

# Strategy Analysis UKM of Government Policy in Implementing Restrictions of Community Activities (PPKM) to Handle the Covid-19 Pandemic

**Zaenuddin Imam**

University 17 August 1945 Banyuwangi, Indonesia

[zeeimam22@gmail.com](mailto:zeeimam22@gmail.com)

## Abstract

*During the COVID-19 pandemic that hit Indonesia, it caused a recession in various sectors. Related sectors include the SME sector. In many businesses, the number of buyers is down and profits are falling. This is because of government regulations regarding people at home. Therefore, you need to develop a strategy to keep them alive and increase resale. The survey method used is qualitative analysis with exploratory steps with participant observation techniques. Researchers used qualitative methods. Qualitative Research Methods is research that can be carried out through direct contact, understanding the opinions of open-minded people and understanding through symbolic interactionism researchers conducted research in Jember. The results of this study reveal various strategies that can be applied by entrepreneurs, including selling online, digital marketing, improving product and service quality, building relationships, and building relationships with customers. It is hoped that the results of the research can be carried out by economic actors, who take into account changing circumstances and economic actors will be able to survive.*

## Keywords

PPKM; survival strategy; and Covid-19



## I. Introduction

Indonesia is currently in the era of the COVID-19 pandemic. The Covid-19 pandemic caused everyone to behave beyond normal limits as usual (Sihombing and Nasib, 2020). This situation is certainly a serious problem faced by Indonesia. The reason is, the main problem is not only the health sector, but also economic problems. The problem of this recession is the decline in people's economic activity during the pandemic. This decline will certainly affect the business sector (MPMI) as well as the tourism, industrial and commercial sectors. In Indonesia, mass layoffs often occur due to business closures due to the COVID-19 pandemic. According to the Indonesian Chamber of Commerce (Kadin), more than 6 million employees have been laid off or laid off.

The implementation of mass layoffs is undoubtedly due to the decline in consumer demand for these products. The decline in demand for these products was caused by the decline in public confidence in manufactured goods amid fears of the COVID-19 virus. Faced with this situation, the company implemented a policy of reducing labor costs to avoid losses. Termination of employment (PHK) also applies to workers who do not meet health standards in the office where they work. They are resting at home amid company concerns over the spread of the Covid-19 virus, because the SME sector is mainly related to the tourism, industry and gastronomic sectors, the COVID-19 pandemic certainly has a major impact on the SME sector. If all of these sectors require speed of delivery of goods, then in the era of the COVID-19 pandemic, all movements are hampered.

The delay in distribution in the SME sector is quite significant. In addition to being hampered during the production process, the income of SMEs is also hampered. Based on BPS survey data in 2020 up to 82.85% of businesses lost revenue due to the COVID-19 pandemic. This delay in production and reduced income eventually led to a reduction in the workforce. Of course, this contributes to the sustainability of SMEs and must be addressed with various strategies so that SMEs can continue to produce and not close. This is done so that SMEs can survive and keep up with the times, not only digitizing when carrying out promotional programs. This ensures greater flexibility and freedom in SME development. This is certainly not easy considering that Indonesia itself still does not understand digitalization in the business world. Business digitization must be a bright spot for entrepreneurs in the era of the Enforcement of Community Activity Restrictions during the COVID-19 pandemic.

In the era of the Implementation of Restrictions on Community Activities during the COVID-19 pandemic, businesses are expected to survive in unusual conditions, inflexible conditions and very limited movements. Of course, we need a strategy to deal with these conditions. Considering the COVID-19 pandemic is still ongoing and the government will certainly limit these activities, the requirements for restrictions on business entities that sell their products directly are not yet effective, therefore, business actors need to replace their marketing strategies with more effective ones by opening online stores or Marketplaces. Marketplace itself is a buying and selling activity between individuals where the exchange of value is a process that uses digital technology. Therefore, it can be concluded that the market place is a trading activity in the form of buying and selling products that support the use of electronic devices or computers between individuals or groups. Another way that businesses do to do more than just open a shop is through a marketplace, the business actor must also be good at delivering products in a sustainable manner through digital marketing. They have to design their store as attractive as possible so that consumers are interested in shopping at their stall. Store owners can also use social networks to promote your products. In addition, it is considered more effective because it can be accessed directly by consumers and saves promotional costs. Digital marketing can be understood as product marketing done on the internet or using social media. The benefits of digital marketing are clearly not limited by the distance and time that can be accessed or used by anyone.

