

Marketing Mix to Improve the Family Economy of Female Silk Craftsmen in Tanasitolo District, Wajo Regency

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Abstract

This study investigates the role of the marketing mix strategy in strengthening the family economy of female silk weavers in Tanasitolo District, Wajo Regency, from the perspective of Islamic economics. Employing a descriptive qualitative methodology with a phenomenological approach, this field research aims to explore how the implementation of the 7P marketing mix strategy—Product, Price, Place, Promotion, People, Process, and Physical Evidence—contributes to business sustainability and household welfare among women-led silk weaving enterprises. Primary data were obtained through in-depth interviews with female silk weavers, while secondary data were sourced from relevant literature, including books and peer-reviewed journal articles. The findings indicate that the effective application of the 7P marketing mix, when aligned with Islamic economic principles such as fairness, honesty, and mutual benefit, enhances product competitiveness, improves market access, increases sales performance, and ultimately strengthens family economic resilience. Furthermore, the integration of ethical values derived from Islamic economics supports sustainable business practices and empowers women as key economic actors within their households and communities. This study offers practical implications for policymakers, development practitioners, and micro-entrepreneurs by highlighting the importance of integrating strategic marketing approaches with Islamic economic values to promote inclusive economic development and improve the welfare of female micro-entrepreneurs.

1. Introduction

Marketing strategy plays a pivotal role in enhancing business performance and ensuring sustainability, particularly for micro and small enterprises operating in traditional and cultural industries. In an increasingly competitive market environment, businesses are required to adopt structured and systematic marketing approaches to effectively reach consumers, create value, and maintain long-term competitiveness. One of the most widely applied strategic frameworks in marketing management is the marketing mix, which enables businesses to manage controllable variables in a coordinated manner to influence consumer behavior and market outcomes. The marketing mix is not only relevant for large corporations but is also essential for micro-enterprises seeking to improve productivity, sales volume, and economic resilience (Rosadi et al., 2024).

The extended marketing mix framework, commonly referred to as the 7P strategy Product, Price, Place, Promotion, People, Process, and Physical Evidence has gained increasing attention in both academic and practical contexts. This approach allows businesses to integrate tangible and intangible aspects of marketing, particularly in service-oriented and household-based industries. According to Rosadi et al. (2024), the implementation of a comprehensive marketing mix strategy enables firms to direct their target market more effectively, evaluate business productivity, and improve promotional performance in a balanced and systematic manner. As such, the marketing mix serves as a strategic instrument that supports business decision-making and market expansion.

In the context of traditional industries, marketing strategies are often influenced by local culture, production methods, and social

structures. Indonesia, as a country with rich cultural diversity, possesses numerous traditional industries that contribute significantly to local economies. One of these industries is silk weaving, which holds both cultural and economic value. South Sulawesi, particularly Wajo Regency, is widely recognized as a center of Bugis silk production. The silk industry in this region involves a complex production chain, ranging from mulberry cultivation and silkworm farming to thread spinning and fabric weaving. This integrated system demonstrates the substantial potential of silk weaving as a source of employment and household income.

Empirical data indicate that Wajo Regency hosts approximately 4,982 block weavers who produce around 99,640 silk sarongs annually. In addition, there are 227 craftsmen operating Non-Machine Loom Tools (ATBM), generating approximately 1,589,000 meters of silk fabric each year. The production process is further supported by 91 individuals engaged in spinning fine silk threads and around 301 households involved in mulberry cultivation and silkworm farming, producing approximately 4,250 kilograms of silk thread annually (Burhan et al., 2023). These figures highlight the magnitude of silk production activities in Wajo Regency and underscore the industry's potential contribution to regional economic development.

Despite this significant production capacity, the economic performance of the silk weaving industry in Wajo Regency has not reached its optimal level. Many silk weaving enterprises remain small-scale and household-based, relying on traditional production techniques and informal marketing practices. While production output is relatively high, limitations in marketing strategy, market access, and product differentiation hinder the ability of weavers to expand sales and secure stable

income. As a result, the economic benefits derived from silk weaving are often insufficient to substantially improve household welfare in the long term.

