

Analysis Traditional Market Revitalization For Economic Improvement of Kras Market Kediri

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ABSTRACT

This study explains the problem of the unfavorable image of traditional markets in the eyes of society. special attention from the government for traditional markets, namely through revitalization as a form of market development to become a more organized and attractive location or area for the community. This research uses a qualitative approach with a descriptive type, namely research that prioritizes observing phenomena and requires sharp instincts in making decisions. Data collection techniques with interviews, observation and documentation. The results of this study, are: 1) The impact of the revitalization program on the economic conditions of traders is that it has a good impact on the community, through this revitalization it will remove the impression of a smelly, dirty and dirty traditional market. 2) Constraints and solutions for revitalization programs for merchant sales turnover, namely obstacles related to HR management that are still not qualified to compete with the modern market, the solution for traders must keep up with the times, namely by providing good service and cleanliness. 3) Factors supporting and inhibiting the revitalization program for merchant sales turnover, namely obstacles related to more and more competition between traders and a decrease in turnover caused by loss of subscriptions, supporting factors namely the need for cooperation from the government to provide restrictions on merchant blocks so that they are orderly and facilitate consumers in choosing goods so that competition that can be detrimental to each of these traders is avoided.

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INTRODUCTION

One of the livelihoods of the population in Indonesia is through trade, until now traditional markets are still a favorite of the population in realizing the wheels of the economy. One of the ideals of the Indonesian state is to create a just and prosperous society in realizing these ideals the government must carry out a development aimed at improving the welfare and prosperity of the community (Octaviani et al., 2018). The main objective of development is aimed at welfare, namely a system of social, material and spiritual life and livelihood that is covered by a sense of safety, decency and inner and outer peace, which makes it possible for every citizen to make efforts to fulfill their physical, spiritual and social needs as well as possible for themselves, their families and society by upholding human rights and obligations (Lisapaly, 2021).

Welfare is closely related to a person's economic condition, which can be seen from his income in working and fulfilling daily needs (Syaipudin & Awwalin, 2022). A person's income is different from one another, influenced by the type of work and education he has. Income earned from work is usually used to fulfill basic needs and can also be saved in savings. In fulfilling family needs, each family has different needs depending on the level of culture that the family has reached (Farahdiba, 2020). However, the basic needs of every human being are the same, namely in terms of food, clothing, and shelter. Every family wants their family to be economically prosperous as a goal of life in the present and in the future. In terms of welfare, the family's economic level can be divided into four groups, as follows. With the economic demands in every family, the community must also be active and participate in economic activities (Febriani, 2021).

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Higher economic development is characterized by the competition of companies as producers in producing goods and services and similar products and each product has various advantages or advantages according to the products that have been produced by producers. With the existence of modern markets that provide facilities and convenience for consumers, some people are reluctant to shop in traditional markets for various reasons such as smelly market conditions and if the rainy season tends to be muddy, unclean market conditions, lazy bargaining and lack of security factors (Ikayanti, 2020).

The image of traditional markets that is not good in the eyes of the community has now received attention from the government, namely with the market revitalization program. The development of modern markets which is currently increasing in concern can threaten the existence and existence of traditional markets that have existed since long ago and traditional markets are the fulcrum of the community's economy, if the development of traditional markets has not been or is less than optimal it can affect the welfare of the people who are in the market environment, especially traders and transport workers (Prasetyo et al., 2022). The market is a place where buying and selling transactions take place and the market is also a place for citizens to meet their daily needs and as a driving force for the community's economy. nowadays consumers are getting smarter in spending their money in meeting their daily needs, people with middle and lower economies still make traditional markets a favorite place to shop to meet their daily needs (Rachmawati, 2018).

Along with the times, modern markets have indeed made the existence of traditional markets less vital in the eyes of the public, especially in big cities. However, this does not apply to remote communities or islands, where the existence of traditional markets is still very much taken into account. This happens because modern markets have not been so integrated, so the average remote or island community still considers traditional markets important. The importance of traditional markets for remote and island communities is evident from the weak and heavy access to the goods being traded. Traditional market traders in remote areas and islands mostly buy merchandise in the city, and even the route taken can take up to days (Damanik, 2020).