In the era of the COVID-19 pandemic, there have been many changes in consumer order and behavior, including changes in product purchases. Consumers who prefer to shop directly at stores and retail outlets are now turning to market places. According to the DBS BANK survey in 2020, the level of consumer interest in using the market place increased rapidly. Pre-pandemic marketplace users registered within 2 hours, up to 66% when the covid19 pandemic hit. Commercial professionals certainly need to further improve the quality of their products and services so that consumers trust and want to buy from them. However, good product quality and good service quality have a significant impact on increasing personal consumption. This is in accordance with research (Tipayana and Pramono, 2020) which states that quality can increase consumer satisfaction and encourage good relations between commercial actors and consumers.

The COVID-19 pandemic has reduced the sales and revenue of commercial players. Another thing that has an impact is consumer confidence. This consumer trust is important for the sustainability of small businesses, and if consumers already trust our products, they will subscribe to our products. Therefore, economic actors need to restore deteriorating consumer confidence. They need to focus more on improving consumer relations. In this way, consumer confidence will increase again. And that will ultimately lead to a good relationship between consumers and economic actors. This is in accordance with research

conducted by distributor-consumer relations which have an effect on increasing marketing volume, but not significantly (Hardilawati, 2019). Of course, this has causes that need to be fixed. This relationship allows these commercial organizations to survive and compete in a variety of conditions. This study will provide answers to what economic actors need to do to help them continue their business in the era of the COVID-19 pandemic and survive this pandemic. The purpose of this study is to explain how the company's management strategy plays an important role in surviving the Imposition of Restrictions on Community Activities during the covid19 pandemic.

## **II. Review of Literature**

### **2.1 Covid-19**

The Pandemic that afflicts countries around the world is a global problem that must be addressed by governments. This pandemic first occurred in the city of Wuhan, China in December 2019. The development of this pandemic was very rapid, recorded in more than 210 countries as of April 2020. This was influenced by the spread of this pandemic. The rapid spread of the virus, combined with the rapid mobility of people, has further accelerated the spread of the virus. The Covid-19 virus epidemic, which was recorded on April 23, 2020, reached 2.7 million people worldwide. Of these, the United States, Spain and Italy are among the three most infected countries. The highest spread of the Covid-19 virus (Worldmatters 2020). This pandemic has caused various problems, including economic problems. This pandemic has paralyzed the global economy, especially Indonesia itself. One of the lies of financial paralysis in the small business sector. Given that SMEs are one of the driving forces of the Indonesian economy in absorbing labor, the decline in income in the corporate sector is an urgent issue to be addressed immediately.

### **2.2 UKM**

UKM are productive businesses owned by individuals or business entities that have met the criteria as micro businesses. As stipulated in the legislation no. 20 of 2008, according to the definition of SMEs, the criteria for SMEs are distinguished, respectively, including micro, small and medium enterprises. According to Rudjito (2003), SMEs are businesses that have an important role in the Indonesian economy, both in terms of the jobs created and in terms of the number of businesses. The criteria of SMEs in Indonesia according to the Law, the first criteria of SMEs are micro businesses which can be interpreted as a productive economic business owned by individuals or business entities which of course meet the characteristics of a micro business. Currently, micro-enterprises in Indonesia have developed rapidly and advanced. Many entrepreneurs have set up micro-enterprises and this micro-enterprise is expected to improve the economy in Indonesia.

