

BUSINESS FEASIBILITY STUDY OF ROEMAH PEMPEK**Larasati Oktavianolita¹, Sonny²**¹President University, larasati.oktavianolita@student.president.ac.id²President University, sonny@president.ac.id

ABSTRACT

As an archipelago with diverse cultural and culinary riches, Indonesia has the same challenge in terms of efforts to maintain traditional foods in the modern era. Roemah Pempek began introducing Palembang pempek through this food stall and trying to maintain all culinary traditions in Indonesia. A recent study in 2021 proved that 87% of the population agreed and preferred local specialties. King et al.'s opinion finding out, customers come to the pempek factory and see various pempek sold at the stall.

Roemah Pempek aims to provide the best services at an affordable price while ensuring the excellent quality of the food. The commitment to quality and authenticity of the food is the primary professional value that ensues in the desire to provide customers with a satisfactory culinary experience. Through commitment to excellence, Roemah Pempek seeks to preserve and promote the authenticity of pempek in the face of the spread of the modern culinary industry.

Keywords: *Indonesia, Traditional cuisine, Pempek, Palembang*

1. Introduction

In recent decades, the food and beverage industry in Indonesia has grown rapidly and can compete with the modern retail market. This fact means that the culinary sector is a field that offers considerable development potential. In 2021, food industry production reached IDR 1.12 quadrillion and experienced a growth of 1.58%, in contrast to a contraction of 2.52% in the non-oil and gas processing sector. The food and beverage industry contributed 38.05% of the non-oil and gas sector GDP and 6.61% of national GDP - another important indicator that underlines its significant role in the country's economy. (Ministry of Finance of the Republic of Indonesia, 2021).

Although the food and beverage industry in Indonesia was affected by Covid-19, its position remains strong because this sector has a GDP growth of 1.58 percent. In addition, the industrial sector is still able to attract investors with an investment of 29.4 billion dollars in 2020 or give a good impression to investors regarding its stability. Then, this industry has a worker capacity of 1.1 million or is one of the largest contributors to employment in Indonesia.

The COVID-19 pandemic has had a significant impact on consumer behavior and household income levels for 60% of consumers in Indonesia. Overall, the food and beverage sector remains positive, demonstrating the sustainability and resilience of the industry in the face of external challenges (Sonny, 2019; Genoveva & Sonny, 2021). Furthermore, the urgency of the food industry is increasingly evident with figures showing that consumer spending on food accounted for 22% of total spending in the first quarter of 2021, making it the most mature sector in Indonesia today.

With no pempek business in Surabaya at present, the tight trend of the food and beverage industry both domestically and abroad proves that one day the domestic market will allow and benefit from the business. Pempek is a native Palembang food whose production goes through several complicated stages. Traditional food heating is now increasingly in demand by Indonesian consumers, as evidenced by 71.4% of the

youngest respondents liking traditional food with aroma (GoodStats, 2022), and pempek has made it into the top 10 Indonesian foods according to TasteAtlas and 013s (Detikfood, 2023).

However, the challenges that must be faced include adapting to changes in consumer behavior and adjusting to evolving market conditions. In addition, the COVID-19 pandemic has also revealed how important it is to innovate and utilize technology to address challenges in the business world. The culinary sector must be able to adapt to new habits and improve the quality of products and services in order to meet changing market demands.

This business plan aims to improve and strengthen the regional specialty food industry, especially pempek, by responding to the challenges that arise due to changing times. This business plan has two main objectives, namely preserving local culinary richness as a symbol of cultural identity and understanding the changes that occur in the market and presenting innovations in serving regional specialty foods to attract modern consumers and menus. In addition, the purpose of developing this business plan is to support and inspire the development of other similar businesses. In addition, it also aims to build mutually beneficial cooperation and improve the reputation of the industry as a whole. Therefore, it is expected that this business plan will create new innovations and standards that can improve the competitiveness of the culinary industry in Indonesia.

