

Analysis of Traditional Menu Promotion Case Study: The City of Pagar Alam

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ABSTRACT

This study compares traditional menu promotion efforts' expectations and reality in Pagar Alam, South Sumatra. The focus of attention of food and beverage industry players is customers and competitors. By generating and offering value to their customers, food and beverage industry players can bind a customer, a food and beverage player who has succeeded in presenting superior value. In order to achieve this goal, every industry player must be able to produce and deliver the goods and services desired by consumers, in this case, tourists, according to the needs and desires of these tourists. The data analysis method uses Important Performance Analysis (IPA) on primary data obtained from 83 consumer respondents. The results showed strategies to improve product branding to introduce and improve the specific menu products of natural fences so that tourists more widely knew them. The results showed that labeling was in quadrant D (low expectation and perception values) at an IPA value of 5.40.

KEY WORDS: Promotion analysis; Traditional menu; Pagar Alam; Important Performance Analysis

INTRODUCTION

Pagar Alam is one of the administrative cities in South Sumatra, which has a traditional menu of regional specialties that have unique values to introduce to domestic and foreign tourists. Goulash Pindang, Kelicok, Semah Fish, Pindang Kuah Kuning, Nasi Ibat till high-quality tea and coffee are traditional menus from Pagar Alam, which are different from other areas in the administrative city area in South Sumatra.

In business competition, one of the requirements for industry players, especially food and beverage, to succeed

in this competition is to try to create and retain customers (Sasongko, 2021). To achieve this goal, every food and beverage industry player must be able to produce and deliver the goods and services that consumers want according to their needs and desires (Sulartiningrum et al., 2018). Every food and beverage player must be ready to face increasingly fierce business competition. The competition's complexity will force the food and beverage industry players always to try to improve their services to consumers (Kotler, Philip; Keller, 2020).

There are many traditional menus from Pagar Alam, which are not known yet by the wider community. The public's understanding of the characteristics and differences of traditional menus in fences is still limited to other areas in the province of South Sumatra; this is due to the homogeneity of the menu in the region of South Sumatra.

Through this research, we hoped that the food and beverage business and industry in Pagar Alam can have a better marketing strategy in introducing traditional menus based on evaluations from the consumer's point of view so that the products offered can be known to the broader community.

Promotion is one of the essential factors that influence consumer perception. The promotion aims to inform, influence, persuade, and remind consumers about the company and its products (Pahwa, 2021). The purpose of a promotion linked to each component's specific role in marketing. Sales promotions such as exhibitions can achieve various objectives in the promotion mix (Reza, 2016).

Studies and research on the effect of promotion on the quality of new products conclude that consumer trust and quality assessment build by fostering close relationships between producers and consumers through an appropriate promotional strategy (Kopalle & Lehmann, 1995). Promotion can measure through the promotion attractiveness, the promotion reach, the frequency of the promotion, and its effectiveness. A promotion causes consumers to be more sensitive to price, and promotional signals positively affect consumer behavior in choosing a product (Rivaldy, 2021).

Research on the effect of promotion on demand for goods concludes that consumer trust and assessment of products can build by fostering close relationships between producers and consumers through an appropriate promotional strategy approach (Rivaldy, 2021).

Promotional activities are company activities that include:

1. Advertising is a form of idea to present and promote products financed by third parties; in this case, the media used in this activity are radio, television, magazines, newspapers, and billboards.
2. Personal Selling is an activity of presenting products directly; in this case, the media used is a direct conversation with prospective buyers to increase product sales.
3. Sales Promotion is marketing activities that stimulate consumer purchases from third-party activities such as shows, exhibitions, demonstrations, and sales efforts that are consistently and continuously.
4. Publicity is an effort to stimulate demand for a product non-personally in the form of news commercialization about a product both in print media and in the form of interviews broadcast by the media (Sulartiningrum et al., 2018).

Mela and Gupta developed various parameter models that affect the emergence of demand and purchase quantity to determine whether increased promotions have influenced product repurchase decisions in the long term, increasing demand for products in the market. Attractive promotions will make it easier for consumers to judge a product because they faced several product

specifications with their respective advantages (Mela et al., 1997).

