

# **The Role of Digitalization Marketing, Sharia Based Marketing, and Green Economy in Improving Sustainable and Inclusive Economic Development in MSMEs of the Kenjeran Beach Surabaya Fish Setra Due to The Impact of the COVID-19 Pandemic**

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**Abstract.** This research aims to provide most of the answers to MSME business actors in Setra Ikan Bulak Kenjeran regarding the problem of the economic slowdown and decline in sales performance levels, decline in income levels, because according to observations there is still a lot of decline in the value of income due to the decline in the value of marketing and sales, especially in the era of the Covid-19 pandemic. Currently, there are more and more losses arising from business actors regarding marketing relationships so that the level of economic growth also greatly influences it, therefore researchers will examine very critical problems to increase the level of sharia marketing relationships and marketing architecture in the Bulak Kenjeran fish center MSMEs and to increase the level of income by using a combination of sharia marketing variables and marketing architecture, especially for business actors in the Bulak Kenjeran fish center and will test the marketing model for small and medium businesses based on sharia marketing and marketing architecture in order to improve sales performance and economic growth due to the impact of the Covid-19 virus on the center. umkm bulak fish on Kenjeran beach, Surabaya city. The first year is to find out the dimensions of marketing interrelationships by combining Sharia marketing with marketing architecture so that it can increase sales of the Bulak Fish Center MSME Business Actors by forming a character of business actors and customers to experience a trade service, developing a marketing information system related to sharia marketing theory and Architecture, educating business actors and potential customers about sharia marketing and architecture as well as collecting primary and secondary data through observations, surveys and questionnaires. The second year is to provide an analysis of the refinement of dimensional concepts related to sharia marketing and architecture at Sentra Ikan Bulak Kenjeran, by providing training and skills for business actors and customers as well, improving marketing services related to the relationship between sharia marketing and marketing architecture, establishing marketing models and provide theoretical refinement on the marketing dimension. The implementation method applied was to use a sample size in this research of 100 respondents taken from business actors and customers of the Bulak Fish Center who had come to the Bulak Kenjeran Fish Center from one stand to another and had been determined in the research, namely at the Fish Center Bulak Kenjeran. This research uses quantitative and qualitative analysis through explanatory analysis method approaches or explanatory research, path analysis, using PLS version 3.0, from a finding it is hoped that positive results will be found and can describe a wider level of marketing quality and certainty so that it can help improving the economic level through sharia marketing and marketing architecture for the MSME Fish Center Bulak Kenjeran Surabaya.

**Keywords:** Sharia Marketing, Marketing Architecture, Sales Performance, Economic Growth

## INTRODUCTION

The contribution of MSMEs to the Kenjeran Beach fish center in Surabaya to GDP is quite significant, but this type of business often faces problems even in normal situations to grow large. The results of the researchers' temporary observations at the Kenjeran Beach Fish Center MSMEs showed that there were several main obstacles in the development of these MSMEs, namely difficulties in capital and marketing/sales. The difficulty of obtaining financial support prevents actors from expanding their business. This problem is very sad because it is very difficult for business actors to get customers every day, the level of sales is decreasing day by day and business actors have difficulty promoting their fish and seafood and culinary ingredients because potential customers are not in these centers. Apart from that, there are lots of illegal traders who have appeared on the side of the road leading to Surabaya Park and the Fish Center, and the government is not strict enough in curbing the street vendors there, thus preventing consumers from coming to the Kenjeran fish center and the researchers saw many barriers. The ocean fence is also damaged, many of which are used as leas for street vendors, therefore the income experienced by business actors at the Kenjeran Fish Center is very worrying, so the atmosphere is quiet and not a single customer enters this center which will have an impact on the decline in the economic level. . In the end, the lower the income level, the more business people leave the fish center because there are absolutely no definite customers, so things like selling smoked fish end up being sent to other traditional markets so that there is a clear turnover in income.



