

## OPTIMIZING DIGITAL MARKETING AT WARJA COFFEE SHOP

Ahmad Shohibul Hikam <sup>1\*</sup>, Azriel Aryawansyah <sup>1</sup>, Noorkamilah <sup>1</sup>

<sup>1</sup> UIN Sunan Kalijaga, Yogyakarta  
\* [hikamahmadshohibul533@gmail.com](mailto:hikamahmadshohibul533@gmail.com)

**Abstract** - The development of technology changes the interaction in marketing communication from face to face to screen to face. This has led to an increase in internet users and social media users in Indonesia which has an impact on increasing interest in shopping online (Hidayah, 2018). One of the Marketing Expert Experts Yuswohadi said that if they want to survive, MSME players must be able and able to maximize the benefits of digital development (Maulana, 2017). This research is an action research with a qualitative approach. This research was conducted by intensively studying the background of the establishment of the shop and the way marketing is done now. This research explores data sourced from coffee business actors. The place in the research is Kedai Coffee Warja in Sukaratu sub-district, Tasikmalaya district. In this way we can explore further the potential that can be done in the development of this business. The results of the above research show that how the journey of the establishment of this shop until it was closed due to Covid-19 and maintaining sales of products available at this shop. With this in line with the Digital Marketing process they do for Kedai Coffee Warja by promoting through social media, namely Instagram through the Kedai Coffee Warja account. We also made observations for the marketplaces they already have, namely Shopee and Tokopedia. The results showed that Kedai Coffee Warja experienced a successful journey in standing up, facing the challenges of Covid-19, and maintaining sales of its products. The use of digital marketing, especially through Instagram and Facebook, has helped this shop gain popularity among the public. The branding and digital marketing strategies implemented by Kedai Coffee Warja include the use of social media and marketplaces such as Shopee and Tokopedia.

**Keywords:** Coffee Shop, Digital Marketing, Shopee, Tokopedia

## **1. INTRODUCTION**

Today's modern era, where digital technology is developing very rapidly, allows humans to complete various activities from home or office. This is very easy in the era of digitalization which is growing rapidly. With digital technology and the ease of accessing the internet, humans can do many things such as socializing, greeting friends from a distance, reading books, obtaining various information needed, and even shopping online. The development of technology has changed the way of interaction in marketing communication from face to face to screen to face. This has led to an increase in internet users and social media users in Indonesia, which has an impact on increasing interest in shopping online (Hidayah, 2018).

The internet in today's digital era can be said to be so practical, easy and efficient in the midst of a busy daily routine. In a product marketing both through screen to face and face to face marketing, a marketing communication strategy is needed. The existence of the right marketing communication strategy can prevent companies from ineffective and efficient promotional losses. Developing a marketing strategy must look carefully at the right media used for promotion. Because promotion can determine the success of a product sale (Jasri et al., 2020). And for now, the overall outline of media that can be utilized in digital marketing in this modern era includes websites, social media, e-commerce, and so on. Based on the survey results, it was found that out of a total of 277.7 million people in Indonesia in 2022, 204.7 million people used the Internet, and 191.4 million of them were active social media users (GrahaNurdian.com, 2022).

Micro, Small and Medium Enterprises (MSMEs) must now be technology literate and must be able to take advantage of this opportunity in an effort to increase their closing sales. This is because MSMEs have a very important role in the Indonesian economy, especially in job creation and household empowerment that supports household income. Which indirectly helps the government in national economic growth while alleviating poverty (Mustamin, 2018). With the existence of MSMEs, it is expected to be able to improve the Indonesian economy in the midst of the current economic slowdown. The utilization of digital technology-based marketing concepts (digital marketing) is expected to provide benefits for MSMEs to develop into an economic powerhouse (Purwana et al., 2018). The rapid competition also makes digitalization increasingly necessary for MSME players to look at, because in addition to the reason for the digitalization era, promotion with digital media is more effective and efficient. Because it can save various aspects of business activities including advertising costs and time.

