

CREATIVE ECONOMY IN THE TIME OF THE COVID-19 PANDEMIC IN COLLABORATIVE GOVERNANCE PERSPECTIVE

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ABSTRACT

This study aims to explore the involvement of Small and Medium Industries (SMI) in increasing creativity and how to manage the creative economy during the Covid-19 pandemic and the Adaptation of New Habits (ANH) supported by survey methods. This research method was use a quantitative survey technique from a large or small population group. It was taken randomly with a total participant of 52 people (facility using the google-form application) as the unit of analysis representing several individuals (customers). The results of the study indicate that the development of SMIs was carried out through strengthening branding in the Creative Economy, Promotion, and Digital Marketing; and mapping out internal and external factors, strengthening a healthy business climate, offering business capital assistance, business protection from the government, seek to develop the strength of business partners, develop promotions, and develop equal cooperation. However, recently, Serang City's creative economy is faced with obstacles during the Covid-19 Pandemic where SMI entrepreneurs have to collapse and go bankrupt due to the global depression of the Covid-19 pandemic. It takes concrete steps and real efforts from the local government to pay attention to the existence of SMIs in Serang City as a promising source of local economic development.

Keywords: SMI development; Covid-19; Economic growth; Promotion; Marketing

INTRODUCTION

In Indonesia, the creative economy is very important. The creative industry is one of the economic sectors that is currently being developed. This creative industry hones and utilizes individual skills, talents, and creativity to open up new job opportunities (Avianto, 2017). There is also a type of creative economy that currently has 17 sub-sectors that greatly contribute to supporting the national economy including the culinary fields, property design, design-communication-visual (DCV), souvenir products, fashion-models, crafts, TV and radio, as well as in other fields of art (<http://www.kompasiana.com>, 2020). As indicated by the data obtained from the Creative Economy Agency, the creative economy sector contributed greatly to the national GDP reaching Rp1,105 trillion. And in 2017, this figure

increased by Rp. 1,009 trillion, and in 2016 by Rp. 922 trillion. Meanwhile, the contribution of the creative economy sector to GDP in 2019 grew to reach Rp. 100 trillion per year, so that the contribution of the creative economy sector in 2020 is estimated to reach around Rp. 1,300 trillion. In addition to making a high contribution, the creative economy sector last year could help increase the number of job absorption by approximately 17 million people in one year.

When the Covid-19 pandemic very rapidly hit Indonesia, the development of the creative economy was declined. Because of the virus, the government issue regulations with the widespread implementation of Large-Scale Social Restrictions (PSBB), the general public – especially in Serang City – was asked and even advised not to leave the house if it was not

urgent, including limiting activities related to the creative economy. In addition, the Government together with all related sectors continue to strive to stimulate the community's economy to survive. The creative economy stimulus is one of the reliable alternatives for the Indonesian economy. According to data from the Central Statistics Agency (BPS) on economic development since the first 3 months of 2020, it shows that there has been a national economic deceleration of around 2.97%. The results of the report from the Buku Warung website also mention that there has been a decline in income of up to 90% in Small and Medium Industries (SMI) over the last four months. The Covid-19 pandemic certainly has an impact on various sectors including the creative economy.

A business that produces various types of products from SMIs is an economic activity that processes and even changes the form of basic goods mechanically or by hand so that they become finished or semi-finished products and even become inferior products into higher quality goods to users or consumers. Efforts to increase the pattern of SMIs competition during the Covid-19 Pandemic, as well as to the severity of rivalry in similar businesses, have forced the central industry to have the courage to fight against the odds to develop its business, such as creating production innovations and services, in addition to increasing the competence of its workers and creating better market penetration. This effort must be carried out as a condition to boost the selling value of the creative industry products so that they can compete with other foreign products and are expected to accommodate a larger share of the workforce (Supriyadi et al., 2017).