FIGURE 1. External Research Activities at Setra Bulak Kenjeran

Business actors are very concerned about decreasing profitability so that business capital funding and business turnover are increasingly decreasing. The opinion of one business actor said that a good building has no effect on increasing income so it is difficult to get a normal income, the government also does not provide training and coaching for business actors so that business actors just carry on as is so the economy seems to be declining. 2020 has only been running for three months but the economic shock has been so great. The economy suddenly collapsed in an instant due to the spread of the corona virus throughout the world. By utilizing technology-based marketing as the main channel in marketing. In the midst of calls for maintaining social distancing, social media can be a way to promote products or businesses for MSMEs and to prevent the economic downturn. The phenomenon that has occurred is that since WHO (World Health Organization) announced that COVID-19 is a world pandemic, consumer behavior in various business sectors has changed. Consumers are becoming very careful about their consumption and trying to keep themselves and their families afloat in this situation. Even areas of cities and countries are starting to close down. There is no normal traffic and activity like a few months ago. It is not surprising

that the health crisis has an impact on the economic crisis at the same time. What you need to know, of course, is how severe the impact of the crisis will be on businesses in various business sectors, especially fish centers in Kenjeran, Surabaya.



**FIGURE 2.** External Research Activities at Setra Bulak Kenjeran

The general theory in this research is that sharia marketing according to Kotler, Philip and Kevin Lane Keller, (2016) Sharia marketing is a strategic business discipline that directs the process of creating, offering and changing value from one initiator to its stakeholders in an appropriate manner throughout the process. with the contract and principles of 17 muamalah (business) in Islam. This means that in sharia marketing the entire process, whether the creation process, the offering process, or the value change process, must not contain anything that is contrary to the Islamic agreement and principles of muamalah. The definition above is based on one of the provisions in Islamic business contained in the rules of fiqh which says, "al-muslimuuna „alaa syuruuthihim illa syarthan harroma halaalan aw ahalla haraaman" (Muslims are bound by the business agreements they make, except for agreements that prohibit what is halal or makes lawful what is haram). Apart from that, another fiqh rule says "al-ashlu fil muaamalahtil ibahah illah ayyadulla daliilun „alaa tahrimihaa" (basically all forms of muamalah (business) are permissible to do unless there are arguments that prohibit it). Then according to Kotler, Philip and Kevin Lane Keller, (2016) that Marketing Architecture is the planning and execution process of concept formation, pricing, promotion strategy determination and distribution strategy of ideas, products and services offered by a company to create an exchange that is satisfactory for both the customer and the company, where in order to achieve this goal an analysis process will be carried out regarding target market conditions, planning and formulating strategies (determining prices, products, promotion and distribution methods) based on the results of the analysis, accompanied by implementation of strategies and controls for achieve predetermined marketing goals. Furthermore, sales performance according to Kotler & Kettler, (2017) says that sales force performance includes two concepts, namely (1) the behavior displayed by the sales force, (2) the results obtained from the sales force's efforts. According to Grant et al. (2012) & Kotler, (2017) Behavioral performance of sales personnel is an evaluation of the various strategies used by sales personnel when carrying out responsibilities. Meanwhile, performance results according to Baldauf et al. (2013) & Kertajaya, (2018) say it is an evaluation of the contribution of sales personnel in achieving organizational goals in the form of results. Furthermore, Pettijohn, Charles E., Linda S. Pettijohn and A.J. Taylor (2017) defines economic growth as a process that causes changes in people's lives, namely changes in politics, social structures, social values and the structure of economic activities. Meanwhile, according to Adisasmita, Raharjo. (2013), economic growth is defined as a long-term increase in a country's ability to provide more and more types of economic goods to its population where this ability grows in accordance with technological progress, and the institutional and ideological adjustments it requires.

The Research Gap in this research, among others, according to Mubarok, (2017) said that sharia marketing strategies can influence the level of sales performance and have an impact on the community's economic growth. Furthermore, according to Kartika's research, (2017) that the development of micro and small and medium enterprises can help the level of sales profits through marketing architecture and can increase the level of technology used by entrepreneurs and increase the level of welfare of the micro community and small and medium enterprises of Mount Bromo Probolinggo in East Java.

