



MARKETING STRATEGY FOR LADAKU PRODUCTS AT CV GEMA REJEKI AMBON

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ABSTRACT

In marketing strategy at each companies whose goal is to improve sales , then required existence of marketing and management strategies good marketing , so instruments are needed marketing consisting _ from *product* (product), *price* (price), *place* (place) and *promotion* (promotion). By In general, marketing is a social process by which individuals and groups gain what are they needs and wants by creating and exchanging products and value with other individuals and groups. And so can be said definitively that draft marketing is a philosophy business stated _ that satisfaction need consumer is condition economic and social for continuity life company . marketing so far it hasn't been missed from element competition. This research is based on back by something thinking that all organizations , whether in the form of business entities private , body of a nature public or institutions social society , have something objective its own which is motivation from its founder . Likewise with LADAKU products on CV. GEMA FORTUNE AMBON, of course it has goals , strategies and management in improving the sales . Interesting background to the research towards Ladaku Products at CV. GEMA FORTUNE Ambon is because see consumer interest _ currently in development Really encouraging although Lots competitor from other companies . However Still Many people are encouraged and interested in buying and selling LADAKU products on CV. Echo Ambon fortune. This research aims to find out mix marketing (7P) Ladaku Products at CV.Gema Ambon fortune and identify strengths , weaknesses , opportunities and threats of marketing strategies at CV.Gema Ambon fortune . The method used in this research is descriptive qualitative namely the data collected form pictures , words and not numbers . In this study , one was used tool analysis namely the SWOT method (*Strength* , *Weaknesses*, *Opportunities*, *Threats*). The analysis results show performance companies that can be determined by a combination internal and external factors . Hence the result of CV SWOT analysis . Echo Ambon's fortune has strengths that can be used in certain strategies as well as utilise the right opportunity in a way simultaneously so that it can be minimized or avoided existing weaknesses and threats . _ This is very profitable company by improving conditions above average ability so CV. Echo Rejeke Ambon can control existing competitors and known competitors __ strong . CV. Gema Fortune also deepens relationship with partners To use create good relationships as well make Attractive promotions to attract _ customer .

Keywords : Marketing Strategy , Ladaku Products, Ambon

INTRODUCTION

Pepper is a spice product selected and selected native Indonesians in a way tighter then _ processed in a way hygienic and without chemicals , dyes , preservatives , etc. produced by PT (Suliman et al., 2023). Motasa Indonesia. PT factory . Motasa is located in Mojosari , Mojokerto-East Java and has operate since 2011. PT. Motasa initially focused more on processing _ pepper , however along the passage of time PT. Motasa has too produce spices other dishes and spices . _ PT products. Motasa is pepper white , pepper black , pepper white powder , pepper black powder , turmeric powder coriander powder and bumvu – seasoning Cook other powders. All products produced by PT. Motasa Indonesia has registered with BPOM and received Halal certificate from MUI. PT products. Motasa has been exported seven countries, namely : Singapore, Malaysia, Brunei, Hong Kong, Taiwan Macau, the Netherlands and Saudi Arabia.

However , in development today's economy is increasingly fast , of course every company will face various obstacles in development his business especially in the marketing process (Zapata-Cantu et al., 2023). Condition growth business is enough now high , seen from growing efforts similar as competitors so that happen competition for control market share and consumers (Arief et al., 2023). Competitor here is a product that is similar to my pepper However different brand dna company , competitors ' products the among them that is Ladamas , Bumbuku , Kobe Pepper, my taste and still many more.

Competitor here is a product similar to Ladaku However different brands and companies , competitors ' products the among them namely : Ladamas , Bumbuku , Lada Super 88, Hachiko, Mama Suka, Lada Kobe, Seleraku and many more many more.

To improve Power competitive between perpetrator business , then the perpetrators business is required to work hard and carry out activity business in a way efficient for continuity life and development effort (Aprindo, 2023). So the perpetrator Businesses must have the right strategy in order to survive in competition business , competition increasing business _ competitive make the perpetrators business or entrepreneurial venture adapt self to changes that are occurring at the moment . If the perpetrator business cannot adjust yourself with the existing market , then business that can be experienced failure (Kala, 2023). Success A business or enterprise is a way utilise The opportunities are now and are many interested by the public (González-Padilla et al., 2023). The perpetrators Businesses must be more creative in implementing strategies on a business business (Kuratko et al., 2023).

