



Case Study of Marketing Strategy and Product Quality Improvement Using SWOT Analysis

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Abstract: The proliferation of Muslim fashion businesses in Indonesia is one of the factors of business competition. Effective marketing strategies and product quality assurance are essential for the success of this business in the face of competitive business competition, one of which is the Roemah Dia convection business. Based on observations, there are shortcomings in marketing strategies and improving product quality. Therefore, an analysis is needed to provide the best solution to solve the problem using the SWOT Analysis method. The results show that the marketing strategy and product quality improvement of Roemah Dia Convection is in Quadrant I or aggressive position. This means that this business has good value weight in the position of strengths and opportunities inside and outside. Roemah Dia Convection should not be complacent with the current situation but remain focused on the business that has been carried out to be able to maintain its internal and external environment so that it continues to develop in a better and more profitable direction.

Keywords: SWOT analysis, marketing strategy, product quality improvement

1. Introduction

The Muslim fashion industry in Indonesia has become highly competitive following the COVID-19 pandemic, making it a crucial factor in the sustainability of businesses in this sector. A company's ability to meet the needs of its industrial partners is a key indicator of success in navigating intense market competition (Nugroho et al., 2021) (Makmudah et al., 2022). Ensuring product quality is essential for gaining the trust and satisfaction of both business partners and consumers (Rofiq et al., 2023). Moreover, to remain competitive and enhance overall business performance, an effective marketing strategy, and high-quality human resources are necessary (Septiana et al., 2024), as exemplified by the Roemah Dia Convection business.

Roemah Dia Convection is a home-based MSME operating in the production of mukena fashion and travel services. It was established in 2020, it is located on Jl. Rambutan, Jatimakmur, Bekasi City, West Java. Over time, the business has expanded its product range to include hijab syar'i, tunics, abayas, blouses, gamis, coordinated sets, and men's Koko clothing. However, during its development, the business has faced challenges, particularly with unsold product accumulation and returns due to manufacturing defects. These issues have led to significant financial losses. Therefore, conducting analysis, evaluation, planning, and strategic design is essential to finding effective solutions to these challenges.

Based on previous research, marketing strategies in the industry are the main reason for a company to meet consumer demand [Putri et al., 2022]. According to other researchers, offline marketing strategies can be said to be more effective than online, where consumers prefer to come to the store directly when they want to shop [Dewi et al., 2021]. Research using the 4P mix (Product, Promotion, Price, and Place) on Mukena Hidayah Mangunsari MSMEs shows that the marketing strategy in dealing with COVID-19 is to maintain cash flow, develop new products, optimize social media, and provide delivery services [Setiawan, 2022]. Other research results show that continuous improvement in product, human, process, and environmental capabilities is needed to produce high-quality products [Shiyamy et al., 2021]. Marketing strategies can also be carried out with



attractive promotions [Septiana et al., 2024]. The importance of SWOT analysis is very useful in improving HR performance has been reviewed [Suci et al., 2019].

Based on the description above, the potential possessed by the Roemah Dia convection business industry can be improved and increased in terms of marketing strategies and product quality. An analysis and planning are needed to be able to improve in increasing the income of the business. For this reason, this research was conducted with a qualitative descriptive approach using the SWOT analysis method. It is hoped that the results of this study can provide benefits, especially for the Roemah Dia Convection business in improving and providing solutions to increase its business income.

2. Materials and Methods

This study employs a qualitative research method with a descriptive approach, aiming to systematically, factually, and accurately describe the facts and characteristics of the research object. To gain a deeper understanding of problems or phenomena in human life, qualitative approaches typically minimize the use of statistical analysis, opting instead for a more comprehensive exploration [Juliandi et al., 2014]. The study utilizes two sources of data: primary and secondary. Primary data is collected through direct field observations, interviews, and questionnaire responses from selected respondents. Meanwhile, secondary data is derived from previous studies, literature, and other relevant reference materials.

