

Opportunities and Challenges of Women's Small and Medium Enterprises (SMEs) in Producing Bima's Traditional Songket Woven Fabric During the Covid-19 Pandemic

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Abstract. Small and Medium Enterprises (SMEs) that exist in the community can be in the form of companies, women's business groups, and government programs Joint Business Groups (KUBE). The Women's Business Group has group members consisting of female weavers, both of whom are housewives in a nuclear family); housewives who have problems in the family such as divorce, one partner has passed away, complicated status, becoming a second wife; and girls. The production activity of Bima's traditional songket woven fabric gets difficulty during the Covid-19 pandemic, so it is necessary to analyze the opportunities and challenges of The Women's Business Group during the Covid-19 pandemic. The aim of the research is to describe the opportunities and challenges of women's Small and Medium Enterprises (SMEs) in producing the Bima's traditional songket woven fabric during the Covid 19 pandemic. The research method uses a qualitative approach with the research type is phenomenological. The informants in the study consist of main informants and supporting informants, the sampling technique used is purposive sampling. Data collection techniques employ observation, interviews and documentation. The research results will be analyzed using data reduction, data display and data verification. To test the validity of the data using the credibility test with the type of data validity, namely triangulation of data sources, triangulation of data collection techniques and triangulation of time. The findings in the field show that there are opportunities and challenges in producing the Bima's traditional songket woven fabric during the Covid-19 pandemic. Opportunities in producing Bima' traditional songket woven fabrics are that the products produced can be sold in large quantities and are used for children's tuition fee, and postpartum preparation. The challenge in producing Bima's traditional songket woven fabric is that the profit decreases during the Covid-19 pandemic; Bima's traditional woven fabric production does not match the business group's income; Expenses are greater than income; Marketing techniques use the canvas business model. During the Covid-19 pandemic, they carried out promotions through social media Facebook and WhatsApp. Management during the Covid-19 pandemic produces only ordered goods to minimize the amount of expenditure for women's business groups.

Keywords: Opportunities, Challenges, Women' SMEs, Woven Fabric

1 Introduction

Small and Medium Enterprises (UKM) is the smallest business unit which has assets under Rp. 200.000.000, - apart from the building or area to produce goods. One of the UKM in Bima City is a women's business group that produces Bima's traditional songket woven fabric. The companies or business groups locates in Western Rabadompu Village, Raba Subdistrict, Bima City. The women's business group are very varied, starting from legalized companies to the no –license ones.

The location of women's business groups includes 6 sub-villages: Temba Sub-village is 1 business group; Rato Sub-village has 1 business group; Kota Baru Sub-village consists of 2 business groups; Kampung Tere has 3 business groups; Naru Sub-village is 1 business group; Dewakeu Sub-Village comprises of 5 business groups [1]. The women's business group is dominated by female weavers. The number of women working in the weaving craft sector according to 2019 data shows 165 weavers. From the rate 83% are married women.

As many as 23 or 14% of the women work as weavers with the status of having problems in their household (such as: divorced, as a second wife, separation of beds, one partner passed away). The rest as many as 3% of weavers are unmarried. Female weavers become the main or first responsibility in the nuclear family (conjugal family) or extended family (extended family) because they are in charge of meeting the needs of the family (domestic institutional) [2].

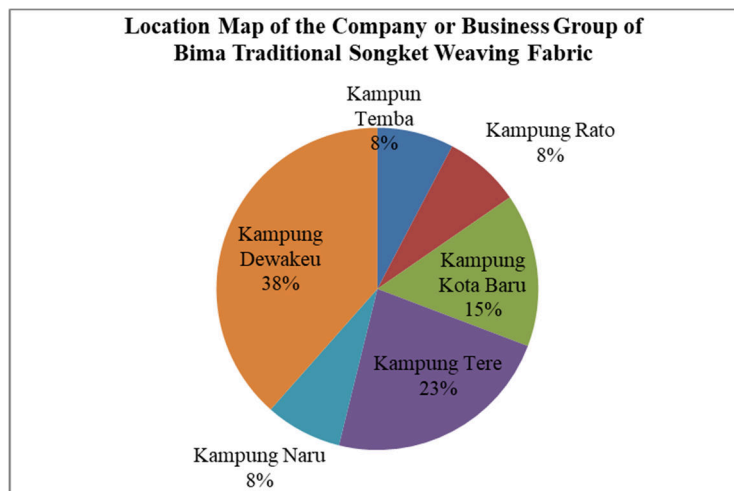


Fig 1. Location Map of the Company of Bima Traditional Songket Weaving Fabric

The business group of Bima's traditional songket woven fabrics has several problems in the field due to the corona virus or the so-called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The Governor of NTB then issues a handbill, number 360/190 / BPBD / IV2020 appealing society to conduct social distancing in the Province of NTB. The appeal is informed to prevent the spread of covid 19. The Governor's appeal is then followed up by the local government handbill, in which the Mayor of Bima stresses the enactment of social distancing for the whole people in all villages.