2. Literature Review

Culinary activities in Indonesia play an important role in supporting the tourism and creative economy sectors. Data from Kompas (2021) shows that around 30% of the total income of this sector comes from the culinary industry. One very important example is pempek, a traditional food made from ingredients such as fish, sago flour, water, and salt. In addition to being widely known in Indonesian society and loved by all ages, from children to adults, pempek is also famous for having very useful nutritional content. Pempek, which has fish as the main ingredient, provides high-quality protein, omega-3 fatty acids, and various vitamins that are important for maintaining health. Pempek has succeeded in attracting the attention of the international market not only because of its unique taste, but also because of its high nutritional value.

Tabel 1. Kandungan Gizi Pempek Palembang

Jenis ikan	Satuan	Pempek Ikan Gabus	Pempek Ikan Tenggiri	Pempek Ikan Gabus+Tenggiri
Total energi	kKal/100g	125,5	140,98	150,42
Energi dari lemak	kKal/100g	0	0	0
Kadar air	%	67,47	62,63	60,55
Kadar abu	%	1,16	2,11	1,83
Total lemak	%	0	0	0
Protein	%	6,91	6,34	6,68
karbohidrat	%	24,46	28,90	30,92

Table 1. Nutrient Content of Pempek Palembang
(Source: Supriadi, 2024)

According to data from the Ministry of Maritime Affairs and Fisheries, capture fisheries production has increased since 2017. In 2022, there was an increase in national fish consumption of 2.38% compared to the previous year. The high level of consumption of fish and its processed products creates broad opportunities for the growth of the culinary industry focused on fish, for example pempek (KKP, 2023).

Understanding PESTLE can show various factors that affect the pempek business. In terms of politics, the KUR program and government policies to support MSMEs, such as in the pempek industry (Bambang, 2021; Law No. 20 of 2008), contribute to the growth of the sector. Bank Indonesia, in 2023, noted that the Indonesian economy showed opportunities resulting from increasing per capita income and economic growth. This directly increases people's purchasing power. In today's social era, with changes in consumer preferences that are increasingly tending towards the use of e-commerce by Generation Z in particular, appropriate marketing strategies are a necessity (Kompas, 2023; Genoveva, 2021). The use of technology, especially online platforms, is very important to improve product efficiency and quality, given the high use of the internet in Indonesia (Banu, 2022; Databoks.id, 2024). The law emphasizes the importance of complying with food safety regulations and halal certification (PP 17/2013). On the other hand, increasing environmental awareness encourages people to use environmentally friendly packaging to reduce the impact of packaging waste (Greenpeace Indonesia, 2022).

In the Indonesian culinary world, the trend of supporting local products and the challenges faced are closely related. Culinary business actors feel significant benefits from the increasing preference of Indonesian consumers towards local products. According to existing data, around 87% of Indonesian consumers tend to prefer buying domestic products over international brands (Alviansyah, 2021). The author plans to build Roemah Pempek as a main restaurant serving pempek, a typical Palembang food, by exploiting this trend. It is hoped that this step can meet the needs of consumers who want authentic flavors and improve Roemah Pempek's position in the market which increasingly emphasizes the authenticity and locality of products.



Figure 1. Logo of Roemah Pempek
(Source: Self Develop, 2024)

Roemah Pempek can take advantage of this trend by focusing on the cultural value and authenticity of its products, thus attracting consumers who value traditional foods. However, a different trend shows an increase in consumer awareness of the environmental impact of product packaging. According to Katadata (2022), consumers currently tend to lean more towards products that have environmentally friendly packaging, can be recycled, or contribute to a smaller carbon footprint. In order to stay in line with the needs of consumers who are increasingly concerned about the environment, Roemah Pempek must change its packaging to be more environmentally friendly.

