

Application of Sharia Marketing to the Chip Paste Marketing Strategy: A Case Study in Babadan Village Patianrowo

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Abstract

This study discusses the Home Industry of Pasah Kripik Crafts in Babadan Village, Patianrowo District, Nganjuk, which can compete and excel in today's market. The Home Industry of Pasah Kripik Crafts has a marketing strategy to increase company revenue by prioritizing product quality. This study analyzes the marketing strategy implemented by the Home Industry of Pasah Kripik Crafts, which is reviewed from the perspective of Sharia Marketing and the impact of the Home Industry of Pasah Kripik Crafts on increasing community income. The researcher used a qualitative method with interviews, documentation, and observation data collection techniques. The results of the study showed that the marketing strategy of the Home Industry of Pasah Kripik Crafts using the sharia concept, namely theistic (Rabbaniyah), ethical (Akhlaqiyyah), realistic (Al-Waqi'iyah), and humanities (Insniyyah) was able to increase company revenue. This study concludes that the Home Industry of Pasah Kripik Crafts business in Babadan Village, Patianrowo District, Nganjuk, can compete in the market and increase the economy of community income.

Keywords

Marketing Strategy; Increasing Community Income; Sharia Marketing Perspective

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1. INTRODUCTION

Competition in the business world today requires every entrepreneur to carry out marketing activities more effectively and efficiently. These activities require a marketing concept that is based on the interests needed. In this case, Sharia marketing has an important position because it is one of the marketing methods based on the Qur'an and Hadith. (Alma & Priansa, 2009)

Small businesses *in the home industry* of making chips in Babadan village are very high in demand, with consumers not only from that area but also from the Tulungagung Regency, Kediri Regency, Jombang Regency, and Surabaya City. For its use, wood block raw materials chips are still needed by homemakers.



Table 1.1 List of Chips Arrows order

No.	City	Percentage
1	Surabaya	70%
2	Tulungagung	10%
3	Kediri	10%
4	Jombang	10%

Source: Interview with the owner of *Home Industry* Pasah Chips, Mr. Nizar

With the hope that this housing industry can help increase family income. (Mario Gipaya) There are also raw materials used temporarily for chipper crafts. Producing chips are pieces of wood obtained from the nearest *furniture industry* to meet the demand of *the home industry* as raw materials. Still, Nizar has a problem in his business, namely the difficulty of obtaining raw materials for wood pieces used in the furniture industry because, in the local village, there is a lack of *furniture industry*, so the owner must look for a slightly expensive raw material from a wood seller directly which will be used as raw material for the chip shredding craft.

Some problems are often faced by this chip sharpener handicraft, namely the rise and fall of the order level in this chipper craft, which affects the turnover of this chip sharpener craft, so this chip sharpener craft has carried out various ways in increasing its orders. However, there are still unstable customers in today's era, so the owner must continue to innovate in this chip sharpener craft so that the business can continue to survive and develop.

In this study, the marketing strategy carried out by the home industry in the craft of cutting chips uses sharia marketing perspective marketing, which is a strategic business discipline that directs the process of creating, offering, and changing the value of an initiator to stakeholders, which in the whole process is by the contract and the principles of muamalah (business) in Islam.

In Sharia marketing, the entire process, both the creation process, the bidding process, and the value change process, must not contain things contrary to the contract and Islamic muamalah principles. As long as this can be guaranteed, and the deviation of the principles of Islamic muamalah does not occur in an interaction or the process of a business, then any form of transaction in marketing is permissible. The marketing strategy they use in the *home industry* to sharpen chips is done by themselves until the marketing and distribution are done by themselves with their abilities and skills. (Hermawan, 2019)

The impact resulting from the above problems will affect the level of customer orders and the turnover obtained by this chip-shredding craft, indirectly impacting its income. Suppose the raw materials are difficult to obtain. In that case, the orderer has to wait for the order in a decent amount of time to get it. The owner will be worried that the owner will run away and not want to order again. If

the order from this chip sharpener craft remains labile, then it is certain that this chip sharpener will get a mediocre turnover, and also, that kind of income even though there is an increase but not too much.

