Journal of Social Development, Vol. 4, (1), May 2026: 24-35
DOI: https://doi.org/10.20527/jsd
Available at online at website: https://ppjp.ulm.ac.id/journals/index.php/JSD

Marketing Strategy of *Jaring Acil Baluh* Products in Pingaran Village, Astambul District

Inayatul Khadijah
2110128220016@mhs.ulm.ac.id
Social Studies Education Departement, FKIP Lambung Mangkurat University
Jumriani
jumriani@ulm.ac.id
Social Studies Education Departement, FKIP Lambung Mangkurat University
M. Ridha Ilhami
ridha.ilhami@ulm.ac.id
Social Studies Education Departement, FKIP Lambung Mangkurat University
Fatwa Nur'aini
fatwa.nuraini@ulm.ac.id
Social Studies Education Departement, FKIP Lambung Mangkurat University
Syarifuddin
syarifuddin@ulm.ac.id
Social Studies Education Departement, FKIP Lambung Mangkurat University

Article History

Received: 13/08/25 Review: 14/04/26 Revision: 24/04/26 Available Online: 01/05/26

Abstract

Jaring Acil Baluh products are processed foods that are commonly found in Pingaran Village, Astambul District, which are known for their unique blend of Jaring flavors and *Tahilala* sauce based on hereditary recipes. Although it has advantages in terms of taste and cultural value, this business still faces various challenges in its marketing strategy which is carried out conventionally, especially in the aspects of packaging, promotion, and distribution which limit market reach. This study aims to describe the marketing strategy applied by the Jaring Acil Baluh production house through a descriptive qualitative method with observation, interview, and documentation techniques, as well as data analysis which includes data reduction, presentation, and verification through triangulation. The results showed that the marketing strategy of this business includes four main aspects, namely products with distinctive flavors and simple packaging, pricing based on the size and quality of *Jaring*, distribution through production houses and two branch stalls on the strategic route of Jalan A. Yani, and promotions carried out directly to consumers without utilizing digital media, as a form of adaptation in maintaining business sustainability in the midst of limited resources.

Keywords: Marketing strategy, Product, Price, Place, Promotion, Jaring

Abstrak

Produk Jaring Acil Baluh merupakan olahan makanan yang banyak dijumpai di Desa Pingaran, Kecamatan Astambul, yang dikenal karena keunikan perpaduan rasa Jaring dan saus Tahilala berbasis resep turun-temurun. Meskipun memiliki keunggulan dari segi cita rasa dan nilai budaya, usaha ini masih menghadapi berbagai tantangan dalam strategi pemasarannya yang dilakukan secara konvensional, terutama pada aspek pengemasan, promosi, dan distribusi yang membatasi jangkauan pasar. Penelitian ini bertujuan mendeskripsikan strategi pemasaran yang diterapkan oleh rumah produksi Jaring Acil Baluh melalui metode deskriptif kualitatif dengan teknik observasi, wawancara, dan dokumentasi, serta analisis data yang mencakup reduksi, penyajian, dan verifikasi data melalui triangulasi. Hasil penelitian menunjukkan bahwa strategi pemasaran usaha ini mencakup empat aspek utama, yaitu produk dengan rasa khas dan kemasan sederhana, penetapan harga berdasarkan ukuran dan kualitas Jaring, distribusi melalui rumah produksi dan dua warung cabang di jalur strategis Jalan

Copyright © 2026, Journal of Social Development

A. Yani, serta promosi yang dilakukan langsung kepada konsumen tanpa memanfaatkan media digital, sebagai bentuk adaptasi dalam mempertahankan keberlangsungan usaha di tengah keterbatasan sumber daya.
Kata Kunci: *Strategi Pemasaran, Produk, Harga, Tempat, Promosi, Jaring*

