

EFFECTIVE MARKETING TRAINING FOR MSMEs WITH THE CONCEPT OF TECHNOPRENEUR

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Abstract

Even though the number of MSMEs in Indonesia continues to increase while bringing many positive effects in the form of employment which can reduce unemployment and others, problems with MSMEs or Micro, Small, and Medium Enterprises do often occur. The problem that most often occurs lies in marketing, which turns out to be a lot of people who don't understand online marketing. Even though many MSME actors market their products through marketplace sites, social media accounts, and so on, they are not optimal and consistent in practice. Therefore, we introduce the concept of Marketing 4.0 which redefines marketing from Marketing 3.0, namely marketing must adapt to the changing nature of the customer path in the digital economy, where the role of marketers is to guide customers along their journey from awareness and finally to advocacy. It is the concept that we are trying to socialize to MSMEs in carrying out effective marketing techniques for their businesses, of course with the technopreneur concept which they have been used to doing so far. In this training, marketing strategies for MSME products, as well as MSME marketing strategies, are explained, from the marketing strategies commonly used in the form of; creating unique products, marketing products by becoming a networker, determining STP, and taking advantage of e-commerce. Next, we describe a marketing strategy that 1. embraces the shift to a more horizontal, inclusive, and social business landscape, 2. explains the changing landscape creates a series of paradoxes that marketers have to face, one of which is online versus offline interaction, 3. Understands that young people are sharing thoughts, women for market share, and netizens for sharing hearts, 5. Inviting MSME businesses to redefine marketing in the digital economy, as well as develop a new framework for marketing in the digital economy.

INTRODUCTION

The issue of MSMEs or Micro, Small, and Medium Enterprises is rife in Indonesia, although the number continues to grow and has many positive impacts, such as employment that can reduce unemployment. Data shows that in 2018, MSME products experienced a considerable increase, reaching 60.34 percent.

The most frequent problem faced by MSMEs is marketing, as is the case with MSME actors in Gunung Putri District, Bogor Regency, where it turns out that many do not understand online marketing properly. Because there have been many MSME players who advertise their

wares in online stores, social media platforms, and other platforms, but these methods are not consistent and effective in use. For budding business owners, this marketing strategy is also excellent for luring customers from their homes.

The sequel to Marketing 3.0 has been implemented in the marketing strategy of MSMEs that we have encountered over the past few years, where it has been known that the concept of marketing evolved from the 1950s to 1960s which emphasized product management, in the 1970s to 1980s which emphasized customer management, before further developing and incorporating the discipline of brand management in the 1990s to 2000s. What makes the marketing concept interesting is how it is constantly adapted to different eras of human life.

The term "marketing mix" was first used by Neil Borden in the 1950s, and Jerome McCarthy first introduced the four P's in the 1960s. (Baker, 2012) Since then, the idea of marketing has undergone significant changes as it has adapted to an ever-changing environment. In such a setting, it makes sense to see marketing concepts developed with only the field of product management as the focus. The emphasis has shifted over time from product-driven marketing to customer-centric marketing to people-centered marketing. We observe the evolution of customers into whole people who have minds, hearts, and souls in the era of Marketing 3.0. The development of goods, services, and corporate culture that embraces and reflects human values, in our opinion, is what marketing will look like in the future. There have been many changes since then, especially in terms of technology. Today's technology is not new, but it has only recently coalesced, and the combined effect of that convergence is having a significant impact on marketing practices around the world. As a result, new trends were created, including the "sharing" economy, the "now" economy, integration *omnichannel*, content marketing, social CRM, and many others.

In our opinion, as technology develops, digital and traditional marketing will eventually merge. People crave high touch in today's high-tech world. We want things that are tailor-made for us to be more social. The personalization of products and services is driven by big data analytics. Harnessing this paradox to the advantage of MSMEs is critical in the digital economy so that they are prepared to face increasingly fierce and global competition.

We need a new marketing strategy in this difficult transition. As a natural progression from Marketing 3.0, we, therefore, introduced the idea of Marketing 4.0, which redefined marketing by Philip Kotler and Hermawan Kertajasa. Marketing 4.0 argues that marketing must change to accommodate the ever-evolving nature of the customer journey in the digital economy. It is the responsibility of marketers to help customers on their journey from awareness to advocacy. We try to instill this idea in MSME players so that they can use it in conjunction with the concept of technopreneurs they already know to carry out efficient marketing strategies for their businesses or companies.