Traditional markets are a place where sellers and buyers meet and are characterized by the presence of buyers directly and there is usually a bargaining process traditional markets can be found in residential areas. Traditional markets usually provide various types of community needs ranging from basic necessities, vegetables and side dishes and usually traditional markets sell at low prices (Nengsih et al., 2021). Goods sold in traditional markets are mostly local goods and judging from the quality and quantity of goods sold in traditional markets through less strict sorting. The number of goods sold in traditional markets provided by traders is only a small amount so that if there are items that we are looking for not in one kiosk then we can look for other kiosks. traditional markets experience several obstacles that often occur including maintaining the quality of goods, having difficulty in fulfilling the continuity of goods, weak mastery of technology and management so as to weaken competitiveness (Sukmasetya et al., 2020).

The existence of traditional markets is also getting worse with the competition of companies as producers in producing goods and services and similar products and each product has various advantages or advantages according to the products that have been produced by producers. With the existence of modern markets that provide facilities and convenience for consumers, some people are starting to be reluctant to shop in traditional markets for various reasons such as smelly market conditions and if the rainy season tends to be muddy, market conditions that are less clean, lazy bargaining and lack of security factors (Musnaini & Wijoyo, 2021).

The decline in sales turnover of traders also results in reduced income for traders. The buying and selling process in the economy generally relies on the quantity of sales and the quality of production of an item, so this is also important in the activities carried out by a trader. Income and the number of sales are two things that must be considered simultaneously. So traders to get the

expected level of income must be able to sell a certain amount of goods with a certain target (Lestari & Amri, 2020).

Income will also be closely related to the extent of the trader's welfare. For the concept of sales in the market, the income is included in the category of personal income can be interpreted as all types of income, including income obtained without providing any activity. When personal income is reduced by taxes that must be paid by the recipients of income, the remaining value is called disposable income. Income is an increase in assets that results in an increase in personal ownership assets (owners equity), but these assets are not influenced by the growth of new capital from the owner and are not an increase in assets added by profits from other parties (Savitri & Saifudin, 2018).

Responding to the various challenges of the existence of traditional markets, especially overcoming the increasingly dim economic transactions that occur in traditional markets, it is then important to carry out a number of stimuli by the government. One of them is by revitalizing traditional markets, as a form of market development to become a location or area that is more organized and attractive to the community. With the market revitalization process, it is hoped that people will be more interested in returning to shop at traditional markets.

The image of traditional markets that is not good in the eyes of the community is now getting attention from the government, namely with the market revitalization program, one of which is implemented in the Kras Market, Kras District, Kediri Regency. Currently the Kras market is being revitalized so as to make the location of the market moved during the process of building or renovating the old market location, it initially makes consumers confused in finding a location or place of subscription traders because of the arrangement of trader stalls that are different from the previous location. Kras market itself is one of the main markets in Kras sub-district with it can be used as an opportunity to attract consumer interest in shopping if the market conditions are in accordance with predetermined standards. During the revitalization process of the Kras market, a temporary trader shelter (TPPS) was built, located in the field of Kras Village.

The construction project continues during the Covid-19 pandemic that is currently endemic in Indonesia. The construction or revitalization of the Kras market has started since the beginning of 2020, the traders in the Kras market have been relocated since the end of 2019 if the construction is temporarily stopped because Covid-19 is feared to have an impact on the traders. Kras market has a relatively large number of traders so that the Kras market is relatively large in Kediri Regency. Covid-19 causes many obstacles in the cycle in the world. then there are many setbacks caused by Covid-19 (Burhanuddin & Abdi, 2020).

The people's market revitalization program is the implementation of law number 7 of 2014 concerning trade, article 13 paragraphs (1), (2) and (3) which stipulates that the government cooperates with local governments to develop, empower, and improve the quality of management of people's markets in order to increase competitiveness in the form of development and / or revitalization of people's markets, implementation of professional management management, facilitation of access to the supply of goods with good quality and competitive prices and access to financing facilities to market traders in people's markets.