2 Research Method

The research employs a qualitative approach, phenomenological research type. Ethnography, emerging from anthropology, and adopted by sociologists, is a qualitative methodology that lends itself to the study of the beliefs, social interactions, and behaviors of small societies, involving participation and observation over a period of time, and the interpretation of the data collected [3], [4], [5], [6]. Sources of data in qualitative are called informants. The qualitative data collection method with key informants (KI) was given importance in this study. Generally, qualitative in-depth interviews are conducted with key informants, that is, interviews with people who what is going on in the respective field. During this study the same method was employed.

In the field of community development, the purpose of key information interviews is to collect information from a wide range of people including professionals, community leaders, or experts who must have first-hand information and knowledge about the community. These community development and communication experts with their particular knowledge and understanding can provide insight on the nature of problems and give recommendations for the solutions [7], [8]. The informants of the research consist of main informants and supporting informants. There are 10 main informants and 3 supporting informants. The sampling technique used is purposive sampling. The subjects of the research are Small and Medium Enterprises owners and weavers participating in the women's group business.

Ethnography research involves with qualitative data which are detailed, dense descriptions, inquires in depth etc. such data are based on inductive approach. Intensive observation helps to get 'first-hand information' to the Ethnography researcher about some cultural events in-depth and detailed manner. Data obtained through intensive and participant observation generally include: (1) Detailed and immersive description, (2) Develop empathic understanding, (3) Open and flexible, dan (4) it refers to the extensive field work were gathering of data is obtain through open ended interaction, direct interview, symbols and coadding, participant observation etc [9]. The data analysis technique uses data reduction, data display and data verification, while testing the validity of the data, the researchers use the data credibility test with data source triangulation, technical triangulation and time triangulation.

This strategy has been variously labeled "convergent methodology" [10], "convergent validation" [11], and "triangulation" [12] and can be understood as "the combination of methodologies in the study of the same phenomenon" [13]. We primary-use triangulation. term "triangulation," borrowed from navigation, in which it denotes the "use [of] multiple reference points to locate an object's exact position" [14], [15].

The theory of analysis which is employed in this research is Parson's structural-functionalism theory. The theory of structural-functionalism establishes the existence of a social structure within a system and different aspect of social structure and social organization lend to be functionally related to one another, so that what happens in one part of society affects and is shaped by what happens in others. This means that relationships between members of society are organized in terms of rules [16]. Values provide general guidelines for behavior in terms of roles and norms. The structure of the society is seen as the sum total of social relationships governed by norms (e.g.) educational system, health, political system etc. thus an institution is seen as a structure made up of interconnected roles [17].

Parsons placed a great deal of emphasis on the importance of the cultural system for the stability of action systems [18]. The four subsystems are analytically distinct from and irreducible from one another, but one must remember that they are interrelated and interdependent in many ways. Note that the four subsystems are each analytical tool that do not correspond directly to reality; rather, they are aids for thinking about how systems function. While all functional theorists may share in the many criticisms against structural functionalism, Talcott Parsons' theoretical approach faces an additional criticism of over ambition in his attempt to suggest his social systems theory as a general theory [19], [20].

3 Results and Discussion

3.1 Opportunities of the Women SME Group in Producing Traditional Bima Songket

In producing the Bima's traditional songket woven fabric, the women's business group can make it as an additional profession besides being a farm laborer or farmer. Weaving skills will be employed after other professions have been carried out, because being a farm laborer or farmer is a seasonal profession. So, the women of Mbojo tribe do weaving skills on a daily basis. The income from weaving can help women who are housewives earn a regular income at home, even though they are paid weavers or weave with their own capital. Weavers who borrow capital or use capital from capital owners (individual capital owners or companies / women's business groups) can smoothly produce the Bima's traditional songket woven fabric without having to think about how to market the product.