A. Problem Identification and Formulation

The development of MSMEs or Small and Medium Enterprises in Indonesia continues to grow due to increasing economic growth. This development certainly requires MSME players to be more creative and innovative in developing effective marketing strategies. An MSME will be difficult to develop if its business actors do not know how to market a product effectively with the concept of technopreneur.

By understanding how effective marketing strategies are for MSME businesses we can answer several questions such as:

1. How to develop an effective promotion strategy in MSMEs (Micro, Small, and Medium Enterprises)?
2. How to cultivate a positive attitude in entrepreneurship?
3. How to practice effective marketing techniques with the concept of technopreneur?

B. Activity Objectives

After participating in this activity, beginners and senior MSMEs are expected to be able to:

1. Understand the concept of effective marketing for MSMEs in the era of the digital economy.
2. Cultivate a positive attitude in entrepreneurship.
3. Practice effective marketing techniques with technopreneur concepts in the market.

C. Activity Benefits

Training and coaching outcomes:

After participating in this activity, MSMEs are expected to be able to:

1. Get to know the development of modern marketing concepts.
2. Understand effective marketing with the concept of technopreneur in the era of the digital economy.
3. Implement effective marketing measures in the marketing activities of its products.
4. After completing this socialization and training activity, it is hoped that all participants can be entrepreneurial properly and appropriately in their business development.

D. Literature Review

Product marketing through *e-commerce* has several advantages, such as being affordable and effective, having unlimited access, and reducing distance in product distribution. Early perceptions of marketing included it alongside finance and human resources as one of several critical components supporting production. The main purpose of marketing is to increase consumer demand for goods. McCarthy's four Ps, which stand for "*Product, Pricing, Promotion, and Place,*" are summaries of standard product management procedures of the time. Nothing more than marketing was required during those two decades other than those tactical principles because business was booming.

Several products were introduced in an attempt to outdo each other for customers. Consumers are shopping wiser now than they were 20 years ago. Many products do not have different positioning, which makes them appear as commodities for consumers. MSME marketers must think more carefully and develop better concepts in response to environmental changes.

Marketers need to understand that to effectively create demand, "customer" must replace "product" at the center of all marketing initiatives. Segmentation, targeting, and positioning (STP) are just a few of the customer management disciplines that have been introduced. By emphasizing the customer on the product at this point, marketing has evolved from tactical to strategic. Since that time, the development of STP has always preceded the development of the

four Ps. Modern marketing officially began with the implementation of the strategic marketing model.

Definition and Principles of Marketing

1. Marketing Definition

By creating and exchanging goods, services, and value among people, marketing is a social and managerial process that helps individuals and groups get what they need and want. Today's marketing responsibilities include not only providing goods or services to consumers but also thinking about how to keep them satisfied over time so that repeat business will increase the company's profits.

The purpose of marketing is to attract new customers by developing products that meet consumer needs, promise superior value, set attractive prices, distribute goods easily, promote products effectively, and retain current customers while adhering to the principle of customer satisfaction.

The basis of marketing is the presence of needs, wants, and demands; products (goods, services, ideas); value, cost, and satisfaction; exchanges and transactions; relationships and networks; market; Marketers; and potential customers.

2. Marketing Principles.

Needs wants, and demands, products (goods, services, and ideas), value, cost, customer satisfaction, exchanges and transactions, relationships, and networking are some of the fundamental ideas in marketing. (Figure 1.1).



Figure 1.1 Marketing Principles

Marketing principles start from:

a. Needs, Wants, and Demands

The needs wants, and demands of the market can all be distinguished. When certain fundamental needs are not met, human needs arise. Not only physical needs such as food, clothing, and shelter exist in humans, but also many complex needs, but also psychological: a sense of security, self-actualization, socialization, appreciation, a sense of belonging, and others. Needs are a biological and psychological trait of people, not something they create. Desires are certain types of human needs that are influenced by a person's culture and personality.

