

Development Of Salo Crackers as A Leading Commodity in The Region of Salo

Fadilla Ulfah¹, Susi Evanita²
{fadillaulfah27@gmail.com¹, susievanita@gmail.com²}

Faculty of Economic, Universitas Negeri Padang, Indonesia¹²

Abstract. This research is motivated by the development of micro-enterprises which are expected to be able to absorb labor at the lowest levels of society. The development of micro-enterprises in the surrounding environment, such as in Agam Regency, Kanagarian Salo, is a food industrial area that produces cassava which is processed into crackers. Salo crackers have the potential to be developed by the surrounding MSMEs. So far, the products marketed use a reseller system and the product form has not changed. To increase sales of sweet potato crackers, there must be changes or product innovations in the form of packaging, branding and digital marketing. In solving this problem through Research and Development research, using a 4D model with research stages namely Define, Design, Development and Dissemination. Data collection techniques using a questionnaire. The results of the packaging and brand validation were declared valid and worthy of sale with the results of the first validator being 4 and 3.67 then the second validator 3.5 and 3.6, and the results of digital marketing validation with a value of 3.6 and included in the very high and feasible category. The results of the consumer test were declared practical, and the consumer test was effective with a percentage of 89.03% and 94.61%, respectively. It can be concluded that the product development of salo crackers as a leading commodity in the Kanagarian Salo region is declared valid, practical, and effective.

Keywords: Brand; Packaging; E-Marketing

1 Introduction

The country of Indonesia is rich in food agricultural products, where food processing is carried out by large, medium and Micro, Small and Medium Enterprises (MSMEs). MSMEs can grow and develop in supporting the nation's economy, expanding job opportunities and employment, as well as the formation of Gross Domestic Product (GDP) and providing a safety net, especially for low-income people to carry out productive economic activities. The data development of micro, small and medium enterprises (MSMEs) in 2018-2019, from data from the Ministry of Cooperatives and Small and Medium Enterprises, experienced the highest increase, namely medium businesses with a development of 7.85%, followed by small businesses with a development of 1.99% and the last micro-enterprises with a growth of 1.97% [1].

The development of micro-enterprises is expected to absorb labor at the lowest levels of society. However, at this time, many people are still looking for work, such as the pandemic conditions which have also caused layoffs (Termination of Employment). The availability of

job opportunities is decreasing, while there are very many job seekers who are not in accordance with the needs of job seekers.

Based on data from the BPS West Sumatra in 2020, namely the population aged 15 years and over by type of main activity in August 2018-2020 that for the Open Unemployment Rate (TPT) in August 2020 it was 6.88%, then the Labor Force Participation Rate (TPAK) in August 2020 also increased to 69.01. The increase in LFPR indicates an increase in economic potential in terms of the supply of labor, so that employment opportunities are urgently needed. In overcoming the problem of increasingly difficult jobs, it is very necessary to develop micro-enterprises in the surrounding environment, such as processed household foods.

Various forms of processed food products in the household are increasingly popping up, including crackers. Crackers are a local food, then the habit of Indonesian people consuming crackers as a side menu for the main meal or as a snack can be used as an opportunity for micro-enterprises. The cracker industry in Indonesia is mostly a labor-intensive industry or absorbs a lot of labor, takes the form of micro-enterprises and focuses only on the production sector. This is shown, among others, by the location of cracker industrial centers spread across various districts and cities. The size of the cracker-processed micro-enterprise is illustrated by the data released by the Ministry of Trade, namely the market demand for cracker product production in Indonesia reaches a national production capacity of 2,070,012,084 per year [1].

West Sumatra Province, Agam Regency is the second largest district that has the largest number of units in the percentage of micro-enterprises after Padang City, which is 56,592 units or 9.75% [2]. One of the raw materials for agricultural products that is widely used in the food industry in Agam Regency is cassava which is processed into crackers. Kanagarian Salo, Agam Regency is the largest potato cracker producing area after Kamang. The development of sweet potato crackers is very important and strategic, because the main ingredient of crackers is cassava. Cassava is a local agricultural product that is easily obtained. Cassava that is sold directly without being processed does not get too much profit large, which is around Rp. 2,000/kg, then cassava cannot be stored for too long because it easily turns black. So that processing cassava into crackers can provide more value, and cassava production is expected to create jobs, develop rural areas and greatly help increase people's income.



