



## **Business Development Strategies of Homemade Culinary Enterprises: A Case Study of Andayu Kuliner in Pamekasan**

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### **Abstract**

This study explores the strategic development of Homemade Andayu Kuliner, a household-based micro-enterprise in Pamekasan Regency, Indonesia, as a case of rural entrepreneurship adaptation in the digital era. Using a qualitative descriptive approach, data were collected through interviews, observations, and documentation to analyze how integrated business strategies contributed to revenue growth and community impact. The findings reveal four main strategies: (1) product diversification that expanded consumer choices, (2) competitive yet affordable pricing aligned with rural purchasing power, (3) distribution through local agents and inter-regency networks, and (4) promotion that combined word-of-mouth with emerging digital platforms such as WhatsApp and Instagram. These strategies resulted in a significant increase in monthly revenue from IDR 2.25 million to IDR 14 million, alongside expanded production capacity and employment opportunities. Beyond economic benefits, the case highlights the social dimensions of resilient entrepreneurship, particularly the role of family labor, local networks, and digital adaptation in sustaining rural livelihoods. This research contributes to the literature on MSME strategy and social studies by demonstrating how household-based businesses can integrate traditional practices with digital marketing to strengthen competitiveness and community resilience in rural settings.

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## **Introduction**

Micro, small, and medium enterprises (MSMEs) are widely recognized as the backbone of economic development because they play a strategic role in employment creation, income distribution, and community empowerment (Snihur et al., 2017); (Fadilah et al., 2021). Entrepreneurship itself is a productive activity that requires not only risk-taking ability and independence but also resilience in facing uncertainty (Brykman et al., 2022). Within the MSME category, homemade or household-based products represent a unique segment with strong cultural and social characteristics. Such enterprises emphasize authentic craftsmanship, product innovation flexibility, and storytelling that differentiates them from mass-produced goods (Gu & Koren, 2022); (Rosinawati et al., 2021). These features make culinary-based MSMEs important for sustaining both local economies and rural livelihoods.

Despite their potential, rural culinary MSMEs often encounter critical challenges in sustaining business operations. Rising production costs are frequently not matched by consumers' purchasing power, while competition with mass-produced products from large industries remains intense (Wahid, 2025). Similar businesses in Pamekasan Regency, including Homemade Andayu Kuliner, face these pressures in addition to limited market access and low adoption of digital marketing. Previous studies confirm that well-designed development strategies in marketing and product innovation can significantly expand market reach and revenue for small-scale enterprises (Prayogi et al., 2021).

However, most existing research still emphasizes managerial or technical aspects of MSMEs, while the social dimensions such as the resilience of household enterprises, the role of family labor, and the adoption of digital tools in rural settings remain underexplored. International literature highlights the importance of resilient entrepreneurship and digital transformation in strengthening rural SMEs (Skokan et al., 2013); (Kusyk, 2020), yet studies contextualized in Indonesian rural areas are limited. This creates a research gap in understanding how household-based culinary enterprises adapt through integrated strategies that combine traditional practices with digital marketing in sustaining rural livelihoods.

Based on this gap, the present study analyzes the business development strategies of Homemade Andayu Kuliner in Pamekasan Regency. The research aims to

identify how integrated approaches in product diversification, pricing, distribution, and promotion contribute not only to revenue growth but also to social resilience within the village community. In doing so, this study contributes both theoretically, by enriching the literature on MSMEs and social entrepreneurship, and practically, by offering insights for small businesses seeking adaptive strategies in increasingly competitive and digitalized markets.

## **Method**

This research employed a qualitative descriptive approach to gain an in-depth understanding of the business development strategies implemented by Homemade Andayu Kuliner in Pamekasan Regency (Abdussamad, 2021). The study focused on exploring the subjective realities and practices of the enterprise by emphasizing both economic and social dimensions of rural entrepreneurship.

The primary subjects of the research were the business owner, employees, and consumers, while secondary data were obtained from documents, field notes, and relevant reports. Data collection techniques included participatory observation, in-depth interviews, and documentation, ensuring that various perspectives from different stakeholders were represented.

