

PESANTREN-BASED EXPERIENTIAL MARKETING; SENSE EMOTIONAL ANALYSIS IN BUILDING CUSTOMER LOYALTY

Akmal Mundiri*, Arij Firdausy

Universitas Nurul Jadid, Probolinggo, East Java, Indonesia

DOI: <https://doi.org/10.52627/ijeam.v4i3.149>

Article History:

Received: September 2022

Accepted: November 2022

Published: December 2022

Keywords:

Experiential Marketing,
Emotional Sense, Customer
Loyalty, Spirituality

**Correspondence Address:*

akmalmundiri@unuja.ac.id

Abstract :

This research aims to produce Pesantren-based experiential marketing; emotional sense analysis in building customer loyalty. The research approach used is a qualitative approach with a case study type. The data that has been collected is analyzed by using the Miles and Huberman data analysis technique which consists of data reduction, data display, and verification. The results of this study indicate that the process of experiential marketing is based on Pesantrens; emotional sense analysis in building customer loyalty is carried out through the provision of stimuli and cognitive consistency. Providing stimuli in Pesantren-based experiential marketing is carried out with osabar, ospektren, and harlah events. Meanwhile building cognitive consistency is done by Exemplary of Kyai, organizational climate and culture of pesantren, and spiritual experience. Dengan demikian, penelitian ini menemukan teori tentang marketing based on spiritual experience.

Abstrak:

Penelitian yang bertujuan untuk menghasilkan experiential marketing berbasis pesantren; analisis emosional sense dalam membangun loyalitas pelanggan. Adapun pendekatan penelitian yang digunakan adalah pendekatan kualitatif dengan jenis studi kasus. Data yang telah terkumpul dianalisis dengan menggunakan teknik analisis data Miles and Huberman yang terdiri dari reduksi data, display data, dan verifikasi. Hasil penelitian ini menunjukkan bahwa proses experiential marketing berbasis pesantren; analisis emosional sense dalam membangun loyalitas pelanggan dilakukan melalui pemberian stimulus dan cognitive consistency. Pemberian stimuli dalam experiential marketing berbasis pesantren dilakukan dengan event osabar, ospektren, dan harlah. Sedangkan membangun cognitive consistency dilakukan dengan keteladanan kiyai, iklim dan budaya organisasi pesantren, dan spiritual experience.

INTRODUCTION

Marketing dynamics in Islamic educational institutions having many problems as the cases which happen to many Islamic educational institutions. One of the problems is many customers who choose Islamic educational institutions as the second choice of educational institutions after. In fact, customers often assume formal educational institutions under the auspices of Pesantrens, so there is an impression that Pesantrens are not the customer's first choice (Wicaksono, 2022). Moreover, traditional Islamic educational institutions which are the basic characteristics of pesantren are not oriented towards market demands (Syam, 2018). In the last few decades, Pesantrens have maintained their distinctiveness as educational and da'wah institutions by following developments and market demands. This phenomenon makes Pesantrens have a unique appeal that distinguishes them from other educational institutions. The ability of Pesantrens to maintain values and moral excellence in the midst of the globalization era and the ability to make innovative breakthroughs by providing leading educational institutions in the field of science make them attractive educational institutions. (Satria, 2019).

Innovations carried out by Pesantrens are not only carried out in the field of education governance, such as innovations in opening superior programs in the field of science. However, this is also done with marketing that is adaptive to current demands. The ability of pesantren to market products or services follows current trends without denying the values that are characteristic of them so as to bring out the emotional attitude of customers. The emotional attitude of customers has a positive impact on the development of Pesantrens as evidenced by the increasing number of new students year after year (Data Pondok Pesantren Nurul Jadid, 2022). The accumulation of customer experience in Pesantrens brings customer feelings to experience, a sense of togetherness, struggle, and all other sensory experiences.

This marketing strategy that involves customer sense is not only in the form of quality goods. But also interaction experiences and so on that have an impact on the emergence of emotional choices in the form of memorable experiences. Memorable experience, in this case, is a story about experiences in the past that are hard to forget (Gunawan & Se, 2018.). The experience can be a pleasant experience, sad, angry or a motivational experience. Experiential marketing can be briefly interpreted as an approach that focuses on customer emotions towards the services or products offered by each company (Siiri, 2018).