Apart from that, the perpetrators businesses must be more creative and capable do innovation in products (Yulianti et al., 2023). Utility perpetrator business do creativity and innovation are for continuity life company (Lubis et al., 2023). Basically _ every company have a strategy in their business , and form a strategy for each Companies are different (Panwar et al., 2023). Strategies are created and carried out to achieve objective companies such as producing superior products , becoming market leaders, having technology excel , and manage business in a way effective (Prasetyo, 2023). So the company's plans and strategies are right will makes it easier to achieve objective company (Ausat et al., 2023).

In marketing strategy at each companies whose goal is to improve sales , then required existence of marketing and management strategies good marketing , so instruments are needed marketing consisting _ from *product* (product), *price* (price), *place* (place) and *promotion* (promotion).

Marketing according to Kothler and Armstrong is a social process individuals and groups gain what are they need and them want , through creation and exchange of other products (Milenia et al., 2023).

Spices _ instant Nowadays, packaging can replace various things mixture spice previously traditional , such as making fried rice buy spice just instantly in supermarkets, shops and stalls closest to the relative price cheap . Not just practical and economical The quality and taste offered can be said almost the same as spices traditional often We use (Putra et al., 2023).

Nowadays several factory producer has create or produce spice instant in a way mass , this is because request to spice instant the more high (Setyowati et al., 2023). So the producers competing create products that meet demand society to be able to compete on the market (Haeruddin et al., 2023).

By In general , marketing is a social process by which individuals and groups gain what are they needs and wants by creating and exchanging products and value with other individuals and groups. And so can be said definitively that draft marketing is a philosophy business stated _ that satisfaction need consumer is condition economic and social for continuity life company . marketing so far it hasn't been missed from element competition.

This research is based on back by something thinking that all organizations , whether in the form of business entities private , body of a nature public or institutions social society , have something objective its own which is motivation from its founder . Likewise with LADAKU products on CV. GEMA FORTUNE AMBON, of course it has goals , strategies and management in improving the sales . Interesting background to the research towards Ladaku Products at CV. GEMA FORTUNE Ambon is because see consumer interest _ currently in development Really encouraging although Lots competitor from other companies . However Still Many people are encouraged and interested in buying and selling LADAKU products on CV. Echo Ambon fortune

Based on the description above, then writer interested in taking it research entitled Ladaku Product Marketing Strategy at CV.Gema _ Ambon's good fortune "

desired goal achieved writer from This research is :

Know Mix Marketing (7P) Ladaku Products at **CV.Gema Ambon fortune**

Identifying Strengths , Weaknesses , Opportunities and Threats of Marketing Strategies on CV .
Echo Fortune Ambon

RESEARCH METHODS

Types of research

In this research , the author use approach descriptive qualitative , that is through This approach can obtain descriptive data in the form of written data nor oral from respondents nor observed informants , whether in the form of words or pictures nor actions from observed perpetrator . _

Study qualitative descriptive intended to be known and described what happens in the field more clearly as well as detailed , so that data can be collected according to factors , constraints , and strategies in selection location marketing and channels distribution .

Data collection technique

Data collection in the field , researcher use technique observation participants , interviews as the main data collection tool , as well documentation as a tool support and data collection .

Observation

According to Nawawi & Marini, observation is observing and recording in a way systematic to elements that appear in a thing symptom or symptoms in the object research .

According to Patton, purpose Observation is describing the setting being studied , the activities taking place, the people involved in the activity , and the meaning the incident was seen from perspective those seen in the observed events _ that .

Observation technique carried out to obtain data at the location study that is do observations made _ in a way on purpose about marketing carried out by sales / marketing, method product distribution , and analysis barriers and obstacles in the sale and distribution of these products to consumers . _ In this observation the researcher Also plays a role as a consumer in order to get the desired data researcher , so researchers are not just enough observe but role active practice to make it easier researcher interact with entrepreneurs , from technique This observation allows the author to collect data systematically maximum required for research . _

Interview a

An interview is a conversation conducted by two parties , viz interviewer (interviewer) who submitted questions and the interviewee (interviewee) who provides the answer to that question . Interview techniques used by researchers that is use technique interview open namely the subjects know that they are being interviewed and also know what Meaning interview that .