PRELIMINARY

Indonesia is known as a country that has a very diverse cultural wealth, including in terms of food (Yayuk & Rissari, 2021). According to data from the Central Statistics Agency (BPS), the food, beverage, and accommodation sector showed the fastest growth among other sectors in mid-2024, with a growth rate of 10.17% and a contribution to Gross Domestic Product (GDP) of 2.64%. This growth not only reflects the high public consumption of food products, but also shows how the food sector has become one of the driving forces of the national economy (Yolanda, 2024). Traditional food is part of the local identity that is passed down from generation to generation, and has economic value that can be developed (Suyasa & Darmurtika, 2023). One form of utilization of culinary culture as a potential community economy can be found in Pingaran Village, Astambul District (Rusmaniah et al., 2022). In this village, Jengkol fruit (Archidendron pauciflorum), known as Jaring, is not only consumed as food, but processed into food. The local community also calls this processed food "Jaring", in accordance with its basic ingredients (Afriyanti et al., 2023).

Jaring Acil Baluh is one of the businesses that has managed to maintain the taste and uniqueness of the product. The production process is carried out with hereditary recipes passed down in the family, making this product has its own advantages in the eyes of consumers. This business shows that traditional food can be managed into high-value products if packaged and marketed appropriately.

Marketing strategy is one of the important aspects that determine the success of a business, including in the context of traditional businesses. *Jaring* Acil Baluh products are currently marketed directly through the production house and several small branches located at strategic points along Jalan A. Yani. Promotion is done directly without involving social media or modern marketing techniques.

Jaring Acil Baluh business actors still face limitations in the aspects of distribution and promotion which are carried out conventionally, namely through direct sales at production houses and small stalls without the support of digital technology. This condition limits market reach and hinders business growth because products cannot be widely recognized by consumers outside the surrounding area. The lack of involvement in digital marketing is a major obstacle in expanding market share, especially in the midst of competition with other businesses that

Copyright © 2026, Journal of Social Development

have utilized social media, marketplaces, and digital platforms as promotion and distribution tools. According to Kotler (2015), efficient distribution and the right promotional strategy are important parts of the marketing mix that have a direct effect on achieving the target market. Fatma et al., (2023) also emphasized that the use of digital media can increase product visibility and strengthen the relationship between producers and consumers. The absence of a digital strategy causes *Jaring* Acil Baluh business actors to risk being left behind in the competition because people's consumption patterns have shifted towards online-based transactions which are considered more practical. Research by Yusup (2024) shows that MSMEs that adopt digital media experience an increase in efficiency of up to 30% and are more adaptive to market dynamics. Thus, traditional marketing strategies that are not balanced with digital approaches are serious obstacles that need to be addressed immediately to maintain business sustainability amid changes in consumer behavior and high levels of competition.

Jaring Acil Baluh products are unique in terms of taste and appearance which can be the main selling point. The Tahilala sauce used is not mixed with jengkol as in other businesses, resulting in a brighter color and a more savory taste. This uniqueness needs to be strengthened through effective differentiation and promotion strategies.

Previous research conducted by Afriyanti (2023) emphasized more on the cost structure and production process of processed jengkol household businesses. Another study by Shalatiah (2021) examined aspects of the family welfare of jengkol traders without specifically highlighting marketing aspects. These studies have not discussed in depth the marketing strategy based on the marketing mix approach.

The marketing mix (4P) approach, namely product, price, place, and promotion, can be a comprehensive analytical framework in studying the *Jaring* Acil Baluh business. This research focuses on exploring the extent to which marketing strategies are implemented and how effective they are in improving business competitiveness. This analysis is needed to understand the strengths and weaknesses of the current strategy. *Jaring* Acil Baluh production house already has a business brand that becomes its own identity compared to other businesses in Pingaran Village. The existence of a brand provides a greater opportunity to build a product image and reach a wider market. This branding needs to be supported by a structured and sustainable marketing strategy.

The use of raw materials from outside the region and labor from family members shows the characteristics of small household-based businesses. The capital used comes from personal funds without neat bookkeeping records. This condition illustrates traditional business patterns that still have not adopted modern management practices.