The phenomenal problem that occurred in this research was that the conditions in the field were not as expected, several MSMEs at the Kenjeran Beach Bulak Fish Center, Surabaya, gradually experienced a decline in their sales levels and the number of businesses. This reality is of course inversely proportional to the government's program which seeks to promote MSMEs so that they continue to develop so that they continue to support the country's economy. This research was taken because there are still many seafood and seafood craftsmen on the Old Kenjeran Beach in Surabaya who experience problems common to small/medium industries. This is because the government cannot control and support business actors in the center because many illegal traders hang out along the roads leading to the center and the fences are damaged to sell at street vendors. So this is what is preventing the center from continuing to move forward. Even though a Fish Center building has been provided, the level of profitability and the number of interested customers is still far from expectations and the government also does not provide full support to these business actors, so this has a very significant impact on the level of economic growth, and management carried out from generation to generation will have weaknesses. in the field of entrepreneurship, such as low product quality, this can be seen in the low export value of MSMEs at 11%, indicating low product quality, no risk taking so they become passive and tend to wait for consumers. Lack of understanding of consumer satisfaction now or in the future. The difficulty of competitiveness in terms of product selling prices has caused public interest in their products to decrease. The problems above have an impact on sales performance and a decline in the level of economic growth carried out. Because good sales performance can make companies, in this case MSMEs, survive in fast-moving market conditions. So to be able to maintain sales performance in this tight competition, efforts are needed in the form of good product quality, courage to take risks and be aggressive. Competitive product selling prices are the final support in marketing performance that is easy to name to increase competence to be more competent in running a business. Starting from the above phenomenon, the Bulak Fish Center MSME sector empowerment program needs to be considered and improved, because with this empowerment activity, the MSME business sector is expected to develop more and have good performance and will be more competitive in today's global competition. and can increase economic growth.

### **Formulation of the problem**

Based on the description of the background above, the researcher can put forward the problem formulation as follows:

1. How is the marketing management implemented by the Bulak UMKM Fish Center on Kenjeran Beach in Surabaya City?
2. What is the marketing management pattern implemented by the Bulak UMKM Fish Center on Kenjeran Beach in Surabaya City?
3. How to formulate an effective marketing management model based on sharia marketing and marketing architecture for the UMKM Bulak Fish Center on Kenjeran Beach in Surabaya City?
4. How is the empowerment of MSMEs in managing the Bulak MSME Fish Center on Kenjeran Beach in Surabaya City?
5. How to formulate an effective MSME empowerment model in managing the Bulak MSME Fish Center using sharia marketing concepts and marketing architecture at Kenjeran Beach in Surabaya City?
6. How is the management of the Bulak UMKM Fish Center implemented at Kenjeran Beach in Surabaya City?

### **Special Purpose**

The specific objective of this research is "to produce basic principles from a theory, concept formulation or technology-based application to proof of concept of theories and models in sharia marketing and marketing architecture concepts and to be able to establish a training center for Sharia-based marketing management and architecture-based marketing at the Bulak Fish Center MSMEs at Kenjeran Beach, Surabaya and empowering MSMEs at Kenjeran Beach, Surabaya, East Java." Meanwhile, the final target of this research is to make the MSME fish center on Kenjeran Beach, Surabaya, especially in East Java, an independent economic force and able to make a real contribution to the welfare and increase the income level of the surrounding MSME community due to Indonesia's wealth which needs to be supported and upheld. Steps to achieve these specific goals must be carried out through goal stages.

### **Long Term Goals**

In this research, it is hoped to improve the long-term mission of all fish-based MSME business actors on Kenjeran Beach, Surabaya, East Java, so that they can direct the non-linear correlation between mere satisfaction and loyalty, and can improve the psychographic status of the targeting level of customers and can increase welfare of business actors in the economy.

### **Research Urgency**

MSME business actors located at the Bulak UMKM Fish Center on Kenjeran Beach, Surabaya Jl. Sukolilo Kedung Cowek, District. Bulak, SBY City, East Java 60129. In real terms, it has contributed to the development of business and the economy for East Java, at least it has reduced the unemployment rate and increased income for city residents, but overall the role of MSMEs on Kenjeran Beach, Surabaya, East Java has not been optimal due to various One of the obstacles that arise is the impact of the Covid-19 virus and the very low quality of MSME management and marketing systems. This is because the quality of existing resources in the UMKM fish center sector on Kenjeran Beach, Surabaya, East Java is not sufficient, therefore it is necessary to formulate a marketing model that is sharia-based and based on marketing architecture and MSME business actors in the Bulak UMKM fish center in an integrated manner. through community empowerment so that MSME fish center business actors are able to become an independent economic force and make a real contribution to community welfare.

