



## Analysis of MuluMile's Marketing Communication Strategy in Increasing Sales Volume

Muhammad Luthfi Mubarak<sup>1</sup>, Mia Lestari<sup>2</sup>, Mira Nurfitriya<sup>3</sup>, Nizza Nadya Rachmani<sup>4</sup>, Tika Annisa Lestari Koeswandi<sup>5</sup>

Program Studi Kewirausahaan Universitas Pendidikan Indonesia Kampus Tasikmalaya, Indonesia

Correspondence: E-mail: [m.l.mubarak33@gmail.com](mailto:m.l.mubarak33@gmail.com)

### ABSTRACTS

This study aims to determine the marketing strategies used by MuluMile in increasing sales volume. This type of research is using a qualitative descriptive approach. The data analysis used is descriptive analysis, referring to the 4P concept of the marketing mix (Product, Price, Promotion, Place) and then SWOT analysis is used. Based on the analysis conducted, MuluMile has strategies in increasing sales volume, namely: 1) Products, a strategy used to improve product quality. 2) Price, providing affordable prices by reducing the level of profit of a product. 3) Promotion, making information media in social media (WhatsApp, Instagram and Facebook). 4) Place, give good service. Based on the internal and external analysis carried out at the MuluMile company, it can be found that MuluMile is currently in a development strategy. Where the decision to be taken is to develop the company by improving quality and completeness of the product and reproduce all forms of promotion.

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## 1. INTRODUCTION

One of the sectors that the government wants to promote is the Small and Medium Industry (IKM) sector, particularly in the growth of new entrepreneurs. There have been many

policies and programs that the government has issued to make this happen. Not without reason, entrepreneurship has an important role in encouraging the growth of Indonesia's economy, entrepreneurs are also able to create new jobs, increase national income, create value-added goods and services, reduce economic disparity

and social, as well as the creation of a fair society m akmur (Gati, 2020). However, currently the ratio of Indonesian entrepreneurs compared to the population is still relatively low.

Indonesia needs at least 4 million new entrepreneurs to help strengthen the economic structure. Because, currently the entrepreneurial ratio in the country is still around 3.1 percent of the total population. Even though the entrepreneurial ratio in Indonesia has exceeded international standards, which is 2 percent, Indonesia needs to step up again to catch up with the achievements of neighboring countries. For example, Singapore currently has reached 7 percent, while Malaysia is at the 5 percent level. "When calculated with Indonesia's population of around 260 million people, the number of national entrepreneurs reaches 8.06 million" (Ministry of Industry, 2018).

Therefore, more and more people are needed to become entrepreneurs. Basically, the Indonesian people have realized the importance of entrepreneurship and have high enthusiasm to become entrepreneurs. This is evident from the results of a survey conducted by a global nutrition company, Herbalife Nutrition, namely "The Asia Pacific Entrepreneurship Insights Survey 2019" which shows that the desire to become an entrepreneur in Indonesia is the strongest compared to survey results in other countries in Asia Pacific, the majority of Indonesian respondents (96 percent) said they had a dream to start their own business, followed by the Philippines (92 percent), Thailand (89 percent) and Malaysia (86 percent).

The obstacle is that many of these entrepreneurs are not able to survive in developing their business. Research from the University of Tennessee in 2013 said that 25% of businesses fail after 1 year, then

35% after the second year. This failure was even greater in the third year, namely 44%. This means that if there are 10 businesses, only 2-3 businesses will survive after the third year. According to Zimmerer (1996: 14-15) this can happen because there are several factors that cause entrepreneurs to fail in running their new business, namely; 1) Inexperienced, both in technical skills, ability to visualize business, coordinate, manage human resources, and integrate companies. 2) Lack of financial control. 3) Failure in planning. 4) Inadequate location. 5) Lack of equipment supervision. supervision is closely related to efficiency and effectiveness. 6) A half-hearted attitude towards business will result in the business being unstable and failing. with a halfhearted attitude, the chances of failure are greater. 7) Inability to make entrepreneurial transition / transition. And the most important thing is 8) Not competent in managerial. Not being competent or not having the ability and knowledge to manage a business is the main factor that makes the company less successful. One of them is how entrepreneurs try to make their products sell well in the market.