Copyright © 2026, Journal of Social Development

This study aims to describe the marketing strategy applied by the *Jaring* Acil Baluh production house and evaluate its effectiveness in expanding the market and increasing profits. The results of this study are expected to be the basis for business actors in formulating more appropriate and highly competitive development steps.

METHODS

The research method used is a qualitative method which according to (Abdussamad, 2022) aims to produce data related to the interpretation of field findings, with a focus on describing the marketing strategy of processed Jaring Acil Baluh in Pingaran Village, Astambul District. The research was conducted for one month, from February 23 to March 16, 2025, with research subjects in the form of owners and workers in the Jaring Acil Baluh production house, who are considered to best understand the research problem. The data sources used consisted of primary data through interviews and observations, as well as secondary data to strengthen the findings. The researcher as the key instrument was assisted by devices such as audio recorders, cameras, and stationery (Anggito & Setiawan, 2018), and applied data collection techniques of observation, interviews, and documentation. Data analysis was carried out in stages through reduction, presentation, conclusion drawing, and verification, while data validity was checked by triangulating sources, techniques, and time.

RESULTS AND DISCUSSION

The marketing of processed *Jaring* products as a food business in Pingaran Village, Astambul Sub-district, plays an important role in the local economy and culinary culture of the community. *Jaring*, which is known as a food ingredient that is rich in flavor and often used as a typical dish, has a high demand among consumers. This time, we will discuss various aspects of the marketing strategies applied by business actors, public consumption patterns, and challenges faced in distribution and sales.

Part of the strategy on marketing that can be done in the processed business "*Jaring Acil Baluh*" in Pingaran Village to market a product is that they use a strategy (*marketing mix*) consisting of 4 variables, namely: *Product* (*Product*), Distribution (*Place*), *Promotion* (*Promotion*), price (*Price*). In this strategy, it is a combination of activities to carry out marketing on processed *nets* sold by entrepreneurs, so that it can continue to run properly in Pingaran Village, Astambul District and outside the area. The following marketing strategies are described based on the chronology in the field, namely place, product, price, promotion.

1. Place

Business owners market *Jaring* processed products through several different locations. The main marketing place is in the production house located in RT 05, Pingaran Village,

Copyright © 2026, Journal of Social Development

Astambul District. In addition, the business also has branches in the form of small stalls that serve as additional sales points. Initially, there were three branches, but one of the branches had to be closed due to the lack of buyers, despite its strategic location on the side of the highway. Currently, only two branches are still active and operating, both of which are located along the main road A. Yani kilometer 50, precisely opposite the gas station before the Astambul market area. The existence of these branches shows the business owners' efforts to expand their marketing reach by choosing locations that are considered to have the potential to attract consumers' attention.

The findings in the field show that the owner utilizes production houses and small roadside stalls as a means of direct distribution to consumers, so this theory is relevant because this distribution strategy is proven to make it easier for consumers to reach the product. The place aspect of the marketing mix relates to how products can be appropriately distributed to consumers. The chosen distribution channel must be able to reach the desired market (Satriadi et al., 2022).

The condition of the business branch by F (39) which is on the edge of the A. Yani Km 50 road which is the main traffic lane and close to public facilities such as markets and gas stations, is very suitable. A strategic location, such as being in a crowd center or near a main road, has the potential to attract consumer attention (Jocelyn & Amelia, 2022). Owners who directly sell their products in production houses and stall branches without using third parties. Fatma et al. (2023) explained that small businesses often implement direct distribution without intermediaries, mainly to maintain direct relationships with consumers and save operational costs.

Stated that a strategic location will automatically increase profits and attract consumers (Putri, 2023). However, findings in the field showed that one branch of F's business (39) was closed despite being located on the side of a highway that was considered strategic. This suggests that a strategic location does not always guarantee sales success if it is not supported by other factors, such as promotion, customer loyalty, or the intensity of foot traffic in the location.

