data collection technique is triangulation, data analysis is qualitative, and the research results emphasize meaning rather than generalization (Sarifudin et al., 2020). The data sources in this research consist of primary data and secondary data. Primary data sources use direct observation in the field and interviewed informants. And secondary data, namely data obtained using interviews with sources (Sugiyono & Lestari, 2021).

The method used to collect the required data: Observation is a method of collecting data by carrying out observations directly to the research object. An interview is a direct question and answer activity with a source who has a relationship with a research focus. Documentation is a method that is carried out by looking at a number of notes or transcripts are used as data sources and are related to this research. Literature study is data collection relying on references such as related journals.

To find out what the marketing strategy is for Bu Bagas Business, Mamuju Regency, by determining aspects as Strengths, Weaknesses, Opportunities and Threats, the method is used Swot analysis (Strength, Weakness, Opportunity and Threat) proposed by Dwi Setiawan & Chang, (2022) with the analysis process, namely compiling aspects that are opportunities, threats, strengths and company weaknesses. Give a weight from 1.0 – 0.0 (from very important to not important) depending on the magnitude of the impact of these factors. Carry out a 4-1 scale rating for opportunities and strength (large opportunities and strengths are given a value of 4 and the smallest are given a value of 1). Carry out a rating scale of 1-4 for threats and weaknesses the largest is given a value of 1 and the smallest is given a value of 4). Carry out the multiplication between the weights by rating so that the value of each external and internal factor is obtained.

According to Sugiyono (2016), "Parties who have information about the research object are referred to as informants. Rizky. H et al., (2019), "Also said that research informants is a party who provides information about himself or another person or an event or thing matters to researchers or in-depth interviewers. In this research, the author chose informants using a purposive technique, namely selected by looking at a number of alternative considerations and specific goals that really understand the object which is being researched. Purposive sampling is a technique for determining where to sample specifically for example, this consideration is considered to be the party who best understands the matters we are discussing. We want it to be easier for researchers to deepen and study the focus of their research.

### 3. Result and Discussion

Based on interviews conducted by researchers at Bakpia Pathok 25, income during the Covid-19 pandemic has decreased greatly due to the absence of tourists entering Indonesia, especially the Special Region of Yogyakarta. However, there are several factors that encourage Bakpia Pathok 25 to increase income, including: (a) Product suitability to what consumers want, (b) Good product durability, (c) Can establish good relationships with consumers or customers.

Data Analysis: SWOT Analysis (Strength, Weakness, Opportunities and Threats)

In this research there are 2 (two) factors in testing the SWOT analysis, namely:

Internal Factor Analysis: The following are the internal factors of Bakpia Pathok 25 which are made into typical Yogyakarta souvenir :

Strength: Bakpia Pathok 25 provides quality products. Bakpia Pathok 25 has a good image. Bakpia Pathok 25 provides good service to customers.

The location chosen by Bakpia Pathok 25 is very strategic or a place frequently visited by consumers so it is easy reachable by customers.

Weakness: Bakpia Pathok 25 products cannot be sold online because Bakpia Pathok 25 can spoil and does not use food preservatives.

Analysis of External Factors: Below we will present external factors consisting of opportunities (opportunities) and threats (threats) on Bakpia Pathok 25 products among others:

Opportunity

Yogyakarta Special Region makes population growth continues to increase, this condition which is the potential or opportunity for high demand for food needs Tourists coming to the Special Region of Yogyakarta are increasing. Bakpia Pathok 25 can retain old customers and new customers Bakpia Pathok 25 can maintain the quality and quantity of Bakpia Pathok 25 it self. Can establish good relationships with customers. Threat, There are several companies that offer the same product as Bakpia Pathok 25. The emergence of new competitors offering the same product at the same price compete.

Based on the SWOT analysis that has been carried out regarding opportunities, threats, strengths and the weaknesses of Bakpia Pathok 25, the results show that Bakpia Pathok 25 has a big opportunity because tourists in the Special Region of Yogyakarta are increasing day by day, so these conditions must be exploited by Bakpia Pathok 25 in an effort to develop its business such as by improving product quality and service quality provided to customers so that customers feel satisfied and ultimately become loyal to Bakpia Pathok 25 and consumers feel like they want to return to buy again. Furthermore, based on the results of the SWOT analysis carried out, it is obtained also that Bakpia Pathok 25 is facing increasing threats the number of similar companies, both new competing companies and existing companies standing for a long time. As stated by Swastha (2015:134) that product quality is good will directly affect the level of consumer satisfaction, and if this on going continuously will result in consumers who are always loyal to buy or use the product and is called consumer loyalty and in addition to product quality there is another thing that influences consumer loyalty, namely service quality.

Based on the results of the SWOT analysis carried out, it was also found that Bakpia Pathok 25 has great strength where Bakpia Pathok 25 provides quality products so that it is able to attract customers to make purchases, besides that customers also feel satisfied because the money they spent to buy Bakpia Pathok 25 products commensurate with the benefits they get and able to satisfy customer needs as stated by Tantri (2013: 153) that products are everything that can be offered to the market for attention, purchase, use, or consumed and can satisfy customer wants or needs. These conditions must be always looked after by Bakpia Pathok 25 as with maintaining the quality of the raw materials used and maintaining product cleanliness and production equipment. The weakness of the Bakpia Pathok 25 product is that it cannot be sold online because Bakpia Pathok 25 can be damaged and does not use food preservatives.