The selected indicators for this study focus on marketing strategies and product quality enhancement, which are significant challenges for the Roemah Dia Convection business. A marketing strategy includes goals, objectives, and policies that direct a company's marketing activities across different levels, allowing it to adapt to environmental shifts and competitive pressures [Suryatman et al., 2021]. This strategy involves essential decision-making processes aimed at achieving the desired outcomes, as presented in Table 1. Consequently, key factors to consider for improving product quality are outlined in Table 2.

Table 1: Marketing Strategy Indicators

Variable	Indicator
Marketing Strategy (X1)	1. Product
	2. Price
	3. Place
	4. Promotion
	5. Trusted

Table 2: Product Quality Improvement Indicators

Variable	Indicator
Quality Improvement (X2)	1. Expertise
	2. Durability
	3. Accuracy
	4. Thoroughness
	5. Packaging

The research method uses SWOT analysis as a comparison of internal factors, namely strengths and weaknesses with external factors, namely opportunities, and threats in the project or business with the stages of analysis shown in Figure 1. Meanwhile, sampling uses the snowball method with the number of samples taken limited to 20 samples.

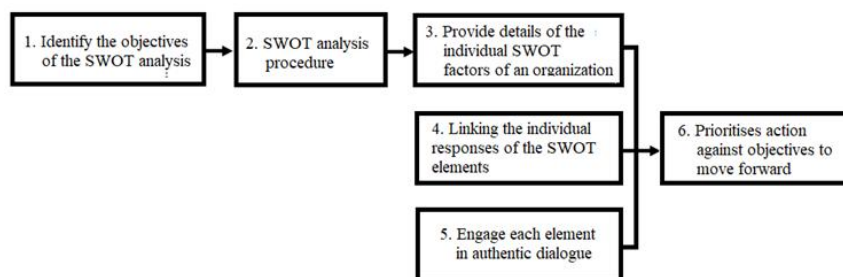


Figure 1: Stages of SWOT Analysis



To get accurate results, researchers used the following data analysis methods:

1. Descriptive analysis is an analysis that looks at how things relate to each other and then creates and interprets data to provide a clear picture and information about the strengths, weaknesses, opportunities, and threats to the Roemah Dia Convection business.
2. The SWOT matrix is a tool used to analyze the strategic factors of a business. This matrix can produce four alternative cells that can be used to see the types of opportunities and threats it will face so that it can manage its strengths and weaknesses, as shown in Table 3.

Table 3: SWOT matrix [Rangkuti, 2018]

EFAS \ IFAS	STRENGTH (S)	WEAKNESSES (W)
	STRATEGY SO	STRATEGY WO
OPPORTUNITIES (O)	Create a strategy that uses strengths to capitalize on opportunities	Create strategies that minimize weaknesses to take advantage of opportunities
	STRATEGY ST	STRATEGY WT
THREATS (T)	Create a strategy that uses strengths to overcome threats	Create strategies that minimize weaknesses and avoid threats

3. SPACE Matrix is The Strategic Position and Action Evaluation (SPACE) matrix is a tool used to evaluate the company's strategic position at the matching stage, which consists of four quadrants that serve to determine the type of strategy used, whether it is an aggressive, conservative, defensive or competitive strategy that is most suitable to be applied to a business. The following quadrants of the SPACE matrix are shown in Figure 2.



Figure 2: The SPACE matrix [Rangkuti, 2018]

3. Results & Discussion

Existing Condition of Roemah Dia Convection

Indonesia's Muslim fashion industry holds significant potential. As one of the world's largest Muslim-majority countries, competition in this sector is intense. Mukena has evolved beyond traditional attire into a dynamic fashion item with ever-changing designs. Soft, comfortable, and travel-friendly prayer garments continue to be developed. Roemah Dia Convection specializes in Muslimah clothing but, due to rising demand, has expanded its product range to include travel mats, menswear, Koko shirts, and gamis. To strengthen its market position and attract new customers, the business collaborates with various partners. Insights from interviews with the owner and employees highlight strengths that can be leveraged strategically while minimizing weaknesses and risks. To sustain and enhance its competitiveness, Roemah Dia Convection must continuously improve product quality to stay ahead of rivals.