The following figure describes the research framework based on the literature above.

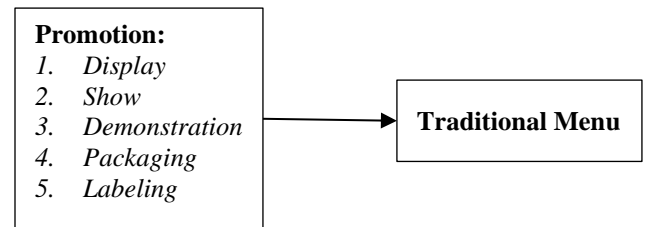


Figure 1. Research framework

Source: Ward, 2008

METHODOLOGY

This type of research is observational with descriptive survey methods and analysis using survey data from interview and questionnaire techniques (Lubis, 2021). The approach of this study uses qualitative and quantitative methods, qualitative methods emphasize consumer expectations for traditional menu products in the city of fence nature so that they can produce appropriate promotional strategies for serving traditional menus, while quantitative research emphasizes numerical research in the form of identifying market perceptions (Micheaux & Bosio, 2019).

The population in this study are consumers who use food and beverage services in restaurants and shops selling food and beverage products in the city of Pagar Alam. The observation results show that there are 9 restaurants and 6 places selling products with similar characteristics, 4 restaurants and 2 places selling products with the highest response rate used as primary data sources. The sampling method used was non-probability sampling with accidental sampling as a technique (Karo Karo, 2020).

Because the population cannot identify directly, the determination of the number of samples uses the Slovin formula approach, so that based on the calculation, a value of 82.53 is obtained, after the results of decimal rounding in this study using 83 samples derived from consumer data in the city of Pagar Alam.

Table 1. Variable Operational

Variables	Q	Indicator
Promotion	Q.1.1	The effectiveness of introducing the menu through promotions by placing food and beverage on a show case or menu.
	Q.1.2	Displays of traditional food and beverage can attract attention.
Show	Q.2.1	Important menu information to display.
	Q.2.2	The information on the menu can attract the interest of tasting.
Demonstration	Q.3.1	Food and beverage processing is important to display.
	Q.3.2	The demonstration of making food and beverage attracts attention.
Packaging	Q.4.1	The exhibition can introduce traditional menu.
	Q.4.2	Frequency of traditional food and beverage exhibitions.
Labeling	Q.5.1	Traditional food and beverage labeling is important.
	Q.5.2	The presentation of traditional food and beverage is the main attraction.

Source: Research result

The types of questions in this questionnaire are open-ended questions, using a Likert scale of 1-7, representing the answers of respondents strongly disagree on a scale of 1 to strongly agree on a scale of 7.

Test Validity and Reliability

The validity and reliability test of the instrument in this study conducts on 30 respondents outside of the research samples; with the number of respondents in the trial, the distribution of scores (values) would be closer to the standard curve.

Instrument testing through validity testing is carried out with a total item correlation test approach which is also called the item correlation test. A total item correlation test is conducted to test the internal validity of each question item in the questionnaire. In this test, the total item score is correlated with the total score. The Product Moment correlation test formula developed by Pearson can be used to test the item correlation. While testing the instrument through reliability testing using the one-shot method, the test tool that will be used for this test is the Cronbach Alpha Coefficient.

Table 2. Research instrument test

Q	Corrected Item Total Correlation	Cronbach's Alpha if Item Deleted
Q.1.1	0,807	0,869
Q.1.2	0,779	0,866
Q.2.1	0,755	0,868
Q.2.2	0,896	0,868
Q.3.1	0,826	0,868
Q.3.2	0,834	0,863
Q.4.1	0,867	0,864
Q.4.2	0,834	0,859
Q.5.1	0,795	0,865
Q.5.2	0,839	0,862

Source: Research result

The results of the research instrument testing shown in table 2 show that the corrected item-total correlation or r-count of each question item exceeds the r-table value of 0.361 at degree-of-freedom (df) = 28 and a significance level of 5 percent.