Figure 1. Crackers Salo

Sweet potato crackers are named as salo crackers according to their regional name, namely Salo, and are the flagship product of Kanagarian Salo [3]. Salo crackers are included in one of the food sources of carbohydrates (sources of energy), and are classified as snacks [4]. Salo crackers have their own characteristics, namely they are thin round in shape, white in color and are sold raw or not fried. Salo crackers are usually sold in the area around the city of Bukittinggi, Payakumbuh, Padang and around West Sumatra. However, kamang crackers are better known

than salo crackers, because the brand of kamang crackers is quite well known to the public compared to salo crackers [5].

Based on initial observations, it is known that in the manufacture of the largest owner in Kanagarian Salo, Baso District, Agam Regency, namely Rima (35 years), information was obtained (Figure 1). Figure 1 shows the shape of salo crackers for the ingredients for making salo crackers, namely sweet potatoes, scallions, and salt, the shape of which from year to year still has the same shape, there is no change. The packaging used is in the form of long thin plastic and neatly arranged crackers. Then the brand on the product does not yet exist, this will make it difficult for consumers to make purchases and find out the advantages and disadvantages of salo crackers. So the profits will decrease. The profit obtained in the salo cracker business, which is 1 kg, can reach a profit of Rp. 15,000. Production of salo crackers is starting to decline, in a day karpuak salo can be produced as much as 60 kg, but usually crackers can be produced more than 100 kg, this is also included from the impact of the covid 19 pandemic so that sales are hampered.

In increasing sales of a product, entrepreneurs must have product changes or product innovations. Product innovation is in the form of product quality, product variants, product style and design [6], and marketing strategies through e-marketing [7]. In product innovation, according to research by Robert G. Cooper and Scoot J. Edgett entitled Developing a Product Innovation and Technology Strategy for Your Business [8]. Innovation is an important tool for product development and continued growth even during difficult times, and the goal of product innovation is to expand the business more broadly. Innovations are made in accordance with current needs such as in food products, namely from brands and marketing in products.

Salo crackers have the potential to be developed, this is because salo crackers are traditional foods, then the number of main raw materials, namely sweet potatoes, is available, and has a positive impact on increasing the income of the surrounding community, both salo crackers entrepreneurs and local farmers, so salo crackers able to become a regional superior commodity if it does development in product innovation, namely attributes and promotion through e-marketing.

Based on the above background, the researcher is interested in conducting research entitled "Development of Salo Crackers as Regional Leading Commodity".

2 Literature Review

A brand is a name, term, sign, symbol, design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors [6]. A brand in turn signals consumers about the source of the product. In addition, brands protect both consumers and producers from competitors who seek to provide products that appear identical. A good brand also conveys an additional guarantee in the form of quality assurance.

Brands are used for several purposes, namely [9] :

- a. As an identity, which is useful in differentiating or differentiating a company's product from its competitors. This will make it easier for consumers to recognize it when shopping and when making repeat purchases.
- b. Promotional tools, namely as an attraction for marketed products.
- c. To maintain the image, namely by providing confidence, quality assurance, and a certain prestige to consumers.
- d. To control the market.

Logo is an abbreviation of logotype. The term new logo appeared in 1937 and now the term logo is more popular than logotype. Logos can use any element, in the form of writing, logograms, images, illustrations and others [10]. According to Rustan [10] based on anatomy, logos are grouped into two types, namely:

- a. Picture Mark: Dominated by pictures. Can be or contain photos, concrete images, abstract images, simplified, words, letters, abbreviations, numbers or punctuation
- b. Letter Mark: Dominated by writing. Can be or contain words, letters, abbreviations, numbers, punctuation marks, photos, concrete images, basic images, simplified

Packaging is a container for a product that includes the physical appearance of the container, including color, design, shape, labeling, and materials used [11]. Packaging is the activity of designing and producing containers or product wrappers. Packaging can be in the form of the main container of the product, secondary packaging that is discarded when the product is used (wrapping cartons) and packaging that is devoted to storing, identifying and shipping the product (cardboard containing product wrapping cartons) [6]. In addition to its role as a provider of information or persuasion, packaging also has several functions [12].