A business is included in the micro-enterprise criteria if the business entity has a turnover or net worth of Rp. 50,000,000,- excluding buildings and land. In addition, the proceeds from the sale of these micro-enterprises must reach a minimum of Rp. 300,000,000, - within one year, the second criterion is a small business which is usually defined as a productive and independent or independent economic business and is owned by a group or individual business entity and is not a branch of the main business. In addition, small businesses are also in quasi and become one part either indirectly or directly from medium enterprises.

There are now many small businesses in Indonesia and indeed Indonesia now needs business people. The presence of businessmen in Indonesia will boost the Indonesian economy for the better. In addition, the existence of these small businesses can also create

jobs for those in need. When you don't get a job, what's wrong with trying to create jobs? A business is said to be a small business if the business has a net worth of IDR 50,000,000 with a maximum use of IDR 500,000,000. The sales results obtained for one year reach a minimum of Rp. 300,000,000,- and a maximum of Rp. 2,500,000,000 or a central company and become a part indirectly or directly for small businesses and or large businesses. In addition, medium-sized businesses must also meet the minimum company assets that have been regulated by law. There may be a lot of micro and small businesses in Indonesia, but there are still not too many medium-sized businesses. In fact, if the micro or small business is maximized to become a medium business with promising prospects, the existence of a medium business will further improve the economy in Indonesia. The number of businessmen who enter the market in Indonesia will have a good impact on the economy in Indonesia. Not a few who define this medium business as a big business for some people. This is because the wealth of medium-sized businesses reaches IDR 500,000,000 to IDR 10,000,000,000 for now and does not include land and buildings. With annual sales results must reach Rp 2,500,000,000, - to Rp 50,000,000,000, -.

### 2.3 Survival Strategy

In the new situation of the Covid 19 pandemic era, it is necessary to apply a survival strategy, in the case of the implications of a survival strategy is that efforts are made to achieve goals and solve problems currently faced, using individual or group plans in this case in the form of shares. Survival Strategy is used to overcome the Covid 19 pandemic, which changes many different lifestyles, problems with distributors are obligations that must be resolved together. We need the cooperation of stakeholders so that we can quickly resolve any problems that arise, there are several ways that the cooperatives and the small business sector have undertaken to restore the previous economy, including the first to provide social assistance to poor SME members and vulnerable, the second provides tax incentives for SMEs, the third adjusts and reorganizes loans to SMEs, the fourth extends working capital financing for SMEs, and the fifth is to provide online training to these SMEs. The small and medium enterprise (SME) development program as a tool to increase people's purchasing power will eventually become a safety valve in the face of a currency crisis. The development of SMEs is very strategic and important in shaping the national economy, because its business activities cover almost all sectors of its activities and the contribution of SMEs is low income, which is very good for increasing one's income. The growth of small and medium enterprises in Indonesia has certainly been very rapid in recent years. However, Indonesian SMEs have problems that have not been fully resolved. Most often small and medium-sized businesses are located in rural areas far from the Internet and technology. Keep using traditional tools and keep using traditional marketing systems that are impossible to have a wide marketing reach. This makes the Ministry of Micro, Small and Medium Enterprises unclear. In the Industry 4.0 era, every small and medium-sized business must be able to optimize both production and marketing processes to generate income. Profits increase. Minister of Transportation Budi Karya explained that Indonesian SMEs have absorbed 96% of the workforce and represent 60% of GDP (gross domestic product). However, to face the technology-based Industry 4.0 era, only 5% have been digitized and need to be developed.