Data Analysis Techniques

As for technique Data processing in this research used descriptive methods qualitative namely the data collected form pictures , words and not numbers . Definition the give description about how importance position data analysis is viewed from facet objective research . Principle principal - research Qualitative is finding theory from the data.

In this study , one was used tool analysis namely the SWOT method (*Strength , Weaknesses, Opportunities, Threats*). SWOT is a form analysis in the management company or within an organization Systematically can help in business preparation something a mature plan to achieve aim , good aim period short nor long . SWOT analysis is an assessment to the identification results situation , to determine something condition categorized as strengths , weaknesses , opportunities or threats .

In other sources it is stated , SWOT analysis , namely compare condition the company's internal environment with conditions external company . SWOT analysis technique basically is One techniques for recognition various based conditions _ for strategic planning . After recognize issue problems faced _ in a way theory needs to be built agreement between stakeholders regarding what is desired forward to issue these , components or elements what it takes for more.

Data analysis in research Qualitative is the process of organizing sequence of data, organizing it into a patterns , categories and descriptions basic . increased , reduced or even replaced , requires a lot of analysis process based on a map SWOT conditions of issue that .

RESULTS AND DISCUSSION

Brief History entry of Ladaku Products in CV. Echo Ambon fortune

Pepper is a spice product selected and selected native Indonesians in a way tighter then _ processed in a way hygienic and without chemicals , dyes , preservatives , etc. produced by PT . Motasa Indonesia. PT factory . Motasa is located in Mojokerto , Mojokerto-East Java and has

operate since 2011. PT. Motasa initially focused more on processing _ pepper , however along the passage of time PT. Motasa has too produce spices __ other dishes and spices . _ PT products. Motasa is pepper white , pepper black , pepper white powder , pepper black powder , turmeric powder coriander powder and spices __ Cook other powders . All products produced by PT. Motasa Indonesia has registered with BPOM and received Halal certificate from MUI. PT products. Motasa has been exported seven countries, namely : Singapore, Malaysia, Brunei, Hong Kong, Taiwan Macau, the Netherlands and Saudi Arabia.

Ladaku goes to Ambon to be precise at CV. Echo Fortune in July 2017 , but has only just started to be marketed and distributed to consumers in August 2017.

Products - PT products. Motasa Indonesia

PT products. Motasa is pepper white , pepper black , pepper white powder , pepper black powder , turmeric powder coriander powder and spices __ Cook other powders . All products produced by PT. Motasa Indonesia has registered with BPOM and received Halal certificate from MUI.

Marketing Strategy Implemented by CV. Echo Ambon fortune

Based on the results of interviews with CV managers. Echo Ambon Fortune at the CV Office. Echo Fortune Ambon – Passo. Implementation of marketing strategies carried out by CV. Echo Fortune on Ladaku Products namely by selecting or formulating the target market using segmentation , targeting and positioning. Apart from that, by developing a marketing mix 7P marketing consisting of from four element main namely product, price , distribution , promotion and 3 elements addition namely people , humans , facilities physical and process, which aims to attract buyers and retainers existing customers _ there is . For more details regarding marketing strategies on CV. Echo Fortune can be described as follows :

Segmentation , Targeting and Positioning

Market segmentation has a number of variables that must be considered . The goal namely so that segmentation is carried out appropriate target . Variables to do Market segmentation consists from :

- Segmentation based on geographic or CV area. Echo Fortune in determining segmentation geographically it focuses more on markets and shops large areas such as Mardika market , Batu Merah market, Tawiri Laha market , Tulehu market , Hitu market and Transit Passo market.
- Segmentation based on demographic , this segmentation divides the market into several groups , namely : Based on people , needs and benefits . Ladaku products are products that can be used by anyone, for example traders fast food , housewives and people in the know benefit from pepper .
- Segmentation based on psychographics , This segmentation divides buyer become several groups viz based on characteristics class social , style life or personality . In this segmentation CV. Echo Fortune aiming social class begins from medium lower to middle up .
- After do segmentation , company make targeting . Which became targeting CV. Echo Ambon's fortune is the existing traders in markets , shops / supermarkets and housewives . _
- For CV Positioning. Echo Fortune produces quality products , prices that are competitive with competitors and safe to use for anyone without know age .