## **METHODS**

### **Types and Research Approaches**

This type of research is explanatory research with a quantitative approach. Explanatory research is research that explains the causal relationship between research variables through hypothesis testing. This type of research is to test the proposed hypothesis, so that by testing the hypothesis it will be known that the influence of the independent variable on the dependent variable is significant according to Sugiyono, (2017). The quantitative approach is referred to as a positivistic method because it is based on the philosophy of positivism, used to research certain populations and samples, collect and use research instruments, analyze quantitative/statistical data, with the aim of testing predetermined hypotheses. Quantitative methods are also referred to as scientific methods (scientific. ) because this method meets scientific principles, namely concrete, empirical, objective, measurable, rational and systematic, so it can be concluded that in the quantitative method the research data is in the form of numbers and analysis uses statistics Sugiyono, (2017). Based on the explanation above, it can be seen that this research is explanatory research which intends to provide an explanation of the causal relationship between variables through hypothesis testing as well as carrying out explanations. In this research, a marketing model for small and medium enterprises based on sharia marketing and marketing architecture will be observed in order to improve sales performance and increase economic growth due to the impact of the Covid-19 virus on MSME fish centers on Kenjeran Beach, Surabaya City.

### **Population and Sample**

The population in this research is all MSME entrepreneurs in East Java, where based on BPS Surabaya data in figures, for 2015-2020 the number of MSME business actors in East Java is 6.20% of respondents, around 700 MSME business actors. The method for determining the research sample uses a proportional sample due to considerations of funds, energy and time (Sugiono, 2018: 140). Thus, the respondents who are the sample for this research are 200 respondents from each of the UMKM Bulak Fish Center actors in East Java who have an impact on the Corona-19 Virus, and whose quota has been determined by the researcher, namely the UMKM Fish Center Kenjeran Beach, Surabaya, East Java.

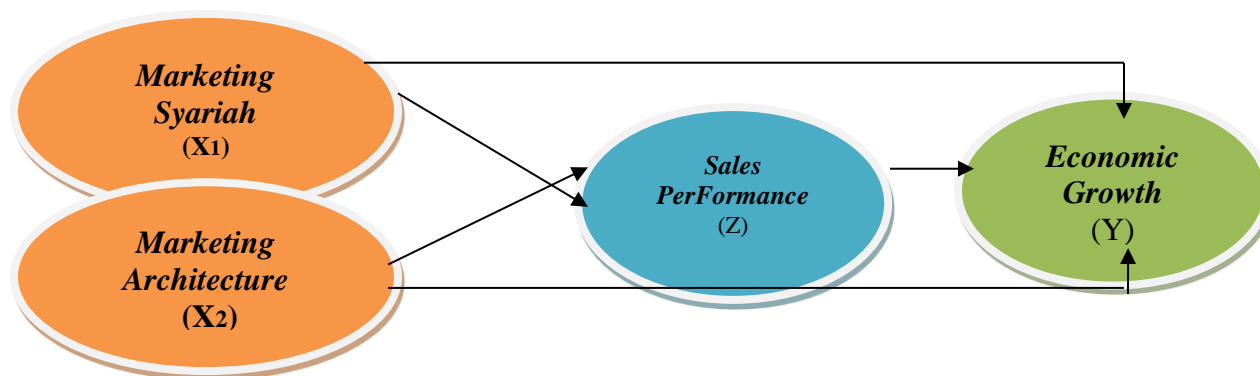
### **Conceptual Framework for Research**

So far, not much research has been carried out on Sharia Marketing and Marketing Architecture, especially by MSMEs in East Java that have gone public or non-public. The variables and tests carried out by previous independent researchers usually used different measures. Some evidence shows that various Sharia Marketing and Marketing Architecture variables will influence the level of economic growth through sales performance in trade sector organizations (MSMEs). However, several other research results show contradictory results. From existing research, it is still difficult to conclude between the two variables in this research theme. So a study is needed that will synthesize the results of previous research so that models and updates to existing theories can be found.