From the factors explained above, this research shows the company's position is in quadrant II which supports diversification strategies. The company is in quadrant II because there are quite a lot of existing threats, but even though they have various kinds threat, but Bakpia Pathok 25 still has the strength from an internal company perspective so that Bakpia Pathok 25 can still increase the products offered in terms of quality and quantity.

The results of this research are different from those conducted by (Syaiful & Elihami, 2020), where in this research shows that the company studied is in diagram I supports aggressive growth policies. In diagram I, the company being studied can be said to be stable because it can maximize the power it has to seize various opportunities that exist, so that the company can balance other competitors produce similar products.

Strategy Marketing Bakpia Pathok 25 : Strategy marketing is planning, organizing and implementing a program to achieve a predetermined goal. In attracting the interest of local and foreign tourists, Bakpia Pathok 25 also requires a communication strategy so that branding is achieved effectively so that the goal of attracting tourists is achieved well.

Planning: The beginning of the Bakpia Pathok 25 Branding was the Covid-19 virus which entered Indonesia in 2020. There are several identities that support attracting tourists, namely making the packaging of Bakpia Pathok 25 as attractive as possible and showing the hygiene or cleanliness of the products offered. Apart from the attractive packaging, Bakpia Pathok 25 has also started to add flavor variants such as chocolate, durian, and flavors that are much sought after by young people today.

Making the packaging as attractive as possible and showing the hygiene of the packaging from Bakpia Pathok 25 means that tourists are considered capable of explaining the condition of the product which has its own appeal in the eyes of those who see it. The importance of branding to attract tourists has now been realized by companies in the culinary sector to make the company more advanced and make it a special attraction for tourists who come, especially at Bakpia Pathok 25 in the city of Yogyakarta, in order to create a good image for local and foreign tourists. Branding actually started to be initiated since the emergence of the K3 policy, namely Beauty, Cleanliness and Order. One implementation of this policy includes creating a tagline.

Organizing: In implementing the Bakpia Pathok 25 Marketing Strategy to attract the interest of local and foreign tourists, the communication management that is built must be structured clearly and well, this is useful for making it easier to distribute portions of tasks and also coordinate the development of strategies that have been implemented.

Implementation: The strategy implemented by Bakpia Pathok 25 is to have the Bakpia logo and image on all packaging and include the address of Bakpia Pathok 25 itself because the Bakpia shops in Yogyakarta are varied and have their own characteristics.

Apart from making packaging that is as attractive as possible, Bakpia Pathok 25 also carries out communication strategies to market products on their website and online media such as Instagram and they can help send the bakpia that consumers want via Gojek and Grab. Recently, Bakpia Pathok 25 put its product on Shopee, but it was not possible to send it to a distant city because Bakpia itself had an expiration date.

#### Traveler Communication

Marketing Communications: Bakpia Pathok 25 realizes the importance of marketing by publicizing the products that will be offered to tourists. Meanwhile, this publication has been carried



out by Bakpia Pathok 25 to strengthen branding by marketing premium quality goods and using attractive and clean packaging for each product offered, which means this branding is carried out continuously and simultaneously. Meanwhile, personal sales are carried out by employees as well as continuing to market the same products in shops that consumers can visit. Sales in shops must also be kept clean by washing hands before entering the shop, using a mask when making transactions in the shop and not opening the seal to maintain the cleanliness of the products offered. One of the media used for promotion is social media, such as Instagram, websites, which are used to share shorter product information and YouTube is used to provide information in the form of clear and longer reviews.

**Communication Management:** The main goal of management communication is optimal utilization human resources and technology for improve dialogue with others. As Sulistyawati et al., (2021) said emphasizes the creation of two-way dialogue and at the same time give birth to exchange relatively balanced information constitutes the result of a communication process. Communication is an integral process in carrying out functions management, besides communication are input and output in the process management.

Communication management is in place within and between social systems. Matter this shows that management communication focuses on roles employees who work in each managerial sector enhanced various potentials for moving the organization. Enhancement the role of each element within organization, seen from the point of view communication that how a employees from lowest to top management conveys a good message internally and externally, so that it forms a shape integrated communication overall as a form of communication organization in order to achieve the goal. This is the unity of communication which must be regulated intensively and planned, involving all internal stakeholders of the organization.

The five most important management activities for corporate communications: (1) Intuition audience response, choosing which language use in organizations; (2) Identify; and (3) Forming organizational typology; (4) Diagnosis, and (5) Effectiveness of communication use bilateral communication (Milloy et al., 2022).

In attracting tourist interest, communication management is also very important because to achieve the desired goals, a company needs good management so that each member can carry out their role optimally. Good and effective communication will lead to success in attracting local and foreign tourists.

