



Marketing Planning Abaya Patterns on Sisteuries Brand in Blitar Regency

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ABSTRACT

Marketing planning serves to increase efficiency and effectiveness. product marketing. The goal is to develop a marketing strategy so that achieve the goals of a company. The object of discussion in this study is planning the marketing of Sisteuries products by analyzing the target market, competitors, product differentiation, and marketing mix or 4Ps, namely Place, Price, Product, Promotion. The research method used in this study using qualitative methods through interviews with Sisteuries business owners. The results of the Sisteuries abaya research show that with marketing planning good and focused will provide solutions to existing obstacles, then produce a guaranteed and quality product, as well as the marketing process the product will run smoothly and be known by the public.

INTRODUCTION

Marketing planning is very important for every business actor because it can function to increase the efficiency and effectiveness of marketing a product. Marketing planning aims to develop marketing strategies to achieve the company's goals. Marketing planning can also increase profits from sales. Marketing planning is the process of determining marketing objectives, target markets, and marketing strategies that will be used to achieve these goals (Kotler & Keller 2016). The discussion in this study, the author plans marketing by analyzing various studies on the Sisteuries brand in Blitar Regency which sells abaya-type clothing.

Clothing is an inseparable part of everyday life and has become a basic need for all humans. Wherever you are, clothing businesses can be easily found, ranging from affordable prices to prices that can only be purchased by the upper class. The mushrooming clothing business indicates that human needs for clothing are increasing, so that many business people are flocking to the clothing business with various types and models. The increase in the clothing business can also be seen through data from the Ministry of Industry which states that the Leather, Leather Goods, and Footwear Industry and the Textile and Apparel Industry grew positively in the first quarter of 2024. Consecutively, the growth of the two sub-sectors reached 5.90% and 2.64% in that period (BPS, 2024). This increase in performance also helped boost the contribution of the processing industry to economic growth, which was 19.28% or up from the same period in 2023 which reached 18.57%.

Abaya is a traditional dress commonly worn by women in the Middle East, a loose-fitting robe with light fabric that does not make you feel hot. The color of the abaya is also neutral, such as black, gray, and white. Over time and with the many color preferences that are present, Sisteuries wants to introduce to the public that the abaya also has a newer look according to the development of trends, such as the earth tone color trend, soft tone, the "flower girl" trend with red clothes like roses, purple like orchids, and many more. In addition to color, patterns or motifs on the abaya such as stripe motifs, flower motifs, to vague abstract motifs are also currently in great demand. The abaya business with beautiful colors and patterns is still not widely spread and with many enthusiasts, but the presence of a few sellers indicates that the abaya market with a wide selection of colors and patterns is highly sought after.

The Sisteuries patterned abaya business in Blitar Regency has not been widely in demand because most people in the area only know gamis with general models without thinking about the quality of the material and comfort. The people in the area are not yet very familiar with abayas. Most of them assume that abayas can only be worn in certain circumstances, such as the Hajj, Umrah, religious studies, and formal events. Sisteuries presents abayas with materials and fabric quality that are cool, comfortable, and absorb sweat that are suitable for Indonesia which has a tropical climate and can be worn in all kinds of formal and non-formal situations and events.

This study aims to plan marketing by analyzing which target markets can be reached by Sisteuries, what competitors can hinder Sisteuries' business,

what places, prices, products, and promotions can be done by Sisteuries in Blitar Regency. This marketing plan also aims to make Sisteuries' patterned abaya business in Blitar Regency better known by the public so that it can increase sales and profits for business owners.

This Sisteuries business marketing planning is also useful because the strategy process through marketing mix analysis, targeting, and other studies can provide benefits throughout time and minimize losses. The parties who benefit from this marketing planning process are business owners and customers.

LITERATURE REVIEW

Target Market

Targeting according to Widjoyo & Widjaja, (2017) means choosing one or some segments as the focus of the Company's market. Companies or marketers in turn begin to combine several of their business variables by identifying target groups into smaller and well-defined ones. The process of evaluating and selecting target market segments is called market targeting (Tjiptono & Diana: 2020).

