

Marketing Study of Sinar Jaya UD.'S Tauco in Padangsidempuan Agkola Julu District (Padangsidempuan City)

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ABSTRACT

This research adopted a qualitative descriptive method, gathering information through interviews, observations, and documentation involving business owners, staff, suppliers, and customers. The analysis of the data was performed using an interactive model that included data gathering, data simplification, presentation of findings, and drawing conclusions. The findings reveal that UD Sinar Jaya's marketing approach includes four aspects of the marketing mix (4Ps): the product, which features a unique flavor that isn't overly salty; the packaging, which is uncomplicated yet clean and durable, designed according to production capacity and market needs, available in 5 kg and 7 kg options; the pricing strategy, which is competitive and reasonable for customers; promotion, which remains limited and primarily depends on word-of-mouth, product consignment to local stores, and direct selling to buyers (personal selling); and the location/distribution, positioned in a high-density area, despite its distance from city centers. The owner manages distribution directly using personal vehicles to minimize expenses and ensure product quality without involving intermediaries. This study concludes that UD Sinar Jaya's marketing strategy remains traditional yet effectively sustains the product's presence in the local market. There is a necessity for expanded promotional efforts and the use of digital platforms to attract a larger audience and enhance the competitiveness of tauco products in the future

INTRODUCTION

Home industries are a crucial type of business for boosting a country's economy. They are expected to help address economic issues in Indonesia. This is due to the significantly greater number of home businesses compared to medium and large-scale industries. Their strength and resilience in facing economic challenges make them the most dominant sector, contributing approximately 99.19% of the total number of businesses in the industrial sector (Joesyiana, 2017). Home businesses have several advantages compared to large companies, including: 1) easier technological development and product innovation; 2) closer relationships between individuals within small businesses; 3) the ability to create more jobs; 4) greater flexibility and quicker adaptation to market changes than large companies; and 5) a dynamic element in management and entrepreneurship (Partomo, 2010).

According to Sumoatmojo (1998), industry is an economic activity that transforms raw materials into finished or semi-finished products (manufacturing industry). In the context of a home industry, work is carried out at home, thus known as a home industry, owned and managed by families, and operated from their own residences. Typically, these businesses utilize only one or two homes for production, administration, and marketing. In terms of capital and labor, these industries are significantly smaller than large companies in general. Most home industries currently operated by the community are engaged in food processing, with the majority using agricultural products as basic ingredients. The diverse products produced include both traditional and modern foods. The purpose of processed food production is to meet domestic food needs and for export (Susilowati and Kurniati, 2018).

Joring Natobang Village, located in the Padangsidimpuan Angkola Julu District, has an industrial sector in the processed food sector. One of the industries operating in Joring Natobang Village is UD. Sinar Jaya, which produces tauco (fermented soybeans). Tauco is a fermented product that has long existed and is widely known in Indonesia. This product is rich in salt and protein. Physically, tauco is a brown paste with a unique flavor and aroma. Tauco is commonly used in various preparations, such as mixed with vegetables and meat, or as a tauco sauce, which serves as a complement to dishes (Nancy, 2000). Tauco production essentially involves two fermentation stages: mold fermentation and fermentation in a salt solution. The main ingredient used to make tauco is black or yellow soybeans, while additional ingredients include wheat flour, rice flour, and glutinous rice flour (Suliantari and Pujirahayu, 1990).

UD. Sinar Jaya is a tauco producer located in Joring Natobang Village, Padangsidimpuan Angkola Julu District. Amidst today's fierce competition in the home industry, every business is required to innovate and be creative in producing food products to offer to consumers. This is also the case for UD. Sinar Jaya, which strives to provide tauco in larger quantities to meet consumer demand for products that are not only high quality but also meet market tastes and needs. By improving the quality of their products, UD. Sinar Jaya is also expanding its market share and striving to ensure continued customer

satisfaction. Therefore, this study aims to examine the soybean processing process into tauco, the final product produced by UD. Sinar Jaya.