In addition to the explanation above, the digital era is impossible to avoid. Marketing expert Yuswohadi said that if they want to survive, MSME players must be able and able to maximize the benefits of digital development (Maulana, 2017). In addition, government support is also very large in this regard. Through the Ministry of Cooperatives and Micro, Small and Medium Enterprises (Kemenkop UMKM) and the Ministry of Communication and Information Technology (Kemkominfo), they want to grow the number of MSME players who use online platforms by creating a program entitled 8 million MSMEs Go Online (Keminfo.go.id,

2018). Through this collaboration, the government hopes to accelerate the transformation of MSMEs in Indonesia towards digital. With government policies, MSMEs have the potential to grow and develop, having a much larger market that reaches international markets.

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#### A. Digital Marketing

##### a. Definition of Digital Marketing

Digital Marketing is a general term for targeted, measurable, and interactive marketing of goods or services using digital technology. The main objective of digital marketing is to promote brands, form preferences and increase sales traffic through several digital marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing is actually very similar to marketing in general. However, the difference is the tools used.

##### b. Digital Marketing Strategy

Why do marketers need a digital marketing strategy? Without technology, marketers will miss opportunities and even businesses. A digital marketing strategy will help marketers to analyze consumers and make decisions based on information obtained from consumers directly. So that marketers can ensure that the strategies implemented are relevant to the business they run. To dedicate to digital marketing, it is important for marketers to understand the development of the digital market, and how technology greatly affects the development of our business to improve our brand and bring customers to us. The more the target market uses technology, the easier it is for marketers to research, evaluate, and analyze a product or service consumed by consumers. Unlike traditional forms of marketing, digital marketing that utilizes the internet as its driving force has the advantage of expanding marketing reach. By using digital technology, marketers can transcend the boundaries of geography and time zones. Therefore, in addition to the internet as the pivot, as a marketer it is also important to have a clear marketing strategy to help marketers stay safe, ensure that marketing activities

are aligned with business goals and most importantly ensure that marketers can target consumers appropriately.

c. Components that make up a Digital Marketing Strategy

i. Know your business

SMEs/MUMKM players must know the business core competence of their business. Is the business being run suitable for adoption to digital marketing? Are the products issued by a company suitable for using online promotional media? Does the business have the right capabilities, skills, and technology to do digital marketing?

ii. Know the competition

SMEs must know who the main competitors of the business they run are. Are competitors equally implementing digital marketing? Are they using the right marketing strategy? Do we want to Observe-Copy-Modify? Is there a market opportunity for the business I run? Remember, competition in the digital world can come from any corner of the world. Because, technology is very possible to reach a wider geographical area, a wide market and very possible for large companies to reach a safe market. Therefore, it is necessary to increase research on the analysis of the market and carry out the right strategy to penetrate the market.

iii. Know your customers

Know the customers of the business you run. As a business / SME must know who the customers of the business they run? What do they want? Are they ready to be served with online promotion? Is the company entering a new or old demographic market?

iv. Know what you want to achieve

Business people must know what their company wants to achieve. If you don't know where the company is going, the company will not grow. Does the company want to adopt digital marketing? What are the goals of the company in the long term? What is the importance of strategy in running digital marketing? By knowing what the company wants, the direction and goals of the company can be clearly measured so that the company's ability will continue to be improved to achieve these goals.

v. Know how you're doing

d. Types of Digital Marketing

i. Website

One type of digital marketing is a website. If you pay attention, there are many products or services that have used websites, as a means of promoting and marketing their products in the digital era. Apart from being a means of promoting and marketing products, through the website,

consumers can search and see reviews about the products they want to buy. Here are the benefits of using a website:

Being a promotional media that is easy to access at any time, so it can respond to requests to searchers (accessors) for 24 hours. Provide valid information to customers who want to know about products or services.

Efficiency is saving marketing costs and time

ii. Social Media Marketing

Social media marketing is marketing using social media sites to increase visibility on the internet and to promote products and services. Social media sites are useful for building social and business networks. Through social media, it can be a bridge to exchange ideas, knowledge, and even communication between users. The emergence of social media creates a growing recognition of the shift of push marketing to a conversational model that leads to customer purchasing decisions.

e. Pros of using Digital Marketing

Here are some of the benefits of using digital marketing, namely:

i. Cost and time efficiency

Compared to traditional marketing that has to distribute brochures and others, digital marketing has a fairly low cost and gets a much larger market reach without having to waste a lot of time doing offline promotions.