In other words, a desire is a desire for an antidote for special needs. Wants *are* described in the form of objects that will satisfy their needs. As people grow, so do their desires, but since resources such as money, time, effort, and space are limited, not every desire is accompanied

by the means and desire to fulfill it. Demand is a desire that is accompanied by the ability and desire to buy it.

b. Products (Goods, Services, and Ideas)

The emergence of various consumer needs, wants, and demands motivates producers to study, conduct market research, observe consumer behavior, examine consumer complaints and dissatisfaction, and find solutions to what products or services consumers like, like, and dislike.

To satisfy consumers, producers may offer products (i.e., goods, services, and ideas) to the market to get them noticed, used, or consumed. Companies often make the mistake of focusing more on tangible goods rather than the services they offer.

The way to package services is with tangible goods. Instead of simply listing the features of a physical product, the marketer's job is to sell the advantages or services contained within it.

Marketers are said to have marketing myopia (marketing myopics), or indifference to factors that affect customer satisfaction when they focus their attention on physical products rather than on customer needs and wants. Business customers handled by marketing myopia develop strong disloyalty and a tendency to turn to alternative manufacturers and products.

c. Value, Cost, and Satisfaction

There are many options available to consumers as businesses in the sector compete to provide better goods and services. Based on how much value they believe these goods and services are worth, consumers decide which ones to buy. Value is the difference between the total value a customer receives from owning and using a product and the total cost associated with it. The value of goods and services, marketing personnel, labor costs, energy costs, and psychological costs are all included in the total value. Consumers will evaluate after receiving the value, and the results of this evaluation will affect their satisfaction and likelihood that they will buy back the product.

The perception of product performance in meeting customer expectations for value depends on customer satisfaction. The buyer will feel happy if his performance or achievements meet or even exceed his expectations. By promising only what they can deliver and then delivering more than they promise, smart businesses concentrate on ensuring customer satisfaction to maintain their customers' continued loyalty to their products.

Quality and customer satisfaction are closely related. The concept of Total Quality Management (TQM), a program designed to continuously improve the quality of products, services, and marketing processes, is used by manufacturers to improve the quality of the products produced. TQM has commitments including:

- Customer focus
- Have a high obsession with quality
- Using a scientific approach to decision-making and problem-solving
- Improve processes continuously
- Organizing education and training for employees

The purpose of TQM implementation is to enable producers to produce goods and services that conform to promised quality standards.

d. Exchange and Transactions

By giving something in exchange, you can get the thing you want from someone. A transaction can only occur if the following 5 conditions are met:

- There are at least two parties
- Each party has something that the other party may find valuable
- Each party can communicate and submit submissions
- The offer of exchange is open to acceptance or rejection by either party.
- Both sides agree that it is appropriate and advantageous to engage in negotiations with each other.

If both parties can agree on exchange terms that will make them better (or at least not worse) than before the exchange, a new exchange will be made. Since exchanges usually produce better results for both parties, it is often described as a process of value creation. The exchange needs to be seen as a process, not as an event. If negotiations result in a mutually beneficial agreement, the two parties exchange information. The transaction is deemed to have taken place after an agreement has been reached.

A transaction is an exchange involving two or more parties, at least two types of value, and an agreement on the conditions, location, and time of exchange. The legal system is usually used to strengthen and force the transacting parties to comply. Without contract law, transactions would be viewed suspiciously, resulting in losses for all parties.

e. Relationships and Networks

Relationship marketing refers to the process of creating lasting, trustworthy, and mutually beneficial relationships with clients, partners, and suppliers to support their long-term business. Several concepts must be understood to build a long-term relationship, such as:

- Trust and mutual benefit between parties
- Make promises that are high quality and useful and deliver, along with a reasonable price
- Foster solid relationships between interested parties at economic, technical, and social levels
- Reduce transaction costs and customer search time.

Building a marketing network, a specialized corporate asset is a major outcome of relationship marketing. The network consists of a business and all its supporting entities, including clients, vendors, distributors, retailers, advertising agencies, scientists, and other parties who collaborate with businesses to establish profitable business relationships. Competition between entire networks, which will be won by companies that have built better networks, increasingly replaces competition between individual companies.

f. Market

A market is a place where buyers and sellers gather, where transactions occur, and where two or more parties exchange valuable goods and services. The term "market" today no longer denotes a physical location but rather a group of buyers and sellers who conduct business related to a particular good or group of goods. The market consists of all potential customers

who may be willing and able to engage in exchange to satisfy these needs and wants and who may have certain needs or wants in common.