The data analysis followed an interactive process through the stages of data reduction, data display, and conclusion drawing/verification (Creswell & Creswell, 2018). To strengthen the validity of the findings, the study applied source triangulation strategies, which involved comparing information across different methods and informants (Da Silva Santos et al., 2020). These included cross-checking observational data with interview responses, contrasting public and private statements, and comparing viewpoints among diverse stakeholders such as community members, entrepreneurs, and local officials.

Through this methodological design, the study sought to ensure credibility and reliability, while also capturing the broader social implications of business strategies adopted by a rural household-based enterprise.

## **Result and Discussion**

After successfully collecting data through observation, interviews, and documentation, researchers will analyze their findings.

## **Business Development Strategies of Homemade Andayu Kuliner**

**Product Strategy** In the context of the modern economy, production is a multidimensional transformation process that not only involves the conversion of material inputs into goods/services outputs, but also involves the creation of added value through the integration of production factors (land, labor, capital, and entrepreneurship) These factors are organized through operational management systems to meet consumer needs, where the essence of this process lies in optimizing technical efficiency and economic effectiveness in creating form utility, place utility, time utility, and possession utility as the foundation for economic value creation in the market system (Ray, 2021). Production involves the provision of goods and services with consideration for fairness and public welfare. Production plays an important role in determining human welfare and national prosperity. Production activities aim to increase the usefulness of goods, either by providing new benefits or greater benefits than before (Hartanto & Sup, 2022). In addition, production involves the maximum use of natural resources by humans to produce goods that are beneficial to humans (Fauzia & Abdul Kadir Riyandi, 2014).

To produce and process products efficiently, effective arrangements are needed, both in terms of organization and management. This involves the ability to create, organize, plan, and evaluate the performance of each division involved. A product is an overall concept of an object or process that provides a number of benefits to customers. To produce and process products efficiently, effective arrangements are needed, both in terms of organization and management. This involves the ability to create, organize, plan, and evaluate the performance of each division involved. A product is the overall concept of an object or process that provides a number of benefits to customers. (Rachmad & Zunan Setiawan, 2023).

In its business operations, Homemade Andayu Kuliner has seen significant development in product processing. Initially, it only produced crispy candles and fish siomay, but now it is capable of producing Japanese satay, cilor, Bandung cireng, onion siomay, Spongebob sticks, crispy bakdabak, papeda, and other items. In terms of product processing, Homemade Andayu Kuliner places a strong emphasis on maintaining the quality of taste and the cleanliness of equipment used in preparation. Regarding menu presentation, the owner of Homemade Andayu Kuliner categorizes the most popular

menu items to be offered to new customers. Additionally, Homemade Andayu Kuliner displays images of the most popular menu items on the walls and entrance to attract potential customers. Customers are very satisfied because, in addition to the affordable prices, the taste is also excellent. This indicates that Homemade Andayu Kuliner has grown and is implementing effective strategies in its product processing.

The advantage of this product strategy is that it builds reputation and customer interest by adding product variants so that customers are satisfied with their choice of product to buy. The disadvantage of this product strategy is that only one type of product is developed, namely sausage, but in various shapes and names.



**Picture 1. Various products produced**

### **Pricing Strategy**

Price is the amount of money that consumers must pay to obtain or use certain goods or services. Pricing has a significant impact on the demand for these products and services. Errors in pricing can result in low consumer interest in the products offered (Agustina Shinta, 2011).

In determining the price, the owner of Homemade Andayu Kuliner offers only one type of price, which is the sale price at sausage agents, ranging from Rp. 6,500 to Rp. 7,000 per pack containing 22 pieces, with a wholesale price of Rp. 7,000. For the main ingredient, flour, approximately 54 kg is required to produce 200 packages of homemade products, including 36 kg of tapioca flour and 18 kg of wheat flour. For the fish, approximately  $\frac{1}{2}$  kg is needed, using skipjack tuna or baby tuna. After all costs are accounted for, the profit margin is calculated as follows: selling price – production costs – labor costs = Rp. 1,600,000 – Rp. 677, 000 – Rp.210,000, which is Rp.713,000/200 packs, with a selling price of Rp.8,000 per pack. Meanwhile, for a selling price of Rp.10,000/box, the calculation is selling price – production costs – labor costs = Rp.

2,000,000 – Rp.677,000 – Rp.210,000 = Rp. 1,113,000. Therefore, the conclusion is that pricing between Rp. 8,000 and Rp. 10,000 is already sufficiently profitable. It is suitable for both the owner and the buyer.