That way, each item of the question variable has met the validity rules or is eligible to be used as a research questionnaire. The value of Cronbach's alpha if-the-item-deleted in the table or called the Cronbach's alpha

coefficient of each question item shows that the number exceeds the minimum reliability value of 0.7. That way, it shows that each question item is consistent and has met the reliability rules.

RESULTS

Importance Performance Analysis

The Importance Performance Analysis (IPA) method was first introduced by Martilla and James (1977) to measure the relationship between consumer perceptions and priorities for improving product/service quality, also known as quadrant analysis. Importance Performance Analysis is used to map the relationship between the importance and performance of each attribute offered and the gap between performance and expectations of these attributes.

This method asks consumers to rate the promotions carried out based on research indicators. The average value of promotions analyzed by the Importance-Performance Matrix, where in quadrant x represents the level of consumer perception, while in quadrant y represents consumer expectations. The Importance Performance Analysis (IPA) approach can also measure the form of promotion carried out to improve the type of promotion that will carried out (Karo Karo et al., 2020).

Table 3. Action on research indicators

	Mean Percept	Mean Ekspektasi	Delta	Delta %	Mean Percept	Mean Ekspektasi	Delta	Delta %	Tindakan	Skor
Q.1.1	4.92	5.52	-0.60	89.08%	408	458	89.28%	Hold	D Abaikan	87.60%
Q.1.2	4.88	5.60	-0.72	87.31%	405	465	87.31%	Action	B Pertahankan	87.60%
Q.2.1	4.95	5.54	-0.59	89.35%	411	460	89.35%	Hold	D Abaikan	87.60%
Q.2.2	4.67	5.53	-0.86	84.53%	388	459	84.53%	Action	C Perbaiki	87.60%
Q.3.1	4.94	5.55	-0.61	88.94%	450	461	88.94%	Hold	D Abaikan	87.60%
Q.3.2	4.92	5.58	-0.67	87.93%	408	464	87.93%	Hold	B Pertahankan	87.60%
Q.4.1	4.88	5.42	-0.54	90.00%	405	450	90.00%	Hold	D Abaikan	87.60%
Q.4.2	4.59	5.52	-0.93	83.19%	381	458	83.19%	Action	C Perbaiki	87.60%
Q.5.1	4.77	5.72	-0.95	83.37%	396	475	83.37%	Action	B Pertahankan	87.60%
Q.5.2	5.22	5.64	-0.42	92.52%	433	468	92.52%	Hold	B Pertahankan	87.60%
Rerata	4.87	5.56						87.60%		

Source: Research result

Based on table 2, it obtains that the average level of conformity is 87.60 percent, the average value of the level of conformity will compare with the value of the level of conformity of each promotion indicator, the comparison value of the indicators can compare with the suitability of each indicator. Actions for each indicator taken with the consideration if the value of the level of

conformity of the indicator is smaller than the average value of the level of conformity, then corrective action is necessary, otherwise if the value of the level of conformity is greater then it needs to be maintained.

Table 4. Cartesian Value Mapping

Variable	Indicator	Perception	Expectation
Promotion	Q.1.1	4.95	5.52
	Q.1.2	4.90	5.60
Show	Q.2.1	4.85	5.55
	Q.2.2	4.65	5.53
Demonstration	Q.3.1	4.92	5.57
	Q.3.2	4.95	5.59
Packaging	Q.4.1	4.90	5.42
	Q.4.2	4.60	5.52
Labeling	Q.5.1	4.75	5.75
	Q.5.2	5.25	5.62

Source: Research result

From the results of the calculations in table 2 and table 3, there is one indicator that needs to be improved because the promotional efforts carried out by the food/beverage industry in the city of Pagar Alam have not been able to provide the expectations that consumers want, namely:

1. The importance of product packaging.

In table 3, two indicators must consider to improvement and a concern for the promotion evaluation that will carried out, namely:

1. Displaying traditional food/beverage menu
2. Information on the menu that can make consumers order the menu.
3. The intensity for the traditional menu exhibition.