### **Research Model**

This research model uses a quantitative approach, namely research that focuses on teaching hypotheses. The data used must be measurable and produce conclusions that can be generalized (Sugiyono 2018:22). This research also uses comparative and causal comparative research models. comparative research model because they want to know whether there are differences in treatment for each variable in the research object (Arikunto, 2006: 36). causal

comparative research model because they want to know the causal relationship of the independent variable to the dependent variable (Arikunto, 2006:36). From a conceptual framework, the research model can be created as follows:



**FIGURE 3.** Research Model  
Source: Ferdinand, (2016), Solimun, ( 2017)

### Hypothesis

1. There is a significant influence on the marketing management implemented by the Bulak UMKM Fish Center on Kenjeran Beach in Surabaya City.
2. There is a significant influence on the marketing management pattern implemented by the Bulak UMKM Fish Center on Kenjeran Beach in Surabaya City.
3. There is a significant influence in formulating a marketing management model based on sharia marketing and effective marketing architecture for the Bulak UMKM Fish Center on Kenjeran Beach in Surabaya City.
4. There is a significant influence on the empowerment of MSMEs in the management of the Bulak MSME Fish Center at Kenjeran Beach in the city of Surabaya.
5. There is a significant influence in formulating an effective MSME empowerment model in managing the Bulak MSME Fish Center using sharia marketing concepts and marketing architecture at Kenjeran Beach in Surabaya City.
6. There is a significant influence on the management of the Bulak UMKM Fish Center implemented at Kenjeran Beach in Surabaya City.

## RESULTS AND DISCUSSION

### MARKETING MANAGEMENT IMPLEMENTED BY THE BULAK UMKM FISH CENTER ON KENJERAN BEACH IN SURABAYA CITY

After the marketing strategy is determined then SMEs need to plan and implement the Marketing Mix Syariah strategy. This strategy is a collection of tools controlled tactical marketing in the form of: products, price, distribution, promotion, participants, processes, and physical evidence that is packaged and combined in accordance with sharia to produce a response desired in the target market. Strategy Kenjeran Surabaya SME marketing is designed by incorporating the values of honesty, justice, openness and sincerity. The goal is to reach Marketing Advantages and stakeholders can have added value. It can be proven that architecture marketing and Sharia marketing can have a significant influence on sales performance and economic growth.

**Koefisien Jalur**

Mean, STDEV, T-Values, P-Values    Keyakinan Interval    Keyakinan Interval Bias-Dikoreksi    Sampel    Salin ke Clipboard:    Format Excel    Format R

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (  O/STD...)	P Values
Marketing Architecture (X2) -> Economic Growth (Y)	0.188	0.191	0.122	1.544	0.127
Marketing Architecture (X2) -> Sales Performance (Z)	0.717	0.722	0.055	12.930	0.000
Marketing Syariah (X1) -> Economic Growth (Y)	0.216	0.222	0.086	2.527	0.012
Marketing Syariah (X1) -> Sales Performance (Z)	0.194	0.192	0.068	2.834	0.005
Sales Performance (Z) -> Economic Growth (Y)	0.455	0.456	0.109	4.169	0.000

FIGURE 4. Koefisien Jalur

**Pengaruh Total**

Mean, STDEV, T-Values, P-Values    Keyakinan Interval    Keyakinan Interval Bias-Dikoreksi    Sampel    Salin ke Clipboard:    Format Excel    Format R

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (  O/STDEV  )	P Values
Marketing Architecture (X2) -> Economic Growth (Y)	0.514	0.519	0.078	6.558	0.000
Marketing Architecture (X2) -> Sales Performance (Z)	0.717	0.722	0.055	12.930	0.000
Marketing Syariah (X1) -> Economic Growth (Y)	0.304	0.311	0.091	3.334	0.001
Marketing Syariah (X1) -> Sales Performance (Z)	0.194	0.192	0.068	2.834	0.005
Sales Performance (Z) -> Economic Growth (Y)	0.455	0.456	0.109	4.169	0.000

FIGURE 5. Pengaruh Total

**Efek Tidak Langsung Spesifik**

Mean, STDEV, T-Values, P-Values    Keyakinan Interval    Keyakinan Interval Bias-Dikoreksi    Sampel    Salin ke Clipboard:    Format Excel    Format R

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (  O/STDEV  )	P Values
Marketing Architecture (X2) -> Sales Performance (Z) -> Economic Growth (Y)	0.326	0.329	0.081	4.032	0.000
Marketing Syariah (X1) -> Sales Performance (Z) -> Economic Growth (Y)	0.088	0.088	0.039	2.254	0.025

