

REFERENCES

- Ariyanto, A., Wongso, F., Wijoyo, H., Indrawan, I., Musnaini, Akbar, F.M., Anggraini, N., Suherman, Suryanti, Devi, R.G.S.W. (2021) *Strategi Pemasaran UMKM di Masa Pandemi, Insan Cendikia Mandiri, Sumatra Barat, Indonesia.*
- Bahri. (2019) *Pengantar Kewirausahaan*, Pustaka Baru Press, Yogyakarta.
- Diep, T.N. (2022) Analysis of Marketing Strategy of Food and Milk Products for Children in Vietnam Market - And Legal Matters of Protecting Rights of Consumers Who Are Children in the Economy, *Journal of Early Childhood Special Education*, Vol 14, 5855-5859.
- Fahmi Irham. (2014) *Kewirausahaan*, 2nd ed., Alfabeta, Bandung.
- Firmansyah, M.A.(2019) *Pemasaran Produk Dan Merek (Planning & Strategy)*, Cetakan Pertama , CV. Penerbit Qiara Media, Surabaya.
- Ing, P., Grace1., Osman, Z., and Tze-Yin, L. (2020) Marketing Mix and STP Strategies: An Exploratory Study into Grocery Retailers in Malaysia, *Asian Journal of Entrepreneurship*, 1(4),129-143.
- Ismanto, J. (2020) *Manajemen Pemasaran*, 1nd ed, Unpam Press, Tangerang Selatan.
- Kasmir. (2016) *Kewirausahaan*, PT. Rajagrafindo Persada, Depok.
- Katadata. (2022). Makanan dan Minuman Jadi Kontributor Terbesar PDB Sektor Industri Kuartal II-2022. Available from :
<https://databoks.katadata.co.id/datapublish/2022/08/10/makanan-dan-minuman-jadi-kontributor-terbesar-pdb-sektor-industri-kuartal-ii-2022>, Accessed 8th October 2022
- Kotler, P., and Keller, L.K. (2016) *Marketing Management*, 15nd Ed., Pearson Education, United States.

- Margie, A.L., Yulianto, Triputra, R.D., and Darmansyah, M. (2020) *Pengantar Bisnis*, 1nd ed , UNPAM PRESS, Tangerang Selatan.
- Niazi, N., Rashid, M., and Shamugia, Z. (2021) Role of Marketing Mix (4Ps) in Building Brand Equity: Case Study of Shell Petrol, UK, *Journal of Applied Business and Management Studies*, 6(1) , 34-68.
- Ritonga, H.M., Fikri, M.E., Siregar, N., Agustin, R.R., dan Hidayat, R. (2018) *Manajemen Pemasaran Konsep dan Strategy*, medan.
- Saparso, (2021) *Marketing Process*, Ukrida Press, Jakarta.
- Satriadi, Wanawir, Hendrayani, E., Siwiyanti, L., Nursaidah. (2021) *Dasar-Dasar Pemasaran*, Samudra Biru (Anggota IKAPI), Yogyakarta.
- Song, Z,Y., Choi, C, M., Zou, N,A., Jie, C., and Han, H,J. (2021) A Marketing Strategy Analysis of Xiaoguan Tea, *Journal of Computer and Mathematics Education*, 12(13), 6188-6194.
- Suciarso, S. (2018) *Pengembangan Produk, Branding dan Pemberian Label Pada Kemasan Produk*, Universitas Katolik Soegijapranata, Semarang.
- Sudaryono. (2015) *Pengantar Bisnis*, 1nd ed, CV. Andi Offset, Yogyakarta.
- Sukma, D., Lubis, H, P., and Utami, S. (2019) Analysis of Marketing Strategy of Minyeuk Pret Using STP, Ansoff Matrix, and Marketing Mix, *Journal of Economics, Business and Management*, 2(10), 601-606.
- Tjiptono, F., and Diana, A. (2019) *Pemasaran*, 1nd ed, CV. Andi Offset, Yogyakarta.