However, this situation is different during the current Covid 19 pandemic. Women's business groups have stopped spending money to provide capital or buy products from weavers. So that, this condition becomes an opportunity for weavers to save as many products as possible in their houses and the products will be immediately sold at once with a large number of songket woven fabrics, to meet the needs for tuition fees, and there are some weavers making preparation for postpartum costs, such as aqiqah (celebration activity for newly-born baby conducted in the seventh day after his or her birth).

3.2 Challenges of Women's SME Groups in Producing Bima Traditional Songket

Small and Medium Enterprises (SMEs), like the women's business group in producing Bima's traditional songket woven fabric, challenges during the Covid-19 pandemic are unavoidable, such as: decreasing profit value; woven fabric product does not match the income of the business group; expenses are greater than income; marketing techniques still limited; and product management still monotonous.

3.2.1 Descending profit value during the Covid-19 Pandemic

The profit value of women's small and medium enterprises is the income of women's business groups, and the profits from women's business groups to support the welfare of female group members and create a harmonious family because household needs are well met. The profit value obtained before the Covid 19 pandemic was very different from the current conditions of the Covid 19 pandemic. This can be seen from graph 1.1 below in 2019 and 2020. On January 2019 the profit rate was 55% or Rp. 9,065,000. In 2020, before the Mayor of Bima issued a handbill regarding social distancing, the profit rate was 43% or 7,350,000.

On February 2019, the profit rate was Rp.8,745,000 or 43%, while in 2020 the profit rate increased to 11,750,000 or 47%. The increase was due to the privation of the Governor of NTB and the Mayor of Bima's handbill in connection with the Covid-19 pandemic. And, on February 2020, it is the time for the weavers to complete the songket woven fabric product salungkan patterned clothing material that had been ordered before the outbreak of the Covid 19 pandemic. On March 2020, the profit reached Rp. 5,600,000, or 33%. It is in addition to the products that have been ordered and previously sold on February 2020, different from the profit rate on March 2019 of Rp. 11,294,000 or 67% of the profit rate on March.

The impact of handbill issued by the Mayor of Bima on March 2020 can be seen from the women's business groups drastic decline in profits of Rp.700,000 or 45% on April 2020, different from April 2019 profit value reached Rp. 8,671,000 or 55% of the marketed products. And on May, June, July to August 2020 there was no profit at all.

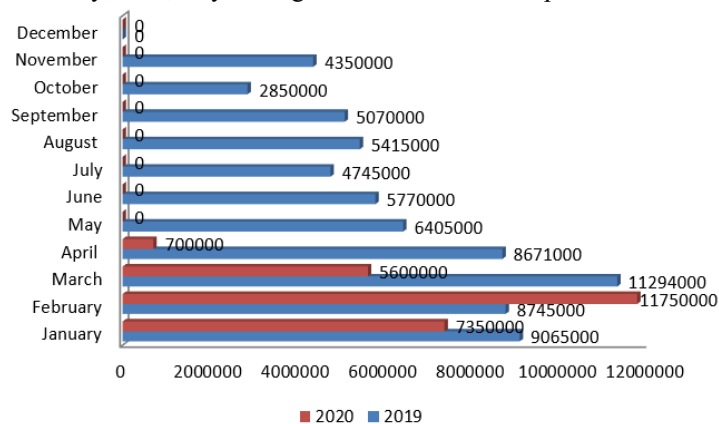


Fig 1. The profit of Bima's traditional songket woven products in 2019-2020

3.2.2 Bima's Traditional Woven Fabric Production does not match the Business Group's Income

The production of songket woven fabrics before the corona virus pandemic greatly increased in number and as many as 39 pieces of *songket* woven cloth, raw material for making songket nggoli sarongs is still on the process of producing; about 12 sheets of sasambo patterned (Sasak Samawa Mbojo) using *galendo* thread as raw material to make clothes; And 30 pieces of songket woven cloth using *galendo* thread as the raw material for the clothes. The production results are not comparable to the income of the women's business group, as evidenced in table 1.1, in which from April to August showed zero income. While April's revenue of IDR 700,000 is the rate of credited product installments.

3.2.3 Expenses are greater than income

Expenditures are capital spending for business operations to obtain goods, services or business results. Business results are sourced from the sales of products marketed to consumers. Income or business revenue is remuneration for the use of production factors owned by the household sector and the corporate one, which can be in the form of salaries / wages, rent, interest and profit (Sukirno, 2000) [9]. Thus, the income and expenditure in the women's business group is imbalanced, as shown in table 1.1 below.

