

## Improvement of Marketing Strategy for Medali Mas ikat weaving craft Through SWOT Analysis

Firda Ayu Arinda<sup>1</sup>, Diah Ayu Septi Fauji<sup>2</sup>

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

[firdaayu2604@gmail.com](mailto:firdaayu2604@gmail.com), [septifauji@unp.kediri.ac.id](mailto:septifauji@unp.kediri.ac.id)

\*corresponding author

### Article Information

Submission date	23 December 2024
Revised date	4 January 2025
Accepted date	4 February 2025

### Abstract

**Research Aim :** This study aims to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of Medali Mas ikat weaving craft and formulate effective and efficient marketing strategies to optimize marketing and appeal to the younger generation.

**Method:** The method used is quantitative with an observational descriptive approach. Data was collected through interviews, observations, and documentation, and analyzed using SWOT analysis.

**Results:** The results of the analysis show that Medali Mas ikat weaving craft has strengths in product quality and design uniqueness, but faces weaknesses in marketing and production. Opportunities for collaboration with designers and influencers as well as challenges from younger generation's interest in traditional products were identified.

**Theoretical contribution/Originality:** This study provides a deeper understanding of the application of SWOT analysis in the context of small and medium enterprises (SMEs) in Indonesia, as well as filling in the gaps in the literature related to culture-based marketing strategies.

**Practitioner Implication:** These findings can be used by business practitioners to formulate more targeted marketing strategies, as well as provide recommendations for government policies in supporting SMEs that focus on cultural products.

**Keywords :** Marketing Strategy, SWOT Analysis, Medali Mas ikat weaving craft, Small and Medium Enterprises, Cultural Products.

## 1. Introduction

The development of digital technology in the last few years has been very rapid, so it can affect marketing significantly. An important platform to reach consumers is social and digital media [1]. Therefore, companies must be able to adjust their marketing strategies by utilizing digital marketing to face business competition which is now also increasing [2]. Companies should also know what their weaknesses and strengths are to prepare for competition that will help the company to be better and take advantage of every opportunity [3]. Companies must be more creative and innovative in setting their marketing strategies to face increasingly fierce competition globally. In addition, changes in lifestyles and consumption patterns of people are increasingly diverse around the world, making marketing strategies no longer only focused on the local and national levels. Therefore, companies need to have a deep understanding of market segmentation globally [4].

Marketing strategy is how to make decisions about marketing costs from the marketing budget, taking into account environmental conditions and anticipated competition [3]. Overall, the success of a business development depends on how the company can decide on the marketing strategy it implements, but also depends on the proper analysis and observation of the factors that can affect the marketing strategy [3]. There are several types of marketing strategies [5]:

1. Direct Selling, is a type of marketing strategy where sellers will sell a product directly to their consumers.
2. Earned Media, is a type of marketing strategy that is carried out indirectly. The main thing done in this marketing strategy is to create trust in consumers, so it is necessary to build a brand and form a good image through social media.
3. Point of Purchase, is a type of marketing strategy by placing marketing materials or advertisements near the product being promoted. In addition, it can also be done by making a display with an attractive special design and placing it in a strategic place.
4. Internet Marketing is a type of marketing strategy that is quite well known by many business actors at this time. Business actors take advantage of social media such as Instagram, Facebook, websites, email marketing, and many more.

Marketing strategy has a very important role for the success of the company [6]. An effective marketing strategy can help companies increase market share and maximize profits [7].

Companies can focus more on building their competitive advantage by setting the right target market, positioning and marketing communication (Kotler and Armstrong, 2021 in [7]). Companies must be more creative and innovative in their marketing strategies to remain relevant and attractive to consumers to face fierce business competition. In addition, without the right marketing strategy, it is likely that the company will have a hard time surviving. In addition, companies must have a deep understanding of the target market segment, in order to optimize the allocation of marketing resources and conduct relevant communications, so that customer loyalty and satisfaction can increase [8]. From a reliable marketing strategy, it can also support the company's business growth in a sustainable manner in the midst of the dynamics of the current global business environment [9].