However, the prices charged are in line with market standards, as price plays an important role in determining consumer interest in a product. Therefore, it can be concluded that the prices set by Mr. Abdurrahman Wahid are very affordable, as he sells to wholesalers and sausage agents, where price is a major factor in purchasing decisions.

The advantage of this pricing strategy is that the selling price is relatively low and in line with market prices, which attracts customers to become regular customers because they can profit from the low prices. The disadvantage of this pricing strategy is that the owner cannot raise the initial price to the latest market price, which causes profits to be unstable.



**Picture 2. Poster of various products produced at various prices**

### **Location and Distribution**

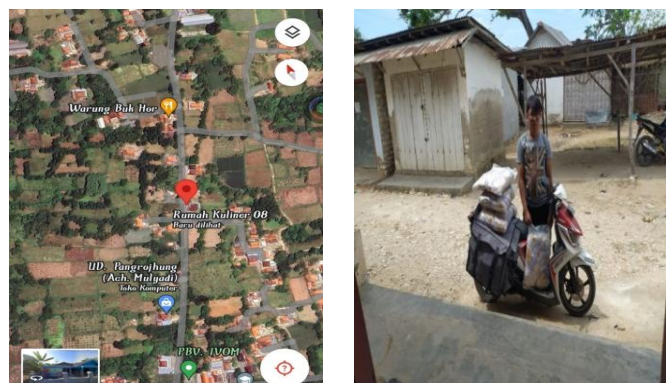
Before manufacturers market their products, it is necessary to plan the distribution strategy that will be implemented. One way to increase sales through distribution channels is by offering special discounts, bonuses, and advertising (Mutia Arda, Gustina Siregar, 2022). Location is the result of location determination and decisions related to distribution channels, which are related to the existence of strategic locations and methods of delivering services to customers.

In this case, the owner of Homemade Andayu Kuliner provides a service where the service provider visits the customer, so the location is not particularly important. but what is important is that the service delivery remains of high quality. The owner of Homemade Andayu Kuliner prioritizes service in delivery, ensuring that the ordered

products arrive complete and still fresh. Despite this, the location of Homemade Andayu Kuliner is already quite strategic, as there is a village road in front of it that is commonly used by people for passing by. Additionally, there are many residential homes in the surrounding area. However, the majority of orders typically come from sausage agents located far from the Homemade Andayu Culinary location.

The distribution strategy implemented by Mr. Abdurrahman Wahid was to consign Homemade Andayu Kuliner products to sausage agents using salespeople.

The advantages of the location and distribution strategy are that the location is strategic, making it easily accessible to many people and located on the side of the road. Product delivery using sales representatives greatly facilitates customers, as they do not need to come to the location. The drawbacks of the location and distribution strategy are that the location is still not widely known, especially outside the city, and deliveries are not yet fully optimized because they still rely on motorcycles, which limits the amount of cargo that can be transported, forcing sales representatives to make multiple trips to deliver products to the same location.



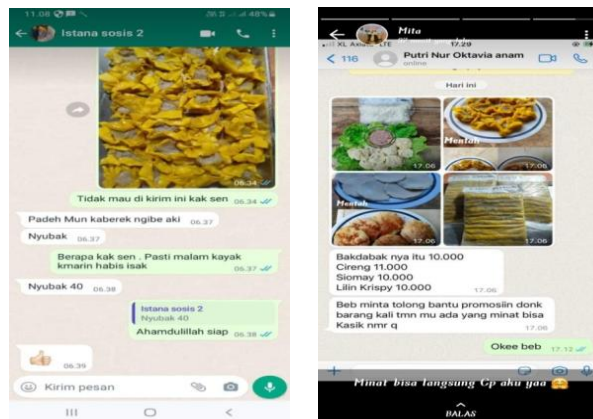
**Picture 3. Product Location and Distribution**

### **Promotional Strategy**

In the promotional strategy for Homemade Andayu Kuliner, Mr. Abdurrahman Wahid promotes his sausage products using personal selling as a promotional tool. According to Tjiptono, personal selling is direct communication (face-to-face) between the seller and potential customers with the aim of introducing a product to potential customers and forming an understanding of the product among consumers so that they will try and purchase it (Pantri Heriyati, 2022).