There are 3 packaging functions, namely:

- a. Packaging protects the product in movement. One of the basic functions of packaging is to reduce the occurrence of destruction, spoilage, or loss through theft or misplacement.
- b. Packaging provides an attractive way to attract the attention of a product and strengthen the product image.
- c. Combination of both, marketing and logistics where the packaging sells the product by attracting attention and communicating it.

E-marketing is a marketing strategy that utilizes internet technology with a website as a mediator, the concept of e-marketing is almost the same as traditional which distinguishes the media. With e-marketing able to reach a wider market and attract a wider range of customers, the e-marketing marketing system makes it easier for customers to get information about products [7].

A declining or unsuccessful company may lack strategy and effective corporate structure [13]. A market orientation can serve as a significant strategy for a company, as it can help a company perform activities in a way that increases value for buyers. With market orientation, companies can obtain accurate information about customers and competitors, immediately respond to new information, and disseminate internal information among various departments. Market orientation combines customer and competitor orientation along with interfunctional coordination [14]. With a positive evaluation, consumers may consider repurchasing the product or service. Customers have a positive effect on repurchase intentions in online orders and have a positive effect on intentions in purchasing a product offered [15]. The main purpose of promotion is to inform, persuade and remind target customers about the company and the products or services it produces [9].

Online channels (e-marketing) are channels that can be reached through computers and modems, modems connect computers with telephone lines so that computers can reach various online information services [6]. Then e-marketing is doing business online whose most obvious form is selling products to consumers online. Instagram comes from the word "instant" or "insta", just like the polaroid camera which used to be better known as "instant photos". Instagram can also display photos instantly in its view. As for the word "gram" comes from the word "telegram", where the way the telegram works is to send information to other people quickly. Likewise with Instagram which can upload photos using the internet network, so that the information submitted can be received quickly. That's why Instagram comes from the word

"instant-telegram" [16]. Indicators according to Atmoko's expert opinion, in his book Instagram Handbook which states indicators of a social media are:

- a. Hashtag, a label (tag) in the form of a word prefixed with a # sign, makes it easier for users to find photos spread on Instagram with a certain label.
- b. Location/geotag to find out the location where the picture was taken.
- c. Follow, the system is to follow another user account, or have Instagram followers.
- d. Share, other social networks can also not only share it on Instagram, but the photo can also be shared through other social networks.
- e. Like, as a marker that other users like photos that have been uploaded by other users.
- f. Comments, part of interactions on Instagram, provide comments in the form of suggestions, praise or criticism.
- g. Mention, offending other users in the photo title and also in the comments section, aims to communicate with the offended user.

The following picture explains that the salo crackers from year to year still have the same shape, there is no change. In terms of packaging, namely the packaging still uses clear plastic, there is no brand so that salo crackers are less well known than their competitors. Then the marketing is still conventional where the crackers are sold through resellers. So that sales of salo crackers have decreased. So, it is necessary to develop products on brand and digital marketing or e-marketing, with product development R&D will produce innovative salo crackers which can later increase sales of salo crackers.

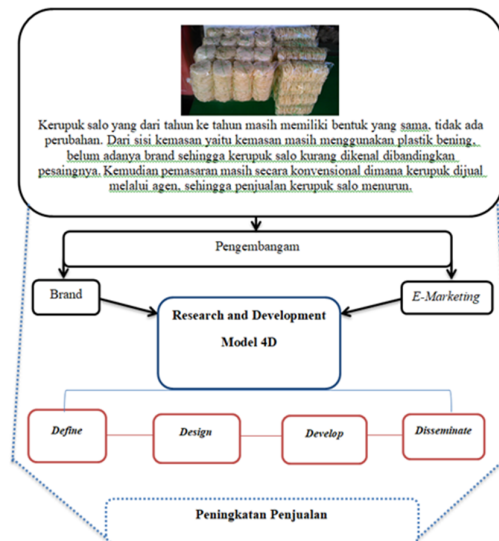


Figure 2. Conceptual Framework

3 Research Methods

This research includes Research and Development (R&D) research methods used to produce certain products and test the effectiveness of these products [17], then R&D are steps to develop a new product or improve existing products, which can accountable [18], intentionally, systematically, to find, improve, develop, produce, or test the effectiveness of products, models,

and methods/strategies/methods that are superior, new, effective, efficient, productive, and meaningful [19]. Product development in this study uses a 4D research model, which stands for 4 stages of research, namely Define, Design, Development and Dissemination.