At this time, Medali Mas ikat weaving craft uses a digital marketing strategy by utilizing marketplace platforms such as Shopee and Toko pedia. Consumers can reach a wider audience through attractive product promotions, detailed descriptions so that they can highlight the uniqueness and quality of Medali Mas ikat weaving craft products. With this strategy, real-time market analysis can be carried out to understand purchasing trends and consumer preferences, as well as be able to interact with customers through reviews and feedback, so as to increase brand awareness and consumer trust in Medali Mas ikat weaving craft product. In addition, Medali Mas ikat weaving craft also often participates in events within the island of Java and outside Java to introduce the product. Products from UD. This Mas medal has great aesthetic value because the models and motifs uphold Indonesian cultural values.

Medali Mas ikat weaving craft has quite complex challenges or problems, where even though the production process runs smoothly and relatively easily with adequate capacity and quality, they still have difficulties in marketing their products, especially in reaching a fairly wide market and finding the right and effective strategy. The surrounding community still lacks understanding of the cultural value and quality of the products produced, so it can have an impact on low consumer interest, especially in the younger generation who choose modern and practical goods. Rapid changes in fashion trends can also affect innovation and creativity in products. In addition, Medali Mas ikat weaving craft has the desire to export, but is still constrained in finding the right buyer in the international market, so that products that are ready to be marketed have not been able to penetrate the expected export market. Previous results state that one of the most appropriate ways to help analyze the state of the company is to take advantage of the use of strengths, weaknesses, opportunities, threats (SWOT) analysis which will be used Foundation deep do planning and development

strategies used [10]. This analysis is used to find out the internal and external factors of the Company. Internal factors are to know the company's strengths and weaknesses and external factors are to know the company's opportunities and challenges. According to Kotler (2009: 51) SWOT analysis (Strengths, Weakness, Opportunity, Threats) is a way to observe the external and internal marketing environment [11].

Therefore, from the above background, the researcher wants to conduct an in-depth analysis with the title "Determination of Marketing Strategy in UD. Medal Mas With SWOT Analysis", the purpose of this study is to find out how SWOT analysis is in UD. Medal Mas and to find out how to have the right and effective marketing strategy so that Medal Mas ikat weaving craft can be more advanced and develop in marketing.

Medali Mas ikat weaving craft was chosen as the object of research, because Medal Mas ikat weaving craft is one of the businesses fostered by Bank Indonesia as well as one of the businesses that are a destination for cool village educational tourism in Kediri City. With this research, it is hoped that it can provide a deep understanding and can help similar businesses to formulate more effective and efficient marketing strategies to increase brand awareness, strengthen brand image, and expand market share both at the local and global levels.

### **1.1. Statement of Problem**

Medali Mas ikat weaving craft has quite complex challenges or problems, where even though the production process runs smoothly and relatively easily with adequate capacity and quality, they still have difficulties in marketing their products, especially in reaching a fairly wide market and finding the right and effective strategy. The surrounding community still lacks understanding of the cultural value and quality of the products produced, so it can have an impact on low consumer interest, especially in the younger generation who choose modern and practical goods. Rapid changes in fashion trends can also affect innovation and creativity in products. In addition, Medal Mas ikat weaving craft has the desire to export, but is still constrained in finding the right buyer in the international market, so that products that are ready to be marketed have not been able to penetrate the expected export market. Therefore, this study formulates the following problems:

1. How to analyze the strengths, weaknesses, opportunities and threats in Medal Mas ikat weaving craft?
2. How is an effective marketing strategy?

### 1.2. Research Objectives

1. To analyze the strengths, weaknesses, opportunities, and threats of Medali Mas ikat weaving craft.
2. To analyze effective marketing strategies.

## 2. Method

This study uses a quantitative type with an observational descriptive approach. The research is used to see the overview of the phenomenon, the description of activities is carried out systematically and focuses more on factual data than conclusions. The descriptive analysis method is a way of formulating and interpreting existing data so as to provide a clear picture of the company in general [12]. Observational research is research that does not manipulate or interfere with the research topic [2]. This study only makes observations about the research topic. This research was conducted at Medali Mas ikat weaving craft which is located in Bandar Kidul, Kediri City. The data sources used are primary data and secondary data. Secondary data is obtained from social media and other websites. The data collection procedure of this study consists of interviews, observation and documentation directly to informants such as business owners, marketing managers and customers. The analysis technique in this study uses SWOT analysis, SWOT matrix, formulation of a combination of SWOT matrix strategies, internal-external matrix, and then draws conclusions from these results.