Data Analysis Results

After classifying strengths, weaknesses, opportunities, and threats, a SWOT analysis will be used. It is intended that the company can take advantage of the internal and external situation, among others:

a. Strengths

Roemah Dia Convection has the strengths to run its business, which makes it what it is today. The strengths of Roemah Dia Convection are; good business image, good behavioral or cultural governance, good investment environment. High morale of employees, professional marketing methods, a wide range of products available that are acceptable to all audiences, affordable prices, good product quality, and a wide market share.

b. Weaknesses

Every business must have weaknesses when trying to maintain its position and achieve goals. The weaknesses of the Roemah Dia Convection business include fewer professional experts, rigid promotions, less thorough quality control, improved customer service, scarcity of production raw materials, lack of business capital, limited production workspace, and production machines that are less supportive of the smooth running of the business.

c. Opportunities

Opportunity is one of the important components that a business must utilize to achieve its goals. Roemah Dia Convection also has opportunities including the need for clothing is still wide being a great opportunity that can be utilized, ease of borrowing business capital with a good reputation can easily attract new customers, increasing market demand, getting the opportunity to cooperate with other business actors, the products produced have the trust of consumers, the wider community needs the products produced, and sales can be made online.

d. Threats

One of the threats to Roemah Dia Convection is: competitors who are starting to be competitive, fashion innovations that continue to develop by competitors, lack of guarantee of stability of government policies for Muslimah clothing fashion business actors, the growth of business actors that continue to increase, lack of understanding of future fashion models, and attractive promotions offered by competitors can attract customers.

SWOT Analysis Results

To plan marketing strategies and product quality control, Roemah Dia Convection can use the SWOT matrix to describe external opportunities and threats, which can be adjusted to the strengths and weaknesses of the company. This matrix can produce four marketing strategic options that can be chosen by Roemah Dia Convection to fight against increasingly competitive competitors as well as strategies to improve the quality of products produced, shown in Table 4 and Table 5.

Table 4: Results of SWOT matrix analysis of marketing strategies

EFAS	IFAS	STRENGTH (S)	WEAKNESSES (W)
	OPPORTUNITIES (O)	STRATEGY SO	STRATEGY WO
<ul style="list-style-type: none"> The need for clothing is still wide and continues to follow trends Affordable price Has a wide distribution network Provide promotions to customers Get a good image 		<ul style="list-style-type: none"> Varied clothing products that follow trends are acceptable Competitive and affordable prices High work ethic gained Professional marketing personnel The promotion offered is acceptable to consumers Good business image and trust 	<ul style="list-style-type: none"> Clothing trends are always changing and only last for a short time Selling prices with competitors are very tight Customer service needs to be improved Rigid promotion Trust in outsiders needs to be improved
	THREATS (T)	STRATEGY ST	STRATEGY WT
<ul style="list-style-type: none"> Competitors' products are becoming more competitive 		<ul style="list-style-type: none"> Clothing needs are still broad and continue to follow trends 	<ul style="list-style-type: none"> Provide invoices and experts to fulfill market demand



<ul style="list-style-type: none"> • Prices offered by competitors are very tight • Competition with competitors competing with each other by providing rewards to make it easy • Attractive promotions made by competitors can attract consumer interest • Innovations that competitors continue to make 	<ul style="list-style-type: none"> • The price given can still be competitive • With a good reputation, it can easily attract new users • Must be more sensitive to competitors in determining the target market price • Gaining trust in the products produced 	<ul style="list-style-type: none"> • Price can be adjusted • Improve customer service • Increase promotion and continue to improve product quality and models • Improve the image and trust of customers
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Table 5: SWOT matrix analysis results for product quality improvement