Research on experiential marketing has been carried out by many other researchers such as Fajaruddin & Muhammad's research (2021) , Fifnanda et al., (2019), Febriani., et al., (2019), Gunawan (2018), Djमितko & Adartha (2009), Darmawan (2021), Sari., dkk (2022) Fajaruddin's research results show that experiential marketing can foster competitiveness in business. Likewise with Fifnanda which resulted in findings that services based on experiential marketing were one of the marketing strategies that involved customers. The findings of these studies indicate that no research on experiential marketing has

been conducted in educational institutions, especially traditional educational institutions such as Pesantrens.

From these previous studies, it can be seen if these studies are used in a company. Unlike this research, the main focus in this research is experiential marketing research conducted in pesantren and educational institution. Pesantren indirectly -consciously or not- have implemented experiential marketing and succeeded in building a sense of its customers, causing emotional feelings and ultimately impacting on an increase in the number of students. This is very likely to occur when alumni from Pesantrens prefer education in Pesantrens for their sons and daughters. Alumni who incidentally have already experienced and experienced the life of being a santri in Pesantrens may have felt an emotional attraction and wanted to continue their jihad in Pesantrens to their sons and daughters. This interest arose because of the peculiarities of Pesantrens which are not shared by other formal institutions, such as the charisma of the kyai leadership, the events carried out by the pesantren, and also the education in it.

In addition, the existence of word of mouth, namely words from one person to another expressing their opinion about Pesantrens also raises the interest of the community who previously thought that Pesantrens were the last choice for their children's education, in the end they also chose Pesantrens as an option appropriate for the future of their children. This emotional attraction proves that Pesantrens have succeeded in attracting customers by using experiential marketing by making emotional choices for their customers. Thus this study aims to understand experiential marketing in generating emotional sense in pesantren to build customer loyalty.

RESEARCH METHODS

In order to reveal the meaning of the focus of the discussion on Pesantren-based experiential marketing, researchers used a qualitative approach with a case study type. A qualitative approach is used to understand the meaning behind the phenomenon of pesantren-based experiential marketing that takes place at the Pesantren Nurul Jadid. While the case studies in this study are used to understand unique cases that are ongoing at the research location. Thus, this study aims to reveal the events surrounding the case regarding experiential marketing in building customer emotional choices at the Pesantren Nurul Jadid.

To obtain data on Pesantren-based experiential marketing, the researcher acts as a key instrument in charge of collecting data, analyzing data, and preparing research reports. Data was collected using non-participant observation techniques, in-depth interviews, and documentation. The data that has been collected is then analyzed using the data analysis techniques of Miles, Huberman, and Saldana, which consist of data condensation, data display, and verification (Thalib, 2022). To obtain credible data, researchers used the technique of extending participation, persistence of observation, and triangulation.

FINDINGS AND DISCUSSION

Pesantren-based experiential marketing that takes place in Pesantrens is carried out in order to provide more information about the information on a product or service being offered. Pondok Pesantren Nurul Jadid has a uniqueness that is not the same in terms of marketing with organizations or the industrial world. The pesantren-based experiential marketing process carried out at Pesantren Nurul Jadid are as follows:

Provide Stimuli

In providing stimuli, Pesantren Nurul Jadid also carries out several events which are held every year. The implementation of this event will give the impression of a memorable experience that will be remembered well by the students who have participated in its implementation. This impression will later lead to word of mouth or the dissemination of information from students to their closest relatives to share their personal experiences when participating in events at Pesantrens.

The event carried out by Pesantren Nurul Jadid does not only present entertainment, but also provides a fun learning experience through events that are neatly and attractively packaged. Below are some examples of events held by Pesantren Nurul Jadid every year, namely:

Osabar Event

The osabar event (new student orientation) is a mandatory agenda that is carried out every year at Pesantren Nurul Jadid. This event was carried out as a momentum for the introduction of Pesantrens to new students. This event was attended by all new students as well as KH. Moh. Zuhri Zaini, BA as the caretaker of the current Pesantren Nurul Jadid.