## 3. Results and Discussion /Hasil dan Pembahasan

Based on the results of the research obtained from the resource persons, UD Medali Mas product has strengths and weaknesses in doing its marketing. As a way to find out how internal environmental factors (strengths and weaknesses) and external factors (opportunities and threats) influence to discuss evaluation and analysis, researchers use SWOT analysis. So from this discussion, it is hoped that there will be a meeting point between internal environmental factors and external environmental factors by combining these two factors in an analysis that aims to create the right marketing strategy. The SWOT analysis in this study involves collecting data from a variety of sources, including business owners, marketing managers and customers. So from this discussion, it is hoped that there will be a meeting point between internal environmental factors and external environmental factors by combining the two factors in an analysis that aims to create the right marketing strategy. The calculation method in the SWOT analysis is as follows:

1. Factor Identification  
Identify the relevant strengths, weaknesses, opportunities and threats of the Medali Mas ikat weaving craft
2. Evaluation  
Each factor is rated based on weight and rating. Weights reflect the importance of factors, while ratings reflect how well the company meets those factors.
3. Calculation of values

The value for each factor is calculated by multiplying the weight and rating. The

total scores for strengths, weaknesses, opportunities and threats are calculated to get an overall picture.

So the SWOT analysis in this study is as follows:

**Tabel 1. Analisis IFAS (Internal Factor Analysis Summary)**

Internal Factors	Weight	Rating	Value
<b>Strengths</b>			
Corating with national <i>designers</i> such as Didit Maulana	0,16	4	0,64
Customers have a sense of more confidence when using ikat weaving products	0,12	3	0,36
It has quality raw materials such as unique colors and diverse motifs.	0,12	3	0,36
The quality of the product is good and smooth according to the customers' view	0,08	3	0,24
Quality and price as per	0,08	2	0,16
<b>Subtotal</b>	0,56		1,76
<b>Weakness</b>			
The production process of ikat weaving is less than optimal during the rainy season	0,12	2	0,24
Less optimal in marketing (less in-depth about digital marketing)	0,08	3	0,24
There are challenges in maintaining the quality of products/stock of goods, for example, products are not the same as others (thin fabric)	0,08	1	0,08
The production machine is still manual	0,08	2	0,16
Less fast/precise service	0,08	2	0,16
<b>Subtotal</b>	0,44		0,88
<b>TOTAL</b>	1,00		2,64
<b>Average</b>		X = 2,5	

Source: Data processed by researchers 2024

Based on the analysis of the IFAS (Internal Factor Analysis Summary) table above, Medali Mas ikat weaving craft has a subtotal strengths of 1.76 which shows that internal factors such as diverse motifs, uniqueness in colors, quality and price of products make a significant contribution to the achievement of the company's goals. On the other hand, the subtotal weakness of 0.88 reflects that there are several internal aspects that need special attention, such as the ability to overcome problems in the production process during the rainy season, optimize marketing, and improve services to be faster/more precise, although the impact is relatively small compared to the existing strengths. With an overall total of 2.64 and an average score of 2.5, the company is generally in quite good condition. This is also shown by the number of differences in strengths values of 1.76 which is relatively larger than the weakness value of 0.88 with a total difference of 0.88.

**Tabel 2. Analisis EFAS (Eksternal Factor Analysis Summary)**

External Factors	Weight	Rating	Value
<b>Opportunities (Peluang)</b>			
The location of ikat weaving is included in google maps when looking for recommendations for typical Kediri souvenirs	0,10	3	0,30
Collaborating with national and international designers.	0,10	3	0,30
Collaborating with high schools/vocational schools in Kediri City and outside	0,10	2	0,20
Collaborate with Influencers when there are events such as fashion shows.	0,20	3	0,60
<b>Subtotal</b>	0,50		1,40
<b>Threat</b>			
Raw material prices increase	0,10	2	0,20
Lack of interest in the younger generation	0,15	3	0,45
Lack of access to international markets	0,10	2	0,20
Lack of adaptation to technology	0,15	2	0,30
<b>Subtotal</b>	0,50		1,15
<b>TOTAL</b>	1,00		2,55
<b>Average</b>		X=2.5	