Mix Marketing 7Ps of Ladaku Products at CV Gema Ambon fortune

After decide all over segmentation , targeting and positioning, then CV.Gema Fortune plan or formulate mix marketing / marketing mix which has 7 variables namely :

Product (Product)

A product is something that can fulfill needs and desires consumer . Usually it is also anything that can be offered to the market to obtain attention buyers , for use or consumption that can meet desires and needs the user . The product strategy used by CV. Echo Fortune is to use quality ingredients high , registered with BPOM (Food and Drug Supervisory Agency) and has tested in a way clinical the content contained in it . For design Each product is made simple but attractive to make it easy remembered by buyers . Making products with brands or names that match the raw materials . If the product or goods experience damage / defect or expired, then CV. Echo Ambon's fortune that has been in collaboration with PT. Motasa Indonesia will responsible answer fully to damage that occurs if of course damage the is error from the Company . CV. Echo Fortune as a distributor will immediately replace damaged or damaged products expired and immediately send it again to buyer .

Price (Price)

Price of a goods or services is decider for market demand , price can influence position competition company and also affects its market share . For companies , price will deliver results by creating a number income and profits clean . Price of a goods can also influence marketing programs company , therefore determination __ price is very influential for company , then CV. Echo Fortune set price based on 2 factors that is total cost + margin makes it price sell . But price selling issued by CV. Echo Fortune in accordance with the quality of the products provided at competitive prices and reasonable prices .

Place (Place/ Distribution)

consumers . Echo Ambon's fortune is almost there the entire Ambon area and surrounding areas . So, so that my pepper products reach buyers quickly , the distribution strategy carried out by CV. Echo Fortune is in a way pick up the ball or normal said by selling and marketing it in a way direct to consumer through salespeople employed at CV. Echo Ambon fortune .

CV. Echo Fortune (51) itself located in Passo Village, to be precise is behind Otokwik Hospital and has child branches located in Ambon City are normal known as "52 " .

So, consumers besides being able to buy my pepper goods or products through After that , consumers can also come directly at the CV distributor office . Echo This fortune . However , if consumer want to buy it in a way retail so consumers can buy the product through canvas sales or motorbike sales .

Promotion (Promotion)

Promotions carried out on CV. Echo Fortune is an activity in marketing the product . Activity This promotion is what makes it consumer interested in the products we have. There are several promotional strategies carried out by CV. Echo Ambon's fortune is :

Promotion Sale

Promotion CV sales . Echo Fortune done to be interesting customers to buy every product offered . CV. Echo Fortune (51) did activity promotion sales by means *Consumer Promotion* , namely by giving a bonus of 1 product if bought 10 products and valid multiples and giving discount start from 10-20% each purchases of 10 million and above .

Publicity _

Publicity carried out by CV. Echo Fortune is following everyone exhibition in Ambon City , this is to introduce products to buyers and sponsor certain events to create prestige good company in my eyes consumers and increasingly known .

Selling (personal selling)

CV. Echo Fortune have existing marketing trained or trained in advance first so I can introduce myself to buyer about their products sell and explain benefits or advantages whatever you get If buyer buy the products offered , so you can easily attract them interest buyer . People who do this activity is normal referred to as Sales Man/Girl.

People (Human)

The humans this time are employees company , CV. Echo Rejeki is very selective in choosing human resources who are competent in their fields . This company has a number of requirements for candidates new employee at CV.Gema Fortune Because when recruiting already _ experienced of course it is very expected will be able to develop company .

Physical Evidence (Physical Means)

CV. Echo Fortune own building large and spacious warehouse , with technology height , space quite office and some _ office child branch located in Ambon City. Have facilities and equipment adequate office _ so that give comfort for employees at work . Expected add employee productivity and increase _ income , especially for Supervisors for each product on CV. Echo Fortune given means car operations used for visiting consumers to offer products and send order customers , then for existing consumers _ buy supervisor must be able to look after good relations to continue buy products from CV. Echo Fortune (51).

Process (Process)

Order process to delivery to customer:

Order process : Consumer do booking through marketing or sales man/girl.

Admin: Receive request form goods from marketing , then check is the goods ordered the stock available or not, then will opened invoice spending .

Warehouse: After issued invoice , party warehouse emit the goods ordered .