2. Products

Mrs. F has a brand name, "*Jaring Acil Baluh"*, but not the product packaging. The product is only packaged in a simple way using plastic bags. *The* uniqueness of the *Jaring* product is that there is a dipping sauce often known as *Tahilala / Lalaan*, another uniqueness of this processed *Jaring* is that it does not emit odors, because basically this *Jaring* has a distinctive smell.

Copyright © 2026, Journal of Social Development

The owner really maintains the quality of the product by paying attention to every ingredient that will be used, checking again before cooking and choosing based on the best quality. This *Jaring* processed product only lasts approximately 2 days and the longest can be up to 3 days. *Nets* and *Tahilala* Sauce stored at room temperature will not last long and will become stale.

Another uniqueness of *Acil Baluh*'s processed *Jaring* business is the authenticity of the *Tahilala* sauce flavor. *Tahilala* made has a savory taste and the authenticity of the taste is still maintained by continuing to use the main ingredient of coconut and not mixing it with other ingredients, as is done by some other production houses, where other similar production houses usually mix it with grated *Jaring* itself or Jengkol. So that what distinguishes the *Tahilala* produced still maintains the recipe and is whiter in color while Tahilala from other production houses is slightly dark because there is an additional mixture that can eliminate the original taste of the *Tahilala* sauce (Subiyakto et al., 2025).

The way business owners maintain product quality by paying attention to the cooking process, when the *net is* not cooked properly, it will produce a *net* that is still hard and not good to eat. Therefore, what must be considered, he said, is to keep the firewood fire for boiling *Jaring* burning and not extinguish it until the stew is cooked.

The Jaring production house owned by F (39) in Pingaran Village certainly produces quality *Jaring* products because the business has been in business for many years for generations and has sufficient expertise and experience. The products marketed are original *Jaring* dishes without being mixed with any spices and only eaten using *tahilala* sauce or *lalaan* made from old coconut raw materials.

Product packaging is still done simply, using only plastic bags. However, product quality remains a major concern. The owner is very selective in choosing raw materials. Every *Jaring* that will be cooked must go through a checking process. Ingredients that are not suitable or show signs of not being fresh such as white spots on the *nets* will be removed immediately. Coconuts as the main ingredient of Tahilala Sauce are also carefully selected, not too old to produce the right flavor and stay fresh (Abbas et al., 2025).

The processed *Jaring* product managed by F (39) is unique in terms of name, taste, and production process. The product is named "*Jaring Acil Baluh*" after the owner's nickname. Although it does not have a special history, this name becomes the identity of the business that distinguishes it from other products. Taste is the main value of this product because it is processed using hereditary recipes. The processing is done traditionally, including soaking the *nets* for two days and two nights and boiling with guava leaves so that they do not have a

Copyright © 2026, Journal of Social Development

pungent odor. In addition, the *Tahilala* sauce that complements the product is processed from coconut juice without any other mixture, giving it a savory and distinctive taste. The product is not durable and can only be stored for two to three days. Product packaging is simple, using only plastic bags, with no special designs or additional labels (Hapsah et al., 2025).

Products are a core element in marketing activities because they are the basis for all activities carried out by business actors. According to (Manap et al., 2023), a product is what is offered to consumers to fulfill their needs or wants. *Jaring* processed products fulfill this function because they are offered to consumers as specialty foods that have a unique taste and texture. The characteristics of the product are one of the main attractions. (Rahayu, 2024)explains that consumers will respond positively if the product matches their expectations and needs. This product has more value because it is free from pungent odors and comes with *Tahilala* sauce that maintains the original taste. The authenticity of the taste is the main advantage that makes the product still in demand even without innovation in shape or packaging.

The brand name "*Jaring Acil Baluh*" shows an effort to give identity to the product. According to Meliantari (2023), brand names are important to make it easier for consumers to recognize and remember products. This name is a differentiator from other production houses, even though it is simple and arises spontaneously. Product quality is highly maintained through strict selection of raw materials. This approach is in accordance with the opinion of Ariodutho et al., (2022) which states that quality products will strengthen customer loyalty. *The net* to be cooked must be in good condition, and the coconut used for the sauce is carefully selected so that the flavor is maintained.

