

BUKTI KORESPONDENSI

The screenshot shows the author dashboard for submission 1430, titled "MARKETING STRATEGY OF TRADITIONAL FOOD IN TASIKMALAYA DISTRICT" by Marwati et al. The interface includes a navigation menu on the left with "Submissions" selected, and a top navigation bar with "Workflow" and "Publication" tabs. The "Submission" sub-tab is active, displaying a table of submission files:

File Name	Date	Type
6252-1 mnurdin, Artikel Sifa.docx	August 22, 2023	Article Text
6253-1 mnurdin, Surat pernyataan kesediaan diterjemahkan_Hexagro.pdf	August 22, 2023	Other

Below the table, there is a "Pre-Review Discussions" section with an "Add discussion" button and a table with columns for Name, From, Last Reply, Replies, and Closed. The table currently shows "No Items".

This screenshot shows the "Round 1" status of the submission. The "Round 1 Status" section indicates "Submission accepted." Below this, the "Notifications" section lists four messages from the Hexagro Editor, all dated between August 24 and 25, 2023. The "Reviewer's Attachments" section at the bottom shows a document titled "1430-Article Text-6258-1-4-20230822.docx" dated August 23, 2023.

Notification	Date
[Hexagro] Editor Decision	2023-08-24 02:10 AM
[Hexagro] Editor Decision	2023-08-24 02:10 AM
[Hexagro] Editor Decision	2023-08-24 09:27 AM
[Hexagro] Editor Decision	2023-08-25 05:00 AM

Attachment	Date
6262.1 , 1430-Article Text-6258-1-4-20230822.docx	August 23, 2023

SISTER | Marketing Strategy of Tradition | Bidang B | Sistem Informasi Jab | New Tab | Inbox (126) - muhamadnurdin | Muhamad Nurdin Yusuf, MARK | e-journal.unper.ac.id/index.php/hexagro/authorDashboard/submission/1430

Jurnal Hexagro | Tasks 1 | English | View Site | mnurdin

Reviewer's Attachments

6262-1 | 1430-Article Text-6258-1-4-20230822.docx | August 23, 2023

Revisions

6266-1 | Article Text, A-1430-Article Text-6258-1-4-20230822.docx | August 24, 2023 | Article Text

Review Discussions

Name	From	Last Reply	Replies	Closed
Collaboration	farhan_ahmad2023-08-23 03:40 PM	-	0	<input type="checkbox"/>

Platform & workflow by OJS / PKP

24°C Rekor terendah | 9:36 01/09/2023

SISTER | Marketing Strategy of Tradition | Bidang B | Sistem Informasi Jab | Pisahkan file PDF secara online | (no subject) - muhamadnurdin | Muhamad Nurdin Yusuf, MARK | Google Terjemahan | e-journal.unper.ac.id/index.php/hexagro/authorDashboard/submission/1430

Jurnal Hexagro | Tasks 1 | English | View Site | mnurdin

Collaboration

Participants

Reny Hidayati (renihidayati)
Muhamad Nurdin Yusuf (mnurdin)

Messages

Note	From
The paper needs major corrections in various parts, including the introduction, conclusion, and bibliography. In most of the places, there are only mentioned but not from the author regarding his paper. The paper should be revised thoroughly for these corrections.	farhan_ahmad2023-08-23 03:40 PM

[farhan_ahmad, 1430-Article Text-6258-1-4-20230822.docx](#)

[Add Message](#)

Platform & workflow by OJS / PKP

25°C Rekor terendah | 10:45 01/09/2023

MARKETING STRATEGY OF TRADITIONAL FOOD IN TASIKMALAYA DISTRICT

Sifa Marwati¹, Muhamad Nurdin Yusuf^{2*}, Beniszar M. Andrie³

^{1,2,3}Agriculture Faculty of Galuh University, Jl. R.E. Martadinata No. 150, Ciamis, Indonesia
Corresponding author: muhamadnurdinyusuf@unigal.ac.id