Target market is one of the market segments that will be the focus of marketing activities. Sometimes targeting is also called selecting because marketers must select. Selecting here means that marketers must have the courage to focus on only a few parts (segments) and leave the others. There are three criteria that must be met to get the optimal target market:

1. The target market must be responsive to the products and marketing programs developed. Example: Matra magazine is all aimed at men, even according to a survey that is responsive not only men but also a number of middle-class women.
2. Sales potential. The larger the target market, the greater its value. The size of the market is not only from the population, but also the purchasing power and desire of the market to have the product.
3. Media reach. Sometimes marketers fail to reach the market because they do not have good knowledge of media planning and the characters that exist. Usually, the selection of mass media is entirely left to the advertising agency which sometimes does not match the way it is delivered.

Competitors

According to Friadi, et al. (2022), the definition of a competitor is an individual or company that sells or produces products that are the same or similar to our products, in the form of goods or services, whether in terms of form, benefits, or function. According to Afriani, et al. (2022), the definition of a competitor is a competitor in a business that has a product similar to ours.

According to Putu Lestiana Dewi et al. (2024) Competitors are people or companies that produce or sell products or services that are the same or similar to the products or services we offer, both in form and function or benefits. The presence of competitors can have good or bad impacts on business. If the company can deal with it and take many benefits from the presence of

competitors, it will have a good impact on business, and vice versa. The main benefit of the presence of competitors is to provide motivation. That way, the company will think of various ways to innovate in order to win the competition in getting customers.

Differentiation

According to M. Hasibuan (2021) The general definition of product differentiation is the difference between a product and another product. Another definition of product differentiation is the differentiation of a product in a company so that consumers can choose which product they want. The alternatives for consumers to choose a product are based on color, quality, and price.

According to Indah Jauhari (2020) Product differentiation means that companies create new products that are perceived by consumers as unique and different products, through differentiation characteristics presented through rapid and varied model changes. This approach takes the form of product design, brand image, technology, packaging shape or form or other dimensions. In improving the quality of a product, customers usually look at several available alternatives, besides that customer choices are also based on the characteristics of a unique and different product.

Marketing Mix

Place

According to Kotler and Armstrong (2016), place is a channel used by companies to distribute products so that they are easily obtained by consumers. Place is related to the location determined to market the product, this location must meet several criteria such as easy access, comfortable place, and strategic so that it is easy for consumers to make purchases (Saleh & Said, 2019).

Placement or distribution is a very important part. Companies must position and distribute products in places that are easily accessible to consumers. This comes with a deep understanding of the company's target market, understand them from the inside and we will find the most efficient position and distribution channel.

Interdependent organizations are involved in the process of making products and services available for use. Some intermediaries such as: merchants and retailers buy and sell goods. Intermediaries also perform functions such as: information, promotion, negotiation, ordering, financing, risk taking and payment.

Price

In economics, the theory of understanding price, value, and utility are interrelated concepts. According to Alma (2016), utility is an attribute attached to an item that allows the item to meet needs, wants, and satisfy consumers.

Value is the value of a product to be exchanged for another product. This value can be seen in a barter situation, namely the exchange of goods with goods (Alma, 2016). Price is the value that must be exchanged by consumers to sellers in order to own a product or experience a service. Price is one of the strategies in marketing a product, consumers have their own assessments or comparisons regarding the price of the same product as competitors (Saleh & Said, 2019).

The price of a product is basically the amount that a customer pays to enjoy a product. Price is a very important component in the definition of the marketing mix. It is also a very important component of the marketing plan because it determines the profitability and survival of the company. Adjusting the price of the product has a major impact on the overall marketing strategy and greatly affects the sales and demand of the product. It is basically a sensitive area though. If a company is new to the market and its product is not widely known, it is unlikely that the target market will be willing to pay a high price. Although consumers may be willing in the future to part with a large amount of money, it will be difficult to get them to do so in the early stages of the product's existence.

Price always helps shape the perception of a product in the eyes of consumers. Always remember that a low price usually means an inferior product in the eyes of consumers when comparing it to competitors. As a result, a price that is too high will make the costs outweigh the benefits in the eyes of customers. When setting the price of a product, marketers must consider the perceived value that the product offers. There are several main pricing strategies, namely: market penetration pricing and neutral pricing.