In the business world, the word "market" is often used informally to refer to a wide range of customers. As an illustration, consider the product market and demand for food products, meat, eggs, etc. geographical markets (such as Bali, Lombok, Samosir, and others), demographic markets (such as teenagers, adults, and children's markets), and so on.

g. Marketers and Prospective Buyers

A marketer is a person who is looking for one or more potential customers who are willing to exchange goods or services for money. A prospect is someone who has been identified by marketers as most likely ready and willing to participate in an exchange. Depending on how actively they seek exchanges, marketers may assume the role of buyers or sellers. Reciprocal marketing is a situation where both parties are actively seeking trade-offs. In this case, both parties are referred to as marketers.

In most cases, marketers are businesses that engage in market services while competing with competitors. Producers (companies) deliver their goods to end users (consumers) either directly or through marketing intermediaries. Suppliers and significant environmental factors (demographic, economic, physical, technological, political, legal, and social/cultural) impact their relative effectiveness.

In summary, the following activities below are carried out to implement the basis of marketing.

- Procedures for organizing and implementing marketing initiatives
- Price and advertising
- Use ideas, products, and services to direct exchanges that meet personal and organizational goals.

IMPLEMENTATION METHOD

The implementation of socialization is packaged in the form of in-class training for MSME actors, both micro, small, to medium, which of course begins with digging information from them related to the type of business being run, marketing techniques used in their business, to dig up information on the results obtained to date, and how effective their marketing implementation is. Lastly, marketers must adapt to the changing nature of customer paths in the digital economy.

Furthermore, they are equipped with a correct understanding of effective marketing starting from marketing concepts that focus on products, services, and customers, and are equipped with the latest marketing concept, namely Marketing 4.0 which encourages MSME marketers to adapt to the changing nature of customer paths in the digital economy, where the role of marketers is to guide customers along their journey from awareness and finally to advocacy.

1. Troubleshooting Framework

In delivering socialization related to effective marketing for MSMEs with the concept of technopreneurs, we convey it in several systematic stages, namely:

The first part is the result of our observations of the business world where we live. It starts with understanding the three power shifts that shape the corporate world. We go a step further by exploring how connectivity has fundamentally changed people's lives. In addition, we are looking deeper into the major digital subcultures of teenagers, women, and internet users that will be the basis for a new generation of customers.

The second part, at the heart of this socialization, discusses how marketers can increase productivity by understanding customer paths in the digital age. This concept introduces a new set of marketing metrics and a new way of looking at marketing practices. We will also explore some of the main types of MSMEs and learn how to implement Marketing 4.0 ideas in the industry.

The final part, the third part describes in detail the main tactics of Marketing 4.0. We started with human-centered marketing, which aims to humanize brands with human-like attributes. Then we invite MSME players to explore content marketing in more detail to create customer conversations. In addition, we also explain how marketers can implement *omnichannel* marketing for higher sales. Finally, we explore the concept of *customer engagement* in the digital era.

In essence, the socialization of Marketing 4.0 as a guide in implementing effective marketing for MSMEs describes the deepening and expansion of human-centered marketing to cover every aspect of the customer journey.

2. Target Audience

The MSME community is growing quite a lot with various types of businesses with various levels of capacity, ranging from micro, small to medium. And in this socialization activity, we direct the target to MSME actors in the Bogor Regency area, especially in the Gunung Putri district.

The reason we chose it is because the MSME players there are quite diverse with various types of businesses and products, and have been running this business for an average of more than one year with some capacities or categories at the micro and small levels, and some other small and medium. The problems they face vary, but most of them are ineffective marketing practices that are enough to hinder the development of their business.

3. Linkages

The Covid-19 pandemic period has just decreased its current trend but still leaves a heavy impact on the business world, including MSMEs in the Bogor district, making its growth and development movement hampered. For this reason, various efforts are needed to mobilize and even regrow their enthusiasm to continue to strive so that they can develop their business, and not just survive.

In our opinion, this activity can help these MSMEs to grow and develop, at least to anticipate increasingly fierce and global competition, so that they can take advantage of opportunities with digital marketing that they already know to be an effective marketing strategy for them.