Amidst the increasingly intense competition in the food industry, business actors compete with each other to maintain their position. For every business actor, continuous innovation is needed considering the change in consumption patterns from traditional to modern foods (Puspasari, 2019). In order to continue to exist and compete well, Roemah Pempek must implement creative strategies. Roemah Pempek can easily choose suppliers and keep its operations running smoothly because of the many sources of fish around the production area, so its bargaining power is relatively low in the pempek industry (Maya, 2021). In addition, buyers have quite a high bargaining power because pempek offers an authentic taste and various health benefits. Although the price of Roemah Pempek products is slightly higher, consumers will get significant added value through their quality and benefits. It is also necessary to pay attention to the threats posed by substitute products such as tekwan, model, and lenggang. In order to stay up-to-date, Roemah Pempek needs to continue to follow market trends and understand customer desires (Puspasari, 2019). In addition, the presence of new competitors is becoming increasingly worrying due to the ease of access to information and increasingly developing innovation. In order to effectively face this threat, Roemah Pempek must increase its competitive advantage and continue to innovate (Jhanghiz, 2019).

The main value proposition in Roemah Pempek's business model on Canvas is eco-friendly packaging for pempek, enriched with various size options that create a unique experience for customers and include healthy lifestyle trends (Grayfox.com). Marketing strategies are tailored to various age groups ranging from Gen Z to Baby Boomers in the targeted customer segment (Bambang, 2021). To strengthen relationships with customers, promotions can be tailored to the preferences of different generations. The younger generation can be reached through online platforms while older consumers can benefit from traditional promotions (Genoveva, 2021). Roemah Pempek utilizes various channels, including social media and online delivery services, to facilitate the accessibility of their products (Banu, 2022). Grayfox.com covers three main activities, namely high-quality pempek production, digital marketing, and customer service. Key resources include quality raw materials, modern equipment, skilled labor, and effective marketing strategies (Maya, 2021). Partnering with suppliers, restaurants, and event providers is an important factor in business

strategy to increase market penetration (Jhanghiz, 2019). Cost elements include spending on raw materials, employee salaries, marketing and distribution strategies. On the other hand, its main income is obtained through sales in physical stores, online delivery platforms, and providing food for special events and This literature background provides a theoretical basis and previous research findings that are relevant to analyzing the pempek industry, as well as explaining the relationship between variables that influence business development and strategy.

3. **Research Method**

In this chapter, information is presented regarding the research process used to analyze the pempek product development business. Important details include product background, current market trends, target consumers, product design and quality produced, distribution methods The beginning of this study is to look at various aspects related to the pempek product, such as its history, production process, and distinctive elements that distinguish it from similar commodities in the market. The purpose of this analysis is to determine the advantages and disadvantages of the product and its impact on consumer interest. After that, this study will examine the latest product trends in the food industry with a focus on innovation in taste, packaging, and presentation. The goal is to track development opportunities that match market demand. Identifying the target market is an important component of this study; consumer segments will be analyzed based on demographics, psychographics, and behavior to identify groups with the greatest potential. Evaluation will be carried out on the product design to assess aesthetic and functional aspects, including packaging, dimensions, visual appearance, and their impact on consumer perception. In addition, this study will also evaluate various distribution methods including physical stores and online platforms. In addition, we will also consider collaboration with restaurants or event organizers to identify which channels are most efficient in reaching the target market. To evaluate the effectiveness of existing marketing strategies, an analysis will be conducted to increase brand awareness and attract new customers. In addition, this study will also involve identifying and controlling risks, as well as providing recommendations for preventive actions to address potential issues related to operations, finances, and markets. To conduct this study, data was collected through consumer surveys, interviews with industry stakeholders, and market analysis conducted on the data. Then, the data that has been collected will be analyzed to identify trends and preferences in order to build the right strategy. Finally, an evaluation will be made regarding the implementation of the strategy and some suggestions for continuous improvement. By using this approach, this study aims to provide an in-depth understanding of pempek product development and effective strategies in facing challenges and maximizing opportunities in the market.

4. **Results and Discussion**

Roemah Pempek adjusts its strategy for major events such as Ramadan and Christmas, including providing special offers on duplicate dates and payday. The goal of this strategy is to attract interest and gain new customers by offering discounts or special packages that match the theme of the event. In the long term, the company will develop a membership program by offering special discounts and promotions that are not accessible to the general public. This program is expected to increase customer loyalty and expand brand reach.