UD. Sinar Jaya is a small business with its own brand and is managed by a family with experience in the tauco (soybean paste) manufacturing industry. As a small business, they emphasize product quality and efficiency in the production process, although their capacity is not as large as that of larger companies. By leveraging their widely recognized brand, UD. Sinar Jaya has succeeded in building customer loyalty and growing in a competitive market. Considering the opportunities and challenges faced in the tauco industry, a marketing strategy is needed to ensure UD. Sinar Jaya's tauco products are accessible to a wider audience, thereby increasing revenue and product quality. As the business grows, including in the micro-scale category, this will directly impact UD. Sinar Jaya's tauco revenue.

Careful management of marketing, distribution, and product quality is crucial for their success. Given globalization and increasing competition, every type of business, whether small, medium, or large, needs to be prepared to face these challenges. The solution to this problem is to optimize existing business operations to bring about positive changes in the future, enabling them to compete with other products. Therefore, this study defines marketing strategy as all actions taken by UD. Sinar Jaya. Sinar Jaya in marketing the tauco they produce so that it reaches consumers.

Based on the explanation of the research background, the research problem is how UD. Sinar Jaya's tauco marketing perspective is used in marketing its products. The purpose of this research is to describe UD. Sinar Jaya's tauco marketing analysis in marketing its tauco products.

LITERATURE REVIEW

Industry

According to Abdurachmat and Maryani (1998), industry is a crucial element in human economic activity. It produces various daily necessities such as food, beverages, clothing, household supplies, housing, and other necessities. Industry is an activity or business that processes raw materials or semi-finished products into finished goods with added value, thereby generating profits. In this case, industrial output includes not only physical products but also services (Zulaeha and Suwardi, 2020). According to Nuraeni (2018), industry encompasses all companies or businesses that transform raw materials or low-value goods into higher-value products.

Tauco

Tauco is a fermented product made from small grains of soybeans mixed with reddish-brown water and with a slightly salty taste. Generally, tauco comes in the form of a paste or liquid produced by fermentation, mixed with soybeans, and has a salty or sweet taste with a bright yellow or dark brown color. Tauco is often used as a seasoning in cooking. This product has a long shelf life thanks to its relatively high salt content, which is more than 15%. Therefore, tauco can be stored for years without spoiling or rotting, provided it is not contaminated by raw water or other organic materials (Salim, 2012).

Marketing

According to Kotler (in Sudaryono, 2016), marketing is a series of social and managerial processes that enable individuals or groups to obtain what they want and need through the creation and exchange of products. Tjiptono and Diana (2020) explain that marketing is the process of creating, distributing, promoting, and pricing products, services, and ideas with the aim of facilitating satisfying exchange relationships with consumers and building and maintaining good relationships with stakeholders in a constantly changing environment. Marketing can also be understood as all business activities designed to plan, price, promote, and distribute goods to meet consumer desires and achieve target market and company objectives (Saladin, 2003).

METHODOLOGY

This study uses a descriptive qualitative approach. Qualitative descriptive research aims to describe and explain existing phenomena, both natural and man-made, with an emphasis on the characteristics, qualities, and interrelationships between various activities. Furthermore, descriptive research does not involve any treatment, manipulation, or modification of the variables under study, but rather simply describes the actual conditions. The only treatment is the research process itself, which is conducted through observation, interviews, and document collection.

Research Location and Time

This study was conducted in Joring Natobang Village, Padangsidimpuan Angkola Julu District. The focus of this research was on the tauco marketing strategy of UD. Sinar Jaya.

Data Collection Techniques

Observation Method

The observations conducted in this study aimed to identify UD. Sinar Jaya's tauco marketing strategy, including aspects of product, price, promotion, and sales location.

Interview Method

This study used in-depth interviews. The characteristic of in-depth interviews is direct involvement in the lives of the respondents or informants. This interview was conducted by a single interviewer face-to-face with one person. The interview process used a list of questions or a questionnaire administered directly to the respondents. The interviews in this study were conducted with several informants, including business owners, employees, and consumers of UD. Sinar Jaya.

Documentation

Documentation was used as a data source to assist in information collection. In this study, the researcher collected data in the form of photographs taken during the interviews and other photographs that supported the research findings.