4. Evaluation Design.

Individual consultation/assistance has been carried out via *online chat*. Beginner MSME actors and young people who are fostered individually can *chat online* about assignments or special topics that have been prepared. Online *chat* activities will be scheduled for at least 30 minutes each week.

In addition, they are still allowed to have discussions not only with fellow MSMEs but also with related industries that act as landlords as well as those who can help stimulate product marketing efforts to distribute to consumers. This discussion forum is called *the Entrepreneurship e-learning club* and also provides IT skills training for MSMEs who are not yet able.

Schedule

No	Activities	Month April 2021	Month May 2021	Month June 2021	Month July 2021	Information
1	Preparation					
2	Training					
3	Mentoring					
4	Evaluation					
5	Reporting					

RESULTS AND DISCUSSION

The results of community service activities on "**Effective Marketing Training with MSMEs with the Technopreneur Concept**" in Bojongkulur Village, Gunung Putri District, Bogor Regency in April – July 2021, Alhamdulillah can be carried out well.

In this training, it was explained how to market MSME products, as well as effective marketing strategies for MSMEs. The following are some marketing strategies that can and are commonly used to market MSME businesses.

1. Create a unique product

Create a distinctive product with an advantage over similar competitors' items. There are competitors everywhere, so it will be difficult to compete if MSME goods or services do not have an advantage.

Products that want to be sold must also be able to meet consumer needs in addition to having the best characteristics and quality. Because consumer needs have changed along with the times and technology, innovation must always be carried out regularly.

2. Marketing MSME products by becoming a network activist

Optimistic business owners with extensive networks are called networkers. One of the advantages of marketing our products today is to become a skilled network activist. To expand your own MSME network and if you lack confidence, it is enough to hire a reliable salesperson as the spearhead.

3. Determining STP in MSME marketing strategy

STP stands for segmenting, targeting, and positioning, where these three things are interconnected with each other.

To market MSME products, market segmentation must be carried out, especially by grouping consumers into related product market segments so that consumer response is the same as the MSME marketing strategy in assessing the company's position. Once segmentation is established, the market must then be targeted, and MSMEs must assess various segments to determine who their target market is. The combination of marketing efforts undertaken by management to appeal to the needs and desires of each target market constitutes product positioning, which is determined last. To execute these three strategies well, successful marketing must be achieved.

4. Utilizing *e-commerce* for marketing MSME products

Businesses have the opportunity to reach a large, maybe even global market by utilizing *e-commerce*. *E-commerce* services for businesses, including MSMEs, can help shorten the supply chain so that customers can buy products at reasonable prices.

The year 1989 was a turning point in globalization marked by several paradoxical events, and it also turned out to be a turning point in marketing. Personal computers have been widely used, and the Internet emerged as a powerful complement in the early 1990s. Human and computer networks work together to increase interactivity and support the dissemination of information through word of mouth. As a result, information becomes more accessible and less frequent. Consumers are becoming more knowledgeable and connected.

MSME marketers must adapt to this change by focusing on human emotions by introducing fresh ideas such as emotional marketing, experiential marketing, and brand equity. With the classic positioning model, it is no longer enough to simply target the customer's mind to create demand. The target heart of the customer also needs to be done.

We inhabit a completely different world today. Significant changes were made to the way power is currently governed. The internet, which has improved our lives with connectivity and transparency, is largely to blame for this change in power. This change is fundamentally changing our world. Customer communities are gaining strength in a world where horizontal, inclusive, and social power exceeds vertical, exclusive, and individual power. They talk more now. Big businesses and famous brands don't scare them. They love to share positive and negative stories related to the brand.

Brand mentions in casual conversations are now more credible than specific advertisements. Social networks have grown to become a significant source of influence, even dominating personal preferences and external marketing communications. When choosing a brand, consumers often consider the recommendations of their peers. Customers seem to fortify themselves against false brand claims and fraudulent campaigns by using their social networks.

1. From Vertical, Exclusive, and Individual to Horizontal, Inclusive, and Social

Marketers must embrace the transition to a more horizontal, inclusive, and social business environment. The market is becoming more diverse. Social media breaks down demographic and geographic barriers, allows people to connect and communicate and businesses innovate through teamwork.