Business competition is certainly something that cannot be avoided by business actors themselves to survive in carrying out their business. This criterion is a big problem for economic entrepreneurs, especially for SMIs, even though it is now a government program. Business actors assume that business rivalry requires basic innovation and special strategies in creating competition for quality human resources, mastering technology, capital adequacy, and having a conducive environment. Furthermore (Jauhari, 2010), stated that changing business environment conditions will create businesses to run efficiently and be able to compete with other domestic production. One way that is packaged

by the industry today is to promote quality, cheap, and affordable goods to its consumers. Hence, the competition must exist in every industry in order to maintain this quality, this also applies to SMIs in Indonesia in order to create cluster-based competition (Asmara & Rahayu, 2013). Thus, after the formation of a continuous competition cluster, new knowledge is created in the form of the local product development strategy (Tambunan, 2012). With the birth of a cluster, it will naturally foster innovation which leads to the formation of collective innovation power and business area rivalry (Nuryanto, 2016). These SMI clusters will later become one of the drivers of the local economy, although in practice there are still many obstacles faced by the government and SMI actors themselves (Ratnasari, 2013).

For the world economy 2020 is a tough year. The economic sector was significantly affected. Inevitably, the corona pandemic is the cause of the economic decline in several countries. Due to the Corona-19 pandemic, the economic sector has been battered. This causes some serious impacts such as the number of layoffs in various companies, large and small. The unemployment rate also increased. Things like this are unavoidable. Departing from that and not wanting to continue to sink, during the Covid-19 Pandemic and the Adaptation of New Habits (ANH), creative economy entrepreneurs in Serang City tried to get back on their feet, some people began to rack their brains to deal with these problems, Those who were laid off try and choose to open a new business. They indirectly help the recovery of the Indonesian economy by opening small businesses. It is hoped that this type will become one of the government's mainstays in raising the economy because its contribution to GRDP is very large.

The forms of these small businesses are varied, but one red line that can be drawn is the application of the concept of the creative economy in these small businesses. The creative economy is one of the opportunities and solutions amid this unclear situation. The concept of the creative economy is different from conventional (Sulistyo, 2010). There are several differentiating factors, the factors in question can be creative forms from marketing, packaging, promotion, to product design. This means that creative economy products are basically sourced from experience, the

individual's creative ability to create something of value and even comes from the ideas themselves. The existence of creative economic entrepreneurs is still unstable during this Covid-19 Pandemic, and they are not even able to survive operating or go bankrupt in this global recession. This recession occurred because the government imposed work from the home system plus the implementation of social distancing (PSBB) by the government so that inevitably the strong must be able to brainstorm marketing strategies so that their family economy can continue. As described above, the main problem that arises is how to develop the creative economy of small and medium industries in Serang City during the Covid-19 Pandemic. Where this research can ultimately provide predictions in increasing digital marketing of superior products that have not been investigated by other studies, where other researchers are still processing non-digital or conventional marketing. Thus, the results of this study were much more useful for SMIs and are more proficient in promoting and managing better marketing.

METHODOLOGY

This research method was used a quantitative survey technique from a large or small population group to obtain data related to characteristics, behavior, and variable relationships taken from the existence of population representation (Murtini et al., 2017). Where the main source of data and information was obtained from the representation of respondents as a sample (primary data source), the data was obtained in the form of questionnaires as a data collection instrument. The samples that were used as a unit of analysis were: customers (individuals) taken randomly totaling 52 people (facility using google-form); the specified bag craftsman from SMI group, 5

entrepreneurs who have large enough capital, and 3 entrepreneurs who have little (low) capital; 2 large capitalized SMI companies; 2 people in the Department of Industry and Creative Economy of Serang City. To complete the primary data above, the researcher is assisted with literature studies that are relevant to the research themes above, such as books, journals, electronic articles, electronic media, and documentation studies. Then after the data was collected, the data analysis of the survey results was carried out using a SWOT analysis method based on program evaluation to take some concrete steps in the sustainability of creative economy businesses in Serang City.

RESULTS AND DISCUSSION

A. The Importance of Branding in Packaging

In this era of the creative economy, developing a business requires an attractive presentation or packaging so that it can fully attract consumer interest. Consumers are attracted because they see good product packaging that is different from the other goods. This is what is called branding (Hidayat, 2011). Today's entrepreneurs are required to think creatively to create attractive, good, and different packaging from others. Packaging branding can affect the selling value of an item. Packaging can be referred to as the main factor of the product that is seen. Packaging also describes the elements and values that are brought to a product. Therefore, a mature concept is needed in product branding (Mukhtar & Nurif, 2015). Everything has to be thought out in detail to attract consumers. The results of the research survey can be seen in the following table:

Table 1. Survey on Product and Packaging Branding

No	Evaluation Indicators	Score
1	Knowing the process of re-crafting product packaging;	0.221
2	Know the concept of branding compared to conventional concepts;	0.375
3	Creative economy stimulus is one of the alternatives for branding;	0.421

4	Mastering productive design with various combinations of shapes, typography, and color gradations;	0.401
5	Mastering the techniques of collaborating in creating new branding;	0.114
6	The existence of this label or brand is usually directly related to the philosophy of the name, terminology, symbol, or appearance associated with the product;	0.204
7	Conduct process of evaluating product quality;	0.314
8	Coaching concerning online marketing for the latest packaging	0.333
Total Score A		1.243

Source: Survey Results, 2020

Building branding is about communicating and exposing the industry brand that has been created. The maximum effort made to create the best quality for these consumers is to give a sense of satisfaction with the products they buy as if there is a separate experience for purchasing their products. Therefore, due to the importance of packaging, entrepreneurs are competing to design their products as attractively as possible (Dhameria et al., 2014). So that the products sold are different from the others in terms of design, shape, typography, and color gradations. In addition to packaging design, labels or product brands are also other things that need to be considered.

Labels and brands make a product seen and remembered by consumers. This label or brand is usually directly related to the philosophy of the name, terminology, symbol, or appearance associated with the product (Purbohastuti, 2017). The branding process also provides very tangible benefits in shaping product differentiation. These benefits include; help buyers identify products, assisting in the buying decision process or not, helping buyers evaluate product quality, encouraging repeat purchases, facilitating promotional efforts, and helping create customer loyalty. Hence, it can be said that to start a business, branding is needed so that its products are more attractive to sell as well as more widely known to the public. Branding is an important thing in the era of the creative economy as it is today.

The problems mentioned above are immediately addressed by taking policy steps to strengthen creative economy entrepreneurs in Serang City so that they can immediately get out of regional problems. The real form of this activity can be

to launch a dialogue and participation in the development of SMI, so that SMI can immediately become a real part of the local market of the people's economy, whose focus is on its own feet, decentralized, diverse in style and as an independent business group that could support the economy when the economy is forged by a recession. The functioning of the SMI power is currently an important and tangible part of the economic system for the lower layers. In addition to being a source of livelihood for many people, it provides the potential to create new jobs for the community itself (Deti, 2017). As small entrepreneurs, SMIs are always deceived by the problem of limited funds, productive techniques, weak marketing strategies, and the use of technology. Efforts to increase the competence of these small businesses so that they can compete in the wider economy require an integrated and continuous mentoring program, especially dealing with limited knowledge, information, and funding (Putra, 2012).

Since the national implementation of the free trade pattern, it has made creative economic entrepreneurs, especially in Serang City, even from the center to remote villages, have to turn to compete with the presence of entrepreneurs or producers from outside. These business actors, in addition to being able to compete with local entrepreneurs, inevitably, ready or not, in addition to having to compete with products that come from outside at relatively cheaper prices, of course, this incident has a serious impact on local SMI entrepreneurs in Indonesia. Serang City in particular.

B. Promotion and Marketing in the Creative Economy Era

In addition to branding, things that cannot be separated from the business world are promotion and marketing. In this era of the creative economy, promotions can be run with the help of digital technology. The rapid development of technology requires creative economy actors to rack their brains to do marketing in new ways. Therefore, economic actors are now starting to

be selective in marketing their products. Wherefore, if you think about it, doing conventional marketing may not be effective anymore. With the shift in culture and all the conveniences offered, economic actors can market their products by prioritizing social networks and other virtual promotional media. Many conveniences are offered with virtual promotions. In addition to reaching more people, virtual promotion through social media or social networks also adds value to a product.