Research Respondents

Respondents are a group of individuals with in-depth knowledge of the research and direct involvement in the phenomenon being studied. In this study, the respondents consisted of one business owner, one employee, one trader, and two consumers from the tauco industry at UD. Sinar Jaya.

Data Analysis Techniques

Data Collection

Data collection was conducted at the research location through interviews and documentation collection, while determining the appropriate method and establishing the focus and depth of information for subsequent data collection.

Data Reduction

Sugiyono (2018) states that data collected from the field is usually very extensive, so it needs to be recorded carefully and in detail. Data reduction means organizing, selecting important points, focusing on relevant aspects, searching for themes and patterns, and eliminating unnecessary information. By reducing the data, the data obtained will provide a clearer picture and facilitate researchers in conducting subsequent data collection, as well as facilitate retrieval when needed.

Data Presentation/Data Display

After going through the data reduction process, the next step is data presentation, namely the organization of information that enables the research to be conducted. In qualitative research, data presentation can be done in the form of brief explanations or narratives, diagrams, relationships between categories, flowcharts, and other formats. According to Miles and Huberman in Sugiyono (2018), the most common format used to present data in qualitative research is short narrative text. By presenting data, it will be easier to understand what happened and plan future research based on that understanding.

Drawing Conclusions (Verification)

In this research, conclusions are drawn by collecting data and understanding the cause-and-effect relationships. From the collected data, preliminary conclusions will be drawn, which need to be verified by reviewing the data reduction and data presentation.

RESULTS AND DISCUSSION

The History of the UD. Sinar Jaya Tauco Industry

UD. Sinar Jaya Tauco Industry is a small business focused on producing traditional spices, specifically tauco (fermented soybean paste). It is located in Joring Natobang Village, Padang Sidempuan Angkola Julu District. The business was founded and managed by Mr. Mitra and his wife. Before starting the tauco business, Mr. Mitra and his wife ran a small workshop as their primary source of income. In addition to their workshop activities, they also sold snacks such as "bread and onion cakes" to their neighbors.

The origins of this tauco industry began in 2014, when Mr. Mitra remembered a traditional tauco recipe passed down through his family. Utilizing this recipe, they began making tauco independently as a new venture. The initial production process was simple, producing just one barrel for a trial run. After experiencing the delicious taste and receiving positive feedback from the local community, they increased production to five barrels. Over time, consumer demand increased, leading them to seriously develop the business and increase its production capacity to 20 barrels per batch. Since then, UD. Sinar Jaya has continued to actively produce tauco (fermented soybean paste) on a regular basis. Consistent demand and consistently high quality have made the business

grow and stabilize. Mitra's tauco is known for its unique and consistent flavor, making it a favorite among the people of Joring Natobang Village and the surrounding area. Today, UD. Sinar Jaya has become a well-known home-based business specializing in traditional tauco production, providing a primary source of income for families and creating employment opportunities for the surrounding community.

Marketing Strategy

Products

UD. Sinar Jaya produces tauco with a distinctive, not-too-salty flavor, distinguishing it from other tauco products, which tend to be very salty. This characteristic aligns with local preferences, who desire a more balanced, less-overpowering flavor, making it a more suitable accompaniment to everyday dishes.

Regarding packaging, UD. Sinar Jaya uses labels to identify its business. However, in terms of physical packaging, there are no significant differences other than weight. All products are packaged in plain, clear plastic without any additional visual design, and are differentiated only by weight, such as 5 kg and 7 kg.

This statement was made by Mr. Mitra, the owner of UD. Sinar Jaya.

"The taste of my tauco is distinctive, not too salty compared to other products on the market, which are usually very salty. I adapt this characteristic to suit the tastes of people who want a balanced, non-pungent flavor, and a more suitable complement to everyday dishes. My tauco packaging is labeled, but in terms of physical packaging, there is no difference except for the weight. All products are packaged in plain clear plastic and placed in baskets lined with peanut paper, differentiated only by weight, such as 5 kg and 7 kg. I take this step to save production costs, considering that this is a small, home-based business. My tauco products are available in 5 kg and 7 kg sizes, tailored to the demand from local shops and consumers, who generally buy in medium to large quantities for commercial or household needs." (Interview, May, Mitra)