This event was held for several days, which during its implementation was filled with various kinds of activities such as introduction to the history of the Pesantren, introduction to the Pesantren environment, Pesantren rules, to the brilliant achievements of Nurul Jadid students or alumni of Pesantren Nurul Jadid.

With this osabar event, new students who have participated will have memorable memories or memories while participating in the event which was held for several days. Memories that will later create the impression of a memorable experience that new students will always remember. This impression will make the students recall the experiences they had when participating in the osabar event and create a feeling of longing for the memories at that time.

Ospektren

Campus and Pesantren Introduction Orientation (OSPEKTREN) is also one of the events held at the Pesantren Nurul Jadid. This event is also held every year by the university under the auspices of the UNUJA Pesantren Nurul Jadid. This event was held to introduce the Pesantren and campus environment to new students at Nurul Jadid University. New students (Maba) at Nurul Jadid

University are required to take part in this event which, in addition to aiming at introducing the campus and Pesantrens, also aims at building character and self-experience for students.

This prospect event lasts for 3 consecutive days. During the activity, new students were given theories about the world of lectures, an introduction to campus and Pesantrens by several lecturers or the ahlul bait Pesantren Nurul Jadid as mentors who were deliberately brought in to provide material to new students. After completing the examination period, a closing ceremony was held which was packaged in an interesting and impressive way so that new students could always remember this event well.

Harlah

Haul Masyayikh Pesantren Nurul Jadid or better known as HARLAH, is an annual event at the Pesantren Nurul Jadid which is always anticipated by students every year. This Harlah event is a commemoration of the founding of the Pesantren Nurul Jadid, which you can be sure that this Harlah event will be held in a grand manner. A month before this event is held, several events will be opened to support the realization of this event, such as the month of the competition event which is held a month before the event is supposed to start.

This competition event was held by making several competitions which were held and the contest participants were all students of Pesantren Nurul Jadid. The students who won the competition in this month's competition will later be appreciated in this award event.

In addition to this competition month event, the Pesantren Nurul Jadid in enlivening this Harlah event also held a grand bazaar which was held for 5 consecutive days before. Several stands for food, clothes, books and accessories were also built for the students and the surrounding community. This is certainly an event that is highly anticipated by the students. They will always remember this harlah event which will then be remembered as a moment when they have alumni status at Pesantren Nurul Jadid.

By holding a number of these events, the Pesantren Nurul Jadid can attract customers by using experiential marketing strategies through this stimulus response theory. The students who have participated in several events held by Pesantrens will create a feeling of wanting to turn back time to return to when the event was held. This stimulus will later give a distinct impression to the students to choose Pesantrens as a good benchmark in terms of character education.

In this case digital internet technology can easily do branding at the Pesantren Nurul Jadid in introducing its products to the public through digital internet technology. Not only for product introduction, internet technology can also be used to answer customer needs and provide fast, effective and efficient service (Tjhin et al., 2021).

Internet technology and digital applications that are used by the Pesantren Nurul Jadid are the use of social media such as blogs, Instagram, YouTube, and so on which are used to introduce products or upload events, news, or Pesantren

information to the public.

In this case, Pesantren Nurul Jadid promotes its brand by explaining or posting activities or events that are carried out through social media owned by the Pesantren Nurul Jadid. Thus, it will be easy for the community to access news, events, activities and achievements in the Pesantren Nurul Jadid.

Communities who already know about the projects held by Pesantrens will bring up an emotional sense of choice in which the community will be interested in boarding their children at Pesantren Nurul Jadid.

This emotional sense can also influence the alumni of the Pesantren Nurul Jadid in reminding them of a Memorable experience. Impressions or memories that they have previously felt will come back to the time when they were still active students. This also triggers an emotional choice in which alumni want to house their siblings, relatives, or even their sons and daughters at the Pesantren Nurul Jadid as they were before.