**Online Communication:** Online media. As a new medium, the internet and its derivative products have distinctive characteristics compared to the media existing conventional ones. Internet is one of the applications of technology which is based on a work system (platform) computer. Therefore, typologies (systems) of computers will be basis for identifying boundaries as well as internet characteristics.

According to Ashadi Siregar, media online is a general term for an media-based form telecommunications and multimedia (computers and internet). Inside there is a portal, website (website), radio-online, TVonline, online press, mail-online, etc. with their respective characteristics accordingly with facilities that allow users or users to utilize it.

Online media is also called interactive media, which is a type of media collaborative, refers to media that allows active participation by receiver and sender (interactive). The emergence of online media is not it means replacing print media and electronics that already exist, because of the media online has a consumer area separately. The advantages of the media online are:

Up to date, online media can upgrade (update) information or news from time to any time and anywhere, no just use help computers, but technological facilities on a mobile phone (cell phone) or more specifically the word smart phone (cell phone that has have internet technology facilities). This happens because of online media has a process of presenting information or easier news and simple.

Real time, a way of presenting news this simple thing makes media online can immediately present information and news at the time of the event this is what is going on in real time. Media journalist online can send information directly to the editorial desk from the location events with the help of telephone or internet facilities such as E-Mail and other.

Practical, online media is quite practical because of the ease of get news and information, anytime the media wants online can be opened and read so far supported by technological facilities Internet. Cell phone that has internet connection facilities, computers who has an internet connection either in the office or at home, and you can also do it in internet cafes (cafe).

Online communication carried out by Bakpia Pathok 25 includes using Instagram social media and websites which can be accessed by consumers to simply find out information or buy the desired product. Online promotions are carried out by creating an official account from Bakpia Pathok 25. This account is managed by Bakpia Pathok 25 itself. Apart from that, there is no special planning except providing information about the products being sold and branding online. Partial information and photos shown Most of them are taken from Bakpia Pathok 25 itself and also from reviews or testimonials from consumers who have purchased Bakpia Pathok 25.

**The Role Of Public Relations:** The main functions are carried out by someone in public relations organization covers various fields and in terms of aspects, below are some the most important functions of public relations are: Grow and develop good relations: between organizational institutions with the public, both internal public or extem in order instill understanding. Assess and determine public opinion related to the organization. Advise leaders about ways to control public opinion as appropriate. Row motivation and public participation in to create a climate of opinion public that benefits the organization/institution.

Sing communication to influence public opinion. The role of public relations is very important in the world of branding. Public Relations has a lever as a liaison between the community and the company so that the message the company wants to convey, in this case attracting tourist interest, can be well received by local and foreign tourists.

**Group Communication:** Successful communication is not only carried out by one party, but it must be realized that attracting tourists can be successful with the role of many people. So far, Bakpia Pathok 25 is known to the public and is called Yogyakarta Special Souvenirs because of the people themselves and Bakpia Pathok 25 is widely known because of word of mouth. A group of pedicabs that are common in the surrounding Malioboro area usually market to people looking for souvenirs, but Bakpia Pathok 25 itself does not provide a fixed wage, but if they need it, such as primary needs, they will definitely want to help. Bakpia Pathok 25 has its own time to help people in the city of Yogyakarta, such as distributing basic necessities to local people.

**Visual Communication:** Visual communication is used as a marketing method using image media, where images are considered very easy to convey messages to the audience. Like the image shown on the Bakpia Pathok 25 packaging, namely a picture of the bakpia itself and a picture of the flavor variants contained in the Bakpia Pathok 25 packaging. Apart from images which are used as material to attract tourists, Bakpia Pathok 25 also uses images to create advertisements on the street and includes the addresses of official shops that provide Bakpia Pathok 25. Bakpia Pathok 25 also makes banners which will be pasted in each shop to attract consumers. It's not wrong to buy from another shop because there are many bakpia shop sellers in the city of Yogyakarta.

**Community Response:** After the attractive packaging was released and online branding was carried out, many tourists started to become interested and looked for websites where they could buy Bakpia Pathok 25 online. However, this continues to be communicated and developed through various types of social media and other e-commerce and gradually Bakpia Pathok 25 can develop even though it is experiencing an economic crisis such as the Covid-19 virus. The public's response is one measure of the success of the Bakpia Pathok 25 branding to attract local and foreign tourists.

#### **4. Conclusion**

Based on the data that has been collected and analyzed, Bakpia Pathok 25's marketing strategy is to attract the interest of local and foreign tourists during the Covid-19 pandemic. Although initially pessimistic, in the end this branding ran smoothly and resulted in successful branding. With the large number of tourists starting to buy online on the website, this indicates that the branding carried out by Bakpia Pathok 25 is successful and Bakpia Pathok 25 can spread its wings online and through existing shops in the Special Region of Yogyakarta. Bakpia Pathok 25 during the Covid 19 pandemic definitely experienced a decline in sales because it was limited for tourists to enter the Yogyakarta area, but the

factory continued to produce, although only a small amount for consumers in the city of Yogyakarta. With the Covid 19 pandemic, no employees have been laid off from their jobs but instead the number has increased.

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