Meanwhile, six promotion indicators need to be maintained by the food/beverage industry managers in the city of Pagar Alam, namely:

1. Promotions that place the menu on the showcase/food menu.
2. The importance of showing menu information.
3. The importance of showing menu processing.
4. Demonstration of menu processing to attract consumers' attention.
5. Exhibition of traditional menus to attract consumers' attention.
6. Menu presentation can be the main attraction of certain types of menus.

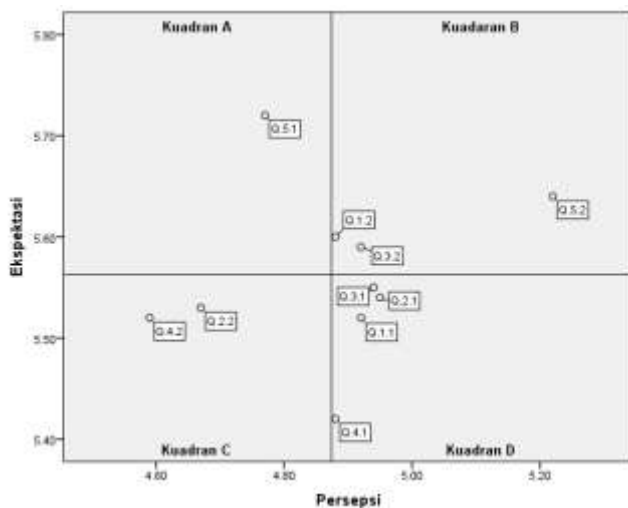


Figure 2. Cartesius Diagram

Source: Research result

The values in table 3 are the main basis for mapping management to produce the Cartesian diagram in Figure 2 with the help of statistical software Package for Social Science (SPSS) version 22.

Cartesian Diagram Analysis

Promotion is an inseparable part of marketing, where marketing experience can be a strategy, and we can use the results as a benchmark for promotion success. Karo, in his two recent studies related to experiential marketing, showed that the variables feel, act and relate had a significant impact on tourist satisfaction in Belitung, with the feel factor being the most dominant factor (Karo Karo & Rahman, 2020) Another research showed that the variable sense, feel, act variables had a

significant impact on the satisfaction of sports event participants in Palembang with the act is the most dominant factor (Karo Karo, 2020). From these two studies, the feel and act factors are two slice variables that always appear to be important factors for consumer satisfaction. This research result can be used as a reference for the development of traditional menu product promotions to increase consumer buying interest by focusing more on the dominant factor of customer satisfaction through experience. If promotion combines with current technological developments, online marketing can be one of the most potent ways to bring the identity of traditional menus closer to consumers. Manaf, in his research, shows that e-commerce significantly influences the competitive advantage of traditional culinary products in South Sulawesi (Manaf et al., 2020).

The results of data mapping through Cartesian diagrams show that the 10 research indicators divided into four quadrants according to the level of perception and expectations of respondents, the results of the mapping include:

Quadrant A: Top Priority

The indicators in quadrant A contain indicators considered important by respondents. However, these indicators have not met by the food and beverage industry managers, so they do not reach the value of customer expectations. The indicator is regarding the packaging of traditional menus represented by Q.5.1, based on calculations on the index Perception on the score is 4.75, which does not exceed the average index, while expectations are at the highest value, namely 5.75.

From the indicators contained in quadrant a, it can be concluded that packaging is essential for consumers, so good packaging can maintain the quality of traditional food and beverages; besides that, excellent and attractive packaging can make customers curious to buy and try the products offered.

Quadrant B: Maintain Achievement

The indicators in quadrant B contain indicators in promotions that are considered important by consumers and these indicators consider to have met customer expectations. This indicator needs to be maintained to attract new consumers or make existing consumers into permanent consumer categories so that consumers who

come will be more loyal to buy the product. Offered by the fixed consumer category, consumers who come will be more loyal to buy the products offered. The three indicators included in quadrant B are:

1. Promotion variable is represented by indicator displaying traditional food/beverage.
This indicator has a perception index of 4.90 and expectations of 5.60 or slightly above the average value of the Cartesian diagram represented by Q.1.2, this indicates that consumers are not too focused on traditional food/beverage menu displays, both physical displays and menu displays. more effort is needed by the food and beverage industry players, from the results of interviews conducted by many consumers who think that the displayed menu does not have a consistent shape when the menu is served but still has the same components when the menu is presented to consumers, consistency is needed so that consumers have no doubts about the traditional food/beverage to be ordered (Darmawan & Wibisono, 2019).
2. Demonstration variable is represented by demonstration indicator in the manufacture of traditional food and beverage.
This indicator has a perception index of 4.95 and expectations of 5.59 which is represented by Q.3.2, the level of perception and expectation is slightly above the average Cartesian diagram, from the data seen from Figure 2, it can be seen that the gap between perception and expectation is not too significant, this means that consumers have The high expectation value for the demonstration indicator for making food and beverages, things that need to be considered by traditional food/beverage business actors are that they are more attractive in conducting demonstrations of making traditional food/beverages, apart from the entertainment side, it can attract more attention from consumers, on the other hand, consumers feel comfortable and safe, because consumers see firsthand the hygiene and sanitation side of traditional menu products that will be consumed (Tresyanto, 2016).
3. Labeling variables represented by presentation indicators are the main attraction of certain types of menus.

This indicator has a perception index of 5.25 and expectations of 5.62 or is represented by Q.1.2 on the Cartesian diagram, this is in line with the Demonstration indicator represented by Q.3.2 in quadrant B, from the Cartesian diagram it can be seen that the value of the perception index has a much higher significance than expectations This is because the menu that is displayed in a presentation is much worse than when the menu is served, in this case the traditional food/beverage industry players must have consistency in maintaining the display of the form of food, because it is possible that consumers will order other menus so that the income level is better.

From the indicators contained in quadrant B, we can conclude that:

1. The traditional menu displayed has been able to attract the attention of consumers who see how the product presents well so that consumers are interested in trying the products on display.
2. By seeing the process of making a traditional menu directly, we can attract the attention of consumers; this happens because if consumers see the process directly, consumers can quickly know the quality of the ingredients, and they feel safe trying to consume the traditional foods or beverage.
3. Consumers believe that the presentation of traditional food and beverage can be the main attraction because if a food/beverage presents very well, it will also create a good impression so that consumers will never forget the food/beverage.

Quadrant C: Low Priority

Quadrant C is an area that contains indicators that are not too important in promotion points and fact the indicators in quadrant c do not meet consumer expectations or expectations. However, if improvements made to these promotional indicators, there will be excellent service where the reality or perception value is better than the value of expectations or expectations, The 2 indicators in quadrant C are:

1. The Show variable is represented by an indicator of menu information capable of attracting consumers to taste.

This indicator has a perception index of 4.65 and expectations of 5.53 or slightly above the average value of the Cartesian diagram represented by Q.2.2, even though it is in quadrant c, this indicator has the opportunity to be noticed by consumers, things that might improve by the traditional food and beverage industry products include details of the use of materials and manufacturing techniques briefly so that they can form consumer perceptions of traditional food/beverage products that will consume.

2. Indicators represent packaging variables. Traditional menu exhibitions carried out as often as possible.

This indicator has a perception index of 4.60 and an expectation of 5.52 which is represented by Q.4.2, where the value of these two indicators is smaller than the average index value of the Cartesian chart, the improvement of strategy in this indicator could carry out promotions that are more desired by consumers, even though they have negative values for both expectations and perceptions. However, there is an opportunity to improve consumption expectations because the expectation gap's value with the Cartesian diagram's average value is not too high.

From the indicators contained in quadrant C, we can conclude that:

1. Based on the respondent's statement, the exhibition activities are still not massively carried out to introduce traditional menus; this means that the traditional foods or beverage from Pagar Alam should conduct to introduce the traditional types that are not well known yet to local tourists or foreign tourists. So that consumers will know more about traditional foods/beverage, this is very good because traditional menus from Indonesia are preserved, especially traditional food/beverage originating from the city of Pagar Alam.
2. Based on the respondent's statement, in Q.2.2, information about traditional food and beverage has not been able to attract consumers to taste; for that, it is necessary to make improvements in menu layout and menu information and explain the ingredients used as well as placing traditional food/beverage in the center area in the menu so that when consumers open the menu, the priority information is traditional food or beverage.