This statement aligns with that of Ms. Pebridayanti, an employee at UD. Sinar Jaya, namely:

"One of the advantages of UD. Sinar Jaya's tauco is that it's not as salty as tauco from other producers. This is the main factor that differentiates our product and is often cited by consumers as a reason to choose us. UD. Sinar Jaya also offers tauco in 5 kg and 7 kg packages." (Interview in May, Pebridayanti)

However, this statement differs from that of Ms. Saddia, a customer of UD. Sinar Jaya:

"Their tauco tastes similar to other taucos, but their price is more affordable than others." (Interview in May, Saddia)

Mrs. Rohani Harahap, also a customer of UD. Sinar Jaya, expressed a similar sentiment:

"In terms of taste, their tauco is the same as other taucos, the only difference is the price and color." (Interview in May, Rohani Harahap)

This was also exemplified by Ms. Yuli, a customer of UD. Sinar Jaya, as follows:

"I don't think I've ever tried it because we just buy their tauco from them and resell it. I believe the quality is good, and the packaging is neat, clean, and strong, so it's not easily damaged and remains hygienic. We've also been long-time customers." (Interview in May, Yuli)

The results of interviews conducted by researchers with the owner of UD. Sinar Jaya, employees, traders, and consumers indicate that UD. Sinar Jaya produces products of satisfactory quality. To market its products, a company needs to establish and design a marketing strategy to compete in the market. UD. Sinar Jaya's product strategy, which creates tauco with a unique flavor, not too salty, and neat, clean, and durable packaging, adds value to consumers.

This study found that consumers are satisfied with UD. Sinar Jaya's tauco products. This satisfaction is primarily related to product quality, such as the distinctive flavor that suits market tastes. This indicates that UD. Sinar Jaya is able to meet customer expectations.

Price

In terms of pricing, UD. Sinar Jaya's strategy is to set affordable and accessible prices. Currently, the selling price of UD. Sinar Jaya's tauco products is IDR 34,000 per basket. This price includes production costs and the owner's profit. With this affordable pricing approach, UD. Sinar Jaya has an easier time attracting customers through promotional methods. During the promotional process, UD. Sinar Jaya promotes its well-designed price standards, which lower the price of tauco products compared to other manufacturers, ensuring that price is not a barrier for consumers or customers.

As stated by Mr. Mitra, the owner of UD. Sinar Jaya:

“Currently, the selling price of my tauco is IDR 34,000 per basket, which includes production costs and profit. This price is determined based on a calculation of production costs. The price is determined based on the total costs of producing tauco, including raw materials (such as soybeans, salt, and spices), labor wages, and other operational costs. After calculating the total costs, I add a reasonable margin to arrive at the final selling price. When raw material prices increase, I adjust my selling price for consumers, although the adjustment is not significant and remains within a reasonable range. I strive to keep prices affordable for the public. I don't use market-based or psychological pricing strategies; my approach is more economic and practical.” (Interview, May, Mitra)

A similar statement was made by Ms. Pebridayanti, an employee at UD. Sinar Jaya:

“The price we offer is Rp 34,000 per basket. This is the final selling price, adjusted for production costs and profit. We don't use a specific pricing method based on market strategy, demand, or competitive conditions. We have adjusted our prices when raw material prices have increased, but not significantly and remain affordable for consumers.” (Interview in May, Pebridayanti)

A similar statement was made by Ms. Yuli, a customer of UD. Sinar Jaya:

“The price of tauco offered by UD. Sinar Jaya is quite cheap and affordable. It's Rp 34,000 per basket, and if there's an increase in raw material prices, they will also increase the price. But we still buy it even if the price increases slightly, because the price difference is only Rp 1,000. The price increase doesn't affect our decision to buy tauco because we're already loyal customers.” (Interview in May, Yuli)

This statement was also made by Ms. Saddia and Ms. Rohani, customers of UD. Sinar Jaya:

“Their product prices are indeed affordable and commensurate with their quality, and we continue to buy them because the flavor is perfect for seasoning our home cooking.” (Interview in May, Rohani and Saddia)

Based on interviews conducted by researchers with the owner of UD. Sinar Jaya, staff, vendors, and customers, it was found that UD. Sinar Jaya's pricing policy tends to be affordable and affordable for consumers. Pricing is based on production costs and profit margins. Thus, UD. Sinar Jaya can increase the competitiveness of its products through its pricing strategy.