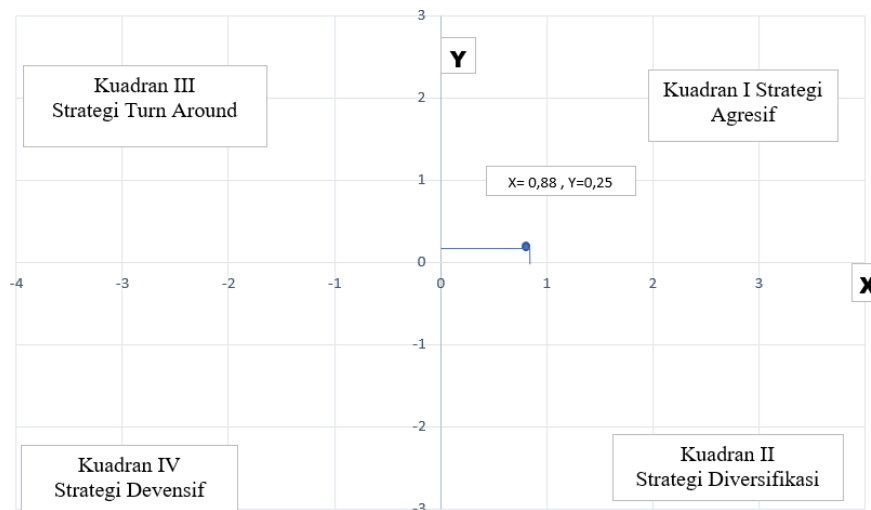
Source: Data processed by researchers 2024

Based on the analysis of the EFAS (External Factor Analysis Summary) table above, Medali Mas ikat weaving craft has a subtotal of 1.40 opportunities which indicates that there are various external opportunities that can be used to support the growth and development of marketing in the business, such as ikat weaving locations detected in google maps, collaborating with well-known designers, and collaborating with influencers as a tool to promote its products. This opportunity makes a significant contribution to the marketing strategy, so that Medali Mas ikat weaving craft is easier to market its products. On the other hand, there is a threat subtotal of 1.15 which reflects that there are several external risks that can threaten the existing opportunities. However, there was a difference between the opportunity and threat subtotal of 0.25 which showed that external opportunities dominated more than threats, so Medali Mas ikat weaving craft has a safe position to develop in carrying out its marketing strategy. With an overall score of 2.55 with an average score of 2.5, it shows that Medali Mas ikat weaving craft is in quite good condition in taking advantage of the opportunities that exist despite the threats.



Total Strengths Score : 1.76  
 Total Weakness Score : - 0.88  
 Total Opportunities Score : 1,40  
 Total Threat Score : - 1,15

Based on the total score above, it can be drawn as the following SWOT diagram:



**Figure 1. Diagram SWOT**

Based on the position analysis in the SWOT diagram above, Medali Mas ikat weaving craft is in the 1st quadrant position (aggressive) with the coordinate point  $X = 0.88$  and the coordinate point  $Y = 0.25$ . In quadrant 1, it can be said that it is a favorable situation in a company because it has strengths and opportunities so that it can take advantage of existing opportunities [13]. So Medali Mas ikat weaving craft position shows that it has significant internal strengths (positive X value) and faces considerable external opportunities (positive Y value). Quadrant 1 is often referred to as the Growth-Oriented Strategy position, where Medali Mas ikat weaving craft is in a very supportive condition to develop marketing in its products, expand the market, and increase product and service innovation. This result is also supported by previous researcher Tetty Yuliati (2020) [12].

**Table 3. SWOT Matrix Analysis**

	STRENGTHS	WEAKNESS
	<ul style="list-style-type: none"> <li>Collaborate with designers Didit Maulana (S1)</li> <li>Customers have a greater sense of confidence when using ikat weaving products (S2)</li> </ul>	<ul style="list-style-type: none"> <li>The production process of ikat weaving is less than optimal during the rainy season (W1)</li> <li>Less than optimal in marketing (less</li> </ul>
<b>INTERNAL</b>		
<b>EXTERNAL</b>		