Table 1. Income and Expenditure of Women Business Group

Time	Income	Spending
January 2019	9.065.000	8.383.500
February 2019	8.745.000	9.460.000
March 2019	11.294.000	10.245.000
April 2019	8.671.000	5.982.000
Mei 2019	6.405.000	5.700.000
June 2019	5.770.000	2.789.000
July 2019	4.745.000	3.481.000
August 2019	5.415.000	3.335.000
September 2019	5.070.000	2.061.000
October 2019	2.850.000	1.816.000
November 2019	4.350.000	7.992.000
December 2019	0	3.948.000
January 2020	7.350.000	6.796.000
February 2020	11.750.000	3.526.000
March 2020	5.600.000	3.280.000
April 2020	700.000	0
Mei 2020	0	0
June 2020	0	3.480.000
July 2020	0	600.000
August 2020	0	1.920.000

Data Sources: Monthly Recapitulation Book of income and expenses of Bima "NURMANTIKA" traditional songket woven fabric company 2019-2020

In accordance with the handbill of the Mayor of Bima No.007 / 179 / IV / 2020 concerning the social distancing and the use of masks in the City of Bima to prevent the spread of Covid-19, the expenditure of women's business groups has increasingly ascended, whereas zero income is at all in return. Factors that affect the low income and expenditure of women business groups is due to consumers prioritize their primary needs particularly for food. While secondary needs, namely environment, religion, current development and customs are supposed not to be an urgent. The primary needs for food are increasing because the community is more dominant doing their activities at home than going outside. In effect the economic system is weakening because there is no family income, so the need for food is prioritized.

3.2.4 Marketing during the Covid-19 Pandemic

Marketing is the process of identifying and fulfilling humans with their social needs. One of the definitions from Kotler [21], [22] is meeting needs by earning a profit [23]. According to Kotler and Armstrong [24] marketing is a process where companies create value for customers and build strong customer relationships to capture value from consumers in return [25]. The marketing technique used before the pandemic-19 outbreak was the canvas market. Business Model Canvas (BMC) is a business model developed and published by Osterwalder and Pigneur in 2010 [26], [27].

The Business Model Canvas (BMC) has advantages in business model analysis, it is able to describe in a simple and comprehensive manner the current condition of a company based on consumer segments, value offered, value offering channels, relationships with customers, revenue streams, vital assets, cooperation partners, as well as the cost structure owned [28],

[29]. The canvas market technique is more directed at the offline market type without relying on the latest technology and information such as the internet, because most women's business groups promote or market Bima's traditional songket woven fabric by visiting schools or institutions from school or school, and from agency to other agencies.

However, during the Covid-19 pandemic, small and medium enterprise groups (SMEs), especially women's business groups, were required to promote and sell Bima's traditional songket woven cloth products using online techniques by using social media such as Facebook and WhatsApp. The products offered must meet the standards that are able to attract consumers; can make consumers curious about Bima's traditional songket woven fabric products; and Bima's traditional songket woven fabric which is the object of the product must be displayed with a beautiful photo.

3.2.5 Management of Women's Business Groups

Management carried out in women's business groups in the face of the Covid 19 pandemic is production management. Products that will be produced are only certain goods, such as goods needed by consumers by order. While the products that will be stored and marketed to consumers are postponed. One consideration is consumers rarely need traditional songket woven fabric products directly.

3.3 Technic of Product in the Industrial Revolution 5.0

According to Tjiptono (2008) a conceptual product is a subjective understanding from producers on something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with the competence and organizational capacity and people's purchasing power. In addition, products can be defined as consumer perceptions described by producers through their production results. In more detail, the total product concept includes goods, packaging, brands, labels, services and guarantees [30]. Mc Chartydan Perreault [31] suggests that the product is the result of production that will be offered to consumers to be distributed and utilized by consumers to meet their needs. Bima's traditional songket woven fabric is one of the local products that must be preserved so that it remains existed as cultural product. And finally, this local wisdom goes to international. This local wisdom product continues to compete with textile products produced by small factories whose production processes are very fast because they use state-of-the-art machines [31]. It is contrasted to the Bima's traditional *songket* woven fabric which is woven by attaching the basic threads to the thighs. To produce a cloth requires 5 up to 14 days in completion. However, this does not discourage the weaver's spirit to continue producing it.