Product packaging is still not in accordance with the theory that emphasizes the importance of design and packaging in product strategy. Mentioned that quality products need to be supported by attractive packaging in order to increase visual appeal and consumer confidence (Hilary & Wibowo, 2021). The packaging used by F (39) is only an ordinary plastic bag without labeling or additional information, so the aesthetic value of the product is less than optimal.

3. Price

The price offered is relatively similar to the prices given by other competitors, without any noticeable differences, either more expensive or cheaper. Price differences only arise when considering the size or shape of the *nets* being sold, where larger *nets* tend to be priced higher than smaller ones, with small sizes priced at Rp. 10,000 per 10 seeds, medium Rp. 15,000 per 10 seeds, and large Rp. 30,000 per 10 seeds. In conditions of fluctuating raw material prices, it

Copyright © 2026, Journal of Social Development

will certainly affect the selling price, if the price of raw materials is very high, the selling price is increased to a small size of Rp.15,000 per 10 seeds, medium Rp.25,000 per 10 seeds, and large 30 per 10 seeds (Fitriyani, 2025).

Pricing based on product size is in accordance with the theory of (Eza et al., 2022) which explains that price variation is a strategy to adjust prices to the type of product and the ability of consumers to buy. This strategy allows consumers to choose according to their purchasing power and needs. Price adjustments in response to the rise and fall of raw material costs are also in line with the opinion of (Ningrum et al., 2024) which states that pricing is influenced by production costs, such as raw materials, labor, and distribution. The implementation of this strategy shows that adjusting prices to maintain business sustainability amid fluctuations in production costs. Selling prices that are not much different from competitors support the theory of (Widyawati, 2023) which states that in market competition, pricing strategies must consider the prices of similar products from competitors to remain competitive. This is a form of adaptation to market conditions so as not to lose consumers.

4. Promotion

This strategy is part of the marketing strategy concept that aims to create effective access or channels in offering products to consumers. With the right strategy, products can be more easily found and reached by consumers according to their needs and desires. This is very important because easy access to products will influence purchasing decisions and increase the chances of transactions occurring. According to (Sari et al., 2021), implementing an effective distribution and promotion strategy is very helpful for business actors in delivering product offerings to the target market optimally.

In the form of implementing this strategy, the owner of the processed *Jaring* Acil Baluh production house in Pingaran Village, Astambul District, chose to carry out promotions through direct interaction (Subiyakto et al., 2025). Promotion is carried out by buying and selling face-to-face between sellers and buyers, which not only makes it easier for consumers to obtain products, but also builds a more personal relationship and trust between the two parties. This strategy is considered effective in reaching local consumers and providing a more intimate buying experience, while strengthening the product image in the surrounding community.

Copyright © 2026, Journal of Social Development

Figure 1: Promotion by Mrs. F

Source: Personal Documentation (Photo taken February 23, 2025)

Based on Figure 1, it can be seen that the owner markets her products on the side of the main A. Yani highway. The owner does not conduct other promotions such as social media and only relies on consumers who come directly to the place where the product is marketed (Fatimah et al., 2025).

The promotion carried out by F (39) in marketing his *Jaring* processed products or "*Jaring* Acil Baluh" is direct and personal. He chooses to interact face-to-face with consumers, both those who come to the house and those who buy from the stand on the side of the main road A. Yani. This approach capitalizes on the trust and long-term relationships that have been built with loyal customers. The decision not to use social media and to rely solely on direct promotion shows that the marketing strategy used is still conventional but considered effective in the local context (Subiyakto et al., 2025).