Homemade Andayu Kuliner conducts personal selling by meeting buyers face-to-face. The owner of Homemade Andayu Kuliner offers products by word of mouth using language that consumers can understand. When presenting products, we use friendly and polite language and provide good service to attract consumers or potential consumers to the products offered. The second promotional strategy is through social media, specifically WhatsApp, where the owner of Homemade, Mr. Abdurrahman Wahid, posts various products from Homemade Andayu Culinary. These posts sometimes take the form of videos or photos on WhatsApp Stories or offers to new potential buyers who have sausage agents in other regions.



**Picture 4. One of the Promotional Media**

The next strategy is for the owner to make an offer first to sausage agents who have never made a purchase at Homemade Andayu Kuliner. They will then buy several products on a trial basis. If there is high demand for Homemade Andayu Kuliner products, the new sausage agents will order Homemade Andayu Kuliner products in large quantities, which will then be delivered to their locations by employees or the business owner himself.

In addition, Homemade Andayu Kuliner participated in an MSME bazaar held at Pendopo Pamekasan by Bank Jatim. In addition to profiting from the high sales and popularity of Homemade Andayu Kuliner products, the owner of Homemade Andayu Kuliner was also given Rp. 1,000,000 by the Regent of Pamekasan.

The results of the researcher's observations at the research location, based on the observations obtained by the researcher, show that the promotional strategy carried out by the owner of Homemade Andayu Kuliner is to offer products by word of mouth or face-to-face with buyers. In addition, they promote their products through WhatsApp



social media by uploading stories or offering products via WhatsApp chat to potential new buyers.

The advantage of this promotional strategy is that the owner can offer products directly to potential customers and provide samples, thereby immediately attracting potential customers to order Homemade Andayu Kuliner products. The drawback is that the owner's promotional efforts are not optimal because they only rely on word-of-mouth and WhatsApp for promotion. Therefore, they should expand their social media presence by using platforms like Instagram, Facebook, and TikTok, and also increase their presence on marketplaces such as Shopee, Lazada, Tokopedia, and others.

### **Increase in Revenue from Andayu Kuliner's Homemade Business After Business Development**

Income growth is the process or action of expanding a business and so on. Thus, income growth is a stage that results in higher wages or salaries for individuals or households within a certain period of time. In other words, the income received by individuals is higher than before (Ernawati Waridah, 2017).

According to Ganjar Isnawan, an increase in revenue is the result of business activities generated from a company's sales activities, whether in the form of products or goods, and labor. Business revenue is an inflow of assets from the sale of goods and services, and other business activities aimed at generating revenue and goods and services (Loso, Judi janto, Junaidi Abdillah, 2024). Increased revenue is a company's ability to maximize its capital to generate maximum profits within a certain period of time (Surachman et al., 2025).

Based on the theory explained above, it can be concluded that an increase in income is the ability of a business actor to generate profits over a certain period of time by using all of its working capital. Businesses can increase a company's income from the sales of products in their business activities.

One of the Prophet's hadiths that needs to be studied is the hadith that is textually related to statements about profits in buying and selling, as narrated by Imam Bukhari, as follows (Safrudin, 2020).

*From 'Urwah al-Bāriqi. "The Prophet (peace be upon him) gave him one dinar to buy a goat. He then bought two goats with that one dinar, and sold one of them for one dinar. After that, he came to the Prophet (peace be upon him) with one dinar and a goat. Then he prayed that his transaction would be blessed. And if that money*

*had been used to buy land, it would have also yielded a profit."* [Reported by al-Khamsah except an-Nasa'I; Book 7, Hadith 822].

The above hadith is often used as a benchmark by traders to maximize profits by minimizing capital expenditure, so that the goal of trading, which is to obtain maximum profits, can be quickly achieved.

The income of Homemade Andayu Kuliner has increased after implementing business development strategies in terms of both production and revenue. In terms of revenue, after implementing business development strategies, Homemade Andayu Kuliner has experienced an increase both monthly and annually. Previously, before the owner of Homemade Andayu Kuliner implemented these strategies, the revenue generated was Rp. 2,250,000 per month, and annually it reached Rp. 27,000,000. However, after the owner of Homemade Andayu Kuliner implemented the business development strategies, the revenue increased to Rp. 12,000,000 per month, and annually it reached Rp. 144,000,000 per month. This income is the net income. Therefore, it can be said that the increase in sales income for Homemade Andayu Kuliner is quite significant.