According to Assauri (2013) "Every company has a goal to develop its business." This goal can be achieved through efforts to maintain and increase company profits by increasing sales of its products. Many newly initiated businesses have problems with this, one of which is MuluMile. Since its inception, MuluMile has found it difficult to increase its sales volume because it still uses a pre-order ordering system. One sector that could be improved is in the marketing communication strategy.

According to previous research, namely Hendrikus Ronald in his research entitled Marketing Communication Strategy of PT. Alif Persada Nusantara In Increasing Garden Hills Estate Product Sales, the marketing communication mix is

able to increase sales volume. Meanwhile, according to Makmur and Saprijal in their journal entitled *Marketing Strategies in Increasing Sales Volume (Study at the Pasir Pengaraian Self-Service S-Mart)* said that the 4P Marketing Mix concept is also able to increase sales volume. And according to Sondakh conducting a research entitled *Marketing Mix Analysis of Bakery Business Sales (Case Study at BreadTalk Stores and Kawan Baru Manado)*, the results of this study are the marketing mix applied by Kawan Baru Mando's bakery shop focuses on profits / profits through sales volume, while the Manado BreadTalk bakery focuses on customer satisfaction. Therefore, a study needs to be done to determine the most effective marketing communication strategy in increasing the sales volume of MuluMile, especially when using a pre-order ordering system.

## 2. METHODS

This research is descriptive because the data obtained from the field are in the form of words, pictures, both from interviews and documentation and not in the form of numbers. While the data is in the form of qualitative, with the consideration that adjusting qualitative methods is easier when dealing with multiple realities. So that this type of research is included in the category of qualitative descriptive research. Which aims to describe existing events that are still happening today such as the most appropriate marketing communication strategy for MuluMile in increasing sales volume. The sampling method used is a non - probability sampling method. Namely, purposive sampling. Samples were taken based on predetermined criteria. In accordance with the problems formulated, the researchers focused their research on the 4P marketing concept, namely Product, Price, Place, Promotion, as well as the factors that influence sales volume. The data collected in this study consisted of; 1)

Primary data, is data obtained by researchers through written interviews with questions that are in accordance with the focus of the research that the researcher prepared previously on the informant, namely the founder of MuluMile. 2) Secondary Data, is data obtained through several sources or media of information. Among other things, scientific books and writing results that are relevant to this research. The process of compiling strategic planning goes through three stages of analysis, namely: 1) Data collection stage (evaluation of internal and external factors) 2) Analysis stage (SWOT analysis) 3) Decision-making stage.

### 2.1. Marketing Communication Strategy

Marketing strategy is a comprehensive program from the company in an effort to determine the target market and satisfy consumers (Kurtz, 2008). This statement is supported by the opinion of the private sector (2008) which states that a marketing strategy is "a whole system of business activities through planning, pricing, promoting and distributing goods and services that satisfy and meet the needs of buyers." However, in addition to satisfying consumer needs, as quoted by Atmoko (2018) marketing strategy can also be interpreted as a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level. and its allocations, especially as a company's response to the ever-changing competitive environment and conditions (Assauri, 2013) so that it can be concluded that the marketing strategy provides direction in relation to market segmentation, target market identification, positioning and marketing mix.

Communication is a process of transmitting messages (Lasswell). This statement is supported by the opinion of Suranto (2005) which states

"Communication is a process of exchanging information or sending and receiving messages, between individuals, individuals with groups or groups with groups through an ordinary system (common), both with symbols, signals, as well as behavior or action. " According to Gode "Communication is a process that makes something from what is originally owned by someone (one's monopoly) to be owned by two or more people" whereas according to Weaver "Communication is the whole procedure through which one's thoughts can influence the thoughts of others." So, communication is the process of exchanging information to influence the minds of others through conversations, symbols or others.

Widely Basu Swastha said in his book entitled Principles - Principles of Marketing (2009) Marketing communications can be defined as "communication activities undertaken by the buyer and the seller, and is an activity that helps in decision-making in the field of marketing and direct exchanges to be more satisfying by awakening all parties to do better. " Marketing communication can also be stated as a communication activity that aims to convey messages to consumers using various media, with the hope that communication can produce three stages of change, namely changes in knowledge, changes in attitudes and changes in desired actions. And also a form of communication that aims to strengthen marketing strategies, in order to reach a wider segmentation.