Product

According to Kotler and Armstrong (2016) the definition of a product is: "A product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need", which translates as "a product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need". According to this definition, a product is an important element that must be present in a company. This product is usually offered in the market as an object to be traded to consumers. A product is defined as the result or output of a production process carried out by a company. In this case, products can be goods or services produced by the company to meet market demand (Firmansyah, 2019). A product is an item that is made or produced to satisfy the needs of a group of people. This product can be tangible or intangible. Marketers must ensure that they have the right type of product that fits their market. So, during the product development phase, marketers must conduct extensive research on the life cycle of the product they are creating.

Promotion

Promotion is one of the determining factors for the success of a marketing program. No matter how good a product or service is, if consumers have never heard of it and are not sure that the product or service will be useful to them, they will never buy it. The main purpose of promotion is to inform, influence, persuade and remind target consumers about the company and its marketing mix (M. Dayat, 2019).

According to Kotler and Armstrong (2016), "promotions means activities that communicate the merits of the product and persuade target customers to buy it", which means that promotion is an activity that communicates the usefulness of the product and persuades consumers to buy the product. Promotion is an effort to advertise a company's products through various offers

that will attract consumer interest. Promotion can be done in various ways such as through advertising, personal selling, and so on (Firmansyah, 2019).

METHODOLOGY

Qualitative research methods are research approaches used to understand and explain phenomena in depth through the collection, analysis, and interpretation of non-numerical data. This method focuses more on understanding the social context, individual experiences, and meanings contained in the phenomena being studied (Fadli, 2021). Problem analysis is a research analysis referring to the approach or procedure used to process and analyze data collected in a study. The analysis method depends on the type of data collected and the purpose of the research, be it quantitative or qualitative research (Rijali, 2019).

An interview is a communication between two or more parties that can be done face to face where one party acts as an interviewer and the other party acts as an interviewee with a specific purpose, such as to obtain information or collect data. The interviewer asks a number of questions to the interviewee to get answers. (Fadhallah, 2020). In collecting data in this study, the author conducted interviews by asking several questions to the business owner, with the following questions:

1. Target Market
 - a. In this abaya business, who are your target customers?
 - b. What gender and age range?
 - c. What is the social background of your customers?
 - d. Where is the location of your target customers?
 - e. What circles are your business targets?
2. Competitors
 - a. Who are your main competitors in Blitar area?
 - b. What makes your competitors attractive to customers?
 - c. What are your competitors' weaknesses?
 - d. How do competitors promote their businesses?
3. Differentiation
 - a. What differentiates your product from competitors' products?
 - b. What are the unique features and qualities of your product that can be offered to customers?
 - c. How can you ensure that your product differentiation?
 - d. cannot be easily copied by competitors?
4. Marketing Mix
 - a. Place
 - What distribution channels does your business use?
 - Where can customers find your products?
 - Is your sales location strategic?
 - How do you make this business reachable even though your business location is not strategic?

- b. Price
 - How do you determine the price of your product to suit your target market?
 - Is the price of your product affordable for your customers?
 - Is the price of your product competitive with competitors?
- c. Promotion
 - What are the main advantages of your product?
 - What makes your product different from competitors' products?
 - How is the quality of your product?
- d. Product
 - What are the main advantages of your product?
 - What makes your product different from competitors' products?
 - How is the quality of your product?

RESULT AND DISCUSSION

Target Market

The target of the Sisteuries abaya business is women aged 15-60 years and from the upper middle class. Both single and married (housewives and career women). The target market for the Sisteuries abaya business is women in Indonesia, especially in Blitar Regency because the people in that area are not yet familiar with abayas. This abaya is aimed at women who want to try wearing an abaya and of course women who are used to wearing an abaya every day, but want to look different by wearing abayas in soft colors such as soft tones, flower tones, earth tones, and faint motifs such as stripes and flowers. This abaya can be worn by both small and large bodies, because this abaya is designed with a loose shape so that the wearer can move freely comfortably.