In terms of market segmentation, Roemah Pempek classifies its market share based on geography, consumer behavior, and psychographics. The Jatinegara area is the main area they focus on for development, because this area has a dense population and is close to many public places. Behavioral segmentation groups consumers based on their preferences for traditional Indonesian snacks, while psychographic segmentation focuses on consumers who value the combination of tradition and modern lifestyle in culinary experiences. Roemah Pempek aims to reach the market from generation Z to baby boomers II, by paying attention to the tastes of both age groups.

In terms of positioning, Roemah Pempek strives to present traditional Palembang food with a modern look, while still paying attention to environmental sustainability. To ensure authentic taste and good nutritional value, their products use high-quality ingredients. To increase brand awareness, marketing can be done through various channels including social media (such as TikTok, Instagram, and Facebook), also by installing banners and taking part in culinary events. In addition to being useful in convincing consumers

who care about environmental issues, the use of environmentally friendly packaging can also be part of a marketing strategy to attract their attention.

Judging from the analysis, Roemah Pempek's marketing strategy seems to have succeeded in achieving their goals. Social media, especially TikTok and Instagram, have succeeded in reaching a large audience with the interesting and relevant content they display. With many users in Indonesia, TikTok provides an opportunity for Roemah Pempek to create interactive and entertaining content. On the other hand, Instagram provides an ideal platform to display their products visually with an attractive appearance. Due to its large user base among baby boomers, Facebook has an advantage in reaching the older market segment.

Placing banners in strategic locations is one example of an offline marketing strategy that also contributes positively to increasing brand visibility. Promotional discounts on major events and special dates demonstrate success in meeting customer needs and tastes. Creating a long-term membership program is a strategic action that can increase customer loyalty and encourage them to repurchase regularly.

Roemah Pempek has successfully segmented the market effectively by considering the characteristics and preferences of their consumers. By considering the strategic geographical location and observing the behavior and psychographic needs of consumers, Roemah Pempek is able to adjust their product offerings to suit the specific market. This approach not only attracts new consumers, but also retains existing customers by providing a satisfying culinary experience.

From an operational perspective, Roemah Pempek demonstrates its commitment to product quality by prioritizing consistency in the taste and texture of pempek. The use of high-quality ingredients and environmentally friendly packaging reflects the company's efforts to maintain quality standards and social responsibility. In addition, the standard operating procedures (SOPs) implemented help ensure that every aspect of production and service follows established guidelines, providing a consistent experience for customers.

Roemah Pempek has achieved tremendous success in their marketing and operational strategies, which have significantly impacted their overall business. By continuously evaluating and adjusting their strategies based on feedback and changes in the market, Roemah Pempek has the potential to continue to excel and maintain its position as the first choice in the Indonesian traditional food market. To achieve profitability and increase return on investment, Roemah Pempek adopts a strategic approach in marketing and distribution that focuses on product quality and business process continuity. The main objectives of this marketing strategy include meeting customer desires, creating brand loyalty, and maintaining a positive company reputation. Roemah Pempek uses social media platforms such as Instagram, TikTok, and Facebook in their initial marketing strategy to reach various demographic groups. Instagram and TikTok were chosen because they are very popular among the younger generation and have great potential to create viral content. In addition, we also collaborate with influential culinary accounts on both platforms to increase campaign visibility. Facebook is used as a means to reach a wider audience, including the baby boomer generation who actively use this platform. In addition, Roemah Pempek also uses offline marketing methods by placing banners in strategic places and providing promotions such as discounts on purchases and package combinations, as well as exclusive discounts on food delivery applications such as GrabFood, GoFood, and Shopee. Roemah Pempek will adjust its offerings according to major celebrations such as Ramadan, Chinese New Year, and Christmas for short-term strategies. In addition, special discounts are also given on certain dates such as twin dates and paydays. In the long term, we plan to introduce a membership program that will provide exclusive offers and discounts to our loyal customers. This aims to increase customer loyalty and expand our brand coverage. Roemah Pempek focuses on the market segment in the Jatinegara area, especially in strategic locations such as Jalan Otista Raya and Bali Mester which are close to public places and culinary centers. Roemah Pempek considers not only geographic segmentation, but also behavioral and psychographic segmentation in targeting customers who like traditional Indonesian snacks with a modern touch. In the market, they are the main choice for complementary foods that maintain traditional flavors but are presented with a modern appearance, using high-quality ingredients and environmentally friendly packaging.