Today's consumers are shifting to a more horizontal orientation. They increasingly distrust brand marketing messages and instead rely on f-factors; *friends, family, fans, and followers (friends, family, fans, and followers)*). *Last but not least*, the buying process for consumers is becoming more social than ever. Customers consider their social networks more when making choices. Both online and offline, they are now looking for recommendations and reviews.

2. Online vs . online interaction *offline*, Informed customers vs. distracted, and Negative vs. positive Advocacy.

Online versus *offline* interaction is one of the many paradoxes marketers have to deal with as a result of environmental changes. To provide a superior customer experience, the two are designed to coexist and complement each other. In addition, there is a paradox between informed and distracted customers.

While connectivity equips customers with a wealth of information, it also causes them to rely too heavily on the opinions of others, which often goes beyond personal preference. The opportunities for brands to gain lucrative support are enormous thanks to connectivity, in short, they also often draw criticism and opposition. That's not necessarily bad, because negative advocacy often triggers positive advocacy.

3. Youth to share ideas, Women to share the market, and Netizens to share hearts.

Businesses have long observed youth, women, and internet users, but usually as a distinct customer segment. Their combined strengths, especially as the most influential group in the digital age, have not been studied much.

Young people are quick to adopt new products and technologies. They are also trendsetters, but their adherence to trends is sporadic. They ended up changing the game. Women in *de facto* are the chief financial officer, asset manager, purchasing manager, and information aggregator all rolled into one, as well as holistic buyers and household managers. *Netizens* are also social mediators because they are well-connected and often interact with their peers. They contribute content to the world *Online* and is an expressive preacher. The key to marketing in the digital economy lies in young people, women, and internet users as a whole. (Kusuma, 2021)

4. When *online* meets *offline*, force and substance collide, and machine-to-machine communication deals with human-to-human communication.

Another MSME marketing strategy is to redefine marketing for the digital economy. To strengthen customer engagement, the concept of Marketing 4.0 is a marketing strategy that combines *online and offline interactions* between businesses and consumers, blends style and substance in brand building, and finally complements machine-to-machine connectivity with a human-to-human touch. It helps marketers in making the transition to the digital economy, which has redefined the fundamental idea behind marketing. In Marketing 4.0, the coexistence of traditional and digital marketing is ultimately intended to enhance customer advocacy.

5. A new framework for marketing in the digital economy

Starting from being aware, then interested, then asking, until finally acting, and being equipped with advocacy.

The five A's – *Awareness, Appeal, Ask, Act, and Advocacy* – reflecting customer connectivity should be redefined as the customer's path in the digital economy. The ultimate goal of the Marketing 4.0 concept is to move consumers from awareness to advocacy. To

achieve this, marketers must rely on three main sources of influence: their influence, the influence of others, and external influence. We refer to this as the O Zone (O3), a helpful tool that can assist marketers in maximizing their marketing initiatives.

CONCLUSION AND ADVICE

Conclusion

From all stages of identification, survey, and training to the evacuation of MSMEs in carrying out their business, especially marketing activities of their products, we can conclude that:

- a. Some MSME business actors still use traditional marketing strategies and most others have utilized digital technology with online-based marketing concepts, even some have become *networkers*.
- b. Although most have marketed their products online, almost all MSME business actors still run the concept of marketing 3.0 and still do not understand the concept of Marketing 4.0 which has been widely used by marketing teams from large and multinational industries.
- c. In the training opportunity which was then followed by mentoring and evaluation for MSME business actors, we introduced the concept of Marketing 4.0 as a natural progression from Marketing 3.0, by combining traditional and digital marketing which is ultimately intended to increase customer advocacy.

From the exposure and guidance we have provided, it is hoped that it can provide enlightenment for MSME players in marketing their products so that in the future they can compete and at the same time position themselves on par with other business actors who have large business capacities even multinational industries.

Suggestion

With the provision of effective marketing training with the concept of technopreneurs, it is hoped that MSME players can carry out modern and updated marketing strategies, namely the marketing concept 4.0 correctly and consistently.

They are MSMEs also to be able to carry out effective marketing strategies by utilizing available tools, especially digital media in every process of marketing activities so that the products they are marketing and selling can compete with the products of *competitors*.



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