2. RESEARCH METHODS

This study uses a qualitative approach with a case study method to explore the marketing phenomenon of the home industry of chip carving crafts. Qualitative research aims to explore in-depth descriptive data through interviews and direct observation. (Muhadjir, 2002) Researchers are present directly at the research site to collect and analyze data from owners and related parties, thereby ensuring the validity of the data through observation and direct interaction. The research was conducted in the home industry of chips in Babadan Village, Patianrowo District, focusing on Sharia marketing-based marketing strategies. (Lexy, 2002)

The data sources used are primary data, namely information from owners and employees related to marketing strategies and increasing income, and secondary data, namely literature and references related to home industry marketing. The data collection procedure using interviews explores data from the owner about history, marketing strategies, customer satisfaction, observation of marketing activities at the location, and documentation of the collection of supporting documents such as photos and archives. Data analysis techniques in which data is analyzed through reduction, grouping, and validity checks to conclude. (Moleong, 2012)

The data validity technique in this study uses source triangulation to compare information from various sources to ensure data accuracy. The stages of research are before going to the field to prepare proposals, seminars, and take care of permits, collect data by recording information at the research location, analyze data by compiling, categorizing, and finding important findings and writing reports by tidying up the research results to be presented.

3. RESULTS AND DISCUSSION

3.1. Marketing Strategy

Basic Concepts of Marketing Strategy

Definition of marketing strategy Marketing is the process that allows individuals or groups to meet their needs and desires by creating, offering, and exchanging valuable products with others. Marketing can also be interpreted as a form of muamalah, valid in Islam if the sharia makes the transaction. (Shinta & MP, 2011) Some definitions of strategy, according to experts, namely Stephanie K. Marrus, are that strategy is the process of determining a plan by top leaders that focuses on the long-term goals of the organization, accompanied by efforts to achieve them. According to Porter, strategy is important for achieving a competitive advantage. (Sula & Kartajaya, 2006) So, marketing is important for companies

to continue operating and growing in a dynamic environment. For this reason, companies must produce and offer products that are valuable to certain consumers. (Umar, 2001)

Aspects of Marketing Strategy

Aspects of strategy in marketing include market segmentation, market targeting, and market positioning. These three aspects are important to win the competition and influence consumer perception. The first is market segmentation; market segmentation is the process of grouping buyers with different needs and desires. This is done to develop a more targeted and efficient marketing strategy. Market segmentation criteria include measurable, i.e., the size and breadth of the market and the purchasing power of the segment; accessible, i.e., the market must be able to reach effectively; broad enough (substantial), i.e., the market segment must be large enough to be profitable and feasible (actionable), i.e., the marketing strategy applied must be effective. (Assauri, 1987)

Second, market targeting. Market targeting is to select a market segment to be served based on an assessment of the segment's attractiveness. The process includes identifying the market segmentation base, developing a market segment profile, assessing the attractiveness of the market segment, selecting the target market segment, and developing product positioning and marketing strategies for each segment; the target market is a relatively homogeneous group of consumers intended to market the product. (Ginting, 2018)

Third, market positioning. Market positioning is choosing a clear, different, and desired place for the product in their mind over other products. Positioning involves three main steps: investigating competitive advantages, choosing the right advantages, and effectively communicating product advantages to the market. (Kotler & Armstrong, 2001)

3.2. Marketing Mix Strategy

The marketing mix comprises companies' tools to influence the target market and convince consumers. Companies can control a combination of variables to create a positive reaction from consumers. These variables must be combined and coordinated effectively in carrying out marketing activities. Product strategy involves providing the right products to meet market needs and increase the company's long-term profits. Factors included in the product strategy include quality, appearance, choice, style, brand, packaging, size, product type, warranty, and service. The main goal is to increase competitiveness and meet the target market. (Abdurrahman, 2011)