### III. Research Methods

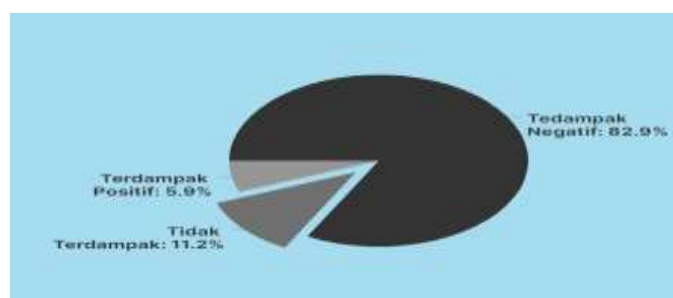
Researchers used qualitative methods. Qualitative Research Methods is research that can be carried out through direct contact, understanding the opinions of open-minded people and understanding through symbolic interactionism researchers conducted research in Jember. The subjects of this research are small and medium enterprises. The technique used to collect data is by using participant observation, in this observation the researcher conducts research to obtain descriptive data. Sources of data used in this study is secondary data collected from books, websites and from previous research, after that it is related to the theory used, analyzed and processed, which is the result of previous research. From these results, we can conclude, research results can be applied to economic actors.

### IV. Results and Discussion

#### 4.1 Results

In the era of the COVID-19 pandemic, many industries have been affected. This is the same situation in the small, medium and micro business sector that is feeling the impact of the epidemic. According to data from the Ministry of Cooperatives and Small and Medium Enterprises, around 37,000 SME participants were affected during the pandemic. If this situation continues, there will be an economic crisis. Of course this is very worrying, because the small, medium and micro business sector is one of the driving forces of the Indonesian economy. In fact, it is one of the main drivers of the Indonesian economy. As in 2018, the contribution rate of small, medium and micro enterprises to Indonesia's GDP was 60.34%. In addition, the small, medium and micro business sector in Indonesia absorbs 116 million workers or 97.02% of the total number of Indonesian workers.

The impact of this epidemic is very worrying. The survey of SME participants conducted by the Katadata Insight Center (KIC) showed that only 5.9% of SMEs achieved positive results during this pandemic. However, during this pandemic, 82.9% of business people were negatively affected. Even among them, the income of 63.9 households decreased by more than 30%.



*Source: Katadata Insight Center Survey 2020*

On the other hand, this is, of course, very far away. Therefore, it is necessary to develop a strategy to increase business spirit which was reduced due to the pandemic. This strategy is considered important because it takes into account the many changes that have occurred due to the pandemic. Changes in patterns and conditions of limited consumer behavior due to the pandemic. This strategy is also expected to increase the competitiveness of SMEs and maintain the sustainability of SMEs. Strategies that can be used or implemented by SMEs are as follows:



## 4.2 Market Place

In this era of the COVID-19 pandemic, there have been many changes in consumer behavior patterns. This change is due to changes in the rules applied during the pandemic. As with government regulations implementing PPKM, all community activities are limited and encouraged to stay at home. But this is of course very difficult, considering that human needs still exist, but on the other hand their movement at home is limited. This has changed the behavior of consumers who used to look for requests in person by visiting the desired location, now has changed the behavior of looking for requests online. Of course, business people have to follow this in order for them to stay in business. They must open new networks that can adapt to current conditions. In other words, use marketplace sales. Marketplace is a website that connects a seller with a buyer via the internet. One of the first market places in the world that popularized the market place was eBay. Released in 1995, this website makes the sales process easier and more efficient. Two decades later, we've seen that marketplaces have evolved a lot and now you can find marketplaces for everything from second-hand goods to food. Through this kind of market place, it is hoped that it can help business people to run their business during this pandemic. The market place itself is considered very useful, because by paying attention to the condition of PPKM, which must be at home, with a marketplace consumers will be more flexible and not limited wherever they are, and they can choose what they need right. In addition, for merchant market places, when merchants do not need to print a catalog, it will also be very efficient, because consumers can see changes in product types and prices at any time. By updating the latest product types and prices, it feels more transparent, making it easier for consumers to buy and complete the products they need.