	<ul style="list-style-type: none"> <li>• Have quality raw materials such as unique colors and diverse motifs <b>(S3)</b></li> <li>• Good and smooth product quality in the eyes of customers <b>(S4)</b></li> <li>• Quality and price are appropriate <b>(S5)</b></li> </ul>	<p>Explore about digital marketing) <b>(W2)</b></p> <ul style="list-style-type: none"> <li>• There are challenges in maintaining quality</li> <li>• Product/Stock goods, e.g. products that are not the same as others (thin fabrics) <b>(W3)</b></li> <li>• Machine production still manual <b>(W4)</b></li> <li>• Service Less fast/precise <b>(W5)</b></li> </ul>
<b>OPPORTUNITIES</b>	<b>STRATEGY (S-O)</b>	<b>STRATEGY (W-O)</b>
<ul style="list-style-type: none"> <li>• The location of ikat weaving is included in google maps when looking for recommendations for typical Kediri souvenirs. <b>(O1)</b></li> <li>• Collaborate with national or international <b>designers (O2)</b></li> <li>• Collaborate with high schools/vocational schools in Kediri City or outside. <b>(O3)</b></li> <li>• Collaborate with Influence when exist Events such as fashion show. <b>(O4)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining product quality and innovating so that the younger generation of influencers are interested in collaborating. <b>(S1),(S3),(S4),(O4)</b></li> <li>• Taking advantage of the advantages in diverse motifs and product quality to collaborate with local designers in order to increase product exposure at the local market level, and can highlight cultural characteristics in ikat weaving products. <b>(S1),(S3),(O2)</b></li> <li>• Utilize google maps as a promotional tool by displaying customer reviews that are satisfied with the product Weaving tie. <b>(S2), (S4), (S5), (O1)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Optimizing digital marketing so that it can be more easily reached by customers. <b>(W2), (O1)</b></li> <li>• Collaborate with designer national and international so that more different models and take advantage of low product quality (thin fabrics) for specific collections with appropriate market segmentation or can be promoted at the time event fashion show. <b>(W3), (O2), (O4)</b></li> <li>• Optimize customer service by utilizing google maps as a tool for online reservations. <b>(W5), (O1)</b></li> </ul>
<b>THREAT</b>	<b>STRATEGY (S-T)</b>	<b>STRATEGY (W-T)</b>
<ul style="list-style-type: none"> <li>• Raw material prices increased <b>(T1)</b></li> <li>• Lack of interest in the younger generation <b>(T2)</b></li> <li>• Lack of international market access <b>(T3)</b></li> <li>• Lack of adaptation to technology <b>(T4)</b></li> </ul>	<ul style="list-style-type: none"> <li>• The price of ikat weaving products still adjusts the price of raw materials without reducing the quality, motifs and uniqueness of ikat weaving products. <b>(S1),(S3),(S4),(S5),(T1)</b></li> <li>• By having diverse motifs and unique colors, ikat weaving can be innovated so that it can be in demand by the</li> </ul>	<ul style="list-style-type: none"> <li>• Optimize marketing in order to reachable in the international market. <b>(W2), (T3), (T4)</b></li> <li>• Keeping products good in the rainy season by utilizing modern technology such as woven fabric drying aids. <b>(W1), (T4)</b></li> <li>• Innovating on low-quality fabrics that generations can demand young, like woven</li> </ul>

	<p>younger generation. (S1). (S3), (T2)</p> <p>Utilizing product quality with diverse motifs and unique colors to create product branding cultural heritage in order to towards the international market. In addition, it also expands knowledge and insight in the field of technology. (S1),(S3),(T3),(T4)</p>	<p>fabrics ikat is combined with other types of fabrics. (W3), (T2)</p>
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Source: Data Processed by Researchers 2024

Basically, identifying a strengths and weakness in an organization or company is a form of internal audit and checking to find out how effective the company's performance is. Meanwhile, the identification of opportunities and threats is a form of audit that focuses on the external environment of the organization. Strategies are used as alternative problem-solving based on considerations from a combination of strengths (S), weaknesses (W), opportunities (O), and threats (T). These four factors combined can give birth to the following 4 strategies: strategy (SO) is a strategy that uses strengths to take advantage of opportunities; strategy (WO) is a strategy to overcome weaknesses to seize opportunities; strategy (ST) is a strategy that uses force to deal with threats; strategy (WT) is a strategy to minimize weaknesses to reduce the risk of threats.