## 2.2 Sales Volume

Sales volume is the number of real sales units of the company in a certain period (Asri, 1991). This statement is supported by Basu Private (2005) who argues that sales volume is the net sales of the company's profit statement obtained through the sale of all products during a certain period of time. According to Freddy

(2009) the greater the number of sales a company generates, the greater the profit the company will generate. So, sales volume is the number of units of products that have been sold, the more units sold, the more revenue the company generates. According to Swastha and Irawan (2008), entrepreneurs have a goal of getting a certain profit (maybe the maximum), and maintaining or even trying to increase it for a long time. This goal can be realized if the sale can be carried out as planned. Thus, it does not mean that the goods or services sold will always generate profits. However, there are various factors that greatly influence sales volume, as stated by Alex S. Nitisemilo (1997), including:

- a) **Internal factors**, namely: a) Quality of production b) Services provided c) Frequently empty goods on the market d) Decreasing sales promotion activities e) The existence of price fixing.
- b) **External factors**, namely: a) Changes in consumer tastes b) The emergence of new rivals c) The emergence of substitute goods d) The influence of psychological factors e) New changes in government policies f) Possible actions from competitors.

## 2.3 Marketing Mix

The marketing mix is variables that can be controlled by the company, which consists of product, price, distribution and promotion (Anoraga, 2000). This statement is supported by William J. Stanston (2006) who defines that *"Marketing mix is the term that is used to describe the combination of the four inputs that constitute the core of an organization's marketing system. These four elements are the product offering, the price structure, the promotion activities, and the distribution system."* Meanwhile, according to Kotler and Armstrong (2012) *"Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target*

market. "So, the marketing mix is the factors controlled by the company to achieve goals.

According to Kotler and Keller (2012) the marketing mix has four concepts or variables consisting of 4Ps, namely product, price, place and promotion. These four components influence each other so that they form an integral part of the marketing strategy and serve as a guide in using marketing variables that can be controlled by the company leadership to achieve the company's goals in marketing.

- 1) Products, according to Tjiptono (2008) a product is a subjective understanding from the producer of something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers. In a broad sense, products include anything that can be marketed, including physical objects, human services, places, organizations, and ideas or ideas. Products are measured by (Alma, 2004; Kotler 2005; Winardi 1992): 1) Product variations 2) Product quality 3) Product design 4) Guarantee (warranty) offered 5) Trademarks.
- 2) Price, according to Kotler and Keller (2009), the price is an amount of money or goods (barter) that must be paid by the buyer to the seller for a product or service. Meanwhile, Abdurrahman (2015) defines price as an amount of money that serves as a medium of exchange for obtaining products or services. Price can also be interpreted as determining the value of a product in the minds of consumers. Price is very important because it determines the profit and viability of the company. Pricing has an impact on the adjustment of the marketing strategy that is taken. The price elasticity of a product will also affect demand and sales. Prices are measured by (Private 2003; Winardi 1992): 1) Price levels 2) Prices for competitors' products 3)

Discounts (purchase discounts) 4) Payment periods 5) Payment system variations.

- 3) Promotion, according to Kotler and Keller (2009) promotion is a variety of ways that producers / companies do to inform, persuade and influence consumers either directly or indirectly about a product. Promotion is a form of marketing communication which includes activities to disseminate information, influence, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by companies that are rebellious. Promotion is measured by (Tjiptono 2000; Private 2003; Winardi 1992): 1) The level of advertising attractiveness 2) The level of sales promotion 3) Publicity of competitors 4) Public relations 5) Direct marketing.
- 4) Place, refers to the provision of a product at a place for consumers, for easier access to it. According to Kotler and Keller (2009) the distribution channel is one element of the marketing mix that is tasked with delivering products or services produced by companies to consumers. A product will be more useful if the product is available at the place and time where the product is needed. Complaints from customers about the high cost of product distribution are big problems that must be resolved by companies so that the company's products are still bought and used by the community. Place is synonymous with distribution, covering marketing issues such as, type of channel, exposure, transportation, distribution, and location. Place and distribution are measured by (Winardi 1992): 1) Product location 2) Product availability 3) Distribution of competitors 4) Sales areas 5) Variation of delivery tools.