ABSTRACT

Kecimpring is a type of traditional snack that comes from processed cassava. To maintain the sustainability of the kecimpring business in the midst of increasingly fierce business competition, an appropriate marketing strategy is also needed. This study aims to identify internal factors (strengths and weaknesses) and external factors (opportunities and threats), formulate a kecimpring marketing strategy in Tasikmalaya Regency. The method used is qualitative with the type of case study. The research sample was determined intentionally with the consideration that it is an agro-industry that is developing in Tasikmalaya Regency. The results showed that the internal factors that became the strength of the agroindustry were durable products, distinctive product taste, affordable prices, product labels, products without preservatives, sufficient manpower available, and strategic locations. While the disadvantages are semi-finished products, packaging is still simple, promotion is still lacking, and capital is limited. External factors that become opportunities for kecimpring agroindustry are increasing demand, having regular customers, having a wide market segment, and having enough raw materials. Threat factors are influenced by weather and climate, price increases for production facilities, competitors from similar agro-industry, and changes in consumer tastes. Alternative strategies that can be applied are improving product quality in order to retain customers, increasing the quantity of products to meet the increasing number of requests.

Keywords: Kecimpring, Marketing strategy, SWOT, Traditional food

INTRODUCTION

The agricultural sector has many opportunities and has great prospects, but currently the industrial sector is prioritized. One of the industrial sectors engaged in food processing is known as the agro-industry. Soekartawi (2006); Nurjana et al. (2021); Nihaya et al. (2020); Yulian et al. (2022) agro-industry is an approach in future agricultural development because it is handled in its entirety, starting from the process of production, processing, marketing, and other activities related to agricultural activities.

Agro-industry is not only able to become a new source of growth for the agricultural sector, but also able to absorb a large number of workers (Yusuf, 2018). Agro-industry can also be called an integrated processing system between the agricultural sector and the industrial sector so that it will produce added value from these agricultural products (Soekartawi, 2006; Soehyono et al., 2017).

Commented [H11]: Mention the month and year of the research conducted in.

Commented [H12]: Key words should be 5

Commented [m3R2]: Has been repaired according to the suggestions

Commented [H14]: Revise the references for proper format of dual references.

Commented [m5R4]: Has been repaired according to the suggestions

One of the agro-industrial products that has attractiveness in terms of raw materials, production process, product form, and demand is ago-industry made from cassava, one of the processed products is kecimpring (Fitriyani et al., 2021).

Tasikmalaya Regency is one of the regencies in West Java which has many processed products, one of which is kecimpring which is made from cassava as the main raw material. As with the characteristics of small agro-industries in general, they have many limitations (Yulianeu et al., 2020), one of which is marketing which still uses conventional methods. According to Yusuf and Yulianeu (2022) this makes it difficult for small industries to develop which has an impact on the low income earned.

Several studies have shown that to overcome the problems that occur in marketing activities, an appropriate marketing strategy is needed. Marketing strategy is influenced by internal factors and external factors. Nugraha et al. (2019); Hasnah et al. (2020) internal factors include Human Resources (HR), financial conditions, production and marketing, while those included in external factors include government policies, consumers, competitors, suppliers, and natural conditions.

Marketing is a human desire in relation to the market, marketing means working with the market to realize transactions that may occur in meeting human needs and desires (Priangani, 2013). This study aims to analyze the marketing strategy of traditional food in Tasikmalaya Regency.

RESEARCH METHODS

The type of research used is a case study using a qualitative approach to the “Dua Putri” kecimpring agro-industry. Nazir (2011), a case study is an in-depth study of a particular characteristic. According to Suryono (2010) in Nurdin, (2018), qualitative research is research to investigate, describe, and explain the qualities or features of social influence that cannot be explained, measured and described through a quantitative approach.

The data used in this study include primary data and secondary data. Primary data is data obtained from observations in the field through direct interviews with kecimpring agro-industry artisans using a questionnaire. Secondary data is data obtained through literature studies and documentation studies from related offices and agencies.

Respondents in this study were determined purposively (purposively) on the “Dua Putri” kecimpring agroindustry in Jayaputra Village, Sariwangi District,

Commented [H16]: Revise the paragraph, check for some grammatical errors.

Tasikmalaya Regency with the consideration that this agroindustry is a kecipring agroindustry that is currently developing in Tasikmalaya Regency. According to Sugiyono (2019), purposive sampling is a technique for determining respondents in research with certain considerations that aim to make the data obtained later be more representative.