Marketplace by Strauss (2001) is the use of electronic data as well as applications that are used to design and implement the conception, distribution of goods, ideas, and services that will be exchanged to individuals or groups as a fulfillment of needs. Business actors must develop the ability to use market places in order to maximize the results obtained, supported by the understanding of the market place by Smith et al. (2005) has a definition of goals achieved through the application of digital technology.

Several experts expressed their opinion about the marketplace by Brunn, Jensen, and Skoovgard (2002) that the market place consists of two types, namely Horizontal and Vertical. Horizontal marketplaces in the sense that the products offered are generally accessible to many consumers such as clothing products, food, accessories and things that can be said to be basic to meet the needs of the community. As for the vertical market place, it is defined as a product to meet the needs of special people and companies. This can be done with the help of a third party, such as a government or professional, who can help businesses improve their understanding of the market place so they can maximize their future results. Considering that this is the era of the industrial revolution, it has gone through many transitions towards digitalization, which of course must continue to grow. This is supported by the pandemic conditions that limit the flow of consumers and the existence of a market place is seen as an effective outlet for business actors who want to maintain business continuity.

Basically, the presence of a market place does help make it easier for business people to do business. With a marketplace, business actors can increase their income bills and can survive in the current pandemic conditions. In addition, with the existence of a market place, business actors can gain a wider market share in various regions. Because everyone can easily access the network that is used. In addition, business actors can also manage their business more effectively.

### 4.3 Digital Marketing

In this era of the COVID-19 pandemic, Indonesia is experiencing an economic recession. This recession is the result of a downturn in many industries due to the pandemic. One of the sectors that experienced a decline was the SME sector. Many entrepreneurs find it difficult to promote their products. This difficulty is caused by restrictions on all human activities. The marketing model must be innovated or changed. Given Indonesia's status quo in the 4.0 era, this requires us to turn to technology. This is a good incentive for business people to use the internet as a place to develop their business. But they must also maximize their performance to maximize their results. Given the intense competition in the internet world. They also have to be creative and innovative so that the next consumer is interested in your product. Because now using the internet has become a habit that cannot be abandoned. Especially considering the current pandemic situation, if they still want to develop their business, they must be ready to use the internet, especially digital marketing.

Chaffey and Chadwick (2016:11) "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives". This means that Digital Marketing is an application of the internet and is related to digital technology in which it relates to traditional communication to achieve marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to the needs of each individual.

Dedi Purwana (2017:2) So basically digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, database, mobile/wireless and digital tv in order to increase target consumers and to find out profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing objectives. From the explanation above, it can be concluded that digital marketing is the marketing of products and services using the internet by utilizing the web, social media, e-mail, databases, mobile/wireless and digital tv to increase marketing and target consumers. The brand's ability to meet customers' psychological or social needs. Thus, individual factor related to customer behaviour can be described as a strength remarking the customers as individuals which might influence the customer value (Kusumadewi, 2019). When implementing a digital marketing strategy, business people must be able to see what is happening. Business actors must be creative in marketing their products. Because social network users consist of people of various ages. Therefore, business actors must be able to make communication and marketing adjustments based on the expected market share. That way, the use of digital marketing in marketing will be effective and on target.

### 4.4 Product and Quality Improvement

The recent COVID-19 pandemic has had a huge impact. Consumer confidence in the commodities traded by commercial actors has decreased, resulting in losses for commercial actors and even a decrease in income turnover. This is due to the careful attitude of consumers when buying. Another reason, namely restrictions on consumer purchases, has caused a decline in the business of commercial actors. Of course this must be resolved immediately. Merchants must immediately increase consumer confidence and improve product quality in order to be able to trust and repurchase. It is undeniable that the improvement of service quality and product quality greatly affects the results obtained by agents. This is in accordance with research conducted by (Lestari and R, 2019), which determined that improving the quality of SME services and products can have a positive

and significant impact on consumer satisfaction. Therefore, it is very important for merchants to continue to improve quality and foster consumer confidence in the future.