Table-2

Survey on Promotion and Marketing

No	Evaluation Indicators	Score
1	Frequency of Sales through marketing promotion media	1.542
2	Quality of content promotion of content, design, position, and media used	0.104
3	Reach the target timely	2.201
4	Promotion time carried out by SMI entrepreneurs	1.115
5	Presentation of promotional costs by SMIs	0.078
6	SMI sales per-sales-person	0.089
7	Consumer Satisfaction Index of SMI sales	0.105
8	Sales volume productivity ratio by SMI	1.109
Total Score B		3.343

Source: Survey Results, 2020

In the era of the creative economy like today, social media is mandatory in marketing a product. Starting from Instagram, Facebook, Twitter, and even Youtube. Basically, using social media is easier to reach the market and can increase social closeness with the intended customer or consumer. In addition to a personal approach through social media, strategies to increase customer or consumer satisfaction by providing incentives are also important (Alyas & Rakib, 2017).

Provide incentives for loyal customers such as special discounts and bonuses, these incentives

make customers more loyal. Small and medium business owners need effective and targeted marketing. Must use the right method or strategy in marketing the product to be sold. Thus, the business can be easier to develop. The application of the concept of the creative economy is indeed important in these difficult times. With the right implementation, the creative economy is a solution for small entrepreneurs who want to expand their production business to the fullest. Based on the results of the mapping survey, the following branding, promotion, and marketing survey charts were compiled:

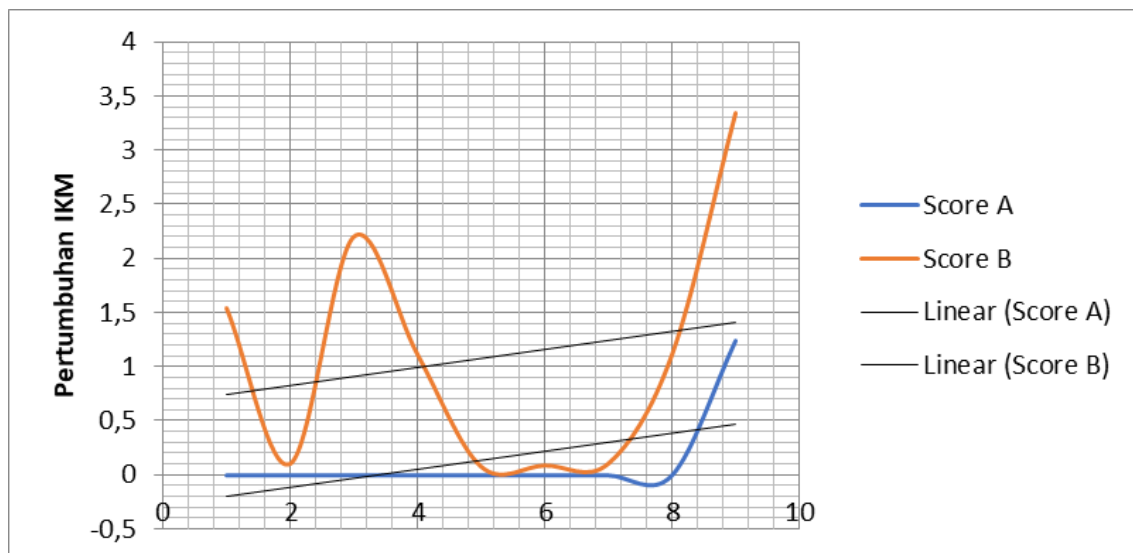


Figure 1. SMI growth through branding, promotion, and marketing

(Source: Research Results, 2020)

Based on the figure above, it can be seen that the growth of SMIs in Serang City from the aspect of marketing, promotion, and branding is declining. When viewed from the value of score A (branding and brand) fell drastically to 1.243, while score B (Promotion and Marketing) increased by 3.343. This means that during this Pandemic, consumer needs can be predicted through product research studies that match their needs. For entrepreneurs who have started their business, they can cooperate with the suitability of consumer needs with the goods they have produced. While promotions and marketing show significant opportunities in this pandemic condition, social media or other online interactions are the most effective means of promoting their flagship products in the form of promotions and discounts to attract customers. Entrepreneurs need to take advantage of platforms such as Instagram, Facebook, Twitter, or others to promote and sell products.