Commented [H17]: ?

Commented [m8R7]: it meant "purposive", and it's been fixed

The design of data analysis used in this study is to use SWOT (Strength, Witness, Opportunity, Threat) analysis. SWOT analysis is an analysis that is useful in obtaining the right strategy formulation. This analysis is a systematic identification of various factors to formulate a strategy based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats (Rangkuti, 2009).

Commented [H19]: Write the full form, using the first time in paper.

Commented [m10R9]: Has been repaired according to the suggestions

According to Rangkuti (2003), the steps in a SWOT analysis are as follows: 1) Identify internal environmental factors, namely strengths and weaknesses; 2) Identify factors in the external environment, namely factors of opportunities and threats; 3) Arranging the important factors in items (1) and (2) in ranking order from very important to unimportant; 4) Create a SWOT matrix to find 4 alternative strategies, namely SO Strategy, ST Strategy, WO Strategy, and WT Strategy.

RESULTS AND DISCUSSION

Identification of Internal and External Factors

Internal factors

The internal factors that become the strengths and weaknesses that influence the marketing of kecipring are as follows:

a. Strength

1. Long lasting product

This "Dua Putri" kecipring product has a long shelf life of 4 months. The results of interviews with the artisans revealed that the drying process of the kecipring still used manual technology, which only relied on sunlight, however, the drying resulted in a low water content. Rassyd (2007), low water content can inhibit the growth of fungi. Research results Muchtar et al. (2011) showed that the average growth of mushrooms in the gambier drying process using sunlight was higher than using an oven. This is more due to drying in the sun, gambier contaminated with air thereby accelerating the growth of fungi.

2. The taste of the product is distinctive

Having a distinctive taste is a strength for the resulting product so that it will be easily recognized and easier to market. The resulting kecimpring has several flavors, namely red chili, coriander, scallions, and lime.

3. Affordable prices

The relatively cheap price is the strength of agro-industry so that it is affordable for all groups. The price for kecimpring is determined based on the production costs incurred by the craftsmen. The selling price of kecimpring varies depending on the quantity, which ranges from IDR 9,000 for a 250 gram package, IDR 18,000 for a 500 gram size and IDR 35,000 for 1 Kg size. **Andriawati & Nyoman (2018); Shabastian & Samuel (2013)** price is one of the determinants of demand that can affect consumer satisfaction.

Commented [H111]: Check the format for entering dual references.

Commented [m12R11]: it fits the template

4. Have a product label

Labels on products are needed to introduce products to consumers who can influence purchasing decisions. The product label displayed is in the form of a halal label, weight information, and also an expiration date. According to Nugrahani (2015) it will be even more interesting if the label is also displayed in the form of images, colors, and also typography.

The results of Kusumawati's research (2018) show that product labels are one of the factors that can influence consumer decisions in purchasing pineapple chips and cassava **rangginang**, which are typical snack products for Riau Province.

Commented [H113]: Revise the spelling

Commented [m14R13]: This is local food so it uses local terms

5. Products without preservatives

Kecimpring produced by agro-industry does not use preservatives but can last longer so it is safe for consumption. According to Mamujaja (2016) the shelf life of food products differs from one another depending on the chemical composition they contain. Anonymous (2007); Kumar & Srivastava (2011) the use of preservatives such as formalin, borax, TMS, and others can cause poisoning so that in the long run it is not good for health.

6. **There are sufficient labour**

Commented [H115]: Give the heading not sentence.

Commented [m16R15]: these are indicators not subtitles

According to Winarso (2014) as an agricultural country, the availability of jobs is mostly in the agricultural sector. The "Dua Putri" kecimpring agro-industry has enough manpower to support the production process which produces 30 kg of kecimpring in one production process. Observations in the field show that there is a division of labor

for each job consisting of stripping, milling, printing, and steaming, each of which is carried out by 1 person, while packaging is carried out by 2 people.