This stimulus-response theory can be concluded that consumers will feel satisfied if they get pleasant products, brands or services, or vice versa (Monica & Sri, 2020). In this case the community's response is caused by stimuli arising from several events that are carried out or long term memory stimulation, namely memory that has no limited capacity to store large amounts of information, impressions or memories for an unlimited period of time. These memories can be from an hour ago or many years ago (Tinta & Sumarni, 2019). In addition to response stimuli that will result in cause-and-effect stimulation by the community or alumni, emotional stimulus will also occur because of a feel experience due to contact and interaction results that develop through feelings and emotions by customers (Angelia & Rezeki, 2020).

Branding or or brand is the identity of a product produced by a business or business. The term branding is a name, symbol, sign, or word design that is intended to introduce or differentiate a product or service that is owned by other products. In addition to providing its own characteristics for a product, it is also to be able to provide attractiveness for customers. A good brand or brand will make a company or product above its other competitors and make it the top choice (Ramadayanti, 2019). Basically the brand will be the personality, character and soul of the company. The development of digital internet technology also has a very big role in helping people introduce a brand or product (Sasongko et al., 2020). The role of digital for branding here is also very important to support the effectiveness of online marketing. If without proper branding, the products sold to the public will be difficult to recognize (Fadly, 2020).

Branding Strategy Theory, or Brand strategy, is defined as a plan in which there are ideas aimed at building an impression on customers of a product or service so that they can achieve the desired target (Ramadhan & Rosyad, 2021). Branding Strategy Theory, is defined as a plan in which there are ideas aimed at building an impression on customers of a product or service so that they can achieve the desired target.

Building Cognitive Consistency

Apart from providing stimuli, Pesantren Nurul Jadid can also build Cognitive Consistency, namely the assumption that a person will be motivated to seek coherent attitudes, beliefs, behaviors, values, and feelings (Mudjiyanto et al., 2022). It is this assumption that will make people choose Pesantrens for children's moral education. In this case, people will prefer Pesantrens, especially Pesantrens Nurul Jadid, due to the unique character of the Pesantren where there are religious values that are very strong, giving rise to a comfortable feeling for someone who is in it. The feeling of comfort or peace that a person feels is caused by various factors that exist in Pesantren Nurul Jadid, including:

Exemplary Kyai

Basically, humans tend to need role models and role models who are able to direct people to the path of goodness or good morals (Maulana dkk., 2021). The kyai's example in Pesantrens can have a good influence either spontaneously or intentionally. The spontaneous influence of a kyai's exemplary is being able to make or encourage someone to emulate or imitate himself both in the fields of science, leadership, knowledge, and morals. Intentional influence can also be in the form of conveying a reading style that can be imitated by the students.

The figure of a kyai, whether he realizes it or not, will make someone hesitate about what is in him. Making students automatically emulate the attitude, behavior, or morals of their kyai. This kyai's exemplary is what will not be found in other institutions.

Pesantren Nurul Jadid students will make the figure of the kyai as a role model in their life because their feelings of respect for the teacher or even the role of a kyai in leadership greatly affect one's spirituality. An example is how a cleric reprimands someone who makes a mistake by speaking smooth words without offending them, or how a kyai teaches his students with clear, subtle and clear explanations. This is what makes the example of a kyai worthy of being imitated by his students.

Climate and Organizational Culture of Pesantrens

Culture is basically a way of life that is carried out by a group of people in a certain area which is passed down by their ancestors. The culture that exists in Pesantrens has a very thick religious consistency so that it becomes its own characteristic to distinguish it from cultures in other areas.

Organizational culture is the work rules contained in an organization so that it becomes the basis of society to carry out the obligations of values in behaving within the organization. While the effectiveness of human resource management is organizational climate (Asrunputri et al., 2020). Organizational climate can provide the satisfaction value felt by employees. In other words, organizational culture can reflect how staff make decisions, serve, and do things (Saputra et al., 2021).

The climate and organizational culture found in Pesantren Nurul Jadid are very diverse. One of them is the Friday Clean activity which, as the name implies,

is carried out every Friday morning. This activity is carried out by means of all students cleaning all areas of the Pesantren together. The students were divided in groups from each region to distribute in terms of cleaning all areas in the pesantren guided by several administrators from each region.

It is not only the culture of Friday Clean that is found in the Pesantren Nurul Jadid, but there are various organizational climates and cultures that exist within it, including: the culture of takziran, adaan, tabhek, deposit, student's diniyah, and so on.