C. SMI Problems in Serang City

The existence of general problems faced by SMIs in Serang City, based on the results of field observations revealed the following:

1. Problems with the internal aspects of SMIs; some internal problems that were still

become a burden for the growth and development of SMIs in Serang City, as follow:

a. The lack of funding means that business funds are for the main support that is needed to run and develop their creative business. Due to the lack of funds, the main reason is that most of these SMIs were owned by individual businesses, not groups of investors, even though the nature of the business is closed, it only relies on the ownership of private or individual funds which in terms of quantity were very limited. Meanwhile, funding requirements from banks or other credit institutions were very difficult to obtain because administratively and technically it is difficult to fulfill due to the requirements

b. Lack of manpower; Half of the SMIs in Serang City were creative businesses that have been passed down from generation to generation by family businesses whose operational mechanisms were carried out traditionally. Of course, this condition results in a very limited workforce both in terms of formal education, recognition, and skills, resulting in business governance that was difficult to develop optimally.

c. Inconsistency of business networks and low market penetration; Where every SMI located in Serang City on average was owned by a family business that has a very limited network in addition to its ability to penetrate the market. This was because the processed products from their business can be

said to be of quality output that was not following market demand.

2. External aspect problems

a. Business conditions were not completely secure; Where the local government's policy to revive the IKM creative industry has not been on his side, even the process from year to year was still a discourse on improving the work agenda. As a result, there will be unequal competition between big businessmen and local entrepreneurs in Serang City.

b. The lack of facilities and infrastructure owned so that their business progress was hampered by the lack of information related to the development of their processed industrial business and even tends to decrease drastically.

c. The linkage of the role of regional autonomy; Since the enactment of the Act of Republic of Indonesia Number 23 of 2014 where the authority of local governments to regulate and manage services to local communities has an impact on reducing SMI business actors in Serang City due to the rise of new tax levies imposed on the SMI. If this condition is not immediately brought under control, there will be a setback in the competition for SMIs. Moreover, the spirit of regional business sometimes creates an unhealthy competition situation for foreign entrepreneurs to develop their business allocations in the area, especially in Serang City.

d. Free trade linkages; In general, the existence of MEA has been seen since 2014 where APRC activities in 2020 will have a broad impact on free business competition in Indonesia in general, especially for SMIs in Serang City. Hence, like it or not, the role of SMI was forced to make production efforts efficiently and effectively and expected to obtain international standard production according to the demands of global market needs such as ISO 9000 standards, ISO 14,000 environmental issues, and even other issues such as human rights and labor. In fact, this issue was not really in favor of SMI entrepreneurs who must continue to take part and fight for superior products of global quality that were recognized in real terms.

e. Short expiry or clichés; This means that the average SMI-processed industrial product has the characteristics of culinary, fashion, or craft products with a short expiry date, in contrast to superior products from outside which in terms of packaging, lifetime was relatively far behind and the products were able to survive in the global market.

f. The accessibility of the global market is very limited, this causes not much production for fear of not selling, especially if it is competing globally, national and international markets. The problems of the two variables were then mapped through SWOT analysis and obtained the following description:

Table 3. Internal and External Factors of SMI Problems in Serang City

No	IFE - (Internal Factor Elements)	Avg. Score
1	Lack of Capital	0.62
2	Limited local manpower	0.42
3	Low business network and market penetration	0.38
4	Products and branding were very limited and low quality	0.22
Total		1.64
NO	EFE - (External Factor Elements)	Avg. Score
1	The business climate was not completely safe	0.54
2	Limited number of big entrepreneurs	0.68

3	Relation to Regional Autonomy	0.39
4	Free trade linkage	0.23
5	The nature of the product with a short lifetime	0.19
6	Limited market access (market base)	0.33
Total		2.36