Logistics : After the goods are ready and the documents are ready, then the goods will be handed over to partner delivery company that is logistics . Delivery approximately 1-2 days after ordering , depending distance objective delivery .

Customer : After arriving the goods will check , if _ goods secure payment process done in cash/ credit . If credit so will give it time until due 30 days from the date the invoice is issued. If there is damage goods so will there is a return process through checking goods by company and if Approved so goods will be processed again soon from the ordering process .

SWOT Analysis

SWOT analysis is a tool technique study qualitative to identify various factor in a way systematically to formulate strategies to improve the level of sales volume of a product company . This analysis is based on maximizing logic strengths and opportunities , however _ _ in a way simultaneously can be minimized weakness and threat . The model used at this stage consists of: from matrix internal strategy factors and matrices external strategic factors . However after make IFAS matrix of internal and external factors will determined moreover formerly from respective weights (strengths , opportunities , weaknesses , and threats) .

Table 4.1 SWOT Analysis Calculations

STRATEGY FACTORS	WEIGHT	RATINGS	MARK
INTERNAL:			
STRENGTH (S)	S1 (0.0-1.0) W1 (0.0-1.0)	S2 (1-4) W2 (1-4)	S1 x S2 = S3 W1 Xw2 = w3
WEAKNESS (W)			
Total	1.0		
External :			
Opportunity (O)	O1 (0.0-1.0) T1 (0.0-1.0)	O2 (1-4) T2 (1-4)	O1 x O2 = O3 T1 x T2 = T3
Threats (T)			
	1.0		

Description :

Weight from internal and external between 0.0 to 1.0

Ratings from internal and external are between 1 and 4

The values of internal and external are the result of multiplication between weight with rating

How to determine the weight of each indicator from internal factors as well as external namely by using scale priority start out of 4 (very important), 3 (important), 2 (sufficient important), 1 (not important) on the nature variable positive . Meanwhile, negative variables are given mark on the contrary namely , 1 (very important), 2 (important), 3 (sufficient important), 4 (not important) . Then multiply mark scale priority (SP) with constant (K). determination mark constant based on value highest which is 4 by assumption that all indicators are considered good. Each SP x K value is divided by the total SP x K value to obtain mark weight .

Table 4.2 Determination Weight of Strength and Weakness Factors

Factors _ Internal	Priority scale (SP)	Constant	SP x K	Weight
Strength				
Marketing system used by the company quite good.	4	4	16	0.13
Potential develop distribution areas .	3	4	12	0.1
The company has strong social values .	4	4	16	0.13
Capacity sufficient warehouse for storage	4	4	16	0.13
Affordable price	3	4	12	0.1
Weakness				
Marketing visits that must be paid attention to	2	4	8	0.07
Addition transportation for operations company .	3	4	12	0.1
Strengthen Power stand storage shelf _ goods in the warehouse .	4	4	16	0.13
Stage promotion through cooking demonstrations or sampling, so that customers / consumers can find out utility of that product .	3	4	12	0.1
Total SP x K			120	0.99

Based on table 4.2 determination weight factors strengths and weaknesses in the table on then it can be made strategy factors that result showed to IFAS tables are prepared to formulate these internal strategy factors in the framework the company 's strengths and weaknesses .

Table 4.3 IFAS (International Factor Analysis Summary)

Internal factors _	Weight	Rating	Score
Strength			
a. Marketing system used by the company quite good.	0.13	4	0.52
b. Potential develop distribution areas .	0.1	3	0.3
c. The company has strong social values .	0.13	4	0.52
d. Capacity sufficient warehouse for storage _	0.13	3	0.39
e. Affordable price	0.1	4	0.4
Sub-Total	0.59		2.15
Weakness			
a. Marketing visits that must be paid attention to	0.07	4	0.28
b. Addition transportation for operations company .	0.1	4	0.4
c. Strengthen Power stand storage shelf _ goods in the warehouse .	0.1	3	0.3
d. Stage promotion through cooking demonstrations or sampling, so that customers / consumers can find out (usability of the product).			
Sub-Total	0.4		1.5
Total	0.99		3.63