The owner of Homemade Andayu Kuliner developed his business using a vertical development approach, which involves diversifying similar products without creating new items. Thus, the owner of Homemade produces a type of sausage but with different flavors, shapes, and names. Initially, the owner could only produce 75 packages per day, but now they can produce 200 packages or more daily. Despite the growth of Homemade Andayu Kuliner, the owner still intends to expand the business despite numerous failures.

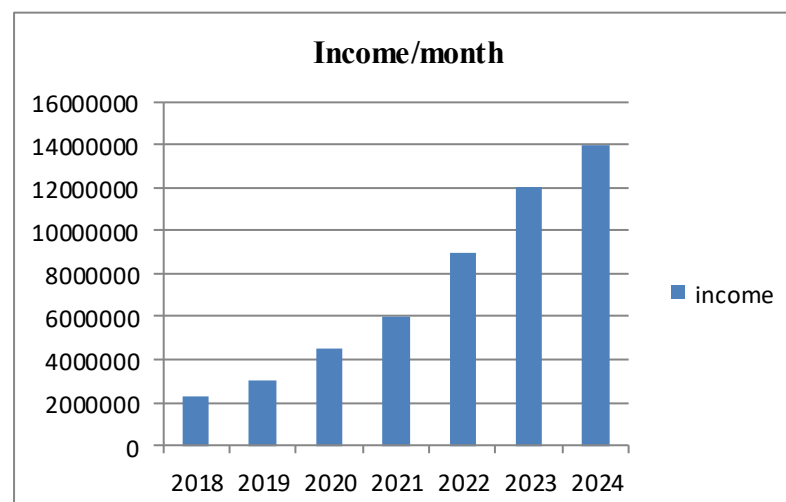
Internal factors that caused the increase were business development strategies consisting of product strategies in the form of adding product variants, a pricing strategy involving relatively low prices that are in line with market prices, a location and distribution strategy involving strategic locations and product delivery through sales channels that make it easier for customers to receive products without having to visit the location, and a promotional strategy where the owner of Homemade Andayu culinary directly offers products through word-of-mouth or direct sales. Additionally, Mr. Aan promotes the business through social media platforms like WhatsApp.

External factors include increased market demand, improved product innovation and quality, expanded delivery ranges to other cities, and most importantly, the tenacity and perseverance of business owners, which have resulted in maximized marketing efforts.

**Table 1. Monthly and Annual Income Report for Andayu Kuliner Homemade Business**

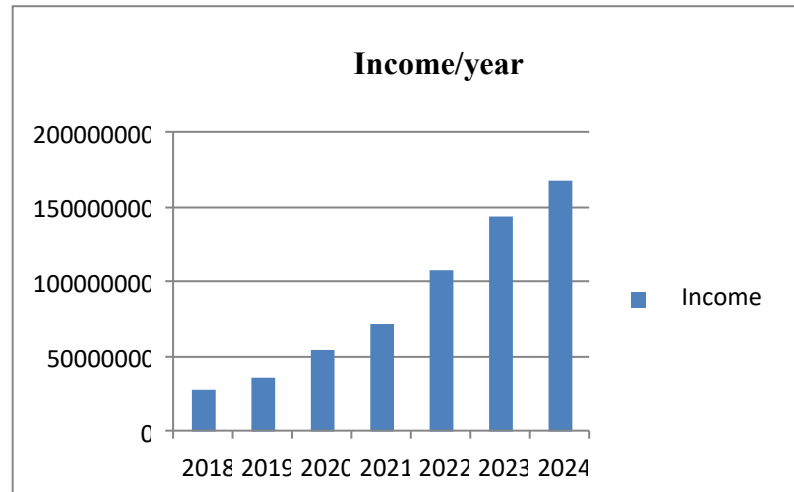
Year	Revenue / Month	Revenue / Year
2018	Rp. 2.250.000	Rp. 27.000.000
2019	Rp. 3.000.000	Rp. 36.000.000
2020	Rp. 4.500.000	Rp. 54.000.000
2021	Rp. 6.000.000	Rp. 72.000.000
2022	Rp. 9.000.000	Rp. 108.000.000
2023	Rp. 12.000.000	Rp. 144.000.000
2024	Rp. 14.000.000	Rp. 168.000.000

The Monthly Income Report for Andayu Kuliner Homemade Business illustrates the periodic development of business income with monthly details that are then summarized into annual totals. This report provides important information about the fluctuations in the home-based culinary business's income throughout the year. Monthly data helps business owners analyze sales trends, such as significant increases in certain months that usually coincide with holidays, vacations, or special promotional events. Conversely, months with a decline in income can also be an indicator of challenges, such as a decline in consumer purchasing power or high market competition.