Quality is one of the important factors in the world of business and non-business where the good and bad performance of a company can be measured by the quality of goods and services produced. According to the Indonesian National Standard (SNI 19-8402-1991) in Ariani (2008), quality is the overall characteristics and characteristics of a product or service whose ability to satisfy needs, both expressed and implied. The term requirement is defined as the specifications contained in the contract as well as the criteria that must be defined first.

Sunyoto (2012), quality is a measure to assess that an item or service already has a use value as desired or in other words an item or service is considered to have quality if it functions or has a use value as desired. Ways for business actors to improve product quality include always monitoring product quality, in addition, business actors must always ensure the cleanliness and safety of the products they sell. Commercial actors must also pay attention to the durability of their products. They should further improve the durability of their products. As more and more people use online marketing nowadays, which takes time in the delivery process, more attention should be paid to durability, in addition to product quality, another thing to pay attention to is the quality of service to consumers. This is very important because if the service provided is friendly and comfortable, consumers will feel at home. The quality of service that can be applied by business actors is to provide service innovations, such as tightening the delivery of goods. In this case, traders will pay more attention to the quality of the goods to be sent, such as the cleanliness of the goods, the safety of the goods, or the durability of the goods. Another service that can be improved to achieve good quality is communication services. Given today's marketing using online services, businesses must provide fast and appropriate responses to as many consumers as possible. This is so that consumers do not wait too long, so that consumers are more confident, and foster a high level of confidence in our products. If you meet good service and quality, you can ensure that customers feel at home and buy with confidence. This is an important factor because consumers cannot make direct physical contact, but communicate online.

#### **4.5 Customer Relationship Marketing**

Customer Relationship Marketing or also known as customer relationship marketing, is a marketing strategy that seeks to maintain long-term relationships with customers. This is to allow customers who have already purchased to buy again. This happens when customers who have purchased are satisfied. Because if they are satisfied, they will buy with us again. The way business actors build good relations between business actors and consumers is to increase our attention to consumers who are experiencing the impact of this epidemic. We can pay attention to consumers affected by this outbreak by offering promotions or discounts that can make it easier for consumers who shop with us. This will lead to a good relationship and a high level of trust between business actors and consumers. In addition, we can also establish good communication with consumers by providing assistance or solutions to their complaints. Thus, good communication will be established between business actors and consumers.

The implementation of this customer relationship marketing strategy can have a positive impact on increasing marketing. This is in accordance with previous research (Farida et al., 2017) that the existence of this kind of customer relationship marketing strategy can have a positive and significant impact on increasing marketing. Because the better the relationship between consumers and businesses, the higher the level of



marketing. In addition, businesses that are willing to take risks, have entrepreneurial experience, and operate flexibly can reassure consumers that they will survive.

The research conducted (Hardilawati, 2019) yielded different results where customer relationship marketing can have a positive but not significant impact on the marketing of business actors. This is because not all businesses can do a good job of customer relationship marketing.

## V. Conclusion

Indonesia is currently being hit by the COVID-19 pandemic which has caused an economic recession. One of the industries most affected is small and medium-sized enterprises. The impact felt by these business actors was caused by the restrictions imposed by PPKM, which in turn led to a decrease in the number of buyers and ultimately a decrease in the turnover of business actors. This has caused many business actors to temporarily stop their business (out of business) because there are no buyers. Given the changing conditions and consumer behavior during the pandemic, several strategies must be developed to overcome this problem. Strategies that can be taken by business actors to survive the pandemic include: (1) Considering that people are now more comfortable, many of them choose to shop online and switch to market place marketing. (2) Using digital media or digital technology to carry out marketing activities in order to reach a wider market. (3) Improving the quality of products and consumer services in order to establish good and loyal relationships between business actors and consumers in the future. (4) Implement customer relationship marketing strategies to foster consumer trust and make consumers insist on using our products.