ii. Interactive

Online users can choose when to start marketing, with whom, where and for how long, not limited by time. Opportunities for market penetration and reach are wider. So it is very likely for MSMEs.

iii. Interesting content

Digital marketing offers a wealth of engaging, practical and unlimited content.

iv. Easy to measure

Digital technology makes measurement possible. So, business owners can know how much the content created can impact sales.

v. Unlimited viewers

Visits to online platforms created by business owners are unlimited. For example, visits to the web, social media and other accounts.

f. Disadvantages of using Digital Marketing

i. Internet connection

Perhaps some cases arise when promoting online, such as internet connection. When the internet connection is slow,

it is difficult for visitors to access the uploaded content.

ii. Payment issues

Many people are still clueless about online payment methods.

iii. Lack of trust

Lack of user trust due to the number of scams, the quality of goods sold does not match expectations and others.

g. Benefits of Digital Marketing

i. Increase sales

Utilizing digital media for advertising can increase sales of products or services. Widespread consumer reach and target markets will make your products more visible to many people.

ii. Get closer to consumers

Establishing communication with consumers through digital media will make consumers closer to you. Provide the best service so that consumers are confident in buying the products or services you provide. Consumers usually like sellers who provide fast responses and friendly service. So that it can bring new consumers and loyal customers.

iii. Increase income

The main goal of doing business is to achieve revenue, profit and customer loyalty. As your customer network grows, so does your revenue. Increased revenue can also drive increased profits for the business.

B. Marketplace

a. Definition of Marketplace

Marketplace is an electronic marketplace that conducts activities to sell and buy goods or services that cover 3 aspects (B2B, B2C, and C2c) (quote) where B2B (business to business) dominates up to 75% in the marketplace. Marketplace is the pinnacle of e-commerce. Meanwhile, according to (Nathasya 2018 in (Putu Artaya,2019) marketplace can be defined as an online market that facilitates the buying and selling process of various ama. Marketplace has the same concept as traditional markets. Basically, the marketplace only provides a place for people who sell and helps them meet with customers so that transactions occur easily and efficiently. The transaction itself is organized by the marketplace. Then, after receiving payment, the seller sends the goods to the buyer. One of the reasons why marketplaces are popular is because of the ease and convenience of use.

b. Types of Marketplaces

Marketplaces are divided into two types, namely horizontal and vertical marketplaces. Horizontal marketplace leads to various

products with different categories. Tokopedia and Bukalapak include horizontal marketplaces. On the Tokopedia and Bukalapak applications you can find a variety of items such as furniture, school equipment (books, books, shoes), gadgets and much more. Horizontal marketplaces usually show the identity of the store, which is all-round and raises convenience as its selling point. While the vertical marketplace is a marketplace that is more specialized Vertical marketplaces are marketplaces that only sell one type of product such as baby products or shoe needs of various types. If you choose to sell the vertical marketplace version, you can show your store website to show consumers.

c. Indonesia's largest marketplace

The marketplace industry is arguably one of the biggest amusements in Indonesia. Everyone realizes that in recent years online shopping activities can be done more easily. The following are the major marketplaces in Indonesia whose amanya is well known in Indonesia, namely:

i. Tokopedia

Tokopedia is the largest online marketplace in Indonesia. For those who are interested in opening their own store, of course you can do it easily on Tokopedia. This marketplace has been so familiar in the eyes of Indonesian consumers and has survived long enough to date, widely used by business people in Indonesia in an effort to market and sell including distributing their products andalam. Tokopedia has received funding.

ii. Shopee

An important player in Indonesia, especially in a "mobile-first" country, Shopee is a diversified and leading online marketplace that also provides a regular web shopping experience. This online shopping platform is available throughout Southeast Asia, Shopee is also in Singapore, Philippines, Malaysia, Thailand, Vietnam, as well as in Taiwan. Many women are more interested in shopping at Shopee because of its convenience and the variety of items that consumers are looking for. However, most of the products provided by Shopee are women's products such as wallets, perfume clothes, room decorations and others. As a business actor, MSMEs can also sell their products through the marketplace, for example handicrafts and others.