7. Strategic location

The location of the “Dua Putri” kecimpring agro-industry is in a strategic location close to the main road. The existence of a signboard installed on the side of the road is quite clearly legible by road users. According to Permana et al. (2013) strategic marketing locations are able to attract consumers to make purchases.

b. Weaknesses

1. Semi-finished products

Products sold by the kecimpring agro-industry are semi-finished products. This means that the kecimpring produced cannot be consumed directly but must go through further processing so that the product can be consumed. Semi-finished products are raw materials that have been processed and have gone through several stages of production, but cannot be consumed immediately.

2. Product packaging is simple

Product packaging is one of the important things in marketing, because an attractive product can be an attraction for consumers to buy a product and add value to the product. The packaging used is in the form of plastic with the reason that the market segment is the lower middle class. The results of Indrawijaya's research (2012) show that snack packaging in Jambi City is generally still simple with logos that are less able to attract consumers and less informative. Anonymous (2018), home industries are generally not aware that packaging actually has a big influence on product sales, they are only fixated on production so they don't pay attention to the packaging they use.

3. Promotion is still lacking

Promotion is a form of communication in the form of marketing activities that seek to disseminate information, influence, persuade, so that products can be remembered and accepted by consumers. Promotions carried out by artisans are still not carried out intensively and are limited to the use of social media such as Instagram and Facebook. According to Amanah (2015), several forms of promotion strategies can be carried out through: 1). Media television, radio, newspapers, banners, brochures, calendars; 2) Discount/raffle coupons at certain moments, contests, price discounts; 3) Seminars, workshops, workshops); 4) Sales promotions; 5) Delivery orders and presentations.

4. Limited capital

This agro-industry does not yet have the extra capital to produce large quantities of kecempring, this is an obstacle in meeting demand which has a tendency to increase. According to Yulianeu et al. (2020); Yusuf & Yulianeu (2022) the condition of MSME capital is a classic problem that can hinder the progress of MSMEs themselves.

After the internal factors are identified, the next step is to compile the IFAS (Internal Strategic Factors Analysis Summary) matrix which is compiled to formulate internal strategic factors consisting of strengths and weaknesses (Table 1).

Table 1. IFAS Matrix Marketing Strategy for "Dua Putri" Agroindustry Kecimpring

Variable	Value	Rating	Score
Strength:			
Long lasting product	0.12	3.8	0.45
The taste of the product is distinctive	0.11	3.5	0.40
Affordable prices	0.12	3.8	0.45
Have a product label	0.10	3.3	0.34
Products without preservatives	0.13	4.0	0.52
There are sufficient labour	0.09	2.8	0.24
Strategic location	0.11	3.5	0.40
			2.80
Weaknesses:			
Semi-finished products	0.06	2.0	0.13
Product packaging is simple	0.06	2.0	0.13
Promotion is still lacking	0.04	1.3	0.05
Limited capital	0.04	1.3	0.05
			0.36
Total	1.00		3.16

Source: Primary Data Processed (2022)

Table 1 shows that the total value of strengths and weaknesses is 3.16 which illustrates that the "Dua Putri" kecempring agro-industry is included in the medium category. The results of the analysis show that the strengths are higher than the weaknesses, this implies that agro-industry has the ability to anticipate existing weaknesses.

External Factors

a. Opportunities

1. Demand is increasing

Increased demand is an opportunity to increase the number of products that will affect increased income. The price of kecempring which is relatively cheap and affordable by all groups is one of the factors causing the increase in demand for kecempring.

2. Have regular customers

Commented [H117]: Mention the units of each value. Value ? Rating ? Score ?

Commented [m18R17]: It is clear

Commented [H119]: Do mention the units every aspect, like unit for the data of value, which value these are.

Commented [m20R19]: It is clear

The existence of regular customers is an opportunity in marketing activities. The results of the interviews revealed that the "Dua Putri" kecimpring agro-industry already has regular consumers, namely collectors besides household consumers. Long experience is also one of the reasons that this agro-industry has quite a lot of customers.

3. Has a broad market segment

What is meant by broad market segment in this study is that this kecimpring does not have a specific target market so that the product can be enjoyed by all groups.