EFAS	IFAS	STRENGTH (S)	WEAKNESSES (W)
OPPORTUNITIES (O)	STRATEGY SO	STRATEGY WO	
<ul style="list-style-type: none"> • Expert labor is still widespread • Product durability is long enough and the color does not fade • The accuracy of product completion according to the deadline • Workers' accuracy is quite good in the production process • Simple packaging but attractive to consumers 	<ul style="list-style-type: none"> • Long enough work experience in their field • Quality raw materials for • Prioritising timeliness • and supported by adequate supporting machines • Skilled labour • Packaging is made as attractive as possible as a differentiator 	<ul style="list-style-type: none"> • Lack of supervisory personnel at the final stage • Competitors use the same raw materials • Expensive machine price • Lack of attention to finish • Innovation copied by competitors 	
THREATS (T)	STRATEGY ST	STRATEGY WT	
<ul style="list-style-type: none"> • Competitors recruiting professionals • Rising raw material prices • Competitors use modern machinery • Competitors' quality is better • Innovations that competitors continue to make 	<ul style="list-style-type: none"> • Worker loyalty is high • Raw materials are plentiful and alternatives can be found • Good reputation, can easily attract new users • Improve performance and maintain product quality • Keep up with trends to attract consumers 	<ul style="list-style-type: none"> • Selective in employee recruitment • Innovation in the customization of raw materials to suit products • Improving customer service • Improve product quality and models • Always innovate to move forward 	

Table 4 and Table 5 show that the four alternative strategy cells from the SWOT matrix of Roemah Dia Convection above can help business leaders face increasingly fierce competition and run their businesses well. These strategies that need to be done include:

- Strengths-Opportunities (SO) strategy uses business strengths and opportunities to take advantage of various opportunities to achieve goals.
- Strengths-Threats (ST) strategy uses this strategy to overcome various threats that can interfere with its business goals and stability.
- Weaknesses-Opportunities (WO) strategy uses the opportunities it has intending to minimize the weaknesses contained in its business.
- Weaknesses-Threats (WT) strategy minimizes weaknesses and avoids threats. In these conditions, businesses must be able to improve themselves to survive amid increasingly strong competition and many challenges.

IFAS Analysis Results

The Internal Factors Analysis Summary (IFAS) matrix has several steps needed to create, namely:

- The first stage is to determine the SWOT strategic factors.



- b. The second stage is to give each factor a weight between 0.0 (not important) and 1.0 (very important). Whether the important factors are internal strengths or weaknesses, the value given to each factor is determined.
- c. Give each factor a rating of 1-4 to indicate whether it is not important (rating 1), somewhat important (rating 2), important (rating 3), or very important (rating 4).
- d. Multiply each factor weight by the weighted average rating for each variable.
- e. Add up the weighting scores for each factor.

The results of the Internal Factors Analysis Summary (IFAS) analysis of the marketing strategy are shown in Table 6.

Table 6: IFAS analysis results on marketing strategy

Internal Factors	Weight	Rating	Weight x Rating
Strength			
1. In one year opened two branches	0,1	4	0,4
2. Affordable prices among consumers	0,1	4	0,4
3. Marketing strategy through online media is more effective	0,1	4	0,4
4. Quality and promotion are prioritized to customers	0,1	4	0,4
5. Placement of store branches in strategic locations	0,1	4	0,4
6. Good financial turnover cycle	0,1	3	0,3
7. Provide free delivery service to customers	0,1	3	0,3
Total Score Strength	0,6		2,6
Weakness			
1. Product competition is very competitive	0,05	2	0,1
2. Raw materials have increased and are unstable	0,1	2	0,2
3. Competitors use unhealthy tricks	0,05	2	0,1
4. Fear of giving customers a bigger discount	0,1	2	0,2
5. Product models are outclassed by competitors	0,1	1	0,1
Total Weakness Score	0,4		0,7
Difference between Strengths and weaknesses		2,60 - 0,70 = 1,9	