Pricing strategy: price is the only element in the marketing mix that generates sales receipts. Price affects a company's sales rate, profits, and market share. Proper pricing is essential, especially in highly competitive conditions. Price plays a role in maintaining and improving the company's position in the market. (Zein, 2011)

Distribution strategy: distribution is delivering products to consumers at the right time. Distribution policies include determining marketing and physical distribution channels. Distribution effectiveness ensures products are available at every point of the distribution channel, closely related to marketing success. (Kapoyos et al., 2024)

Promotion strategy: promotion is an effort to influence potential buyers to achieve company goals. The right promotion strategy must be implemented to support marketing success. Promotion involves using various marketing tools to seduce consumers and must be integrated with other marketing policies to ensure effective success.

3.3. Sharia Marketing

Definition of Sharia Marketing

Sharia marketing is the application of business principles by Islamic teachings, which prioritize integrity and transparency in the entire marketing process. According to Hermawan Kartajaya, the core value in Sharia marketing is honesty, where marketers should not lie, and consumers buy because of their needs and wants, not just because of discounts. Sharia marketing directs the process of creating, providing, and changing value between companies and stakeholders by the contract and the principles of muamalah in Islam. (Jannah, 2022) Abdurrahman added that marketing analyzes, plans, implements, and controls programs designed to create and maintain profitable exchanges between companies and buyers. (Sula & Kartajaya, 2006)

Sharia marketing differs from general marketing, which focuses on creating, delivering, and communicating value to consumers and maintaining stakeholder relationships. However, Islamic marketing emphasizes honesty and avoids manipulative practices, such as manipulating products or persuading consumers in an unethical way. In Sharia marketing, Sharia principles are added to marketing and play an important role in shaping how marketing is carried out. (Fadilah, 2020)

Sharia marketing requires the entire process of creating, offering, and changing the value in transactions according to Islamic muamalah principles. As long as these principles are adhered to, marketing transactions within the sharia framework are allowed. (Oentoro, 2012)

Characteristics of Sharia Marketing

- a) Theistis (Rabbaniyah) The first characteristic is the value of Rabbaniyah, which refers to the belief that all human activities are supervised by Allah SWT, so that every action must be by sharia laws. A Sharia marketer believes that Sharia laws are the fairest and most perfect. Marketers must comply with Sharia principles in marketing strategies, ranging from market segmentation and target market selection to introducing the company's identity. This is very important to maintain integrity and avoid unethical business practices.

"Whoever does a good deed as big as an atom, he will see it." (QS Al-Zalzalah: 7-8)

- b) Ethics (Akhlaqiyyah) Ethics is an important characteristic of Sharia marketing. Sharia marketers prioritize moral values, namely behaving with ethics and the right conscience. Marketers must maintain good speech and behavior in all business activities and not commit fraud or trade goods dishonestly. This includes not only worship but also business and social life.

"Indeed, Allah loves those who repent and loves those who purify themselves." (QS Al-Baqarah: 222)

- c) Realistic (Al-Waqi'iyah) Sharia marketing is a flexible concept in the reality of the business world. A Sharia marketer works professionally, with a clean and neat appearance, and prioritizes moral and religious values in every activity. They can transact amid the business world of temptations to cheat while still adhering to the principles of honesty and integrity.

"O you who believe, do not ask (your Prophet) things that if explained to you, they will surely trouble you..." (QS Al-Maidah: 101)

- d) Humanistic (Insaniyyah) Sharia marketing also has a humanistic or universal nature. This principle teaches that sharia exists to safeguard humanity, aiming to elevate human dignity and ensure that business is conducted in a way that honors human dignity. A Sharia marketer will not seek profit by harming others and always pays attention to social concerns in every business decision.