4. There are enough raw materials

Production activities cannot be carried out if raw materials are not available so that it is not possible to carry out the production process because raw materials are one of the supports in production activities. The results of interviews with artisans revealed that the raw material for kecimpring in the form of cassava has never experienced a shortage or scarcity. This is more because the craftsmen have collaborated with several local collectors as suppliers of raw materials.

b. Threats

1. Influenced by weather and climate

Weather and climate are very influential in the production process of kempring because the drying process still uses conventional technology, namely utilizing sunlight. Weather conditions will greatly determine the next kecimpring production process. According to Imbir et al. (2015) drying using sunlight has the advantage that its ultra-violet rays can function as a disinfectant, while the weakness is that the intensity of the light is not constant, resulting in an uneven drying process, even from a health point of view it becomes less hygienic because it can be contaminated with dust, requires land wide, and long enough.

2. Increase in the price of production facilities

The price of production facilities, which often increases, is a threat to the company. The results of interviews with the craftsmen revealed that the increase in the price of production inputs had forced the craftsmen to raise their selling price. However, the increase in selling price is not desired by the artisans on the grounds that it can affect sales turnover. The thing that is usually done by craftsmen is to reduce the size of the kecimpring they produce.

3. There are competitors from companies that use similar raw materials

Commented [H121]: Heading should be heading not a sentence

Commented [m22R21]: these are indicators not subtitles

In this case the company has competitors that produce from the same raw material, namely cassava, even though the product is different, this is a threat to the "Dua Putri" kecimpring company.

4. Changes in consumer tastes

Changes in consumer tastes can affect the level of product demand, because along with the times, consumers tend to want products with new innovations.

After the internal factors are identified, the next step is to compile the EFAS (External Strategic Factors Analysis Summary) matrix. The matrix is made to formulate external factors, namely opportunities and threats (Table 2).

Table 2. EFAS Matrix Marketing Strategy for “Dua Putri” Agroindustry Kecimpring

Variable	Value	Rating	Score
Opportunities:			
Demand is increasing	0.18	3.5	0.62
Have regular customers	0.17	3.4	0.58
Has a broad market segment	0.18	3.5	0.62
There are enough raw materials	0.15	3.0	0.46
			2.27
Threats:			
Influenced by weather and climate	0.08	1.6	0.13
Increase in the price of production facilities	0.07	1.4	0.10
There are competitors from companies that use similar raw materials	0.08	1.6	0.13
Changes in consumer tastes	0.09	1.8	0.16
			0.52
Total	1.00		2.79

Source: Primary Data Processed (2022)

Table 2 shows that the total value of opportunities and threats is 2.79. This total value illustrates that the “Dua Putri” kecimpring agro-industry is in the relatively moderate category. In addition, the opportunities that are owned are quite high compared to the threats that are able to support the marketing of the "Dua Putri" agro-industry.

Based on the IFAS and EFAS matrices, decision-making steps can be taken to develop several strategies described in the SWOT diagram so that the strategies that emerge can be used as a reference in marketing kecimpring in the “Dua Putri” agro-industry.

Table 3. Result Value of IFAS Matrix and EFAS Matrix

Strength	2.80
Weaknesses	0.36

Commented [H123]: Units are missing, difficult to understand such tables.

Commented [m24R23]: It is clear

Opportunity	2.27
Threats	0.52

To make a diagram, you have to find the X and Y positions with the following formula:

$$X = \frac{S - W}{2} = \frac{2.8 - 0.36}{2} = 1.2$$

$$Y = \frac{O - T}{2} = \frac{2.27 - 0.52}{2} = 0.9$$

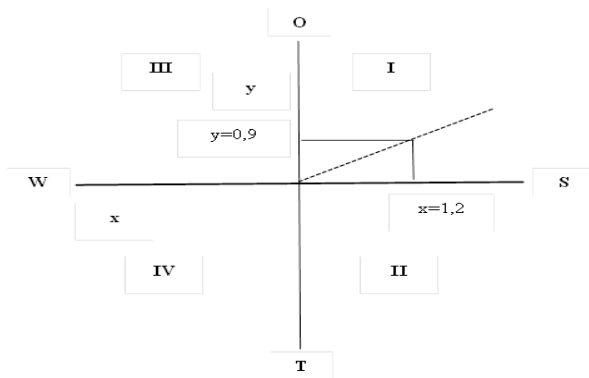


Figure 1. SWOT Digram

Figure 1 shows that the “Dua Putri” kecimpring agroindustry is in quadrant I. This position indicates that the “Dua Putri” agroindustry has the power to maximize opportunities. The strategy that can be carried out by the “Dua Putri” agro-industry is to apply an aggressive strategy, namely by maximizing opportunities by utilizing existing strengths. What can be done is to improve product quality in order to retain customers, increase the quantity of products to meet the increasing number of requests.