Women play a dominant role in sustaining the silk weaving industry in Wajo Regency. For generations, female silk weavers have preserved weaving techniques as part of cultural heritage while simultaneously contributing to household income. In many cases, silk weaving constitutes the primary or supplementary source of family livelihood, positioning women as key economic actors within their households. Through their involvement in production and trade, female weavers support family needs, education expenses, and daily consumption. However, despite their central role, many female silk weavers face challenges in managing and marketing their products effectively.

Field observations suggest that female silk weavers generally possess strong technical skills in weaving but have limited exposure to formal marketing knowledge and strategic planning. The absence of a structured marketing mix strategy often results in weak branding, inconsistent pricing, limited promotional activities, and dependence on intermediaries or local traders. This situation reduces bargaining power and constrains income growth. Consequently, the economic potential of silk weaving has not been fully translated into improved family economic resilience, particularly in the face of market fluctuations and increasing competition from mass-produced textile products.

From an ethical and normative perspective, the economic activities of female silk weavers are closely related to the principles of Islamic economics. Islamic economics emphasizes values such as justice, honesty, mutual benefit, and social welfare, viewing economic activity as a means to achieve holistic

well-being (falah) rather than mere profit maximization. In this framework, business practices are expected to promote fairness in transactions, equitable distribution of income, and the well-being of families and communities. The integration of Islamic economic values into marketing strategies is therefore highly relevant, particularly in regions where religious and cultural values strongly shape economic behavior.

Previous studies have explored the application of marketing mix strategies in small and medium enterprises and examined women's economic empowerment in traditional industries. Other research has focused on the role of Islamic economic principles in promoting ethical and sustainable business practices. However, studies that explicitly integrate the 7P marketing mix framework with women-led traditional industries and family economic improvement from an Islamic economic perspective remain limited. Most existing research tends to address marketing performance, cultural preservation, or women's empowerment in isolation, without sufficiently examining their interconnected dynamics.

This gap in the literature highlights the need for a comprehensive analysis that examines how the marketing mix strategy can be applied by female silk weavers to strengthen family economic conditions while adhering to Islamic economic principles. Understanding this relationship is important not only for academic development but also for practical policy formulation aimed at empowering women micro-entrepreneurs and sustaining traditional industries in a changing market environment.

Therefore, this study aims to analyze the role of the 7P marketing mix strategy in improving the family economy of female silk weavers in Tanasitolo District, Wajo Regency, from the perspective of Islamic economics. By

employing a descriptive qualitative approach with a phenomenological design, this research seeks to capture the lived experiences of female silk weavers in implementing marketing strategies and navigating economic challenges. The findings are expected to contribute to the literature by strengthening theoretical insights on marketing mix application in women-led traditional enterprises and by demonstrating the relevance of Islamic economic values in enhancing household economic resilience. Practically, this study provides valuable implications for policymakers, development institutions, and micro-entrepreneurs in designing culturally appropriate and ethically grounded marketing strategies to improve family welfare.

2. Literature Review

2.1 Strategy and Strategic Planning

Strategy is commonly defined as a systematic approach to achieving organizational goals by integrating key elements of success within the management process. Robbins (2015) emphasizes that strategy functions as a guiding framework that aligns organizational resources and actions toward the achievement of common objectives. In this context, strategy is not merely a plan but a comprehensive method that connects vision, resources, and operational execution. Hasan (2018) further highlights that an effective strategy optimizes the utilization of resources in an efficient and productive manner, thereby enhancing organizational performance and sustainability.

Strategic management is closely linked to the planning process, which encompasses planning, execution, and evaluation. According to Robbins and Coulter, effective planning outlines what should be done, while execution and evaluation ensure that strategic objectives are properly implemented and continuously

assessed. Even well-designed strategies may fail if they are not supported by effective execution and systematic evaluation mechanisms (Robbins, 2015). Therefore, strategic planning must be viewed as an interconnected process in which each stage reinforces the others to ensure long-term effectiveness.