The Government of Kediri Regency in revitalizing the Kras Market is considered unfit and has experienced an excess of traders in the Kras market. During the market revitalization process the traders in the Kras market were relocated to temporary trader shelters (TPPS) that had been prepared by the previous government.

This research refers to research conducted by (Ferliana, 2018), the research resulted in a conclusion that the traditional market revitalization program is an important thing done by the government because with the development of the current era, the existence of traditional markets has decreased while modern markets have increased over time. Ferliana explained about the income

of traders in the Islamic perspective as well as the impact of the traditional market revitalization program and the income of traders with the revitalization of traditional markets.

The implementation of traditional market revitalization, one of which is in the Kras market, is one of the government's efforts so that traditional markets can compete with modern markets that are currently developing in Indonesia. The development of a market is very necessary to continue to pay attention to the welfare of traders and buyers in the revitalized market, namely by making a decent temporary trader shelter (TPPS). Through the rearrangement of traditional markets, it is hoped that it will be able to pay attention to aspects of cleanliness, service, safety and comfort so that the potential of traditional markets can increase. With increased competitiveness, it is expected to provide its own advantages for traditional markets.

One of the objectives of the market revitalization program carried out by the government is to increase the competitiveness of traditional markets and reactivate traditional market activities in order to compete with modern markets which are currently starting to attract the attention of the community, so that it can not only increase the income of traders in the market but also increase competitiveness to expand the market.

The implementation of the traditional market revitalization program in the Kras market is expected to be able and ready to compete with the invasion of modern markets that are currently developing in Indonesia and have even begun to attract public interest by holding marketing strategies through promos or price cuts. With the revitalization of traditional markets, traditional markets will be glimpsed again by consumers if the bad image attached so far can be erased with a good image after the completion of market renovations. traditional markets must be arranged according to standards so that conditions become clean and comfortable for visitors and traders themselves and include maintaining the quality of the products sold. The government must also assist managers to revive traditional markets as well as traders and market managers who must be consistent in maintaining the aura of traditional markets in terms of cleanliness after revitalization.

The formulation of the problems in this research, are: 1) What is the impact of the revitalization program on the economic conditions of traders?, 2) What are the constraints and solutions to the revitalization program for merchant sales turnover?.

METHOD

This research uses a descriptive qualitative approach. Qualitative research has the aim of understanding social phenomena and symptoms by providing an explanation in the form of a clear picture of the phenomenon or symptom in the form of a series of words which will produce a theory. The results of qualitative research are expected to gain an understanding of certain phenomena from the perspective of the participants who experience these phenomena. Judging from the procedure on the pattern that will be taken by researchers, this research is included in the type of descriptive research. Descriptive research is a research method aimed at describing existing phenomena, current or past money. This research describes a condition as it is, besides that this research can describe a situation but can also describe the situation in its stages of development (Moleong, 2014). Researchers will describe in detail the data and information that has been obtained from traders in the Kras Market who get market revitalization program allotments. The data will later be described in accordance with the circumstances that occur or are real in the field and then compare them with existing theories that are the basis for this research.

This research uses primary and secondary data. Primary data is data obtained directly from the research subjects, namely the main informants who are traders in Kras Market who get market revitalization program rations. Primary data in the form of information is collected directly by researchers to answer research questions. Secondary data is supporting data in the form of evidence

obtained from supporting informants and documentary data that has been owned by informants and parties related to this research.

Data collection techniques in this qualitative research are using in-depth interview techniques, observation, documentation. The data analysis technique used in this research is the Miles and Huberman data analysis technique. Miles and Huberman said that the activities in the research should be done by involving active relationships with the environment and are continuous. Activities in analyzing the data include data reduction, data presentation and conclusion drawing.