## 2.4 SWOT Analysis

SWOT is an abbreviation taken from the first letters of the words Strength, Weakness, Opportunity and Threat, which in Indonesian means Strength, Weakness, Opportunity and Threat. The SWOT analysis method can be considered as the most basic method of analysis, which is useful for looking at a topic or problem from four different sides (Makmur and Saprijal, 2015). According to Rangkuti (1997) SWOT is "the process of identifying various factors which is carried out systematically in order to formulate an appropriate organizational strategy." Tripomo and Udan (2005) define a SWOT analysis as "an assessment or assessment of the identification of a situation to find out whether a condition is said to be a strength, weakness, opportunity, or threat which can be described as follows: a) Strength is the internal situation of the organization. which is in the form of competence or capabilities or resources owned by the organization that can be used to deal with opportunities and threats. b) Weakness is an organization's internal situation in the form of competence or capability or resources owned by the organization that can be used to deal with opportunities and threats. c) Opportunity is the external situation that is potentially profitable organization. Organizations that are in the same industry will generally feel benefited when faced with these external conditions. d) Threat is a situation external to the organization that has the potential to cause difficulties. Organizations that are in the same industry will generally feel disadvantaged / complicated / threatened when faced with these external conditions. "Research shows that a company's performance can be determined by a combination of internal and external factors. Both of these factors must be considered in a SWOT analysis. SWOT Analysis Opportunities compare between external factors opportunities and threats and internal factors Strength and weakness. " (Makmur

and Saprijal, 2015). (Freddy Rangkuti, 2006) This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities and minimize weaknesses and threats. When applied accurately, this simple assumption has a profound impact on the successful design of a strategy and the industrial environmental analysis provides the information needed to identify opportunities and threats that exist in the company's environment.

## 3. RESULTS AND DISCUSSION

In its marketing strategy, MuluMile applies the 4P concept of the marketing mix, namely; product, price, distribution and venue to assist in increasing sales volume.

### a. Products

MuluMile is a *brand* engaged in the culinary field. The products being sold today are traditional snacks or snacks that are packaged in such a way as to attract the attention of consumers. The product is Basreng Caramel or fried meatballs with caramel seasoning. This product is MuluMile's first product, it has counted approximately 100 pcs that MuluMile has sold. However, MuluMile's sales volume level is decreasing every day due to the absence of stability in maintaining product quality. There have been several complaints from consumers, ranging from the Basreng which becomes tough when cold, the portion is insufficient, to the inconsistent taste of basreng every time MuluMile *pre-orders*. So, currently the MuluMile team is working on maintaining product quality from the start of manufacture to the hands of consumers. And trying to fulfill what consumers want for MuluMile. This is in accordance with the explanation of Tjiptono (2008: 95) that products are important in marketing. Also, according to (Alma, 2004; Kotler 2005; Winardi 1992), that product quality is a benchmark in the assessment of a product which is one of the

things that can increase or even decrease the increase in sales volume.

#### **b. Price**

Basreng Caramel MuluMile is sold in cup packaging. The cup used is more or less the same as the ice cream cup on the market, in terms of ingredients and size. The only difference is that the MuluMile cup has a strong plastic lid. In one cup it is sold at a price of Rp. 6.000, -. So far, no one has complained about the price. Because in each cup there is always a promo from MuluMile in the form of a discount coupon for further purchases. So far, some customers have taken advantage of these coupons for repeat purchases. This price determination has an impact on the adjustment of the strategy taken. The decision made by MuluMile is in accordance with the explanation of Private 2003: 167, Winardi 1992: 320 which states that the price is measured one of which is a discount, this can make consumers interested in buying the products offered, and can increase sales volume.

#### **c. Promotion**

MuluMile usually pre-orders on *weekends* and other holidays. Because usually on holidays, most people are lazy to leave the house or boarding just to buy snacks, especially students who are the target market of MuluMile. Promotion is done through WhatsApp status, but this has not been able to reach more consumers. So far the MuluMile promotion is still focused on the student environment at the Indonesian Education University. From the side of MuluMile, it is working on so that MuluMile can reach a wider market so that it can meet the desired sales volume. This is in accordance with the presentation of Tjiptono (2000); Private (2003); Winardi (1992) that the level of sales promotion affects sales volume. This is evidenced by the decreasing sales volume of MuluMile

over time, one of which is due to the lack of sales promotions.