The research was conducted in Kanagarian Salo, Baso District, Agam Regency, West Sumatra and was conducted in October 2021. The types of data needed in this study consisted of primary data and secondary data. To find out whether the product made is suitable for use or not, and to what extent the results of the product made can achieve the goal, so as to produce an economical and high value product, it is necessary to develop product trials.

The trials include validators, supervisors, who are experts in the field of development as well as the community as consumers who are outside the West Sumatra area who will be targets for the sale of salo crackers. The score obtained from the validation test based on the questionnaire was then used as qualitative data using a Likert Scale. Referring to the table of 4 scale values according to [21] the reference value conversion is as follows:

Table 1. Guidelines for Conversion of Qualitative-to-Qualitative Data with 4 Scale

No	Score Range	Category
1	$X > 3$	Very high
2	$3 > X \geq 2.5$	Tall
3	$2.5 > X \geq 2$	Low
4	$X < 2$	Very low

In the follow-up to causative research, various instruments are used in the development of product innovations, namely validation instruments, practicality instruments in consumer satisfaction and effectiveness instruments for improving the quality of competitiveness (Arikunto: 2019).

4 Results and Discussion

Display equations should be flush left and numbered consecutively, with equation numbers in parentheses and flush right. First, use the equation editor to create the equation. Then, select the equation, and set the “Equation” Style. Press the tab key and type the equation number in parentheses. The research and development carried out resulted in a product in the form of product development of salo crackers as a leading commodity in the Kanagarian salo area. using a 4D model with the results of each stage of development described as follows:

- a. Define, the stage of establishing and defining the requirements needed in product development or the stages of needs analysis. Interview and observation methods with the results obtained, that the salo cracker products are still in their old form, there is no change, and marketing is still conventional. So that in the marketing analysis it is targeted at women outside the West Sumatra region, with an age range of 20-35 who actively use Instagram.
- b. Design, namely product development process planning.

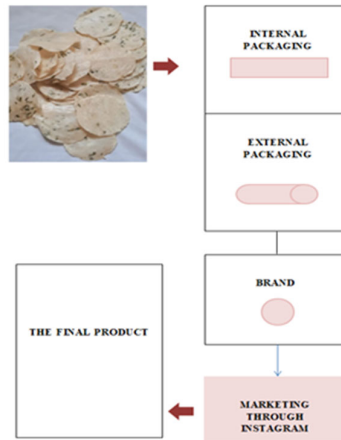


Figure 3. Production Development Process Flowchart

- c. Expert Appraisal, a technique for getting suggestions for material improvement [20]. By conducting assessments by experts and getting suggestions for improving the packaging, logo and marketing products developed.
1. The packaging and brand development phase 1 process and the value obtained:



Figure 3. Badaruak Salo Phase 1

Table 2. Brand Expert Validation Analysis 1

No	Question	Scale				Criteria
		1	2	3	4	
1	Relevant to business				√	Strongly agree
2	Memorable			√		Agree
3	Simple				√	Strongly agree
4	Legible				√	Strongly agree
5	Grammatical accuracy				√	Strongly agree
6	Timeless			√		Agree
Total Score Gain			22			
Average Score (X)			3.67			Strongly agree

The average score (X) is 3.67, and based on the guideline table of quantitative data to qualitative data with a scale of 4, namely,

$$\begin{aligned} \text{Very high} &= X (\bar{X} + 1. SBx) \\ &= X > 2.5 + (1 \times 0.5) \\ &= X > 3 \\ &= 3.67 > 3 \end{aligned}$$

Table 3. Validation Analysis of Packaging Experts 1

No	Question	Scale				Criteria
		1	2	3	4	
1	Packaging protects the product in motion				√	Strongly agree
2	Size accuracy				√	Strongly agree
3	Color accuracy				√	Strongly agree
4	Material/material accuracy				√	Strongly agree
5	Shape precision				√	Strongly agree
Total Score Gain		20				
Average Score (X)		4				Strongly agree