Source: Survey Results, 2020

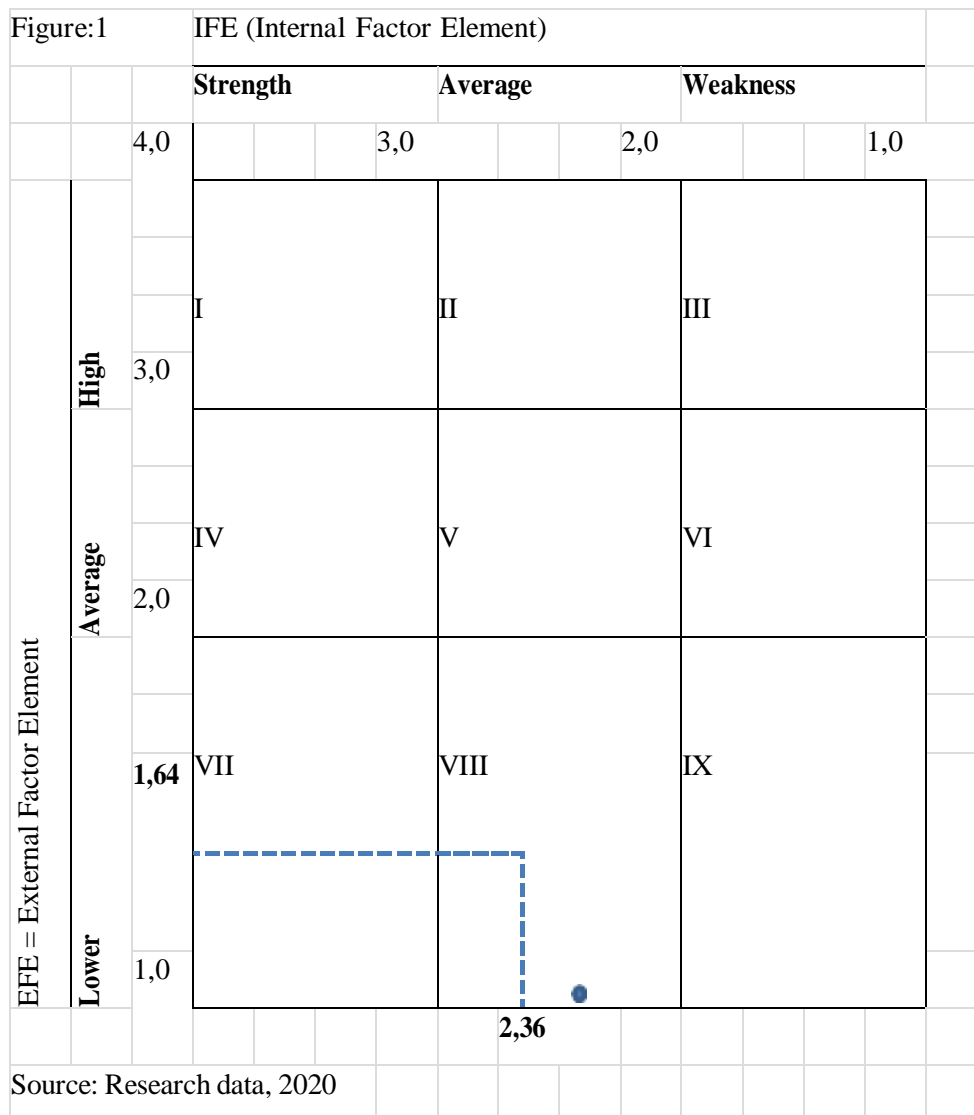


Figure 2. Kurtosis Swit Analysis IFE and EFE (Branding, Promotion, and Marketing)

The results of the kurtosis data analysis indicate that some of the problems that hit SMI were quite large and must be handled immediately, both in terms of managing performance aspects, management aspects, marketing and organizational performance. Findings in the field show that the average SMI management was still apprehensive, however, generally, their business productivity shows a fairly decent number because there were still some SMI entrepreneurs who were successful in dealing with marketing problems and managing their business production activities. Seeing such a description, it seems that this is where the role of the local government begins to take part in paying attention and developing SMIs through sustainable development such as branding, promotion, marketing, and mentoring. From the results of the kurtosis curve above, it shows that the role of branding, promotion, and marketing was below the average enough and was in Quadrant VIII (1.64 - 2.36). This means that almost all SMIs in Serang City have not relied on electronic or digital marketing, the third thing only relies on instinct in starting or running their business. Hence, it was rare to start a special study on a strategic location, forecasting, and market penetration. This condition eventually led to the difficulty of developing its business even though this business was the government's mainstay as a solution to reduce poverty and unemployment.

Several efforts to develop the local economy of SMIs in Serang City are, in principle, one of the processes of actualizing the desire for regional economic development based on equitable and universal democratic values, where the role of regional economic development involves all components of society, religious leaders, culture, to village leaders. Various potential present so far has become a people's effort in Serang City, but it must be activated in such a way so that it is more advanced and developed like other cities that were competitors in this region. Where regional economic development should not only be based on urban areas but should be evenly distributed throughout the villages in Serang City itself.