Spiritual Experience

Education basically emphasizes materialistic cognitive aspects which are very far from the spiritual control that exists within a person. Therefore education is lack of improvements to humanist morals, even to religion. For this reason, Pesantren Nurul Jadid, in building customer cognitive consistency, is by having a spiritual experience such as the individual spiritual experience of the students, namely the attitude of sticking to tradition so that the students are able to practice the religious morals of the pesantren in their daily life, for example, independence. The physical and mental independence of a santri comes from the religious spirit which can be obtained by doing asceticism. Tirakat here means the spiritual manifestation of the individual santri in building a religious spirit.

Apart from one's physical and mental experience, spiritual experience can also be found in education in Pesantrens, such as formal education at UNUJA, Nurul Jadid University which cannot be separated from the tradition of Pesantrens so that spiritual education is an important part that cannot be left out in the learning process at Nurul Jadid University.

Not only that, spiritual experience can also be in the form of places in Pesantrens, in addition to mosque or mushollah buildings which are certainly inseparable from the characteristics of Pesantrens, at Nurul Jadid. The graves of the masyayikhs of the Pesantren Nurul Jadid known as Asta It is also a benchmark for spiritual experience in terms of building cognitive consistency.

The alumni or guardians of the Pesantren Nurul Jadid recognize Asta as a place that contains a lot of religious spiritual values. Usually the community, students, alumni, or santri guardians visit Asta by reading the holy verses of the Qur'an, tahlil, or even memorizing the Qur'an with the aim of other than soothing the heart, namely hoping to get blessings from the deceased, the masyayikhs. Pesantren Nurul Jadid.

The meaning of spirituality develops in such a way. In educational studies, spirituality is seen as a process in two phases; firstly on inner growth (development of the inner aspect) and secondly on the manifestation of these inner results in everyday life in the real world (Muhammad, 2009).

In this way it can be said that spirituality is not only inner individual, as a subjective phenomenon, unique, experienced as one's deepest feelings and emotions, but also inner-communal, as a group phenomenon experienced within a certain cultural framework, as deep beliefs, values, and meaningful rituals.

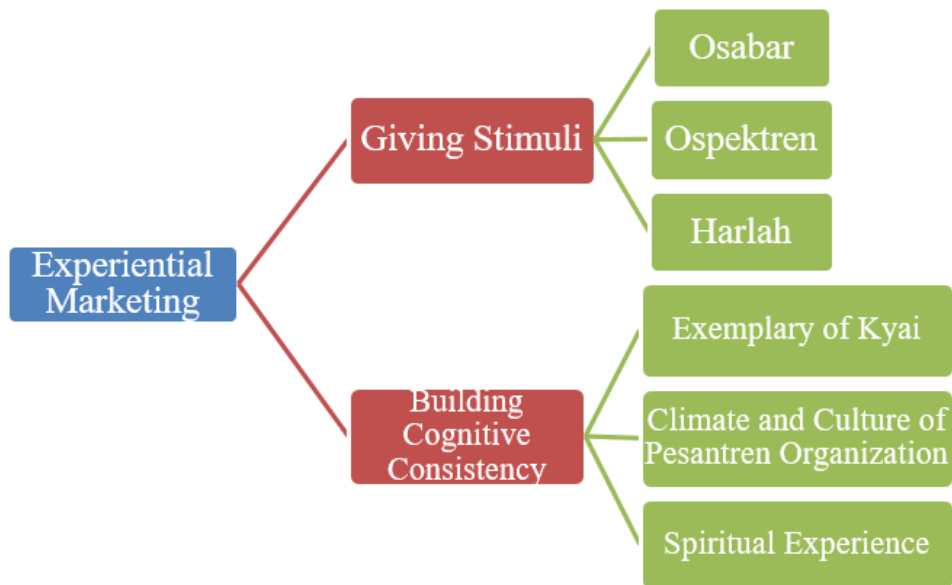


Figure 1. Experiential Marketing in Pesantren Nurul Jadid

From some of the findings above, Pesantrens are very influential in building cognitive consistency, namely a person's feelings in seeking attitudes that he considers correct. With the explanation of some of the examples above, the things contained in Pesantren Nurul Jadid give a coherent feeling. Someone will feel doing the right thing by being in pesantren. Thus, this study produces formal marketing findings based on emotional experience.