#### **d. Place**

One of the obstacles MuluMile has in developing its business is the absence of an outlet so customers cannot buy directly but have to order in advance at the *time of pre-order*. The plus point for consumers is that consumers don't have to bother going outside when they want to buy Basreng Caramel MuluMile. Simply order via *cellphone* and wait for the product to be delivered by MuluMile or even some customers take the goods themselves to MuluMile's production site. However, the downside is that consumers cannot buy Basreng Caramel MuluMile at any time when they want it. From the side, MuluMile itself as a seller cannot serve customers who have too far a place to order. So, when consumers who have locations too far away want their orders to be delivered, MuluMile usually imposes a minimum purchase that is adjusted to the distance that will be taken when delivery later. Having a place or outlet for entrepreneurs can increase sales volume, according to Kotler and Keller (2009) which states that a product will be more useful if the product is available at the place and time wherever the product is desired.

In addition to implementing the 4P concept, MuluMile also pays attention to SWOT in increasing sales volume, namely:

##### **1) Strength.**

MuluMile's strength lies in the uniqueness of its products. Because it is still rare for business actors, especially those selling basreng products, to develop their processed basreng products like what MuluMile does with its caramel seasoning. Most of the traditional snack entrepreneurs still use traditional methods in all aspects

of their business, such as packaging, marketing, naming, and using logos for their brands. Meanwhile, here, MuluMile is present with its openness to the times. MuluMile brings a new taste to enjoying basreng and always tries to add value more than just serving food.

## 2) *Weakness.*

However, it cannot be denied that MuluMile still has many weaknesses. MuluMile doesn't have an outlet yet, so sales can only be made by pre-order. Basreng, which is the main ingredient of its products, cannot be produced independently because of limited time and equipment, making it difficult to maintain its quality.

## 3) *Opportunity.*

Not all of MuluMile's potential has been released. There are still many opportunities that MuluMile has not yet been able to maximize, especially in the use of social media. MuluMile realizes that social media is very important for business development, especially in expanding product marketing. But so far MuluMile doesn't want to make it happen, it's just that MuluMile doesn't feel like rushing to do this. MuluMile wants to first solve production problems, especially in maintaining product quality. Because according to MuluMile it will be useless when maximizing marketing on social media if it is not able to maintain the quality of its products. MuluMile keeps the opportunities it has while maximizing them little by little.

## 4) *Threats.*

Until now, the threat posed by MuluMile in the process of increasing sales volume lies within

MuluMile itself, especially in terms of product quality, which so far has not been properly maintained. This will pose a serious threat if competitors emerge who can present better Basreng preparations than MuluMile. Therefore, it has always been MuluMile's top priority to improve and improve again so that product quality can meet consumer desires.

From the SWOT analysis above, it can be seen that internal and external factors affect MuluMile's sales volume. This is consistent with the explanation of Freddy Rangkuti (2006) that SWOT analysis information is needed to find out more about the state of the company so that it can decide the most appropriate strategy in increasing sales volume.

## 4. CONCLUSION

Based on the descriptions that have been stated in the previous chapters, this study concludes that the marketing communication strategy used by MuluMile is to apply the 4P concept in the marketing mix, namely; 1) Product, the strategy used to improve product quality. 2) Price, providing affordable prices by reducing the level of profit of a product. 3) Promotion, making information media in social media (WhatsApp, Instagram and Facebook). 4) Place, give good service. Apart from that, MuluMile also conducted a SWOT analysis to determine the state of the company. Based on the internal and external analysis, it can be concluded that MuluMile is currently in the Growth strategy. Where the decision to be taken is to develop the company by increasing the quality and completeness of the product and reproducing all forms of promotion.

Implementing the 4P concept strategy and deepening SWOT analysis can effectively increase sales volume in any



situation. The results of this study are indirectly in line with previous research (Makmur and Saprijal, 2015) which states that the 4P concept in the marketing mix can increase sales volume.

Thus, the implication of this research is that in any situation, sales of MuluMile products will continue to increase if the marketing communication strategy, in this case the 4P concept and also the SWOT analysis is carried out effectively and sustainably.

For further research, it is suggested to examine food products in marketing communication strategies to increase consumer loyalty.

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