Based on the development concept above, the role of SMI can quickly develop, the following two things should be done, firstly by expanding the base of economic actors in the production process; second is the application of the

customer satisfaction label. Thus, if this pattern is implemented, it is hoped that in the future both producers and consumers will be equally empowered. However, the reality says otherwise, the SMI sector was actually very difficult to work hand in hand with stakeholders because the business environment it faces sometimes makes entrepreneurs reluctant to collaborate so they only rely on local governments. In line with the style of the production business as well as conformity with the phenomenon of the problems faced by SMIs, of course, they are also different starting from the problem of location, productivity, and capital. And this is the reality that causes the difficulty of making a pattern policy for SMI empowerment programs in Serang City which can be designed in a decentralized manner starting from the central level to the regional technical order. As an effort to develop and develop SMIs, it is necessary to start with the internal problems that exist in the City of Serang, gradually finding alternative strategic policies that will certainly facilitate and benefit the entrepreneurs themselves who have often been trapped in the shadow of empowerment programs that have no clear designation.

Viewed from the perspective of the SMI problem in Serang City, as a follow-up to the development of SMI, in principle, it is a shared responsibility between the community and the government. Hence, the concrete steps that need to be taken as a priority for IKM policies in Serang City include:

- a. Strengthening a conducive business climate; The role of the Serang City Government is to issue regulations that make it easier for SMIs to participate in local economic development, such as facilitating business licensing and tax relief.
- b. Capital Program; If needed, the Serang City government should be able to add a people's business credit scheme with easy requirements for SMI entrepreneurs and assist other technical assistance such as formal services, guarantee schemes, partnerships, and venture capital.
- c. SMI business protection; Provision of creative industry protection programs by minimizing business losses while still leading to populist rules or regulations.

d. Strengthening the Partnership Program; This program needs to be developed both within Serang City itself and outside the region. This is intended to create a symbiotic mutualism that benefits both parties, of course, after the strengthening of several basic regulations that establish a form of cooperation between the two, and nothing else to avoid the existence of a monopoly. Furthermore, to develop SMI in Serang City, it is also necessary to build the concept of local economic transformation towards a new economic transformation.

In detail, the concrete steps for developing SMI in Serang City were carried out through integrated government approaches by reflecting on the RPJMD for the current budget year, in addition to providing ongoing assistance and socialization, especially programs related to long-term regional economic development. Serang City SMIs were mostly dominated by middle to lower level entrepreneurs, slowly perfecting the integrated industrialization pattern and corporate system, this step was considered very appropriate considering that Serang City IKMs have started to expand their business both through digital media and market penetration, at least there was a complete will form of the entrepreneurs themselves. All of this can be carried out well if both parties, the government, stakeholders, the private sector are based on the spirit of populist economic ideas and the initiation of togetherness in building the region to be more advanced. The results of this study, if possible in the future, could carry the concept of village market-based local SMI economic development, to explore integrated marketing maps that can extend production life and still increase economic benefits for families and community welfare in the industrial environment of the Serang City area.

CONCLUSION

Development of Small and Medium Industries (SMI) in the global era due to the impact of the Covid-19 Pandemic, the role of the government has made concrete steps so that the sector which was close to the purchasing power of this low economy could continue to run its business well, on the one hand, the government's profits continue to contribute significantly for regional economic development. This was quite

reasonable that the development of SMI based on the local economy should have become a joint task of the central and regional governments to succeed in social justice for all Indonesian people. Especially for SMIs in Serang City where during the Covid-19 Pandemic, their turnover decreased drastically, both from the development of branding, promotions, and marketing. SMI actors in Serang City who were currently trying to exist amid current policy uncertainty, among others have dared to adapt their business, one of which is sorting out the purchase of raw materials that were not so important and utilizing cheap material sources. The Small and Medium Enterprises entrepreneurs in Serang City were dominated by middle to lower level entrepreneurs, slowly perfecting the integrated industrialization pattern and corporate system, this step was considered very appropriate considering that the production business has begun to squirm to be developed both through digital media and market penetration, at least there was a form of unanimous determination of the entrepreneurs themselves. All of this can be carried out well if both parties, the government, stakeholders, the private sector were based on the spirit of populist economic ideals and the initiation of togetherness in building the region to be more advanced.

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