To achieve long-term organizational targets, various strategic tools may be employed. David (2017) identifies several strategic options, including geographic expansion, diversification, acquisition, product development, market penetration, retrenchment, divestiture, liquidation, and joint ventures. These strategies typically require strong managerial commitment and adequate resources. Although such approaches are often associated with large organizations, their underlying principles remain relevant for small and micro enterprises when adapted to scale and context.

2.2 Marketing Mix Strategy

Marketing strategy represents a critical component of strategic management, particularly in influencing consumer behavior and market performance. Kotler and Armstrong describe the marketing mix as a set of essential marketing tools that organizations use to persuade consumers to purchase products or services. These tools consist of controllable variables that can be adjusted to meet customer needs and achieve organizational objectives. The effectiveness of the marketing mix lies in its ability to integrate various marketing elements into a coherent and customer-oriented strategy.

Alma (2019) defines the marketing mix as a tactical combination of marketing activities designed to identify the most optimal blend capable of generating maximum customer satisfaction. This definition emphasizes the integrative nature of the marketing mix, where individual elements do not operate

independently but function collectively to influence demand and market outcomes. As such, the marketing mix serves as a practical framework for implementing strategic differentiation in competitive markets.

The concept of the marketing mix has evolved into the extended 7P framework, particularly relevant for service-oriented and small-scale enterprises. The 7P marketing mix consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence. Product refers to the attributes and quality of goods or services offered to consumers. Price reflects the value exchange between producers and customers. Place relates to distribution channels and market accessibility, while Promotion encompasses communication strategies used to inform and persuade consumers. People represent human resources involved in service delivery, Process refers to operational procedures that ensure efficiency and consistency, and Physical Evidence includes tangible cues that enhance customer trust and perceived value.

In the context of micro and traditional enterprises, the 7P marketing mix provides a comprehensive framework for improving competitiveness and market reach. By effectively managing these elements, small businesses can better align their offerings with consumer expectations, strengthen their market position, and enhance overall business performance. Consequently, the marketing mix remains a fundamental strategic tool for organizations seeking sustainable growth, including household-based and culturally rooted industries.

3. Research Method

3.1 Research Design and Approach

This study adopts a qualitative descriptive research design employing a

phenomenological approach. This design is considered appropriate as it allows an in-depth exploration of the lived experiences and subjective perceptions of female silk weavers regarding the implementation of marketing strategies and their implications for family economic improvement. The phenomenological approach enables the researcher to capture meanings derived from participants' experiences within their socio-economic and cultural context.

3.2 Research Location and Object

The research was conducted in Tanasitolo District, Wajo Regency, South Sulawesi, Indonesia. This location was selected due to its prominence as a center of traditional silk weaving activities. The object of this study comprises female silk artisans whose households rely on silk weaving as either a primary or supplementary source of income.

3.3 Research Subjects and Sampling Technique

The research subjects consist of female silk weavers selected through purposive sampling. This sampling technique was employed to ensure the selection of information-rich participants who possess relevant knowledge and experience. The criteria for participant selection included active involvement in silk weaving production, participation in marketing activities, and a significant contribution of weaving income to household welfare.

3.4 Data Sources

This study utilizes both primary and secondary data sources. Primary data were obtained directly from participants through in-depth interviews and field observations. Secondary data were collected from relevant documents, books, official reports, and scholarly

journal articles to support and contextualize the primary findings.

3.5 Data Collection Techniques

Data collection was conducted using in-depth interviews, participant observation, and documentation review. In-depth interviews were employed to capture participants' perspectives and experiences related to marketing practices and family economic conditions. Observations were conducted to understand production and marketing activities in their natural setting, while documentation was used to complement and verify the collected data.