Promotion is an important effort to introduce products, attract consumer interest, and build long-term relationships with customers (Ahmad & Ali, 2025; Saptadi et al., 2024). Promotion includes not only advertising and social media, but also direct interaction between sellers and buyers. The findings in the field show that Mrs. F markets her products directly on the side of the main A. Yani highway without using digital promotional media such as social media. This strategy relies on the traffic of consumers passing by and direct interest in the product. Although the promotional method used is relatively simple, it is still in line with the theory, as face-to-face promotion remains effective in creating personal relationships with consumers and building trust, especially in traditional local markets. However, the limitations of this promotion also indicate an opportunity for development so that products can reach a wider market through more varied promotional channels.

The limited use of digital media in promotional strategies is indeed a challenge in reaching a wider market. However, this also shows that direct promotion still has relevance,

Copyright © 2026, Journal of Social Development

especially in small communities with strong social ties. Direct interaction allows businesses to explain product benefits in detail, as well as receive feedback from consumers in real time, something that is sometimes difficult to achieve through digital media.

The promotion strategy is in accordance with the theory put forward by Ahmad & Ali (2025), which states that promotion is an activity that conveys information about the advantages of a product to consumers, either directly or indirectly. Direct promotion, such as that carried out by F (39), is an effective means of creating a positive perception of the product. The theory emphasizes that promotion not only serves to introduce products, but also builds relationships between businesses and consumers. In the context of rural communities, social relationships and direct communication are strengths that can increase consumer trust and strengthen the product's position in the local market (Hapsah et al., 2025).

CONCLUSION

This research shows that the marketing strategy of Jaring Acil Baluh products refers to the marketing mix (4P) approach, namely product, price, place, and promotion. The product is unique in terms of flavor and distinctive Tahilala sauce, although the packaging is still simple. The price is determined based on the size of the net with adjustments following fluctuations in raw material prices. Distribution is done directly through the production house and two branch stalls in strategic locations along Jalan A. Yani. Promotion is done face-to-face without the use of digital media, which although effective in the local environment, is still a constraint in market expansion. The findings confirm that although conventional strategies are still locally relevant, innovation, especially in the digital aspect, is needed to strengthen business competitiveness.

BIBLIOGRAPHY

Abbas, E. W., Nur'aini, F., Jumriani, J., & Ilhami, M. R. (2025). Social Studies Learning Innovation Through The Utilization of The Powtoon Application as Educational Animation. *Journal of Social Development*, *3*(2), 36–46.

Abdussamad, Z. (2022). *Buku Metode Penelitian Kualitatif*. https://osf.io/preprints/juwxn/

Afriyanti, R. D., Rosni, M., & Wilda, K. (2023). ANALISIS USAHA RUMAH TANGGA OLAHAN JENGKOL (Archidendron pauciflorum) DI DESA PINGARAN ILIR KECAMATAN ASTAMBUL KABUPATEN BANJAR. *Frontier Agribisnis*, *7*(3). https://ppjp.ulm.ac.id/journals/index.php/fag/article/viewFile/10331/5847

Ahmad, A. S., & Ali, H. (2025). Faktor-faktor yang mempengaruhi strategi pemasaran: Analisis produk, tempat dan promosi (Literature Review Manajemen Strategik). *Jurnal Manajemen Dan Pemasaran Digital*, *3*(2), 136–148. https://siberpublisher.org/index.php/JMPD/article/view/336

Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher). https://books.google.com/books?hl=id&lr=&id=59V8DwAAQBAJ&oi=fnd&pg=PP1

Copyright © 2026, Journal of Social Development

&dq=Anggito,+A.,+%26+Setiawan,+J.+(2018).+Metodologi+penelitian+kualitatif.&ots=5IdAryfzFt&sig=_5KuPR1NUN6gMIoGii7Xnsr7--Y

Ariodutho, S., Zahron, A. R., & Hendrawan, T. D. (2022). Strategi Inovatif Manajemen Kualitas Produk Dalam Meningkatkan Loyalitas Pelanggan. *Masarin*, *1*(2), 89–99. https://www.jurnalbima.id/index.php/masarin/article/view/196

Eza, A. M., Satya, I., & Suryawardana, E. (2022). Pengaruh Kualitas Produk Dan Penetapan Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Toko Deva Elektronik). *Solusi*, *20*(4), 363–369. https://core.ac.uk/download/pdf/551360362.pdf

Fatimah, D., Triyono, S., & Rusmaniah, R. (2025). Economic Activities Of Rumah Herbal Alam Lestari Kampung Herbal As A Source Of Social Studies Learning. *Journal of Social Development*, *3*(1), 09–20.