Competitors

There is no patterned abaya business in Blitar Regency at all. Most sellers in Blitar Regency sell Muslim dresses in general with ordinary models and two-color abayas, namely black and white with the addition of glamorous sequins. Because the people of Blitar Regency are not yet familiar with abayas from Sisteuries, so the public's taste is still limited to dresses with models and quality according to those presented by clothing stores. The weakness of clothing stores in the Blitar area is that the clothes they sell, although affordable, are less varied and have hot material quality and do not absorb sweat, so that customers ultimately lose interest in buying clothes.

Competitors of patterned abayas are widely seen in big cities like Jakarta and its surroundings. For example, the patterned abaya brand Nehhat Modest has a Pop-Up Store at Pondok Indah Mall Jakarta. They also target the online market to introduce their products to the public through Instagram and e-commerce such as Shopee and Tokopedia. The drawback of these competitor brands is that their prices are around Rp500,000 and above, which is quite expensive, making it difficult for middle-class people to afford them.

Differentiation

In the marketing planning process, it is necessary to differentiate between Sisteuries abayas and other brands of abayas. This is so that Sisteuries abayas have their own characteristics. What distinguishes Sisteuries abayas from abayas spread throughout Blitar Regency and competitor brand abayas is that Sisteuries abayas provide many choices of colors and patterns, the fabric used by Sisteuries is also comfortable to wear because it is cool, not transparent, and absorbs sweat so it is suitable for use in tropical Indonesia. Then the price set by Sisteuries is more affordable than competitor brand abayas, so it can be reached by the middle class. With this difference, even though competitors in Blitar Regency will appear one by one, it will not affect Sisteuries because they are always consistent in maintaining and updating innovation and comfort of clothing.

Marketing Mix Place

The Sisteuries abaya purchasing activity took place in Blitar Regency, precisely on Jl. Flamboyan, Srengat District. However, because the location was considered not strategic, currently Sisteuries only opened an online store on Instagram and Whatsapp so that more people in Blitar and areas outside Blitar would know and reach the Sisteuries brand, and the place in Blitar Regency was mostly used as a production site. This online store is profitable because people from any area can wear abayas from Sisteuries. Sisteuries will also open its online store to expand to e-commerce such as Shopee and other online shopping applications.

Price

In the purchasing process, price is the main factor in whether someone decides to buy the product or not. Sisteuries abaya products are confident that the prices they set are commensurate with the quality of their goods. Sisteuries conducts in-depth research by looking at the price of fabric that matches its quality, then the sewing price per dress, and comparing the price of abayas on the market. Until finally Sisteuries sets the price of its products that are profitable for both parties, namely the seller and the buyer. Sisteuries abayas are priced at around IDR 250,000 to IDR 350,000 so that they can be reached by the middle class.

Product

Sisteuries is a clothing brand that sells abayas but with a different look from abayas in general. The advantage of Abaya from Sisteuries is that it has a variety of soft colors that are currently popular with women from teenagers to adults because the current trend is to appear fresh with bright but soft colored clothes. In addition to plain abayas, Sisteuries also makes abayas with light patterns and does not look crowded, such as striped motifs and faint flowers, so that the wearer will look elegant when wearing an abaya from Sisteuries.

In addition to prioritizing appearance, another advantage of abaya from Sisteuries also focuses on comfort. Sisteuries uses Korean Silk for their abaya material, the material has a light but not transparent character, this abaya is also comfortable to wear because this material is cool and fresh. This fabric also falls so that the wearer can look tall and slim when wearing it. The size of the Sisteuries abaya is available in 4 sizes, namely, S, M, L, and XL. Sisteuries also

accepts if there are customers who want to customize according to customer size.

Promotion

Promotional activities are the most important thing in the marketing process. This activity is carried out by business actors with the aim of attracting potential customers. The promotional strategy carried out by Sisteuries is through social media Instagram, Whatsapp, direct promotion, and word of mouth. Promotion through Instagram is carried out to attract potential customers from all regions by displaying eye-catching feeds so that those who see it will be interested in Sisteuries products. While direct promotion and word of mouth are carried out directly by the owner during certain events such as studies or during Eid, where both of these times are days to meet many people who could become customers.