**Figure 5. Monthly Income Report for Andayu Kuliner Homemade Business**

Business revenue shows a significant upward trend throughout the year. Based on the monthly revenue chart, it can be seen that the highest revenue was achieved in 2024 with a value of Rp. 14,000,000. Meanwhile, the lowest revenue occurred in 2018 with a value of 2,250,000. This indicates that the business experienced a 100% increase in revenue over the course of one year.



**Figure 6. Annual Income Report for Andayu Kuliner Homemade Business**

On an annual basis, the income chart shows that the company has experienced stable and consistent income growth. In the previous year, business income reached Rp. 27,000,000, while this year it reached Rp. 168,000,000, indicating that Homemade Andayu Kuliner has successfully increased its income by 100% within one year. This increase can be used as an indicator that the business development strategy is highly effective and should be continued.

### **Comparative and Theoretical Implications**

Compared with other culinary MSMEs, the case of Homemade Andayu Kuliner illustrates a balanced integration of traditional practices and digital adaptation. Unlike enterprises that rely solely on informal networks, Andayu Kuliner shows that combining digital marketing with conventional distribution networks can create a hybrid resilience model for rural enterprises.

Theoretically, this study contributes to the literature on resilient entrepreneurship by emphasizing the role of family-based enterprises in adapting to competitive pressures (Brykman et al., 2022). It also adds to discussions on digital

transformation in rural contexts, where the limited but strategic use of digital media can amplify local businesses' competitiveness (Skokan et al., 2013).

The case of Homemade Andayu Kuliner demonstrates that household-based MSMEs can achieve both economic and social benefits through integrated strategies. Product diversification, affordable pricing, expanded distribution, and hybrid promotion not only increased revenue but also strengthened local community resilience. These findings highlight the broader role of rural micro-enterprises as agents of social and economic development in emerging economies.

## **Conclusion**

This study shows that the implementation of integrated business development strategies has significantly transformed Homemade Andayu Kuliner in Pamekasan Regency from a household enterprise into a resilient micro-business. The application of four strategies—product diversification, affordable pricing, expanded distribution networks, and hybrid promotional practices—resulted in a substantial increase in monthly revenue (from IDR 2.25 million to IDR 14 million) and expanded production capacity by more than 300%.

Beyond economic success, the findings highlight important social dimensions. Household-based entrepreneurship not only strengthens family livelihoods but also creates employment, builds local social capital, and introduces rural communities to digital business practices. These outcomes underline the role of MSMEs as drivers of both economic growth and community resilience in rural settings.

Theoretically, this research contributes to the literature on MSME strategy, resilient entrepreneurship, and digital marketing in rural contexts, showing how household enterprises can integrate traditional practices with emerging digital tools. Practically, the case offers a replicable model for other rural culinary MSMEs seeking to adapt to competitive and digitalized markets.

However, the study has limitations. As a single-case qualitative study, the findings cannot be generalized without caution. The absence of quantitative data also limits the ability to measure the precise effect of digital marketing strategies on revenue growth.

## **Suggestion**

Future research should address the limitations of this study by adopting a more comprehensive and data-driven approach. Quantitative analysis is needed to measure the

direct impact of digital marketing adoption on MSME sales performance, while comparative studies across different regions or industries can capture the diversity of rural entrepreneurship models. In addition, exploring consumer behavior in response to hybrid marketing strategies combining digital and traditional approaches—would provide deeper insights into market dynamics. Equally important, further research should examine the role of social networks, family involvement, and community support in shaping the resilience of household-based enterprises. By pursuing these directions, future studies can enrich the literature on rural entrepreneurship and offer more practical guidance for strengthening MSMEs as agents of sustainable community development.

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