FIGURE 6. Efek tidak langsung spesifik

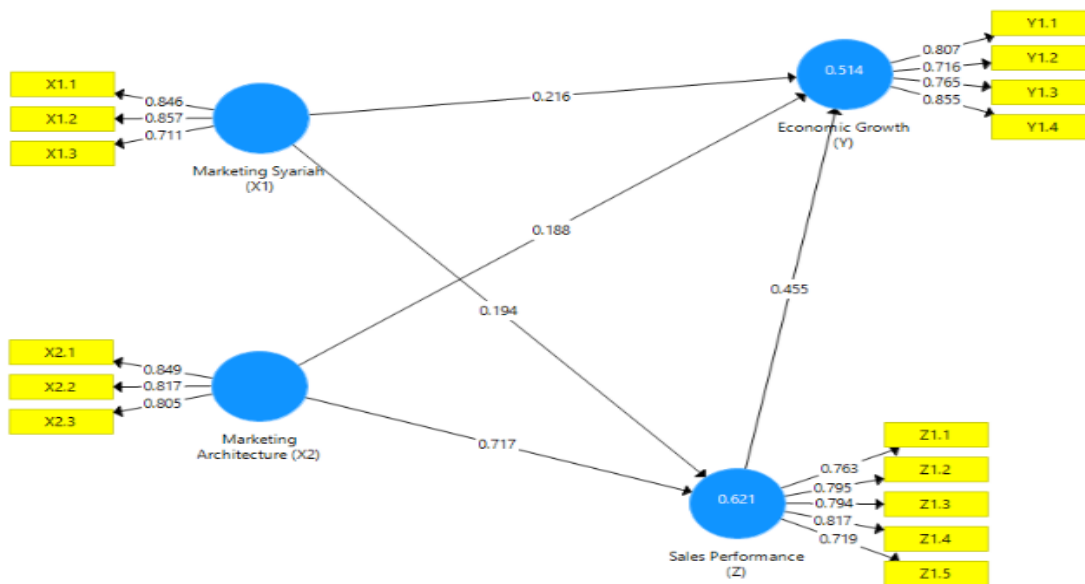


FIGURE 7. Struktur model

## MARKETING MANAGEMENT PATTERN IMPLEMENTED BY THE BULAK UMKM FISH CENTER ON KENJERAN BEACH IN SURABAYA CITY

A production-oriented concept that consumers will choose that product easy to get and cheap. So the main focus is increase production efficiency and expand distribution coverage. The concept of quality products argue that consumers will Choose products that offer quality. A sales-oriented concept where if consumers are just left alone then consumers will not buy company products in quantities Enough. A marketing-oriented concept where concept to achieve goals organization consists of determination target market needs and wants and provide satisfaction desired. Marketing-minded concept society this concept argues that the company's job is determine needs and wants as well as the interests of the target market and fulfill them more effectively and efficient.