The two kinds of marketplaces above are examples of several kinds of marketplaces in Indonesia. Actually there are many more kinds of marketplaces such as JD id, Lazada, Blibli.com, and many others. With the many kinds of

marketplaces in Indonesia, it makes it easier and more choices for the community in selling or buying a desired product.

## **2. METHODS**

This research is an action research (Action Research) with a qualitative approach. This research was conducted by intensively studying the background of the establishment of the shop and the way marketing is done now. This research explores data sourced from coffee business actors and consumers. The place of research is Kedai Coffee Warja in Sukamahi Village, Sukaratu District, Tasikmalaya Regency. This way we can further explore the potential that can be done in developing this business.

## **3. RESULTS AND DISCUSSION**

Based on the results of interviews and going directly to the place described in the research above, it proves that the research carried out went smoothly. The information provided by the resource persons consisting of: Owner of Kedai Coffee Warja and Partner owner, are very clear so that it helps and facilitates the implementation of research.

The results of the research above show that how the journey of the establishment of this shop until it was closed due to Covid-19 and maintaining sales of products available at this shop.

Digital marketing as a marketing communication strategy such as Instagram and Facebook, so that it is widely recognized among the public. In terms of branding, many other coffee shops want to improve their branding such as Kedai Coffee Warja, which provides a comfortable place and atmosphere and provides a menu of coffee and food in the form of photos and videos posted on their Instagram account so that many people are interested in the products provided in this shop. This is in line with what we want to socialize about marketing digitalization and occurs in the field. According to Ridwan Sanjaya & Josua Tarigan (2009: 47) defines digital marketing as marketing activities including branding that uses various kinds of media. For example: blogs, websites, e-mail, adwords, and various kinds of social media networks.

Internet marketing is the marketing of products or services through the internet. Internet marketing requires mastering the creative and technical aspects of the internet together, including design, advertising development, and sales. The main basis of marketing in internet marketing is to use and utilize the web, while remaining and orienting on conventional marketing principles that must apply 3 things: Marketing objectives, Target market, Product or service offered. Internet marketing carried out by marketers does not have to be fixated on web design, but must pay attention to the initial objectives caused as an important part of marketers (Hermawan, 2012: 206). Seeing the current state of technological development, thus in order to maximize marketing activities, "Kedai Coffee Warja" is required to keep up with the flow of these developments because currently the internet is an important aspect in marketing communication activities. Business actors usually use advertising, sales promotion, mobilization of sales forces, and public relations as a means of

conveying these messages with the aim of attracting public attention and interest.

With this in line with the Digital Marketing process they do for Kedai Coffee Warja by promoting through social media, namely Instagram through the Kedai Coffee Warja account. We also made observations for the marketplaces they already have, namely Shoppe and Tokopedia, where we provide marketing methods for the products they provide by making discount competitions and also promotions according to the owner's wishes when there will be discounts made for Kedai Coffee Warja which are then published through the Instagram account. This method is one way of marketing strategy that we educate in order to attract consumers to buy products and visit the shop.

Then the author also sees the situation that occurs at Kedai Coffee Warja, the marketing communication process they carry out to increase the number of consumers in line with Digital Marketing, traditional marketing communication is also one of the efforts in promoting which is carried out from word of mouth (word of mouth) or from friend to friend, because the owner has many relationships in his socialization relationships and has many friends it is one of the Kedai Coffee Warja is widely known by some people in that place.

According to Mangold and Faulds (2009: 103), social media combines the characteristics of traditional IMC tools (companies talking to customers) with a broader form of word-of-mouth (customers talking to each other), i.e. marketing managers cannot control the content and frequency of such information. Word of Mouth Marketing is communication about products and services between people who are considered independent of the company providing the product or service, in a medium that would be considered independent of the company. This communication can be a conversation, or just a one-way testimonial. For example, talking in person, by telephone, e-mail, listgroups, or other means of communication.