"Most Holy is Allah who has sent down al-Furqaan (the Qur'an) to His servants so that He may be the Giver of warning to the whole world." (QS. Al-Furqan: 1)

3.4. Income

Revenue Concept

The definition of Revenue Revenue is one of the main elements in a company's income statement. Income is often confusing because the term can refer to revenue or income. Revenue usually refers to income earned from selling goods or services, while income can include other income such as wages, salaries, or profits. Revenue greatly influences the company's ability to finance operational activities and affects the profit and loss recorded in the financial statements. In other words, revenue is the "lifeblood" of the company, allowing for the business's continuity and development. The great Indonesian dictionary defines income as the result of work (business or the like). (Marbun, 2003)

Revenue Characteristics

In accounting, income has two main characteristics: increasing the balance, recording income is done on the credit side, which will increase the income balance; reducing the balance if there is a reduction in income, and recording is done on the debit side. In addition, revenue comes from the company's recurring core activities and is under the control of management to achieve profits.

Types of Income

Types of Income Revenue in the income statement consists of two main types: core revenue is income obtained from the Company's principal business, and non-core revenue is income derived from other sources outside the company's principal business, such as income from investments or side businesses.

Factors Affecting Revenue

Factors that affect the company's revenue volume are sales conditions and capabilities, market conditions, capital, and the Company's operating conditions. In addition, factors that affect revenue include products, pricing, distribution, and promotions. All of these factors contribute to sales volume and consumer decisions.

Source of Income The income of a person or an entity can come from various sectors, namely the formal sector, which includes salaries and wages earned on a fixed basis. The informal sector is income from additional income such as trade, artisans, or labor. The subsistence sector is income from one's own business, such as crops, livestock, or gifts from others.

For home industry companies, income can come from their own business, product sales, and profits from investments or other activities. This revenue includes net income calculated after operating expenses are deducted from total revenue. (Lekok, 2015)

Conclusion: Revenue is a key factor in a company's operations, and understanding the concepts, types, and factors that influence it is essential to manage a company's cash flow and financial well-being.

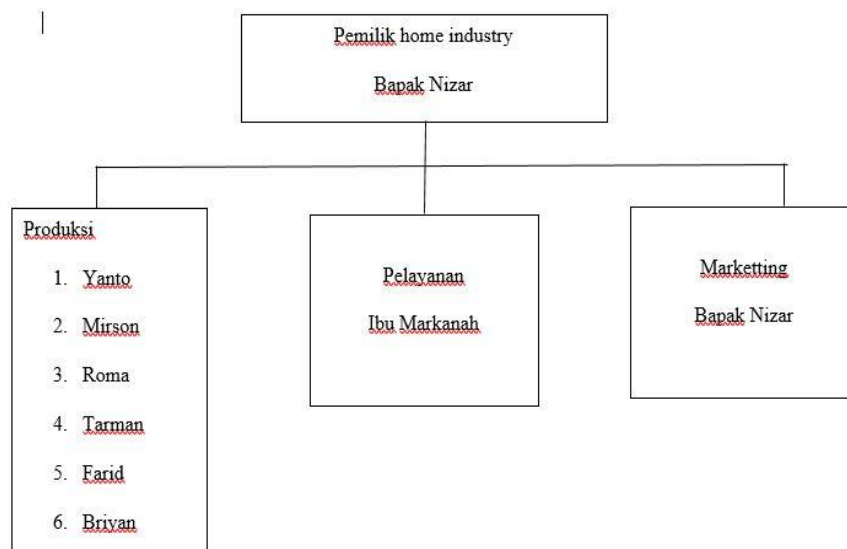
3.5. Home Industry Craft Scrap Chips

A Brief History of the home industry of Craft Pasas Chips

Home Industry Pasah Chips Crafts was established from 1996 to 1997 by Mr. Nizar, located in Termas hamlet, Babadan village, Patianrowo district, Nganjuk regency. Home Industry Pasah Chips Crafts has been established for almost 25 years. Initially, the home industry of Chips Crafts was known as a small Home Industry that only produced one type of chips deposited in the nearest markets. As time went by to develop, the chip craft business served orders according to wholesale demand with many orders.