To maintain their existence in the local and global markets, women's business groups are trying to use multi-product techniques. Multi-product, namely a product or service that becomes a product marketed to consumers through marketing analysis. Product marking or known as multi-product, in this case, is increasing the number of products made from Bima's traditional songket woven cloth by means of Bima's traditional songket woven fabric as the raw material, which then it appears in the form of *mukenah*, prayer mat, cap, leptop bag, seat cushion, curtains, children's bags, children's clothing and accessories from songket-woven patches. In reality, the raw products of Bima's traditional songket woven cloth are often sewn into a formal adult dress, *sarong*, *sal* and *sambolo* (a typical hat of the Mbojo tribe with upper middle part of the sambolo is open and the front part of it is triangular in shape and tapers upwards).

3.4 Discussion and Analysis on Opportunities and Challenges of Women SME Groups in Producing Bima's Traditional Songket Woven Fabric Using Parson's Structural Functionalism Theory

Talcott Parson (1902 – 1979) [18] at first was thought of as an action theorist when he published his work “The structure of social action” but through his later work he became best known as a structural functionalist and was the primary exponent of this theory. Parson major propositions on his structural – functional perspective came in the early 1950s in his work “The social system”; here he tended to concentrate on the structures of society and their relationship to each other. He summarized on how order or equilibrium was maintained among the various elements were considered to be mutually supportive and tending toward a dynamic equilibrium.

His basic view on inter-systemic relations was essentially the same as his view of intra-systemic relations. (e.g.) the various social structures performed a variety of functions for each other. Parsons also came up with 4 functional imperatives that are necessary for the survival of all systems: - AGIL. (1) Adaptation – A system must adapt to its environment. (2) Goal attainment – Be able to define its goals and set strategies to meet them. (3) Integration – Component parts must interrelate mutually, and (4) Latency [32], [33].

Adaptation, women's business groups must adjust or address the needs of groups based on situations that come from outside, moreover, the Covid-19 pandemic requires SMEs to determine digital market analysis so that these women's business groups continue to exist even though in unsupportive circumstances. There are many challenges in the covid-19 pandemic situation, such as: income decreased during the covid-19 pandemic; Bima's traditional woven fabric production does not match the income of the business group; Expenses are greater than income; Marketing techniques use the canvas business model and during the Covid-19 pandemic, they carried out promotions through social media Facebook and WhatsApp; and Management during the Covid-19 pandemic, namely producing only ordered goods to minimize the amount of expenditure, Goal attainment, using the digital marketing system specifically promoting products through social media like Facebook and WhatsApp is a part of business' vision and mission.

Integration, in integration the three imperative functions should connect one another (Adaptation, Goal attainment and latency, with the aim that these components have continuity in running a business system, in the sense that these components complement each other. Latency, a system that complements, maintains, and renews individual motivations and cultural patterns that create and maintain these motivations [34]. The process of producing goods is adjusted to customer needs, to avoid inflated business expenses as seen from low income. Except for products that are produced as woven fabric samples for consumer orders.

He went ahead to apply these functional imperatives to the social system viewing it as a system of interaction. He was interested primarily on its structural components such as collectivities must be structured so that they operate compatibly with others [34]. The picture above illustrates the needs of an interconnected system. In general, there are two important requirements in the above scheme. First, the internal system and system requirements for the environment (internal-external axis). Second, the achievement of objectives and the means to achieve goals (instrumental-consummatory axis). In the picture above, in each function there are two arrows in opposite directions.

This shows the reciprocal relationship between various functional requirements that is balanced and continuous. It should also be noted, according to Parsons, that each system or sub-system of the four functions above also consists of adaptation, goal attainment,

integration, and latency. Likewise, with the system and sub-systems at the lower level. When the system is not running, then the problems faced are also not out of the four functional requirements [35].

4 Conclusions

The income and expenditure of women's business groups are greatly affected by the situation around the women's business group, namely a conducive environment that supports buying and selling transactions, but different things happened during the Covid-19 pandemic, so it is necessary to analyze the opportunities and challenges of women's business groups to produce Bima's traditional songket woven fabrics. Opportunities in producing Bima's traditional songket woven fabrics are that the products produced can be sold in large quantities and are used for children's tuition fee, and postpartum preparation. The challenge in producing Bima's traditional songket woven cloth is: (1) the decreasing profit value during the Covid-19 pandemic; (2) Bima's traditional woven fabric production does not match the business group's income; Expenses are greater than income, (3) Marketing techniques use the canvas business model and during the Covid-19 pandemic, (4) they conducted promotions through social media Facebook and WhatsApp; and (5) Management during the Covid-19 pandemic, namely only producing ordered goods to minimize the amount of expenditure for women's business groups.

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