Table 6 illustrates that the IFAS analysis results indicate that Roemah Dia Convection has a marketing strategy that leverages its strengths more significantly than its weaknesses. This is reflected in the overall total score of 3.30, with strength factors scoring 2.60 and weakness factors scoring 0.70. To sustain its business, Roemah Dia Convection must enhance and maintain its marketing strategy, particularly by ensuring consistent product quality. An effective marketing strategy should capitalize on strengths, address weaknesses, seize opportunities, and mitigate threats. By optimizing digital marketing, strengthening branding, and continuously innovating in products and promotions, the company can enhance its competitiveness and drive sustainable business growth. The results of the IFAS analysis related to product quality improvement are presented in Table 7.

Table 7: IFAS analysis results on improving product quality

Internal Factors	Weight	Rating	Weight x Rating
Strength			
1. Prioritising product quality	0,1	4	0,4
2. Product durability can compete with competitors	0,1	4	0,4
3. Accuracy of product completion according to deadlines	0,1	3	0,3
4. Skilled labour	0,1	4	0,4
5. Simple yet consumer-attractive packaging	0,1	4	0,4
6. High labour loyalty	0,1	3	0,3
7. Precision is still superior to competitors	0,1	3	0,3
Total Score Strength	0,6		2,5
Weakness			
1. Managers lack reliability and skills	0,05	2	0,1



2. The raw materials used, competitors are superior	0,1	1	0,1
3. Machinery and equipment are not updated	0,05	2	0,1
4. Lack of quality control at the final stage	0,1	1	0,1
5. Rigid in developing new product innovations	0,1	1	0,1
Total Weakness Score	0,4		0,5
Difference between Strengths and weaknesses		2,50 - 0,50 = 2,0	

Table 7 shows that improving product quality has greater strengths than weaknesses, namely; a score of 2.50 for strength factors and a score of 0.50 for weakness factors from a total of 3.00. These results can be concluded that the improvement of Roemah Dia Convection products is still in good condition, but do not feel complacent about the current achievements. The strategy of improving product quality must be carried out continuously by optimizing the quality of raw materials, product innovation, production technology, and improving human resources. By maintaining quality standards and implementing effective marketing strategies, companies can increase customer trust, competitiveness, and sustainable business growth.

EFAS Analysis Results

The results of the External Factors Analysis Summary (EFAS) analysis of the marketing strategy are shown in Table 8 and quality improvement is shown in Table 9.

Table 8: EFAS analysis results on marketing strategy

Internal Factors	Weight	Rating	Weight x Rating
Opportunities			
1. Regulations that are favorable to various parties	0,1	4	0,4
2. Owned image, can attract new customers	0,09	4	0,36
3. Growing market demand	0,1	4	0,4
4. Cooperation with many other parties is more extensive	0,07	4	0,28
5. High consumer purchasing power	0,09	4	0,36
6. Keeping up with current fashion developments	0,1	3	0,3
7. Customers still like the models made	0,1	4	0,4
Total Opportunity Score	0,65		2,5
Threats			
1. Increased competition	0,05	1	0,05
2. Competitors are racing to innovate new models	0,05	1	0,05
3. No guarantee of raw material prices	0,1	1	0,1
4. High growth of similar businesses	0,1	2	0,2
5. Greater competitor promotion, to attract	0,1	1	0,1
Total Threat Score	0,4		0,5
Difference between Opportunities - Threats		2,50 - 0,5 = 2,00	

Table 9: EFAS analysis results in improving product quality

External Factors	Weight	Rating	Weight x Rating
Opportunities			
1. The expert labor force is still extensive	0,1	4	0,4
2. Product defect return guarantee	0,1	4	0,4
3. Workers are experienced in their fields	0,1	4	0,4
4. Following appropriate training	0,1	4	0,4
5. Following the trend of supporting equipment needs	0,05	3	0,15
6. There is an increase in employee performance stability	0,05	3	0,15
Total Opportunity Score	0,5		1,9
Threats			
1. Competitors recruiting professionals	0,1	2	0,2