It can be concluded that the average score (X) is 4, and based on the guideline table for quantitative data to qualitative data with a scale of 4, namely,

$$\begin{aligned} \text{Very high} &= X (\bar{X} + 1. SBx) \\ &= X > 2.5 + (1 \times 0.5) \\ &= X > 3 \\ &= 4 > 3 \end{aligned}$$

The packaging and brand development phase 2 process and the value obtained:



Figure 4. Badaruak Salo Phase 2

Table 4. Analysis of Brand Expert Validation 2

No	Question	Scale				Criteria
		1	2	3	4	
1	Interesting and has a positive meaning				√	Strongly agree
2	Easy for consumers to remember				√	Strongly agree
3	Legible				√	Strongly agree

4	Relating to the area	√	Agree
Total Score Gain		14	Strongly agree
Average Score (X)		3.5	agree

It can be concluded that the average score (X) is 3.5, and based on the guideline table for quantitative data to qualitative data with a scale of 4, namely,

$$\begin{aligned} \text{Very high} &= X (\bar{X} + 1. SB_x) \\ &= X > 2.5 + (1 \times 0.5) \\ &= X > 3 \\ &= 3.5 > 3 \end{aligned}$$

Table 5. Validation Analysis of Packaging Experts 2

No	Question	Scale				Criteria	
		1	2	3	4		
1	Easy to carry				√	Strongly agree	
2	Memorable				√	Strongly agree	
3	Protect the product to be hygienic			√		Agree	
4	Practical				√	Strongly agree	
5	Interesting			√		Agree	
Total Score Gain						18	Strongly agree
Average Score (X)						3.6	

It can be concluded that the average score (X) is 3, and based on the guideline table for quantitative data to qualitative data with a scale of 4, namely,

$$\begin{aligned} \text{Very high} &= X (\bar{X} + 1. SB_x) \\ &= X > 2.5 + (1 \times 0.5) \\ &= X > 3 \\ &= 3.6 > 3 \end{aligned}$$

Table 6. Validity Analysis with Digital Marketing Experts (Instagram)

No	Question	Score				Criteria	
		1	2	3	4		
1	The location listed on the upload corresponds to the product location				√	Agree	
2	Use business-relevant hashtags				√	Strongly agree	
3	Using mentions on other users' accounts in a post				√	Agree	
4	Interaction on Instagram gives comments in the form of suggestions, praise or criticism				√	Strongly agree	
5	Using a caption that describes the intent of the product post				√	Agree	
6	The number of likes as a marker that visitors like the product upload				√	Strongly agree	
7	Increased number of visits (insights)				√	Agree	
8	Large number of account followers				√	Strongly agree	
9	Upload quality (photos and videos) is attractive				√	Strongly agree	
10	Upload feed uniformity				√	Strongly agree	
Total Score Gain						36	Strongly agree
Average Score (X)						3.6	

It can be concluded that the average score (\bar{X}) is 3.6, and based on the guideline table for quantitative data to qualitative data with a scale of 4, namely,

$$\begin{aligned} \text{Very high} &= X (\bar{X} + 1. SB_x) \\ &= X > 2.5 + (1 \times 0.5) \\ &= X > 3 \\ &= 3.6 > 3 \end{aligned}$$

- d. Developmental Testing 1
1. Practical Test of Consumer Satisfaction

Table 7. Practical Test of Consumer Satisfaction on Badaruak Salo Produk Products

No	Indicator	Question	Average	TCR	Category
1	Brand	Interesting and has a positive meaning	3.53	88.33	Very Practical
		Easy to remember	3.73	93.33	Very Practical
		Legible	3.57	89.33	Very Practical
		Relating to the area	3.33	83.33	Very Practical
		Easy to carry	3.6	90	Very Practical
2	Packaging	Easy to carry	3.77	94.16	Very Practical
		Protect the product to be hygienic	3.37	84.16	Very Practical
		Practical	3.53	88.33	Very Practical
3	Instagram	Interesting	3.43	85.83	Very Practical
		Ease of access	3.57	89.16	Very Practical
		Easy to get information	3.6	90	Very Practical
		Ease of ordering products	3.7	92.5	Very Practical
Average			3.27	89.03%	Very Practical

Based on the results of table 6 above, there are 12 assessment aspects in the Badaruak Salo consumer test on November 16, 2021, the average number of assessment scores is 3.27 with a TCR of 89.03%. The results of the average percentage of practicality are very good. The results of the practicality test stated that the badaruak salo developed was very practical.