Table 4.4 Determination Weight of Opportunity and Threat Factors

Factors _	Priority Scale	Constant	SP x K	Weight
Internal				
Opportunity				
a. Control market share	4	4	16	0.1

b. Increased seller volume every year	4	4	16	0.1
c. Trust consumer towards CV. Echo Ambon fortune .	3	4	12	0.14
d . Products on CV. Echo Fortune labeled halal and legal	4	4	16	0.1
Threat				
a. Customers / partners who are less cooperative in solving obligation payment for collection paid goods _ through credit	3	4	12	0.14
b. Competition with other distributors	3	4	12	0.1
c. Behavior consumers who cannot be sure when choosing a product.	2	4	8	0.1
TOTAL SP x K			120	0.99

Based on table 4.4 determination weight factors opportunities and threats on the table on then it can be made strategy factors that result shown in the EFAS table compiled to formulate external strategic factors is in the framework company opportunities and threats .

Table 4.5 EFAS (External Factor Analysis Summary)

Internal factors _	Weight	Rating	Score
Strength			
a. Control market share	0.1	4	0.4
b. Increased seller volume every year	0.1	3	0.3
c. Trust consumer towards CV. Echo Ambon fortune .	0.14	4	0.56
d. The products on CV. Echo Fortune labeled halal and legal	0.1	4	0.4
Sub-Total	0.44		1.66
Weakness			
a. Customers / partners who are less cooperative in solving obligation payment for collection paid goods _ through credit	0.14	4	0.56
b. Competition with other distributors	0.1	4	0.4

c. Behavior consumers who cannot be sure when choosing a product.	0.1	3	0.4
Sub-Total	0.38		1.52
Total	0.82		3.18

C. SWOT Matrix

The SWOT matrix is arranged matrix _ use variables strengths , weaknesses , opportunities and threats identified in internal strategy factors external strategy factors . This SWOT matrix illustrates How opportunities and threats from environment external The company can be adjusted to its strengths and weaknesses company . Analysis using the SWOT matrix model uses the data obtained from table internal strategy factors and external strategy factors CV. Echo Ambon fortune . Based on analysis the show that performance the company can be determined by a combination internal and external factors .

Table 4.6 SWOT Matrix

EFAS IFAS	Strengths (S)	Weakness (W)
	1. Marketing system used by the company quite good.	1. Marketing visits that must be paid attention to
	2. Potential develop distribution areas .	2. Addendum transportation for operations company .
	3. The company has strong social values .	3. Strengthen Power stand storage shelf _ goods in the warehouse .
	4. Capacity sufficient warehouse for storage _	
		4. Conduct promotion through cooking demonstrations or sampling, so that customers / consumers can find out utility of that product .
Opportunities (O)	SO Strategy	WO Strategy
1. Master market share	1. Improve quality services for the community Keep going believe and behave positive towards CV. Echo Ambon fortune .	CV. echo Ambon fortune holds special training to employee To use equalize vision and mission company , so you can

achieved objective company in improving trust public to company .		
2.Increase seller volume every year	2. Attract customers by holding events interesting .	
3.Consumer trust towards CV. Echo Ambon fortune .	3. Interweave cooperate with customers well.	
4. Interweave cooperate with customers well.		
Threats (T)	ST Strategy	WT Strategy
1. Customers / partners who are less cooperative in solving obligation payment for collection paid goods _ through credit	1. Improve function supervision To use avoid / reduce uncooperative partners . _	Increase connection between companies with customers in order to outperform competition with other companies .
2. Competition with other distributors	2. Keep doing marketing well and improving marketing performance in use outperform competition between company kind .	
3. Behavior consumers who cannot be sure when choosing a product.	3. Improve and expand network marketing to influence consumers in taking decision product selection in cooking .	

CONCLUSION

Based on the results and discussion on then it can be concluded that : Analysis that has been done that this shows performance companies that can be determined by a combination internal and external factors . Hence the result of CV SWOT analysis . Echo Ambon's fortune has strengths that can be used in certain strategies as well as utilise the right opportunity in a way simultaneously so that it can be minimized or avoided existing weaknesses and threats . _ This is very profitable company by improving conditions above average ability so CV. Echo Rejeki Ambon can control existing competitors and known competitors strong . CV. Echo Fortune also deepens relationship with partners To use create good relationships as well make Attractive promotions to attract _ customer . Based on SWOT matrix can then be concluded a number of development through consideration internal and external factors company that can be useful for progress for CV. Echo Ambon fortune .

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