RESULTS AND DISCUSSION

Impact of the Revitalization Program on the Economic Conditions of Merchants

Along with the increase and advancement of the global economy, including Indonesia, nowadays people prefer to shop in markets that are managed in a modern way. As people's incomes rise, so do their lifestyles. People with modern lifestyles now prefer markets with modern management systems, easy, comfortable, practical and have a complete selection of goods. The changing lifestyle of modern society has caused the development of modern markets in Indonesia to grow rapidly, with the proliferation of modern markets that can shift the existence of traditional markets. The emergence of modern markets is beneficial for consumers, but is a threat to the existence of traditional markets.

In accordance with the research documentation data, then from 15 Kras market traders Kediri Regency after implementing market revitalization seen sales have increased and sales, or in unstable conditions. In accordance with the documentation data obtained by the research, namely as described in the table below.

Table 1. Sales and Turnover of Traders in Kras Kediri Market

No	Nama	Jenis Jualan	Omzet 2023 (Rp)		
			January	February	March
1	Informan 1	Fabric / Shirt	+ 2 juta	+ 1,5 juta	+ 1,5 juta
2	Informan 2	Fabric / Shirt	+ 1,5 juta	+ 1 juta	+ 1 juta
3	Informan 3	Fabric / Shirt	+ 2,3 juta	+ 2 juta	+ 2 juta
4	Informan 4	Fabric / Shirt	+ 2 juta	+ 1,7 juta	+ 1,8 juta
5	Informan 5	Fabric / Shirt	+ 2 juta	+ 1,5 juta	+ 1,5 juta
6	Informan 6	Separate	+ 1 juta	+ 500 ribu	+ 500 ribu
7	Informan 7	Separate	+ 500 ribu	- 500 ribu	+ 500 ribu
8	Informan 8	Separate	+ 500 ribu	+ 500 ribu	+ 500 ribu
9	Informan 9	Separate	- 500 ribu	+ 500 ribu	+ 500 ribu
10	Informan 10	Separate	- 500 ribu	+ 500 ribu	+ 500 ribu
11	Informan 11	Vegentables and Fruits	+ 1,5 juta	+ 1,5 juta	+ 1,5 juta
12	Informan 12	Vegentables and Fruits	+ 1,5 juta	+ 1,5 juta	+ 2 juta
13	Informan 13	Vegentables and Fruits	+ 2 juta	+ 2 juta	+ 2 juta
14	Informan 14	Vegentables and Fruits	+ 2 juta	+ 2 juta	+ 1,8 juta
15	Informan 15	Vegentables and Fruits	+ 2 juta	+ 2 juta	+ 1,5 juta

Source: data processed by researchers 2023.

In accordance with the table, the residents of the Kras traditional market in Kediri Regency are divided into 3 types of traders, the first is cloth, this trader sells clothes, fabrics, and related clothing,

the second is glassware is a trader who sells household furniture, and the third is a vegetable trader who sells fruits and vegetables or daily food groups.

It can be seen from the table that fabric and vegetable traders are in a stable condition with profits per month reaching Rp. 2 million. Meanwhile, the sales of glassware are inconsistent, sometimes experiencing profits and even experiencing losses. Losses occur when traders stock goods while sales are below expectations, causing losses. In contrast, vegetable sales are the most stable sales, because this relates to daily human needs. Because humans need food, the sale of vegetables in the form of basic and daily needs is one of the highest and stable sales in the Kras Kediri market (*Excerpt, 2023*). The concept of market revitalization itself is one of the programs that seeks to make improvements to the condition of the market, both in sales and the condition of the traders' stalls to be more organized. The poor condition of the traders' stalls in the Kras market then led to the revitalization of the traditional market. Revitalization needs to be done to improve the facilities in the traditional market.

The existence of this traditional market is very helpful, not only for the local or central government but also for the people who benefit their lives in trading activities, because in traditional markets there are many actors who have important meanings and try to prosper their lives, be it traders, buyers, pelvis workers and so on. Therefore, the key is for the government to revitalize the market. With a new concept that is better and more comfortable, it will have a good impact on the sustainability of traditional market life (Ferliana, 2018).

The traders hope that after the revitalization of the market can change the condition of the market to be more comfortable, clean so as to change the dirty and shabby market into a comfortable market for all parties, both traders and buyers (*Excerpt, 2023*). Revitalization is an effort to revitalize an area or part of the city that was once vital but has declined. Traditional market revitalization means synergizing the potential resources owned by a traditional market by considering aspects in a comprehensive, integrated and holistic manner so as to increase the competitiveness of the traditional market.