2. Producer Product Development Effectiveness Test

Table 8. Producer Test on Badaruak Salo Products

No	Indicator	Question	Average	TCR	Category
1	Brand	Relevant to business	4	100	Very effective
		Memorable	3.33	83.33	Very effective
		Simple	3.67	91.67	Very effective
		Legible	4	100	Very effective
		Grammatical rules	4	100	Very effective
		Timeless	4	100	Very effective
2	Packaging	Packaging protects the product in motion	4	100	Very effective
		Size Accuracy	4	100	Very effective
		Color accuracy	3	75	Very effective
		Material Accuracy	4	100	Very effective

		Shape precision	3.67	85.83	Very effective
		Make it easier to promote products and services	3.67	91.67	Very effective
3	Instagram	Can reach a wider range of consumers	4	100	Very effective
		Increase sales figures	4	100	Very effective
4	Ability	Able to produce	3.67	91.67	Very effective
		Average	3.8	94.61	Very effective

Based on the results of table 8 above, there are 15 aspects of the assessment in the effectiveness test on the producers of Badaruak Salo on November 25, 2021, the average score for the assessment is 3.80, and the TCR is 94.61%. The results of the effectiveness test stated that the badaruak salo that had been developed was declared effective and the producers stated that they were able to produce the products that had been developed.

e. Dissemination

Dissemination is the last stage of this research model. This stage is often referred to as the dissemination or publication stage. Badaruak Salo products are marketed through Instagram media. Products are uploaded on Instagram, and any product availability will be informed via Instagram Link : https://www.instagram.com/invites/contact/?i=1f0qvezftbx2&utm_content=lv3oe6b.

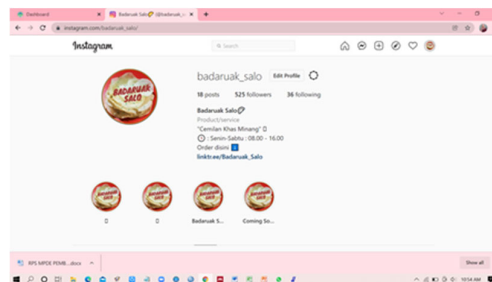


Figure 5. Instagram Badaruak Salo

The picture above is the final product that has been developed. With the development of packaging, branding and marketing through Instagram that has been carried out, MSMEs can face business competition in the business world. One of the marketing strategies that companies can do is to create the best and attractive product packaging to wrap the products they produce. Packaging, both in terms of design and in terms of appearance, should be planned as effectively and efficiently as possible, because the choice of design and realization of the appearance of the packaging will cost quite a bit which in the end will certainly affect changes in the cost of production and affect the selling price to be paid. by consumers of a company's product.

So, the wise step is that the company should be able to provide the best and attractive product packaging design and appearance while still paying attention so that the costs incurred can be kept to a minimum so that later the price of the best packaged product can be sold at an affordable price. Packaging and brand are triggers because their function is directly dealing with consumers, therefore packaging must be able to give a spontaneous impression that influences consumers' positive actions at the point of sale.

4 Conclusion

Based on the results of research and discussion on research on the development of salo crackers as a leading commodity in the Kanagarian Salo region, it can be concluded as follows:

- a. Development of salo cracker products as a leading commodity in the Kanagarian Salo area, development in the form of packaging, logos and digital marketing. Product development is appointed according to the problems faced by producers during the marketing process that has been carried out so far.
- b. Development of salo crackers as a leading commodity in the Kanagarian Salo area is declared to have valid item validity and the results of the feasibility of packaging, logos and digital marketing are very suitable for use. The results of the first validator 4 and 3.67 then the second validator 3.5 and 3.6 fall into the very high category. The results of digital marketing validation with a value of 3.6 and included in the high category.
- c. The product of badaruak salo as a leading commodity in the Kanagarian Salo area is stated to be very practical to market. The test was carried out on consumers with the results of an average practicality percentage of 89.03%.
- d. Development of the badaruak salo product as a leading commodity in the Kanagarian Salo area is declared effective. The test was obtained from the manufacturer on the product that was developed and the ability to produce badaruak salo products. With the results of the percentage of effectiveness that is 94.61%.