Fatma, N., Alimuddin, M., & Latiep, I. F. (2023). *Manajemen Pemasaran Era Industri 4.0*. Nas Media Pustaka. https://books.google.com/books?hl=id&lr=&id=b7vFEAAAQBAJ&oi=fnd&pg=PA1&dq=Pemasaran+melibatkan+serangkaian+kegiatan+bisnis+yang+bertujuan+untuk+merencanakan+strategi,+menetapkan+harga+yang+sesuai,+mempromosikan&ots=t3TtQnjELH&sig=hjW8Znw0tFsK3YtFRNuf2pjzi3w

Fitriyani, F. (2025). Activities at the Banjarbaru Tomato Creation House as a Social Studies Learning Resource. *Journal of Social Development*, *3*(1), 21–35.

Hapsah, S., Syaharuddin, S., Rusmaniah, R., Rahmia, S. H., & Triyono, S. (2025). Obstacles to the Implementation of P5 on the Theme of Sustainable Lifestyle in the Green School Program at SMP Negeri 7 Banjarmasin. *The Innovation of Social Studies Journal*, *7*(1), 195–207.

Hilary, D., & Wibowo, I. (2021). Pengaruh Kualitas Bahan Baku Dan Proses Produksi Terhadap Kualitas Produk Pt. Menjangan Sakti. *Jurnal Manajemen Bisnis Krisnadwipayana*, *9*(1), 19–26. https://www.academia.edu/download/84791888/518-3099-1-PB.pdf

Jocelyn, J., & Amelia, A. (2022). Analysis of the impact of place and promotional strategies of marketing mix towards consumer purchase decision in Marutama Ramen. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, *7*(1), 93–106. https://ojs.unpkediri.ac.id/index.php/manajemen/article/view/16008

Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU. https://books.google.com/books?hl=id&lr=&id=8TjiBAAAQBAJ&oi=fnd&pg=PP1&dq=(Kotler+%26+Gary,+2008).+&ots=jgavmUv3j0&sig=MnI7nAGs6jTJ3eiTu6eQUvb1ssA

Manap, A., Sani, I., Sudirman, A., Noviany, H., Rambe, M. T., Raflina, R., Adnan, Y., Abdurohim, A., Adha, S., & Fajar, F. (2023). *Manajemen Pemasaran Jasa: Konsep Dasar dan Strategi*. CV. Eureka Media Aksara. https://digilib.iainptk.ac.id/xmlui/bitstream/handle/123456789/2757/23-02-24-EBOOK-Manajemen%20Pemasaran%20Jasa.pdf?sequence=1

Meliantari, D. (2023). *Produk dan Merek (suatu pengantar)*. https://repository.penerbiteureka.com/ms/publications/562996/produk-dan-merek-suatu-pengantar

Ningrum, A. S., Asnawi, A., Listyawati, L., & Lestari, D. S. (2024). Penentuan Harga Jual Menggunakan Metode Standard Markup Pricing untuk Menentukan Omset Penjualan pada Mebel Kayu di Daerah Bukir. *Soetomo Administrasi Bisnis*, *2*(2), 487–502. https://ejournal.unitomo.ac.id/index.php/sab/article/download/9663/4552

Copyright © 2026, Journal of Social Development

Putri, N. A. (2023). *Pengaruh Lokasi, Cita Rasa Dan Varian Menu Terhadap Kepuasan Konsumen (Studi Kasus Pada Kogura Coffee Kelapa Gading)* [PhD Thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia]. http://repository.stei.ac.id/id/eprint/9313