Development Then, in 2007, the production of Crispy Craft began to grow. The Chip Craft produced also began to vary, but at that time, consumers were still residents around or closest to the location of the Chip Craft Home Industry. Thanks to the tenacity and efforts of the owner of the Pasah Chipik Craft Home Industry, finally starting in 2009, the Pasah Chipik Craft Home Industry began to be trusted by the community so that its consumers are not only in Nganjuk district but are already known and trusted by people outside Nganjuk district.

Figure 4.1 Organizational Structure of the home industry of Chips Craft



Source: interview by the owner of the Chips Craft Home Industry, 2022

The Home Industry of Chips Craft produces Chips as follows:

Table 4.1 Types of Home Industry Products Craft Chips

It	Product Type
1	Sweet Potato Crab
2	Onion Crab
3	Unthuk Yuyu Print
4	Vegetable Paste
5	Grated Coconut

Source: interview by the owner of the Chips Craft Home Industry

3.6. Marketing Strategy of Home Industry Craft Chips

Home Industry Craft Chips was established in 1996. Home Industry Craft Chips have received orders from residents, including household appliances, such as the manufacture of chips during celebrations, social gatherings, etc. Home Industry Craft Pasah Chips markets its products to reach a wider community by visiting markets outside the city and by word of mouth.

Based on the results of the interview with Mr. Nizar, since 2009, the Home Industry of Craft Chips has had a significant development of marketing strategies carried out in the year of its establishment; the home industry of Craft Chips no longer markets its products to consumers directly but to its direct wholesale stakeholders, because the Home Industry Craft Products have been able to compete with Other Home Industries. This can be proven by the Home Industry of Pasah Chips Crafts, which already has a promising system that stakeholders can trust for production quality.

3.7. Marketing strategies implemented by the home industry of Chips Crafts in increasing income

a. Product Strategy

A product can be offered to the market to get attention to buy or use to meet wants and needs. Products include product diversity, quality, design, characteristics, brands, packaging, sizes, etc. Meanwhile, in the Home Industry, Pasah Chipik Crafts offers products like sweet potato crabs, onion crabs, molds for yuyu, vegetable chips, and grated coconut.

Product classification is based on durability, tangible or not. Products are classified into three groups: the first is the weakness part. In the home industry, chipper crafts have the disadvantage of products that easily rust on knives/cutters if not used often. Second, the excess part. In the home industry, chips have good quality products and have a very affordable selling value for all walks of life—third, services. In the home industry, chip shredders also offer services to deliver orders to customers with shipping costs according to the distance traveled.

From this data, it can be concluded that the home industry of chip crafts sells various types of chip crafts with various kinds of products, such as sweet potato crabs, onion crabs, yoyo molds, vegetable chips, and coconut graters. Although the chips crafts home industry does not sell many products, the number generated by the chips crafts home industry is always increasing.

b. Price strategy

The factor considered in determining the price in the home industry of chip shredding crafts is the capital spent on purchasing materials needed to manufacture products. In the home industry of chip shredding crafts, prices are applied to make profits because profits are seen from the purchase price (material) and the selling price (product). (Inglin et al., 2020) The price determination in the home industry of chip shredding crafts is as follows:

Table 4.3 Product Prices in the home industry of Chips Craft

It	Product Type	Price
1	Sweet Potato Sticky Rice	210,000 / 20 pcs
2	Onion Sticky Rice	225,000 / 20 pcs
3	Unthuk Yuyu Print	230,000 / 20 pcs
4	Vegetable Paste	65,000 / 20 pcs
5	Grated Coconut	100,000 / 20 pcs

Source: interview with the owner of the home industry of chipping crafts

From the data above, it can be concluded that the home industry of Chips Crafts uses a price strategy to increase its income of the Home Industry of Chips Crafts because Chips Crafts is by the market price and is not cheaper than the market price.

c. Place strategy

Based on an interview with Mr. Nizar, even though the Home Industry place for chip shredding crafts is inside, it does not affect consumer interest. This shows that the Home Industry of Chipper Craft does not use a place strategy to increase the income of the home industry of Chipper Craft Crafts.

d. Promotion strategy

The promotional strategy used by the home industry for chip-shredding crafts is quite simple. Still, it introduces its products only offline through traditional markets and wholesale orders by going down directly and by word of mouth. It can be proven that the income generated by the home industry from chip-shredding crafts increases yearly.