**Table 4. Formulation of SWOT Matrix Strategy Combination**

IFAS - EFAS	Opportunities (O)	Threats (T)
Strengths (S)	<p>Strategy (SO)</p> $= 1.76 + 1.40$ $= 3.16$	<p>Strategy (ST)</p> $= 1.76 + 1.15$ $= 2.91$
Weakness (W)	<p>Strategy (WO)</p> $= 0,88 + 1,40$ $= 2,28$	<p>Strategy (WT)</p> $= 0,88 + 1,15$ $= 2,03$

Source: Data processed by researchers 2024

Based on the table above, it shows that the largest score is the Strengths-Opportunities (SO) strategy of 3.16; the value of the Strengths-Threats (ST) strategy of 2.91; the value of the Weakness-Opportunities (WO) strategy of 2.28; the value of the Weakness-Threats (WT) strategy of 2.03. From the value that has been obtained, the most appropriate strategy priority to be carried out first by the company is the SO strategy, because the strategy has the greatest combined value among other strategies. Therefore, it can be said that in this situation, the SO strategy is the most influential strategy for the company's run.

**Table 5. Internal-External Matrix (IE)**

IFAS - EFAS	Strong 4,00-3,00	Keep 2,99-2,00	Lemah 1,99-1,00
Strong 4.00-3.00	I	II Internal: 2,59 External: 2.55	III
Keep 2,99-2,00	IV	V	VI
Weak 1,99-1,00	VII	VIII	IX

Source : Data processed by researchers 2024

Based on the results of the grouping of the IFAS - EFAS matrices above, the value score is used as a determinant of the value of the IE matrix which will be placed on a cell where each cell has a meaning that describes the company. If you look at the table above, Medali Mas ikat weaving craft is in cell II. This position shows that Medali Mas ikat weaving craft is in a position to grow and build. This quadrant also shows that Medali Mas ikat weaving craft has good strengths in internal factors and moderate in external factors. One strategy that can be applied is the Strengths-Opportunities (SO) strategy by optimizing the strengths it has and paying attention to all available market opportunities.

There are specific steps that can be taken to take advantage of this position are:

a. Internal resource optimization

- Investment in modern machinery and technology to improve production efficiency
- Launched a new collection that combines traditional designs with modern trends to attract consumers to buy them.

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b. Effective marketing strategy

- Increase knowledge about digital marketing
- Using storytelling to introduce the cultural values of the product, so that it appeals to consumers, especially the younger generation.

c. Improve customer service

- Provide responsive and efficient customer service to increase satisfaction and loyalty.

d. Collaborations and partnerships

- Collaborating with *relevant influencers* to promote products on social media and when holding *fashion shows*, increasing *brand awareness* among *a wider* audience.
- Collaborate with local and international designers to create exclusive products that can appeal to the global market.

e. International marketing

- Conduct market analysis in the target country to understand consumer preferences and needs.
- Attend exhibitions and festivals to introduce products and network with potential buyers.

This strategy also needs to be supported by efforts to increase resources, market penetration, market research and development, and product innovation. Research by Stanislaus Maximillian (2022) emphasizes the importance of mitigating weaknesses in order to create Competitive Advantages in sambel pecel products.

#### 4. Conclusion

This research highlights the importance of marketing strategies to increase the attractiveness of consumers, especially among young people and Medali Mas ikat weaving craft business expansion through SWOT analysis. In this SWOT analysis, it was found that Medali Mas ikat weaving craft has significant internal strengths such as good quality raw materials, unique colors and diverse motifs, as well as collaborating with well-known designers who can make Medali Mas ikat weaving craft possible builds trust in consumers. However, weaknesses such as the limitations of digital marketing, production technology that is not yet modern, and less than optimal service are challenges that need to be overcome.

From external factors, great opportunities are found through collaboration with influencers, recognition through digital platforms such as google maps, and collaboration with international designers who can open wider market access such as the international market. However, threats such as rising raw material prices, low interest in the younger generation, and limited access to international markets show the importance of innovation and the right marketing strategy. And there are the results of the SWOT analysis on Medali Mas ikat weaving craft.

The results of the SWOT analysis show that the Strengths-Opportunities (SO) strategy is the top priority. This strategy emphasizes the use of internal strengths to seize opportunities, such as utilizing distinctive motifs for international branding, and establishing strategic partnerships with influencers and designers. With an SO strategy score of 3.16, Medali Mas ikat weaving craft is in a favorable growth position as depicted in quadrant 1 of the SWOT diagram.

This research contributes to the development of marketing strategy literature, especially for small and medium enterprises (MSMEs) engaged in textiles and other traditional crafts. Practically, these findings can be used to formulate effective strategies in increasing brand awareness, market penetration, and product innovation. However, this study also has limitations in observation methods and data coverage. Further studies are recommended to further explore digital technology adaptation and international market exploration as part of a sustainable growth strategy.

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