Kedai Coffee Warja was established in September 2018. Kedai Coffee Warja is a coffee shop with a slowbar concept founded by Mang Eza. At the beginning of opening this shop only sold products or menus provided such as Aren Sugar Milk Coffee, Americano, and also several non-coffee menus from RedVelvet, Chocolate and others. With limited coffee making equipment and stock items, Mang Eza worked with Mr. Restu as a coffee roasting specialist and had a roasting machine channel owned by BUMDES. Then there is a partner named Mang Ruhayat who provides stocks of coffee beans and various brewing powders such as RedVelvet and others. They have the same vision and mission to build a coffee shop or coffee shop with a slowbar concept that has natural nuances and still maintains the distinctive taste of coffee from coffee in the Galunggung mountain area. The famous coffee from the place is the type of Ciakar coffee which is indeed a typical coffee from the plantation on Mount Galunggung. Before they made the coffee shop, they also had the skills to become baristas and roasters in making coffee dishes in the present form.

Kedai Coffee Warja also improves the products they have by maintaining the distinctive coffee flavor of the coffee in Mount Galunggung. In order to

maintain the taste, they clean the coffee roasting machine and coffee extract maker, namely espresso, every time they close the shop to maintain maintenance on the equipment owned by Kedai Coffee Warja, then maintain the consistency of existing products. The author sees that Kedai Kopi Warja has many consumers from several groups, both teenagers and parents. Because it also happens that consumers who often stop by Kedai Coffee Warja are mostly friends of the owner and his own work partner, because the owner joins the "barista" community, so he has a lot of friendship relationships, which is also one way of marketing communication in improving the products and menus provided at the shop.

For sales through online media, namely go-food and the like, which is referred to as ordering food and drinks online, they have not provided it because it is very rare for such services in that area, because they see that some consumers prefer to drink coffee at the location directly. If you go to the coffee place directly, consumers will be more relaxed to enjoy the brewed coffee and food according to what consumers want and also while enjoying a comfortable atmosphere to exchange ideas with colleagues and family. This is one of the marketing strategies carried out by Kedai Coffee Warja to attract consumers. Then this shop was closed due to the pandemic that hit the world late yesterday and only opened last May.

The shop's marketer, Mang Ruhayat, tries to make the most of digital marketing. Realizing that in recent years Instagram and Tiktok social media have been so much loved by Indonesians. So he utilizes Instagram and Tiktok as their marketing media. Kedai Coffee Warja's Instagram and Tiktok accounts can be said to be successfully managed by the shop's marketing.

Since the shop does not yet have a website, we created a website in an effort to increase marketing and in line with our work program, namely marketing digitalization. After making the website, we also added a website link on Kedai Coffee Warja's Instagram account. And we happened to see that the product was not halal certified. Therefore, we took the initiative to become an intermediary for both Mang Eza and the halal certificate assistant for the process of granting halal certificates in products at Kedai Coffee Warja.

#### **4. CONCLUSIONS**

Research conducted by interview and direct observation at Kedai Coffee Warja proved that the research went smoothly. The information provided by the interviewees, including the Owner and Partner Owner, was very clear and supportive of the research.

The results show that Kedai Coffee Warja has had a successful journey in establishing itself, facing the challenges of Covid-19, and maintaining its product sales. The use of digital marketing, especially through Instagram and Facebook, has helped the shop gain popularity among the public. The branding and digital marketing strategies implemented by Kedai Coffee Warja, including the use of social media and marketplaces such as Shopee and Tokopedia, are in accordance with the principles of digital marketing. Digital marketing is an important tool in marketing communication and helps attract consumers.

In the context of internet marketing, Kedai Coffee Warja maintains focus

on marketing objectives, target markets, and products/services offered. They also utilize word-of-mouth communication as part of their marketing strategy, which is consistent with the concept of digital marketing and branding.

Kedai Coffee Warja applies the slowbar concept with a focus on the quality of Galunggung mountain specialty coffee. They also maintain their equipment to ensure product consistency. Direct marketing to the shop location is one of their strategies, which allows consumers to enjoy a comfortable atmosphere and interaction. The shop's marketing team makes good use of Instagram and TikTok accounts for digital marketing. They also initiated the creation of a shop website as part of the marketing digitalization program. In addition, the initiative to obtain a halal certificate and bridge the certification process shows commitment to the halal aspect of the product.

Overall, this research illustrates how Kedai Coffee Warja has successfully implemented digital marketing strategies, utilizing social media and online platforms to promote their products. This is in line with technological developments and changes in consumer behavior, leading to the importance of digital marketing in the modern era.

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