3.8. Marketing Strategy in Increasing Income in the Home Industry of Craft Chips If Viewed from the Perspective of Sharia Marketing.

The concept of Sharia marketing is not much different from the concept of general marketing. Still, Sharia marketing teaches marketers to be honest, fair, responsible, trustworthy, professional, and transparent. According to Sharia values, in the concept of Sharia marketing, four characteristics can guide Sharia marketers in running their home industry business. Chips Craft also applies sharia marketing concepts, including:

a. Theistis (*Rabbaniyah*)

In the *Rabbaniyah Home Industry Value*, chipper crafts have one belief: that all human movements are always supervised by God, the Almighty, the Creator, and the Overwatcher. Therefore, in carrying out its marketing strategy, the home industry of chip-shredding crafts behaves as best as possible, does not behave cunningly, does not like to deceive, does not steal other people's property, and does not like to eat other people's property. The owner highly believes this condition of the home industry of chip-shredding crafts, so it becomes a living handle in running their business. From the customer service statement above, it can be concluded that the home industry of chip shredding crafts in doing business does not commit fraud or other bad behaviors.

b. Ethical (*akhlaqiyyah*)

Another specialty of the Home Industry of chip shredding crafts is not only because of the testis (*rabbaniyah*) but also because it puts forward moral issues (morals/ethics) in all aspects of its activities because moral values are universal values taught by all religions.

c. Realist (*Al-waqi'iyah*)

Sharia marketing is a flexible marketing concept, and the flexibility and flexibility of Islamic Sharia underlie it. Home industry chip sharpeners are professional marketers with a clean, neat, and unpretentious appearance; no matter what model or style of clothing they wear, they work professionally and prioritize religious values, piety, morals, and honesty in all their marketing activities.

A Sharia marketer understands the social situation in a heterogeneous environment wherever a Sharia marketer is flexible in getting along with anyone regardless of differences. Home Industry chip shredding crafts can conduct business transactions amid hypocrisy, fraud, lies, or fraud common in the business world. However, the Home Industry of chip-sharpening crafts tries to be strong, istiqamah, and become a light amid darkness.

d. Humanitis (*insaniyyah*)

Privilege Marketing Another sharia is its universal humanistic nature. Home Industry The craft of Sharia chips thinks that Sharia was created by humans so that their degree is raised, their humanity is maintained and maintained, and Sharia guidelines can constrain their animal traits by having instead of being a human being who can be happy over the suffering of others or a human being whose heart is dry with social concerns.

From the data and statements above, it can be concluded that the marketing strategy carried out by the Home Industry of Chips Crafts in increasing its income is very good because with this strategy, the revenue of the Home Industry of Chips Crafts every year always increases by 30% to 70%.

4. CONCLUSION

The home Industry of chip crafts is known by its consumers as a provider of various kinds of chip crafts products that are based on and adhere to Islamic principles. If viewed from the perspective of sharia marketing, the home industry uses marketing strategies, namely theistic (*Rabbaniyah*), ethical (*Akhlaqiyyah*), realistic (*Al-Waqi'iyyah*), and humanities (*insaniyyah*).

The home industry of chip shredding crafts uses four strategies to increase revenue: product, price, place, and promotion. The existence of this chip-grinding industry can revive small businesses in Babadan Village.

The chip shredding craft industry has a fairly important contribution to the income of the community who earns from the business as well as to the village government that has fostered and supported this business so that it can be included in various exhibitions organized by the local government and can help the absorption of labor in Babadan, Patianrowo District, Nganjuk Regency.

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