The challenge of this promotional method is that not everyone who sees or hears the product is immediately interested in making a purchase. Especially in online promotions, even though the clothing material is listed and claims are made that the clothing material is cool and comfortable, potential customers cannot feel the clothes directly and only see the pictures, so some potential customers are hesitant about whether the claim is credible or not.

The Influence of Target Market in the Marketing Planning Process

The target market for Sisteuries products in Blitar Regency are women who are still in school, have families, or are single, housewives or career women. The target is women aged 15 to 60 years. According to data from the Central Statistics Agency of Blitar Regency in 2023, the population by age group and gender states that women aged 15 to 64 years are 343,378 people or 55.1% of the total female population in Blitar Regency. Therefore, it is certain that the target market for Sisteuries is appropriate and increasingly easy to reach because the female population in Blitar Regency is quite large.

Competitor Influence in the Marketing Planning Process

Competitors in the Sisteuries business in Blitar Regency are clothing store owners who sell abayas with limited color variations, namely black and white. While competitors for patterned abayas are located outside Blitar, but have quite expensive prices so that they cannot be reached by the middle class. Therefore, the marketing planning process for patterned abayas in Blitar Regency has a high potential because there are no clothing stores that sell abayas with various colors and patterns.

The Influence of Differentiation in the Marketing Planning Process

The distinctive feature that distinguishes Sisteuries abaya products from other clothing products in Blitar Regency is the wide choice of colors and patterns. Sisteuries abayas can be worn by women from young to old because of their timeless models. The clothing materials that are mostly used by clothing sellers in Blitar Regency are also not suitable for use in Indonesia which has a tropical climate, so with the choice of cool and sweat-absorbent fabrics used by Sisteuries for its abayas, it can provide a high opportunity for increasing purchases by people in Blitar Regency.

The Influence of the Marketing Mix in the Marketing Planning Process

The marketing mix includes, Place, Price, Promotion, and product. In the marketing planning process, in terms of product and price, Sisteuries products have comfortable material quality, with various patterns and colors, then prices that are affordable for middle-class people, can attract potential customers. While in terms of place and promotion, Sisteuries has obstacles. Sisteuries' business location in Blitar Regency is not strategic so that in the end sales are carried out online. Then the Sisteuries product promotion process has not been effective because the product cannot be ordered through e-commerce such as Shopee and Tokopedia. New promotions can be done directly, word of mouth, and promotions via Instagram and Whatsapp, so the promotion audience is still limited, not many people follow their social media.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, it can be concluded that Sisteuries' target is women aged 15-60 years, single or married, thin or curvy, and women who will or are used to wearing abayas. There are no competitors for Sisteuries abayas in Blitar Regency, but online competitors are starting to emerge, but in terms of price, competitor abayas are only for the upper class. The difference in Sisteuries products can be seen from the choice of colors and motifs that are diverse at affordable prices so that they can be reached by the middle class. Sisteuries' offline location is not strategic so that in the end sales are only done online. The price set by Sisteuries after conducting in-depth research on the selection of materials, sewing prices, and comparisons with other abayas is fairly affordable because it can be reached by the middle class. Sisteuries products follow the current trend in society, namely appearing fresh with a choice of many colors with comfortable fabrics being a plus point for Sisteuries products. There are 3 promotions carried out by Sisteuries, namely promotions through social media Instagram, Whatsapp, direct promotion, and word of mouth. Sisteuries is also preparing to expand its online sales to e-commerce such as Shopee and other online shopping applications

The recommendation from this research is that Sisteuries must be consistent in terms of creativity and innovation to maintain products in terms of materials and attractive color and pattern choices. It is expected that Sisteuries can improve their promotions with a structured concept, for example by conducting promotions during celebration days such as Eid, Kartini Day, Independence Day, and others. Sisteuries can also conduct direct promotions by participating in certain events and opening Pop-Up Booths so that the public, especially in Blitar Regency, will be more familiar with Sisteuries products.

FURTHER STUDY

This study still has limitations so that further research is still needed on the topic "Marketing Planning Abaya Patterns on Sisteuries Brand in Blitar Regency".

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