## References

- Achjari, Didi, 2000. “ *Potensi manfaat dan problem Market place*”. Jurnal Ekonomi dan Bisnis Indonesia, Vol.15, No.3. Hal. 388-395
- Ariani, Dorothea Wahyu. 2008. *Manajemen Kualitas Pendekatan Sisi Kualitatif*. Jakarta: Ghalia Indonesia.
- Brunn, P., Jensen, M., & Skovgaard, J. (2002). *e-Marketplaces: Crafting A Winning Strategy*. *European Management Journal*, 20, 286-298. [http://www.latec.uff.br/mestrado/sg\\_qualidade/Artigos%20Turma%20-%20segunda/science27.pdf](http://www.latec.uff.br/mestrado/sg_qualidade/Artigos%20Turma%20-%20segunda/science27.pdf) [Diakses tanggal 20 Agustus 2021]
- Danang, Sunyoto. 2012. *Manajemen Sumber Daya Manusia*. Jakarta: PT Buku Seru. [http://repository.upi.edu/17628/4/S\\_MBS\\_1001311\\_Bibliography](http://repository.upi.edu/17628/4/S_MBS_1001311_Bibliography) [ diakses pada 20 Agustus 2020 ]
- Dedi Purwana ES,Rahmi, Shandy A, 2017, “ *Pemanfaatan digital marketing Bagi usaha mikro, kecil, dan menengah, (UMKM) Di kelurahan malaka sari, duren sawit* “. JPMM, Vol.1, No.1., Hal 1-17.
- Ekarina, 2020, “ *Pandemi ubah Perilaku belanja: Non-pangan Market place naik, Mal anjlok* “. Available at : <https://katadata.co.id/ekarina/berita/5f7efbf709045/pandemi-ubah-perilaku-belanjanon-pangan-market-place-naik-mal-anjlok> [ Diakses tanggal 20 Agustus 2021]
- Hardilawati, W. L.(2019).”*The Role of Innovation and Market place in Small Business*” .373, 83–87.

- Hardilawati, W. L. (2019). “*Model Pemasaran Hubungan Pelanggan, Inovasi Dan Market place Dalam Meningkatkan Kinerja Pemasaran Ukm Di Pekanbaru*” . Jurnal Akuntansi Dan Ekonomika, 9(2), 213–222.
- Hardilawati WL, “*Strategi Bertahan UMKM Di tengah Pandemi Covid-19*”, jurnal akuntansi dan ekonomika, Vol 10. No.1, Juni 2020, hal 94.
- Jurnalisme data, 2020, “ *Digitalisasi , strategi UMKM selamat dari krisis “* , Available at: <https://katadata.co.id/0/analisisdata/5f03cf11e0198/digitalisasi-strategiumkmselamat-dari-krisis> [ Diakses tanggal 21 Agustus 2021 ]
- Kusumadewi, R. (2019). The Role of Marketing and Individual Environment Association in Elevating the Customer Value. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, P. 451-460.
- Lestari, S. P., & R, K. A. 2019. ” *The Effect Of Product Quality Toward Interest In*”. 5(2). Hal 95–102.
- Lovelock, Christopher., Patterson, P. dan Wirtz, J. 2016. *Services Marketing: An Asia-Pasific and Australian Perspective*, Sixth Edition, Pearson, Australia.
- Putra, Heddy Shri Ahimsa. 2003. *Ekonomi Moral, Rasional dan Politik*. Yogyakarta: Kepel Press.
- Semiawan, C. R. (2010). *Metode Penelitian Kualitatif: Jenis, Karakteristik dan Keunggulannya* (Arita L (ed.)). Grasindo.
- Sihombing, E. H., Nasib. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No. 4, Page: 2843-2850
- Strauss, J., Frost, R., & Strauss, J. (2001). *E-Marketing*. Upper Saddle River, NJ: Prentice Hall.
- Undang-Undang Nomor 20 tahun 2008 Tentang Usaha Mikro, krcil dan Menengah.