Furthermore, the determination of alternative strategies that can be determined by the SWOT matrix. According to Rangkuti (2009) explains that the SWOT Matrix can clearly describe the opportunities and threats faced by the company. Alternative strategies that can be implemented by the Kecimpring “Dua Putri” agro-industry can be seen in Table 4.

Table 4. SWOT Matrix

IFAS EFAS	STRENGTHS (S) 1. Long lasting product. 2. The taste of the product is distinctive. 3. Affordable prices. 4. Have a product label. 5. Products without preservatives. 6. There are sufficient labour 7. Strategic location.	WEAKNESSES (W) 1. Semi-finished products. 2. Product packaging is simple. 3. Promotion is still lacking 4. Limited capital.
OPPORTUNITY (O) 1. Demand is increasing. 2. Have regular customers. 3. Has a broad market segment. 4. There are enough raw materials.	STRATEGI S-O 1. Improving product quality to retain consumers. 2. Increasing the quantity of products to meet the increasing number of requests.	STRATEGI W-O. 1. Do promotions with social media to add new customers. 2. Make a capital loan so that you can increase production to meet demand. 3. Innovate product packaging to make it more attractive.
THRETS (T) 1. Influenced by weather and climate 2. Increase in the price of production facilities 3. There are competitors from companies that use similar raw materials 4. Changes in consumer tastes	STRATEGI S-T 1. Add innovation to new product variants. 2. Maintaining a distinctive product taste so that it is easily recognized even though there are competitors from companies that use similar raw materials. 3. Maintain product selling prices in order to be competitive.	STRATEGI W-T 1. Improve operational facilities 2. Expanding the marketing network

Strategy (S-O) is a strategy that uses internal strengths to take advantage of external opportunities. The alternative S-O strategy is to improve product quality to retain consumers, this is very important in order to be able to compete and retain customers, improving product quality can be done by determining product quality standardization, increasing product quantity to meet increasing demand, this needs to be done so that customers do not move to another place or product.

Strategy (W-O) is a strategy that minimizes existing weaknesses by taking advantage of external opportunities. Alternative W-O strategies are promoting with social media to add new consumers, making capital loans so they can increase production to meet demand, innovating product packaging to make it more attractive.

Strategy (S-T) is a strategy to optimize internal strengths in avoiding threats. The alternative S-T strategy is to add innovation to new product variants, maintain a distinctive product taste so that it is easily recognized even though there are competitors from companies that use similar raw materials, maintain product selling prices in order to be competitive.

Strategy (W-T) is a strategy to minimize weaknesses and avoid threats. The alternative W-T strategy is to improve operational facilities and expand the marketing network.

CONCLUSION

Based on the results of the study it can be concluded:

1. Internal factors in the marketing of "Dua Putri" kecimpring include: strengths, namely long-lasting products, distinctive product flavors, affordable prices, have product labels, products without preservatives, sufficient labor available, strategic location. While the weaknesses are semi-finished products, simple product packaging, lack of promotion, limited capital.
2. External factors in the marketing of "Dua Putri" kecimpring include: opportunities, namely increasing demand, having regular consumers, having an unlimited market segment, sufficient raw materials available. While the threats are influenced by weather and climate, rising prices of production facilities, the existence of competitors from companies that use similar raw materials, changes in consumer tastes.
3. The marketing strategy or alternative strategy that can be implemented by the "Dua Putri" agro-industry in marketing kecimpring is to improve product quality so that it can retain consumers, increase product quantity to meet increasing demand.

Based on the conclusions, the suggestions given are as follows:

1. To expand the marketing network in the digital era, the "Dua Putri" agro-industry needs to carry out promotions on social media or other electronic media so that the kecimpring product from the "Dua Putri" agro-industry can be better known to the wider community.
2. Make new innovations and product diversification, for packaging so that products are safer and more attractive.