Rahayu, S. (2024). Strategi pemasaran produk dalam meningkatkan kepuasan pelanggan. *Jurnal Penelitian Dan Pengkajian Ilmiah Sosial Budaya*, *3*(1), 109–113. http://jurnal.unidha.ac.id/index.php/JPPISB/article/view/705

Rusmaniah, R., Herman, H., Indriyani, P. D., Sari, R. M., & Nugroho, D. A. (2022). Pelestarian Kuliner Lokal Jengkol Tahilala Sebagai Warisan dan Perwujudan Nilai Budaya Banjar di Desa Pingaran: Preservation Of Local Culinary Jengkol Tahilala As A Banjar Cultural Heritage In Pingaran Village. *Anterior Jurnal*, *21*(3), 57–61. https://journal.umpr.ac.id/index.php/anterior/article/view/3502

Saptadi, I. N. T. S., Kom, S., MT, M., Latiep, I. F., SE, M., Lestari, N. P., SE, M., Syamsulbahri, M., Erwin, S., & Mohammad Yamin, S. (2024). *Manajemen promosi produk*. Cendikia Mulia Mandiri.

Sari, D. C., Wardhana, A., Darwin, M., Sulaiman, E., Rahmawan, G., Ridwan, M., Hastutik, S., Poltak, H., & Sangadji, S. S. (2021). Manajemen Pemasaran. *Media Sains Indonesia*. https://www.academia.edu/download/116552830/MAKALAH_MANAJEMEN_PEMASARAN_WINDA_SARI_BISNIS_DIGITAL_2023_1.pdf

Satriadi, S., Tubel Agusven, S. T., Elvi Lastriani, S. E., Triyani Capeg Hadmandho, M. B. A., Rimayang Anggun, L. P., Annisa Sanny, S. E., & Diansanto Prayoga, S. (2022). *Manajemen pemasaran*. CV Rey Media Grafika. https://books.google.com/books?hl=id&lr=&id=iaZ-EAAAQBAJ&oi=fnd&pg=PA1&dq=Tempat+mencakup+serangkaian+lembaga+atau+perantara+yang+bertanggung+jawab+dalam+proses+penyebaran+produk+dari+produsen+hingga+ke+konsumen+akhir.+&ots=6uEQI2nD5j&sig=CzxYG972EWBj-5p0uItNhu_sPLc

Subiyakto, B., Rahmia, S. H., Mutiani, M., & Triyono, S. (2025). Empowering Teachers Through A Workshop on Developing Local Wisdom-Based Learning Modules Using The Understanding by Design (UbD) Framework. *Journal of Social Development*, *3*(2), 16–25.

Suyasa, I. M., & Darmurtika, L. A. (2023). Metamorfosis Gastronomi Dalam Karya Sastra Kuliner. *Jurnal Ilmiah Telaah*, *8*(2), 18–26. https://journal.ummat.ac.id/index.php/telaah/article/view/17196

Widyawati, W. (2023). *Analisis Strategi Pemasaran Melalui Pemberian Diskon pada Toko Aqila Fashion* [PhD Thesis, IAIN Ponorogo]. http://etheses.iainponorogo.ac.id/26464/

Yayuk, R., & Rissari, Y. (2021). *Keragaman Nama Kuliner Banjar Berdasarkan Geografi Lokal*. Undas. http://ojs.badanbahasa.kemdikbud.go.id/jurnal/index.php/undas/article/view/3442

Yolanda, C. (2024). Peran usaha mikro, kecil dan menengah (UMKM) dalam pengembangan ekonomi Indonesia. *Jurnal Manajemen Dan Bisnis*, *2*(3), 170–186. https://journal.utnd.ac.id/index.php/jmdb/article/view/1147

Yusup, M. (2024). Teknologi Informasi sebagai Faktor Produksi dalam Ekonomi Digital. *2024*, *23(1)*.

Copyright © 2026, Journal of Social Development