This research shows that the price of tauco from UD. Sinar Jaya is considered affordable and in line with quality standards. The affordable price makes this product accessible to a wide range of consumers and increases customer satisfaction. This demonstrates that UD. Sinar Jaya has implemented an appropriate pricing strategy that aligns with what consumers perceive as valuable.

Promotion

Promotions are conducted to encourage customers to immediately purchase every product or service available. The promotional methods used by the owner of UD. Sinar Jaya are more traditional. One of the most common methods is through word-of-mouth recommendations. Additionally, products are consigned to various shops near the production site and local markets.

In some situations, the owner also sells directly to regular customers. This method is chosen because of its simplicity, no additional costs, and proven effective in rural communities where recommendations are trusted. Word-of-mouth promotion is very successful because it is not only inexpensive but also helps expand the market and strengthen the product's image within the community. UD. Sinar Jaya has not yet utilized social media promotions. One reason is limited technological knowledge and unstable internet access. They prefer direct sales and local network connections.

The owner of UD. Sinar Jaya explained the marketing strategy it employs in its product sales process as follows:

“The promotion I employ is still traditional, namely through word-of-mouth recommendations and consignment of tauco products in shops near the production site and local markets, as well as direct sales to regular consumers by handing them out. This strategy has proven effective in rural communities where mutual trust exists. Currently, I haven't used social media for promotion due to limited technological knowledge and unstable internet access. I focus more on direct sales and local networking. As for promotions in the form of discounts, special offers, or giving out free samples to potential customers, I admit I haven't used such methods, because we feel the product already has a loyal customer base and sales are still good, albeit on a small scale.” (Interview in May, Mitra)

This statement was also confirmed by Ms. Pebridayanti, an employee at UD. Sinar Jaya, as follows:

“Promotion is done through word of mouth and directly to consumers, and we even consign products to local shops and markets. I think word of mouth is very effective. Besides being inexpensive, this method also helps expand the market and improve the product's reputation among the public. We also haven't

used social media for promotion due to limited technological knowledge and internet access." (Interview in May, Pebridayanti)

Meanwhile, an interview with Yuli, a customer of UD. Sinar Jaya, provided the following information:

"I initially learned about this tauco product from the owner of UD. Sinar Jaya, who came directly to our shop and consigned the product. With affordable prices and good quality, and a cashless payment system, I think this is their way of promoting their product. From there, we continued to buy their products and are now loyal customers." (Interview in May, Yuli)

Meanwhile, according to interviews with Mrs. Saddia and Mrs. Rohani Harahap, customers of UD. Sinar Jaya is as follows:

"In terms of promotion, we never see them using social media; they usually sell directly, and we learned about this product because their factory is located near our house." (Interview in May, Rohani and Saddia)

From interviews conducted by researchers with the owner of UD. Sinar Jaya, employees, vendors, and consumers, it was found that UD. Sinar Jaya's promotional strategies are still traditional, namely through word of mouth, selling directly to regular customers, and consignment of products in shops near the production site and at local markets.

The results of this study indicate that UD. Sinar Jaya uses traditional promotional methods, such as word of mouth, consignment of products in local shops, and direct sales to regular customers. These methods were chosen because they are simple, inexpensive, and effective in rural environments that prioritize trust. Although they do not yet use social media, this approach has proven effective in strengthening the company's image and expanding market share locally. Therefore, UD. Sinar Jaya's promotions have effectively supported product marketing.

Location/Distribution

UD. Sinar Jaya is located in the Padangsidimpuan Angkola Julu District, a strategic location due to its large population, despite its distance from the city center. UD. Sinar Jaya's tauco products are only marketed near the production site, namely in Joring Natobang Village, as well as in traditional markets, shops, and small stalls in the Padangsidimpuan area.