REFERENCES

- Amanah, S. 2015. Peranan Strategi Promosi Pemasaran Terhadap Peningkatan Volume Penjualan. *Jurnal LENTERA*, 3(1): 47-55.
- Andriawati, NL, Nyoman, Ida AS. 2018. Analisis Faktor-Faktor yang Mempengaruhi Permintaan Daging Ayam Boiler di Provinsi Bali. *Jurnal Ekonomi Pembangunan*. 7(9): 2011-2037.
- Anonim. 2007. Food Watch: Sistem Keamanan Pangan Terpadu: Jajanan Anak Sekolah, Badan POM RI: Jakarta.
- Anonim. 2018. Pentingnya Kemasan Produk. Diunduh dari <http://feb.unsoed.ac.id/id/article/pentingnya-kemasan-produk>.
- Fitriyani, Noor, TI, Isyanto, AY. 2021. Analisis Pendapatan dan Kelayakan Usaha Kicimpring "Samisuka" di Desa Cibongas Kecamatan Pancatengah Kabupaten Tasikmalaya. *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*. 8(3): 854-860.
- Hasnah, H. N, Kusnandar, Setyowati. (2020). "Strategi Pemasaran Keripik Tempe di Kecamatan Pedan Kabupaten Klaten." *Jurnal AGRISEP: Kajian Masalah Sosial Ekonomi Pertanian dan Agribisnis*, 19(1): 27-42.
- Imbir, E., Onibala, H dan Pongoh, J. 2015. Studi Pengeringan Ikan Layang (*Decapterus* sp) Asin Dengan Penggunaan Alat Pengering Surya. *Jurnal Media Teknologi Hasil Perikanan*, 3(1), 13-18.
- Indrawijaya, S. 2012. Pengaruh Kemasan Terhadap Keputusan Konsumen dalam Pembelian Produk Industri Kecil Makanan Ringan pada Supermarket di Kota Jambi. *Jurnal Manajemen Terapan dan Keuangan*, 1(1): 33-38.
- Kumar, G. dan Srivastava, N. 2011. Genotoxic Effects of Two Commonly Used Food Additives of Boric Acid and Sunset Yellow in Root Meristems of *Trigonella Feonumgroecum*. *Iran Journal Environmental Health Science Engineering*, 4: 361-366.
- Kusumawati, Teni. 2018. Strategi Pemasaran Produk Makanan Ringan Khas Riau (Keripik Nenas dan Rengginang Ubi Kayu). *Jurnal Agribisnis*. 20(2): 124-138.
- Mamuaja, CF. 2016. *Pengawasan Mutu dan Keamanan Pangan*. Unsrat Press: Manado.
- Muchtar, H, Kasmina, Anova, IT. 2011. Pengaruh Kondisi Penyimpanan Terhadap Pertumbuhan Jamur pada Gambir. *Jurnal Dinamika Penelitalian Industri*, 22(1): 36-43.
- Nazir. 2011. *Metode Penelitian*. Ghalia Indonesia. Jakarta. Penebar Suadaya.
- Nihaya, Y, Awami, S, Wibowo, H, Prabowo, R. 2020. Kelayakan Usaha dan Nilai Tambah Sale Pisang di Sentra Pengolahan Sale Kabupaten Grobogan, *Jurnal Keteknikan Pertanian Tropis dan Biosistem*, 8(3): 236-244.
- Nugraha, G. N, D. Rochdiani, dan Sudrajat. (2019). "Strategi Pemasaran Seblak Kicimpring Berbasis Offline Dan Online (Studi Kasus pada UKM Raja Rasa di Kelurahan Linggajaya Kecamatan Mangkubumi Kota Tasikmalaya)." *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*, 6(3): 644.
- Nugrahani, R. 2015. Peran Disain Grafis pada Label dan kemasan Produk Makanan UMKM. *Jurnal Imajinasi*, 12(2): 127-136.
- Nurdin, Jumiati. (2018). "Strategi Pemasaran Tepung Mocaf Sebagai Bahan Substitusi Tepung Terigu Pada Industri Pangan Olahan Di Makassar." *Jurnal Ilmiah METANSI "Manajemen dan Akuntansi"*, 1(2).