CONCLUSION

The description as above, which explains Pesantren-based experiential marketing; emotional sense analysis in building customer loyalty is done by; 1) provide stimuli and 2) build cognitive consistency. Providing stimuli in the pesantren-based experiential marketing process is carried out with osabar, prospect, and harlah events. Meanwhile, the process of building cognitive consistency in Pesantren-based experiential marketing is carried out by exemplary of kiyai, organizational climate and culture of Pesantrens, and spiritual experience. Thus, the findings as above confirm that the process of experiential marketing based on Pesantrens is different from the theory of experiential marketing carried out in companies. The process of experiential marketing in Islamic educational institutions, especially Pesantrens, is an experiential marketing that tends to emphasize emotional senses based on inner spirituality (emotional sense based on inner spirituality).

REFERENCES

- Angelia, V., & Rezeki, S. (2020). Pengaruh Experiential Marketing Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Rumah Makan Abeng 38. *Jurnal Manajemen Bisnis Eka Prasetya : Penelitian Ilmu Manajemen*, 6(1), 63-73. <https://doi.org/10.47663/Jmbep.V6i1.34>
- Asrunputri, A. P., Supriyadi, E., & Putriana, L. (2020). Pengaruh Gaya Kepemimpinan, Budaya Organisasi Dan Iklim Organisasi Terhadap Organizational Citizenship Behaviour Di Perusahaan Dengan Kepuasan Kerja Sebagai Mediating Variable. *Journal Ekobisman*, 4(3), 183-193.
- Darmawan, D. (2021). Pencapaian Kepuasan Dan Loyalitas Pelanggan Melalui Strategi Pemasaran Berdasarkan Pengalaman (Studi Kasus Pelanggan Rumah Makan Ayam Bakar Wong Solo Di Mojokerto). *Jurnal Manajemen, Bisnis, Dan Kewirausahaan*, 1(1), 1-14.
- Data Pondok Pesantren Nurul Jadid. (2022). *Data Statistik Santri Baru Dari Tahun Ke Tahun*.
- Djatmiko, Y., & Adartha, C. V. (2018). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen Di The Singhasari Resort Batu. *Jurnal Hospitality Dan Manajemen Jasa*, 6(1), 80-88.
- Fadly, H. D. (2020). Membangun Pemasaran Online Dan Digital Branding Ditengah Pandemi Covid-19. *Jurnal Ecoment Global*, 5(2) 213-222.
- Fajaruddin, A., & Muhammad, D. R. M. (2021). The Effect Experiential Marketing Of Online Business On Consumption Behavior In Muslim Communities. *Journal Of Islamic Economics And Philanthropy*, 4(02), 1146-1158. <https://doi.org/10.21111/Jiep.V4i02.6357>
- Febrini, I. Y., Widowati, R., & Anwar, M. (2019). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Di Warung Kopi Klotok, Kaliurang, Yogyakarta. *Jurnal Manajemen Bisnis*, 10(1), 35-54. <https://doi.org/10.18196/mb.10167>
- Fifnanda, M. Z., Risdiana, A., & Ramadhan, R. B. (2019). Umrah Service Strategy Based On Experiential Marketing (Case Study Of Amana Tour And Travel, Yogyakarta). *Islamic Studies Journal For Social Transformation*, 3(1), 69-89. <https://doi.org/10.28918/Isjoust.V3i1.1950>
- Gunawan, F. A., & Wulandari, A. (2018). Pengaruh Experiential Marketing Terhadap Keputusan Pembelian (Studi Kasus Chingu Korean Fan Café Bandung Tahun 2018). *E-Proceeding Of Applied Science*, 4(3), 1075-1084.
- Maulana, A. H., Suteja, S., Mahfudz, M., & Munjiat, S. M. (2021). Keteladanan Kyai Dalam Pembentukan Akhlak Sosial Santri Pondok Pesantren As-Sanusi Babakan Ciwaringin Kabupaten Cirebon. *Attulab: Islamic Religion Teaching And Learning Journal*, 6(1), 103-119. <https://doi.org/10.15575/Ath.V6i1.9682>
- Monica, T., & Wirdaningsih, S. (2020). Pengaruh Customer Experience Terhadap Minat Beli Ulang (Studi Kasus Pada Taman Kardus Bandung). *Eproceeding Of Applied Science*, 6(1), 1-36.