The concept of revitalization will refer correctly to the development program if the main focus is on the management structure that is well managed by competent actors, and the pattern follows changes. Revitalization is not just changing the market building but more than that. the impact of revitalization can succeed and can also fail, so the impact of revitalization is expected to change the fate of traditional market traders. through revitalization, it will sometimes show the weakness of traditional market management caused by market managers who have not carried out their functions optimally (Rachmawati, 2018). This revitalization program is implemented with the hope that it can be the answer to all the problems that have been attached to the body of traditional markets such as the absence of innovation in the market so that the market is considered unable to provide comfort for market visitors. Revitalization is expected to be able to improve or fix market conditions that are the location of market weaknesses that cause a decrease in competitiveness in traditional markets.

As a reciprocal of the revitalization of the market, it is expected that the impact will be able to lead to an increase in the economic income of the traders so that they can expand their market share and become an addition to regional economic income. Revitalization is expected to be able to improve or fix market conditions that are the location of market weaknesses that cause a decrease in competitiveness in traditional markets. It is very necessary to revitalize the market so that micro businesses can maintain their existence in the midst of business competition and globalization. if able to survive, the good impact caused by revitalization will be realized, namely increasing the income of traders (Rachmawati, 2018).

The implementation of market revitalization must be designed attractively so that the impact will have a neat, clean, and comfortable impression for buyers including maintaining the quality of

products sold in order to increase income for traders through the number of consumers shopping at traditional markets so that the economy of the traders can increase such as the revitalization of the condition of small and muddy market aisles, facilities such as public toilets that are not maintained, the unavailability of garbage disposal. If this revitalization is carried out, it will be able to have a good impact on the traders, so that the traders' economy will be able to increase.

The government revitalizes the market because the market is considered no longer feasible, the condition of the market aisle is small and muddy, facilities such as public toilets are not maintained, there is no garbage disposal, and the market function is not optimal as a result of the condition of the building that is old and no longer suitable for use so that the government is required to make a market revitalization policy. If this revitalization is carried out, it will be able to have a good impact on traders, so that the economy of traders will be able to increase.

After the revitalization in the Traditional market, the cleanliness problem is considered better than before the revitalization. Before revitalization, the cleanliness conditions were shabby, dirty, and smelly, while after revitalization the conditions were quite clean so that consumers who came to the market were more confident because they saw the current market conditions. The facilities provided in the market are lights, public toilets (WC), etc (*Excerpt, 2023*).

In addition, for the good impact of the revitalization after the implementation of Revitalization, the parking lot became quite good but only lasted a few months. After that, the parking lot and the trading area were again mixed together. The parking lot provided is no longer used and what makes traders lose in the market is that the consumer parking lot covers the road for consumers and some even cover the merchandise of the traders. there should be firmness for parking attendants not to park motorbikes anywhere that can harm traders.

The economic condition of the community is the most influential factor in changes in purchasing power and lifestyle. The good impact of this revitalization is to make the market more crowded with buyers so that the income of traders increases, which is very necessary for parking facilities. One of the reasons for the construction or revitalization of the market is so that the place that should be used for parking can be free from traders who trade in the parking area, so that consumers or buyers can freely park in that place and do not interfere with traffic around the market.

Based on the explanation, the impact of market revitalization is good, because through market revitalization people will be more interested in making purchases in the market, especially traditional markets. So that the impact of revitalization will eliminate the impression of traditional markets that are smelly, shabby and dirty.

Constraints and Solutions of the Revitalization Program for Merchants' Sales Turnover

The research data shows that of the 15 traders not all traders are always profitable, but the main reason for the market revitalization program is basically not solely aimed at improving the trader's economy. However, this is related to health conditions, aesthetics, neat arrangement in the market and related to the level of comfort of a decent market. When there are still some traders who do not get the benefits as expected, this is basically not a special problem. In the process of selling and selling itself there is a law of profit and loss, so if Kras market traders experience losses, they must apply a good business strategy so that the business they run can run well.