The distribution area remains local due to limited production capacity. Therefore, according to the business owner, they currently do not ship products outside the city. This is due to distribution costs being too high compared to the value of the goods sold. For example, shipping costs outside the city are very high, making the selling price less competitive. The delivery system is carried out by the owner himself using his own vehicle. Products are usually delivered directly to partner shops or traditional markets. No third parties or delivery services are used, in order to save costs and ensure the product remains in good condition.

As stated by Mr. Mitra, the owner of UD. Sinar Jaya:

"My tauco products are only marketed around the production site, namely in Joring Natobang Village and various traditional markets, as well as small shops and stalls around Padangsidimpuan. Our distribution area is local due to limited production capacity. Currently, I haven't shipped products outside the

city because the distribution costs are not commensurate with the value of the goods. For example, shipping costs outside the city are quite high, making our selling prices less competitive. For delivery, I use my own vehicle to deliver directly to consumers' shops or local markets, and I do the delivery myself. No third parties or delivery services are involved, as our goal is to save costs and ensure the product arrives safely." (Interview in May, Mitra)

A similar statement was made by Ms. Pebridayanti, an employee at UD. Sinar Jaya:

"This product is only marketed around the production site, local markets, and small shops and stalls around Padangsidempuan. Delivery is handled by the owner of UD. Sinar Jaya without involving any other parties to save costs and ensure the product arrives in good condition. We have never marketed outside the city due to costs and distribution reach, so our marketing efforts are still limited." (Interview in May, Pebridayanti)

From interviews conducted by researchers with the owner and employees of UD. Sinar Jaya, it was discovered that UD. Sinar Jaya implements a strategy to increase product sales by selecting strategic locations in densely populated areas, located next to main roads connecting other villages, and easily accessible to customers. Furthermore, these locations are also listed on Google Maps, making it easy for customers to find UD. Sinar Jaya.

This study found that UD. Sinar Jaya's locations are strategically located in densely populated areas and along main roads connecting villages. This location makes it easy for consumers to directly purchase tauco products. The distribution process is local and simple, involving consignment of goods to nearby shops and marketing at traditional markets. The owner also sells directly to regular customers. While not yet using modern distribution methods, this method is considered effective in reaching local consumers and ensuring product availability.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study and analysis conducted on the tauco marketing strategy of UD. Sinar Jaya, a home-based business producing tauco in Joring Natobang Village, Padangsidempuan Angkola Julu District, the following conclusions can be drawn:

1. The tauco produced by UD. Sinar Jaya has a unique taste, which is not too salty. This characteristic is a striking difference compared to other tauco products on the market. The product is packaged simply but remains clean and sturdy, in accordance with production capacity and existing demand, in 5 kg and 7 kg sizes.
2. The price offered by UD. Sinar Jaya is relatively low and affordable for consumers, at IDR 34,000 per basket. This pricing strategy provides a competitive advantage that attracts buyers and simplifies the promotion process.
3. The promotional methods employed by UD. Sinar Jaya are traditional, namely through word-of-mouth promotion, product placement in stores, and direct sales to customers.
4. Location of UD. Sinar Jaya is located in a densely populated area, despite being far from the city center. UD. Sinar Jaya's tauco (fermented soybean

cake) products are distributed only to the production site, namely Joring Natobang Village, traditional markets, and small shops and stalls in the Padangsidimpuan area.

FURTHER STUDY

Based on the research results and conclusions, the following are several suggestions regarding the tauco marketing strategy of UD. Sinar Jaya, Padangsidimpuan Angkola Julu District, Padangsidimpuan City. This research can serve as a reference in taking steps to address issues related to marketing strategy.

1. UD. Sinar Jaya is advised to utilize social media as a more efficient and cost-effective digital marketing and promotion tool. The use of social media is considered highly relevant given its widespread use. With social media, UD. Sinar Jaya can introduce its products more widely to consumers without incurring high promotional costs.
2. It is hoped that the local government will provide concrete support to home industry players like UD. Sinar Jaya through entrepreneurship training, easier access to financing, and assistance with production equipment. This support is crucial for sustainably increasing business productivity, efficiency, and competitiveness.
3. Researchers are encouraged to conduct more in-depth research on UD. Sinar Jaya's tauco marketing strategy.

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