- Mudjiyanto, B., Tawaang, F., Nugroho, A. C., & Launa, H. L. (2022). Disonansi Kognitif Elite Politik dan Pejabat Publik dalam Menghadapi Fenomena Kelangkaan Minyak Goreng. *Journal Of Political Communication And Media*, 1(1), 1-23.
- Muhammad, A. (2009). Spiritual Management. *Jurnal Md*, 2(1), 9-19.
- Ramayanti, F. (2019). Peran Brand Awareness Terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 111-116. <https://doi.org/10.21107/jsmb.v6i2.6690>
- Ramadhan, M. F., & Rosyad, U. N. (2021). Strategi Branding Kopi Kewadanan Dalam Menghadapi Persaingan. *Jurnal Riset Public Relations*, 1(1), 15-21. <https://doi.org/10.29313/jrpr.v1i1.78>
- Saputra, R. F. A., Pranoto, C. S., & Ali, H. (2021). Faktor Pengembangan Organisasi Profesional: Leadership/Kepemimpinan, Budaya, dan Iklim Organisasi (Suatu Kajian Studi Literatur Manajemen Pendidikan dan Ilmu Sosial). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 2(2), 629-639. <https://doi.org/10.38035/jmpis.v2i2.605>
- Sari, N. F., Sunindyo, A., & Kodir, M. A. (2022). Variabel Experiential Marketing: Pengaruhnya Pada Loyalitas Nasabah Tabungan Pt Bank Tabungan Negara (Persero) Tbk Kc Semarang. *Jurnal Keunis* 10(1), 88-99.
- Sasongko, D., Putri, I. R., Alfiani, V. N., Qiranti, S. D., Sari, R. S., & Allafa, P. E. (2020). Digital Marketing Sebagai Strategi Pemasaran Ukm Makaroni Bajak Laut Kabupaten Temanggung. *Jurnal Ilmiah Pangabdhi*, 6(2), 92-96. <https://doi.org/10.21107/pangabdhi.v6i2.7809>
- Satria, R. (2019). Intelektual Pesantren: Mempertahankan Tradisi Ditengah Modernitas. *Turast: Jurnal Penelitian Dan Pengabdian*, 7(2), 178-194.
- Siiri, S., (2018). Understanding Experience Marketing: Conceptual Insights And Differences From Experiential Marketing (Hlm. 10) [Disertasi]. Tallinn.
- Syam, S. (2018). Tradisionalisme Islam Suatu Karakter Dan Pola Pengembangan Islam Di Indonesia. *Al-Hikmah: Jurnal Dakwah Dan Ilmu Komunikasi*, 5(1), 20-30. <https://doi.org/10.15548/al-hikmah.v0i0.90>
- Thalib, M. A. (2022). Pelatihan Analisis Data Model Miles Dan Huberman Untuk Riset Akuntansi Budaya. *Madani: Jurnal Pengabdian Ilmiah*, 5(1), 23-33. <https://doi.org/10.30603/md.v5i1.2581>
- Tinta, I., & Sumarni, S. (2019). Hubungan Obesitas Sentral Dengan Memori Jangka Pendek Mahasiswa Fakultas Kedokteran Universitas Tadulako. *Healthy Tadulako Journal (Jurnal Kesehatan Tadulako)*, 5(3), 45-49. <https://doi.org/10.22487/j25020749.2019.v5.i3.14056>
- Tjhin, S., Matahari, T., Arsyadi, R., Wahyuni, M. J. R. B., & Harditya, A. (2021). Strategi Branding: Peran Media Sosial Dalam Memajukan Perekonomian Masyarakat Melalui Ukm. *Journal Of Community Services: Sustainability And Empowerment*, 1(1), 21-31