- Nurjanah. M. Noor, TI. Yusuf, MN. 2021. Analisis Usaha Agroindustri Kue Jahe (Studi Kasus Pada Agroindustri Kue Jahe "Binangkit" Tasikmalaya di Desa Manonjaya Kecamatan Manonjaya Kabupaten Tasikmalaya). *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*, 8(1): 193 - 200.
- Permana, I.M.R., Suamba, I.K. dan Wijayanti, P.U. 2013. Bauran Pemasaran Bunga Krisan pada Kelompok Usaha Bersama Manik Mekar Nadi di Desa Besakih, Kecamatan Rendang, Kabupaten Karangasem. *E-Jurnal Agribisnis dan Agrowisata*, 2(1): 12-22.
- Priangani A. (2013). Memperkuat Manajemen Pemasaran Dalam Konteks Persaingan Global. *Jurnal Kebangsaan*, 2(4).
- Rangkuti, F. 2009. *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta: PT.Gramedia Pustaka Utama.
- Rassyd. 2007. *Fermentasi, Pengembangan Produk dan Teknologi Proses*. Jakarta.
- Shabastian, M. dan Samuel, H. 2013. Pengaruh Strategi Harga dan Strategi Produk Terhadap Brand Loyalty di Tator Cafe Surabaya Town Square. *Jurnal Manajemen Pemasaran*, 1(1): 1-9.
- Soehyono, F. Rochdiani, D. Yusuf, MN. 2014. Analisis Usaha dan Nilai Tambah Agroindustri Tempe (Suatu Kasus di Kelurahan Banjar Kecamatan Banjar Kota Banjar), *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*. 1(1): 43-50.
- Soekartawi. (2006). *Pengantar Agroindustri*. Jakarta: Raja Grefindo Persada.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta: Bandung.
- Winarso, B. 2014. Dinamika Ketenagakerjaan pada Wilayah Pedesaan Lahan Kering di Indonesia. *Jurnal Penelitian Pertanian Terapan*, 14(1): 1-14.
- Yulian, Y. Noor, TI. Yusuf, MN. 2022. Analisis Pendapatan Agroindustri Sale Pisang di Kabupaten Ciamis. *Jurnal Ilmu Pertanian dan Peternakan (Agrivet)*, 10(1): 49-53.
- Yulianeu, A. Yusuf, MN. Nugraha, IH. Heryanto, D. Durahman, N. 2020. The Understanding the Characteristics of Micro Small and Medium Business for Revitalization of Businesses in Era of Industry 4.0, *International Journal of Advanced Science and Technology*. 29(9s): 4926-4931.
- Yusuf, MN. 2018. Strategi Ketahanan Pangan Rumah Tangga Petani Dalam Menghadapi Risiko: Suatu Kasus pada Petani Padi di Daerah Rawan Banjir Kabupaten Pangandaran Provinsi Jawa Barat). Disertasi. Universitas Padjadjaran: Bandung.
- Yusuf, MN & Yulianeu, A. 2022. Transformational Leadership, Energizing Organizational Learning process, and Organizational Performance at Embroidery MSME in District Tasikmalaya. *Jurnal Iqra: Kajian Ilmu Pendidikan*. 7(1): 309-325.



Jurnal Hexagro

Gedung Solihin GP,Lt.1. LPPM Universitas Perjuangan
TasikmalayaJalan Peta No.177 Kota Tasikmalaya, Kode Pos
46115 Telepon (0265)326058, e-mail: hexagro@unper.ac.id
<https://e-journal.unper.ac.id/index.php/hexagro/index>

Letter of Acceptance (Jurnal Hexagro)

Dear authors: **Muhamad Nurdin Yusuf**
Program Studi Agribisnis, Fakultas Pertanian Universitas Galuh. Ciamis

We, the Editorial Team of the Hexagro Journal, hereby convey that your manuscript
is entitled:

**“MARKETING STRATEGY OF TRADITIONAL FOOD IN
TASIKMALAYA DISTRICT”**

After going through the review process by experts, it can be accepted for publication
in Volume 7 Number 2 for the period August 2023.

Thank you for your attention and cooperation.

Tasikmalaya, 24th August 2023

Editor in Chief,

Ristina Siti Sundari.