Quadrant D: Low Priority

The indicators in quadrant D have indicator areas that are not very important from the consumer's point of view, but, they have met consumer expectations or expectations, four indicators do not need special attention for traditional food and beverage business actors in the city of Pagar Alam, so that attention in this indicator can shift to maximize on other indicators, while the four in quadrant D are:

1. Promotional variables are represented by the effectiveness of promotions by placing traditional food/beverage in the showcase/menu to introduce the menu.
This indicator has a perception index of 4.95 and expectations of 5.52 or slightly above the average value of the Cartesian diagram represented by Q.1.1
2. The Show variable is represented by showing menu information.
This indicator has a perception index of 4.85 and expectations of 5.55 or slightly above the average value of the Cartesian diagram represented by Q.2.1
3. Demonstration variable is represented by showing food/beverage processing.
This indicator has a perception index of 4.92 and expectations of 5.57 or slightly above the average value of the Cartesian diagram represented by Q.3.1
4. Demonstration variable is represented by showing food/beverage processing.
This indicator has a perception index of 4.90 and expectations of 5.52 or slightly above the average value of the Cartesian diagram represented by Q.4.1

From the indicators contained in quadrant D, we can conclude that:

1. Based on the respondent's statement in Q.1.1, the technique of promoting traditional food or beverage has met consumer expectations, and the information provided on the products has been communicated.
2. Based on the respondent's statement in Q.2.1, the respondent believes that by showing the correct information, the respondent will quickly know

- and recognize traditional food or beverage to increase consumer interest in trying promoted traditional foods or beverage.
3. Based on the respondent's statement in Q.3.1, the respondent believes that seeing firsthand the process of making traditional food or beverage is essential because by looking directly at the manufacturing process, consumers can know firsthand the quality and quantity of traditional food/beverage in the city of Pagar Alam that they will taste
 4. Based on the respondent's statement in Q.4.1, it shows that it is very appropriate to introduce traditional food or beverage in an exhibition or a festival because many visitors will visit the products, and it is an excellent opportunity to introduce traditional food/beverage products typical of fence nature.

Each in quadrant D has met the expectations of tourists well and there is no need for improvement in this indicator, in the Cartesian diagram and respondent data it can be assumed that it is not too significant to make improvements in this quadrant so that the resources used in this diagram can be maximized to improve, because the indicators have achieved excellent service (Sukatmadiredja & Rosita, 2019).

CONCLUSION

Based on the analysis of each quadrant, several conclusions can be drawn including:

1. There are three indicators that are able to meet consumer expectations or expectations in the city of Pagar Alam, namely:
 - a. displaying traditional food/beverage can attract attention
 - b. demonstration of making food/beverage able to attract the attention of consumers
 - c. presentation can be the main attraction of certain types of menus on indicators displaying traditional food/beverage are able to attract attention and demonstration indicators make food/beverages able to attract consumers' attention needs to be adjusted so that the expected value can increase

2. There are three indicators that require special attention to improve the promotion method, because these three indicators have a level of expectation or expectation but have a low level of reality or perception, these three indicators are:
 - a. Menu information can attract consumers to taste
 - b. Traditional menu exhibitions are held as often as possible
 - c. The Importance of the Packaging Process
3. Indicators of the importance of the packaging process in the labeling variable are predicted to be the focus of improving the promotion and service of traditional food and beverage in the city of fence nature, this shows that consumers are very concerned and consider the indicators of the packaging process important, so that the traditional menu of the city of fence nature does not have a significant difference in taste both when eaten on the spot and when packaged.

SUGGESTION

Based on the research results, some approaches can be taken, including:

1. Efforts to promote a pattern where all indicators intersect with the pattern of services provided can be carried out measurably and systematically according to the results of the indicators in the Cartesian diagram.
2. Re-identify the priority of improving the promotion pattern, where the food and beverage industry players in the city of fence nature must reduce the distance between reality and consumer expectations.
3. Re-identify the resources owned in terms of human resources and financial side on variables that are not a priority for improving the promotion pattern.

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