3.6 Data Analysis Technique

Data were analyzed using thematic qualitative analysis. The analysis process involved data reduction, systematic coding, theme identification, and interpretation to identify patterns and relationships between marketing mix strategies and family economic improvement. This iterative process allowed for a comprehensive and contextual understanding of the research findings.

3.7 Data Validity and Trustworthiness

To ensure the credibility and trustworthiness of the findings, data triangulation was applied by comparing information obtained from interviews, observations, and documentary sources. This cross-validation process enhanced the reliability of the data and minimized potential researcher bias.

4. Results and Discussion

4.1 Research Results

This section presents the empirical findings regarding the implementation of the marketing mix strategy (7P) in improving the family economy of female silk artisans in Tanasitolo District, Wajo Regency.

4.1.1 Product

Product implementation refers to planned efforts to enhance product quality, diversification, packaging, and value addition of silk products produced by female artisans. The findings indicate a growing awareness among artisans regarding the importance of attractive packaging and product differentiation to increase market competitiveness.

Interview data reveal that artisans have begun using simple branded packaging and product labels containing material and care information, although packaging limitations persist due to cost and technical constraints. In addition, product diversification has expanded beyond traditional woven fabrics to include shawls, stoles, sarongs, bags, masks, and simple apparel. While traditional motifs and material quality remain core priorities, innovation in design and packaging has gradually contributed to increased sales and income.

These findings suggest that product development plays a crucial role in enhancing the economic resilience of artisans' households, although further support is required to standardize packaging and encourage consistent innovation.

4.1.2 Price

Pricing implementation involves determining product prices that reflect quality, production complexity, and market value. The results show that artisans are increasingly confident in applying value-based pricing, particularly for premium silk products with higher-quality yarn and intricate patterns.

Interviews indicate that although initial concerns about reduced demand existed, artisans who effectively communicated product value were able to maintain prices and attract buyers. Appropriate pricing strategies have enabled artisans to generate sufficient profit for

reinvestment, such as purchasing better raw materials and supporting promotional activities.

Overall, improved pricing strategies have positively affected household income. Continuous education, mentoring, and peer collaboration remain essential to ensure fair, sustainable, and competitive pricing practices among artisans.

4.1.3 Place

The implementation of place focuses on expanding and optimizing distribution channels to improve market accessibility. The findings reveal that artisans who utilize both offline channels (exhibitions, craft centers, and retail collaborations) and online platforms (social media and digital marketplaces) experience higher sales volumes. Offline sales allow customers to directly examine product quality, while online sales significantly expand market reach beyond the local area. The combination of physical and digital distribution channels has contributed to increased income and improved family welfare. These results highlight the importance of multi-channel distribution strategies supported by training in digital marketing and market access facilitation.

4.1.4 Promotion

Promotional activities are primarily conducted through digital platforms, including social media and online marketplaces. The findings indicate that online promotion has substantially increased product visibility and attracted buyers from outside the region. Artisans who actively engage in digital promotion report improved sales performance and broader market reach. This demonstrates that promotional strategies, particularly digital-based promotion, play a significant role in strengthening the economic conditions of female silk artisans' families. Sustained training in

digital marketing, content creation, and platform utilization is therefore essential to maintain and enhance promotional effectiveness.

4.1.5 People

The “People” element emphasizes human resource development, including skills enhancement, business knowledge, and communication capabilities. The results show that mentoring, peer learning, and access to market information significantly influence artisans’ productivity and business confidence.

Improved technical skills, financial management, and marketing knowledge directly contribute to higher product quality, better customer engagement, and increased income. Support from experienced artisans and institutions is particularly important for younger generations entering the silk industry. Thus, continuous investment in capacity-building programs is critical for sustainable family economic improvement.