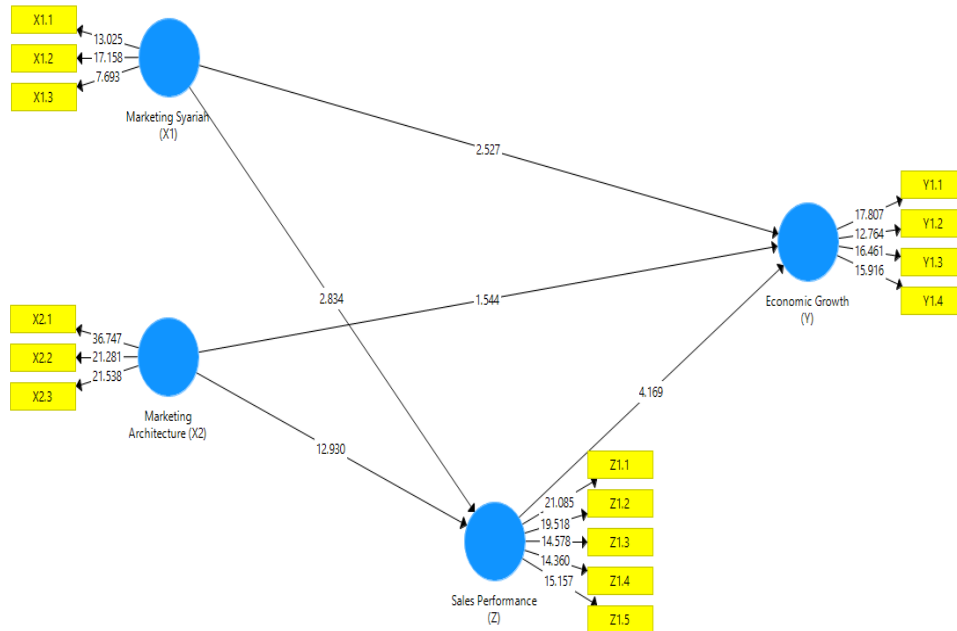


FIGURE 8. Struktur model

## FORMULATE AN EFFECTIVE MARKETING MANAGEMENT MODEL BASED ON SHARIA MARKETING AND MARKETING ARCHITECTURE FOR THE UMKM BULAK FISH CENTER ON KENJERAN BEACH IN SURABAYA CITY.

The formulation of marketing strategies is based on a comprehensive analysis of the influence of external and internal environmental factors for Kenjeran Beach in Surabaya City. The company's external environment changes rapidly at any time, giving rise to various opportunities and threats both from main competitors and from the ever-changing business climate. The consequences of changes in these external factors also result in changes in the internal factors of the Bulak Kenjeran UMKM Setra, such as changes to the strengths and weaknesses of the Kenjeran Beach in Surabaya City.

## THE EMPOWERMENT OF MSMEs IN MANAGING THE BULAK MSME FISH CENTER ON KENJERAN BEACH IN SURABAYA CITY

Community empowerment through the MSME assistance program is one of the efforts to increase the capacity, welfare and independence of the community in Kenjeran Beach in Surabaya City by focusing on Micro, Small and Medium Enterprises (MSMEs). MSME Assistance. Most programs are targeted for micro and ultramicro entrepreneurs. The literature shows that some micro businesses are reluctant to access capital originating from banking and non-banking financial institutions. One of the reasons is The majority of MSMEs use their business only to increase income and survive. Various The report states that MSMEs, especially micro and small scale, have



a vision to develop The number of attempts to "move up" is still very small. This is reflected in the low distribution uptake microcredit and the use of credit for additional capital or household consumption, not for investment business development.

### **FORMULATE AN EFFECTIVE MSME EMPOWERMENT MODEL IN MANAGING THE BULAK MSME FISH CENTER USING SHARIA MARKETING CONCEPTS AND MARKETING ARCHITECTURE AT KENJERAN BEACH IN SURABAYA CITY**

Village Sustainable Development Goals (SDGs) are an integrated effort to accelerate sustainable development at the Setra Bulak level in Kenjeran City to create a city without poverty, hunger and equitable national economic growth. One way is to build empowered rural micro, small and medium enterprises (MSMEs) through the Wiradesa program. Thus, it is necessary to analyze the MSME empowerment model in Setra Bulak, Kenjeran City, Surabaya to train entrepreneurs in Setra Bulak, Kenjeran City in developing their businesses in a sustainable manner.

### **THE MANAGEMENT OF THE BULAK UMKM FISH CENTER IMPLEMENTED AT KENJERAN BEACH IN SURABAYA CITY**

Lack of ability to handle and process fishery products. The existing type of business is processing salted fish, anchovies, shrimp paste, ebi shrimp, and fish crackers. The results of product processing are prioritized for family consumption and only few are for sale. This is because limited capital, infrastructure, formal and non-formal education, and not yet existence of market guarantees; Mostly fishermen are traditional fishermen. Matter This can be seen from the lack of fleet ownership fishing as well as the lack of fishing business management capabilities for handling catches and market access. Data shows that fishing facilities and equipment in Setra Bulak, Kenjeran City are still limited both in type and quantity. During the season of strong winds and high waves, fishermen do not dare to go to sea so that fisheries production tends to decrease and selling prices increase. During the harvest season, fishermen are excited, go to sea so that the catch is abundant and selling prices decrease.

### **CONCLUSIONS**

Combination of Analisis SmartPLS obtained sustainable fisheries management strategies in the coastal areas of Kubu Raya Regency including: the first strategic priority, namely improving facilities and infrastructure, second strategic priority, namely technology improvement and priority, the third strategy is resource development human resources and institutions.

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