Thus, the development of the badaruak salo product as a leading commodity in the Kanagarian Salo area can be implied because it has been declared valid, practical, and effective.

Acknowledgement

Thank you to those who have worked together especially to the surrounding msms, hopefully they can develop their products even better.

References

- [1] Badan Pengkajian dan Pengembangan Perdagangan. (2016). Renyahnya ekspor kerupuk indonesia.
- [2] Badan Pusat Statistik. 2017. Jumlah Presentase UMK Kabupaten/Kota di Provinsi Sumatera Barat 2017. URL : <https://sumbar.bps.go.id/indicator/35/229/1/jumlah-dan-persentase-umk-menurut-kabupaten-kota-di-provinsi-sumatera-barat.html>
- [3] Triana, Lora, Tanjung, F., Andalas, U., Barat, S., Provinsi, I., & Barat, S. (2017). Pengembangan Industri Kreatif Pedesaan Melalui Komersialisasi Produk Unggulan Daerah. 161–168.
- [4] Koswara, S. (2009). Teknologi Pengolahan Singkong (Teori Dan Praktek). Teknologi Pengolahan Singkong, 1–24.
- [5] Triana, L, Zakir, Z., & Budiman, C. (2017). Pemberdayaan Agroindustri Unggulan Daerah Dengan Diversifikasi Produk Dan Sertifikasi Halal Pada Mitra Kerupuk Kamang. *Jurnal Warta ...*, 24(2), 37–51. <http://wartaandalas.lppm.unand.ac.id/index.php/jwa/article/view/74>
- [6] Kotler, P dan Gary Armstrong. (2016). Prinsip-Prinsip Pemasaran. Jilid 1. Edisi Kesebelas. Jakarta: Indeks
- [7] De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of Perceived Value and Repurchase Intention of Organic Food. *Journal of Food Products Marketing*, 24(4), 456–475. <https://doi.org/10.1080/10454446.2017.1314231>
- [8] Cooper, R. G., Edgett, S. J., Cooper, R. G., & Edgett, S. J. (2016). Developing A Product Innovation And Technology Strategy For Your Business. 6308(February). <https://doi.org/10.1080/08956308.2010.11657629>
- [9] Tjiptono, Fandy. (2016). Strategi Pemasaran, edisi kedua. Yogyakarta: Andi.
- [10] Rustan, Suriyanto. (2013). Mendesain Logo. Jakarta: PT Gramedia Pustaka Utama

- [11] Kumar Agariya, A., Johari, A., Sharma, H. K., S Chandraul, U. N., & Singh, D. (2012). The Role of Packaging in Brand Communication. *International Journal of Scientific & Engineering Research*, 3(1), 2229–5518. <http://www.ijser.org>
- [12] Escursell, S., Llorach-Massana, P., & Roncero, M. B. (2021). Sustainability in e-commerce packaging: A review. *Journal of Cleaner Production*, 280, 124314. <https://doi.org/10.1016/j.jclepro.2020.124314>
- [13] Dögl, C., Holtbrügge, D., & Schuster, T. (2012). Competitive advantage of German renewable energy firms in India and China: An empirical study based on Porter's diamond. *International Journal of Emerging Markets*, 7(2), 191–214. <https://doi.org/10.1108/17468801211209956>
- [14] Najafi-Tavani, S., Sharifi, H., & Najafi-Tavani, Z. (2016). Market orientation, marketing capability, and new product performance: The moderating role of absorptive capacity. *Journal of Business Research*, 69(11), 5059–5064. <https://doi.org/10.1016/j.jbusres.2016.04.080>
- [15] Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>
- [16] Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 2(2), 271278. <https://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta/article/view/4387>
- [17] Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- [18] Sukmadinata, Nana Syaodih. 2013. *Metode Penelitian Pendidikan*. Bandung : PT. Remaja Rosdakarya.
- [19] Putra, Nusa. 2015. *Research & Development Penelitian dan Pengembangan*. Jakarta : PT Raja Grafindo Persada
- [20] Thiagarajan, S. (1974). *Instructional Development for Teacher of Exceptional Children*. Bloomington: Indiana University.
- [21] Mardapi, D., 2008, *Teknik Penyusunan Instrumen Tes dan Non Tes*. Yogyakarta : Mitra Cendikia Offset