4.1.6 Process

Process implementation relates to improving production workflows, technology utilization, and operational efficiency. The findings indicate that the adoption of appropriate production techniques and technology helps artisans manage time more effectively, improve product consistency, and enhance visual quality. More efficient production processes allow artisans to allocate greater attention to design development and promotion, which in turn attracts more buyers. These improvements positively affect income stability and household economic welfare. Ongoing support in process standardization, access to technology, and capital facilitation is necessary to sustain these benefits.

4.1.7 Physical Evidence

Physical evidence refers to the management of tangible and visual elements that shape consumer perceptions, such as packaging, branding, and product presentation. The findings show that improved packaging design and branding enhance product attractiveness, professionalism, and consumer trust. Artisans who upgraded their packaging and visual presentation reported positive consumer feedback and increased perceived product value. Both offline presentation and online visual quality play an important role in influencing purchasing decisions. Therefore, continuous training in branding, packaging design, and visual marketing is essential to maximize the contribution of physical evidence to family economic improvement.

4.2 Discussion of Research Results

The implementation of strategy refers to the process of translating strategic plans into concrete actions to achieve predetermined organizational goals. This stage involves the allocation of resources, program execution, and operational decisions that ensure strategic objectives are effectively realized. In this study, the discussion focuses on the implementation of the marketing mix (7P) strategy in improving the economic conditions of female silk artisans in Tanasitolo District, Wajo Regency.

4.2.1 Product Implementation

The findings indicate that product implementation plays a crucial role in improving the economic conditions of female silk artisans. Product implementation involves transforming product concepts, designs, and specifications into tangible products ready for market distribution, encompassing activities such as production, quality testing, and delivery (Tjiptono, 2001).

Female silk artisans in Tanasitolu have begun to recognize the importance of product aspects within their marketing strategies. Product diversification beyond traditional woven fabrics—such as scarves, shawls, and simple clothing—has contributed positively to increased sales and household income. Nevertheless, differences remain regarding the level of design innovation and the urgency of professional packaging and labeling. Despite these challenges, product quality and the uniqueness of traditional motifs continue to be the primary strengths.

These findings are consistent with Hamim (2020), who reported that the use of social media during the COVID-19 pandemic helped maintain business income stability despite market fluctuations. Conceptually, this aligns with Kotler's view that a product encompasses all tangible and intangible offerings designed to satisfy market needs, including physical goods, services, and experiential value (Al-Arif, 2011). Therefore, appropriate product strategies—covering quality, branding, and packaging—are essential to enhance market acceptance and competitiveness.

4.2.2 Price Implementation

Price implementation refers to the application of pricing strategies that consider production costs, market conditions, competition, and consumer purchasing power. Price reflects the value exchanged by consumers to obtain a product or service (Lane, 2018). The results show that improved pricing strategies have positively affected the economic conditions of female silk artisans in Tanasitolu. Artisans who set prices in accordance with product quality and craftsmanship, supported by training and mentoring, experienced increased income levels. This demonstrates that value-based

pricing can enhance profitability while maintaining consumer satisfaction.

Consistent with Keller's perspective, consumer satisfaction influences post-purchase behavior, including repeat purchases and positive word-of-mouth (Prasojo, 2011). Thus, effective pricing strategies not only support income growth but also foster long-term customer loyalty and market sustainability.

4.2.3 Place Implementation

Place implementation focuses on the selection and optimization of distribution channels to improve market accessibility. The findings indicate that diversification of sales channels both offline (exhibitions, craft centers, retail collaborations) and online (social media and marketplaces) significantly contributes to income growth among female silk artisans.

This study demonstrates that broader market access enhances sales performance and economic resilience. However, these findings differ from Jamlean (2022), who reported that business location exerted a dominant influence on sales outcomes. In the context of this study, digital distribution channels reduce dependency on physical location, emphasizing the growing importance of online market access.

4.2.4 Promotion Implementation

Promotion implementation involves the application of communication strategies to inform, persuade, and influence consumers through various media channels. The findings show that digital promotion has a substantial positive impact on the economic improvement of female silk artisans' families.