In the 4P marketing strategy, Roemah Pempek offers a variety of pempek that can be purchased cooked or frozen. In addition, there are also bundling packages or individual purchases to meet consumer needs. In determining the price, the quality of the raw materials and also an attractive promotional strategy are

considered. In order to introduce products directly to consumers, promotions can be carried out through various channels such as TikTok, Instagram, and Facebook. In addition, banners can also be installed in strategic locations and we will actively participate in various events as participation in product marketing efforts. In terms of distribution plans, Roemah Pempek provides two options to its customers. The first is to buy directly at the store with an atmosphere that mixes traditional and modern, while the second is to use a food delivery application to reach more customers. Roemah Pempek also carries out strict control over the production and operational processes in an effort to ensure consistent product quality and customer satisfaction, as well as to comply with government regulations for business continuity.

5. Conclusion and Implications

Despite facing several challenges, this study concludes that the food and beverage industry in Indonesia, especially in the traditional culinary sector such as pempek, has great potential even during the COVID-19 pandemic. As one of the business actors in this sector, Roemah Pempek has succeeded in taking advantage of market trends by implementing effective and innovative marketing strategies. Roemah Pempek can increase the visibility and sales of their products by using social media platforms such as Instagram, TikTok, and Facebook as well as conducting offline promotions through banner placement and providing special discounts. Their market segmentation, which involves various age groups and consumer preferences, also contributes to the success of their marketing strategy. On the operational side, Roemah Pempek shows dedication to quality products by using high-quality raw materials and also environmentally friendly packaging choices. The implementation of strict SOPs ensures uniformity of products and services, thereby increasing customer satisfaction. In increasing customer loyalty and expanding brand reach, effective strategies are various promotional methods during big celebrations in a short time and membership programs for the long term. Overall, Roemah Pempek has succeeded in overcoming market challenges by taking advantage of existing opportunities and innovating according to changes in consumer behavior and trends in the food industry. This enables them to survive and grow in the fierce competition of the food industry.

The implications of this study can be divided into two areas: theory and management. Like theory, this study overhauls the understanding of the basics of developing marketing strategies in traditional food businesses and restaurants. Fresh supports the theory that the combination of online and offline marketing strategies can create a greater impact in expanding product visibility and sales. Using social media such as TikTok and Instagram has proven to be very effective in a wider audience network in accordance with the theory of fair rigid marketing. In addition, the focus on environmentally friendly packaging is an experience born from increasing consumer awareness of environmental and sustainability issues. This study also overhauls the conceptual setear market segmentation that exists in the intermediary strategy is to find a detailed productive segmentation.

The results of this study provide insight into the development of effective marketing strategies to increase sales day-by-day in the marketplace. Managers and business owners in the culinary industry can utilize social media platforms to effectively communicate various demographics with relevant and interesting content. A competitive advantage in a market where the environment is becoming more fragile can be derived from being environmentally friendly. Smooth market segmentation enables businesses to match their offerings to specific customer needs from various consumer groups. Membership or loyalty programs have the potential to increase customer retention and decrease repeat purchases. In addition, to remain relevant and competitive, the culinary industry must constantly innovate and adapt to their products as well as their marketing strategies, which are based on the latest market trends and train specifications.

For further research, some areas that could be explored include the impact of new digital trains on sales, such as e-commerce, and comparative studies between traditional and current sales strategies for food products. Research regarding the innovative effects on taste, texture, and presentation of food products in relation to customer satisfaction and market demand can also provide valuable insights. In addition, a review of financial employment trends related to investment strategy can help understand the effectiveness of investment in investment management. This approach can help businesses understand the dynamics of the food market and develop more innovative and effective strategies.

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