Traditional markets are a part that helps the community in fulfilling all the needs of life and earning income. All communities, especially traditional communities, still rely on the traditional. So that the prosperity of the community and the people's economy can be measured through traditional markets. Revitalization is carried out by the government with the aim of raising the image and maintaining the existence of traditional markets, so that they have competitiveness and are able to survive in the era of free competition. The people's market revitalization program is carried out to improve traditional markets both physically and non-physically.

The revitalization program certainly does not always run smoothly and according to plan, in implementing the revitalization program there will certainly be obstacles from any factor. One of the obstacles that occurs in market revitalization activities is that existing traditional market management is unable to overcome existing obstacles and is unable to anticipate changes that occur in the community where people want a comfortable, safe and clean market (*Excerpt, 2023*).

Irregular market management and unorganized infrastructure are one of the main causes of the defeat of traditional markets with modern markets. the importance of managing market management management is to avoid market revitalization obstacles so that the results of revitalization activities can be felt by all groups. if the obstacles are not overcome, it will cause sales turnover to decrease. The more organized the selling place of traders with the addition of more professional market management management, traditional markets will be glimpsed again by consumers if the bad image that has been attached so far is eliminated (Kholmi, 2019).

Human resources (HR) in running the market manager must be qualified and professional, this factor greatly determines the success of market institutions in influencing sales turnover. Realizing a professional market must be managed with integrated management where all market management is integrated into one. Thus the continuity of traditional markets can still exist today. if it cannot be fulfilled, the sales turnover still cannot be achieved optimally (*Excerpt, 2023*).

This revitalization program requires seriousness and commitment to the vision for economic development that is in favor of many people. With the implementation of revitalization, it can be a solution to overcome the hambtana, so that traditional markets are ready to compete with the invasion of modern markets. Traditional markets will again be glimpsed by consumers if the bad image that has been attached so far is eliminated. The key is that traditional markets must be organized in such a way that they become neat, clean and comfortable for visitors including maintaining the health quality of the products sold so that it will also be able to increase the income of traders with the number of consumers who come to the market to shop.

Prioritizing comfort and cleanliness is a solution to be able to continue to maintain the existence of traditional markets. If comfort and cleanliness can be implemented, it will be able to increase sales turnover, this is caused by increasing purchases in traditional markets. Then the service factor is also an additional reason to increase sales turnover. The services provided must be friendly as applied to service management in modern markets, which can serve payments with a non-cash system. then for traders in traditional markets must also update to keep up with the times, namely having a non-cash payment tool so that buyers will be more comfortable.

Through the improvement or revitalization of clean and comfortable physical conditions and good and professional management with qualified and professional market management human resources, it is expected to be able to increase the competitiveness of traditional markets, increase consumer visits to shop at traditional markets. Based on the explanation, the obstacles that occur in traditional market revitalization are related to human resource management which is still not qualified to compete with modern markets that are sophisticated and modern, the solution is to provide comfort and cleanliness so that visitors will be more interested in traditional markets. so that the solution to the obstacles that occur is that traders are required to keep up with the times, namely being able to implement buying and selling with a modern system.

CONCLUSION

The impact of market revitalization is good, because through market revitalization people will be more interested in making purchases in the market, especially traditional markets. So that the impact of revitalization will eliminate the impression of traditional markets that are smelly, shabby and dirty. The obstacles that occur in traditional market revitalization are related to human resource management which is still not qualified to compete with modern markets that are sophisticated and

modern, the solution is to provide comfort and cleanliness so that visitors will be more interested in traditional markets. so that the solution to the obstacles that occur is that traders are required to keep up with the times, namely being able to implement buying and selling with a modern system. The inhibiting factor in the revitalization of traditional markets is the increasing competition between traders and the decrease in turnover caused by the loss of subscriptions. the supporting factor is to provide additional land to make restrictions by making blocks of traders to be organized and facilitate consumers in choosing goods so that competition that can harm each trader is avoided.

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