Active utilization of social media and online marketplaces has expanded market reach and increased sales. This supports Alma's (2019) assertion that promotion serves as a persuasive communication tool that highlights product

uniqueness and value. Furthermore, Kasmir (2019) emphasizes that promotion is essential to complement product development, pricing, and distribution strategies.

4.2.5 People Implementation

The “People” element emphasizes human resource development, including skill enhancement, financial literacy, and marketing competence. The findings reveal that improvements in these areas significantly influence product quality, customer engagement, and income growth.

Continuous training, mentoring, and access to market information are critical to achieving sustainable economic improvement. This finding contrasts with Silviah (2024), who identified product imitation and declining consumer interest as major challenges. In this study, human capital development emerged as a key factor in strengthening competitiveness and resilience among female silk artisans. These results are consistent with Hasibuan (2014), who emphasizes structured human resource development programs as essential for organizational and economic growth.

4.2.6 Process Implementation

Process implementation refers to improving production systems, operational procedures, and workflow efficiency. The findings indicate that enhanced production processes contribute positively to income growth through better product quality, time efficiency, and resource management.

These results align with Sonda et al. (2017), who found that structured economic empowerment processes lead to sustainable community development. Moreover, effective process implementation ensures that strategic plans are operationalized through programs, budgets, and procedures, reinforcing the

importance of execution in strategic management (Putra, 2021).

4.2.7 Physical Evidence Implementation

Physical evidence refers to tangible elements that shape consumer perceptions of service quality and product value, including packaging, branding, and visual presentation. The findings demonstrate that improved physical evidence enhances consumer trust, product appeal, and sales potential.

Attention to packaging design, branding, and visual presentation—both offline and online—has contributed to economic improvement among female silk artisans’ families. This finding differs from Susilo’s study, which highlighted administrative constraints as the primary production challenge. Consistent with Kotler’s concept, physical evidence serves as a tangible representation of value that strengthens consumer confidence (Supriyanto, 2021).

5. Conclusion

5.1 Conclusion

This study examined the implementation of the marketing mix (7P) strategy in improving the economic conditions of women silk artisans in Tanasitolu District, Wajo Regency. The findings demonstrate that the integrated application of product, price, place, promotion, people, process, and physical evidence strategies contributes positively to income growth, market expansion, and business sustainability among female artisans.

Product diversification, value-based pricing, expanded distribution channels, and digital promotion emerged as the most influential factors in enhancing economic outcomes. Meanwhile, the development of human resources, improved production processes, and strengthened physical evidence

further reinforced competitiveness and consumer trust. Overall, the study confirms that a comprehensive and context-sensitive marketing mix strategy is effective in empowering women artisans and supporting household economic resilience.

5.2 Practical and Theoretical Implications

From a practical perspective, this study provides actionable insights for local governments, cooperatives, and development agencies to design targeted empowerment programs for women artisans. Emphasis should be placed on capacity building, digital marketing training, access to technology, and product branding to ensure sustainable economic improvement.

From a theoretical standpoint, the findings enrich the marketing mix literature by demonstrating the relevance of the 7P framework in the context of small-scale, women-led traditional craft industries. This study also extends prior research by highlighting the interaction between marketing strategies and socio-cultural product values in local economic development.

5.3 Research Limitations

Despite its contributions, this study has several limitations. First, the research is limited to a single geographical area, which may restrict the generalizability of the findings to other regions or types of creative industries. Second, the study relies primarily on qualitative interview data, which may be influenced by subjective perceptions of the respondents. Third, economic improvement was measured based on perceived income changes rather than detailed financial records.

5.4 Directions for Future Research

Future studies are encouraged to employ mixed-method or quantitative approaches to measure the magnitude of the marketing mix's impact on income and business performance more precisely. Comparative studies across regions or different craft sectors could provide broader insights into the effectiveness of marketing strategies. Additionally, future research may explore the role of digital transformation, institutional support, and cultural branding in strengthening the competitiveness of women-led micro-enterprises in the global market.

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