2. Use of alternative raw materials, due to price increases	0,1	1	0,1
3. Competitors use modern machinery	0,1	2	0,2
4. Competitors' quality is better	0,05	2	0,1
5. Continuous innovation by competitors	0,05	2	0,1
Total Threat Score	0,4		0,7
Difference between Opportunities - Threats		1,90 - 0,70 = 1,20	

Table 8 shows that the results of the EFAS analysis, Roemah Dia Convection have considerable opportunities compared to the threats that will come. It can be seen that the marketing strategy indicator has an opportunity factor score of 2.50, while the threat factor (threats) is 0.50. Table 9 shows that indicators of improving product quality also have considerable opportunities compared to threats. It was found that the score value of the opportunities factor was 1.90, while the threats factor was 0.70. It can be concluded that a great opportunity can be utilized by the Roemah Dia Convection business if it continues to actively evaluate its business performance and continues to foster innovations that can attract the products produced and improve the quality of its products so that consumers are interested.

SWOT Diagram Analysis Results

The SWOT diagram aims to show opportunities and threats compared to the strengths and weaknesses of a company against its position in a competition. The results of the comparison between internal analysis and external analysis are shown in Table 10.

Table 10: The results of the SWOT diagram comparison analysis of marketing strategies and product quality improvement

SWOT Analysis	Indicators	Marketing Strategy	Product Quality Improvement
IFAS	Strengths	2,6	2,5
	Weaknesses	0,7	0,5
EFAS	Opportunities	2,5	1,9
	Threats	0,5	0,7

The table above shows that the comparison between internal and external analysis is quite significant. Where, the value of marketing strategies on IFAS and EFAS factors is in quadrant I or aggressive, meaning that this situation provides advantages to the Roemah Dia Convection business to be able to maintain and improve better marketing strategies. The results of the IFAS and EFAS comparison analysis on improving product quality are also in quadrant I or aggressive. More details are presented in Figure 3.

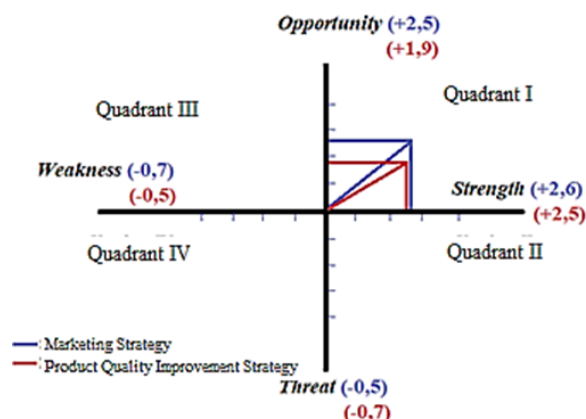


Figure 3: SWOT diagram of Roemah Dia Convection

Figure 3 shows that the Roemah Dia Convection business is in Quadrant I or aggressive position. This position has a good value weight on the position of strengths (strengths) and opportunities (opportunities) inside and outside, which means that the Roemah Dia Convection business is in a quadrant I or aggressive competitive



position because the results of this analysis and results show that the business has strong strengths and opportunities. The company can take advantage of current opportunities by reducing weaknesses through the WT strategy, which requires being able to reduce weaknesses and avoid threats.

Alternative Solution

This research also provides alternative solutions to increase the business income of Roemah Dia Convection to be better in the future, namely:

a. Marketing Strategy

The best solution is to conduct a thorough analysis of the company's marketing strategy and evaluate how the marketing activities are running and how they impact the business. Do what works and replace methods that do not generate customers and avoid excessive promotion.

b. Product Quality Improvement Strategy

Roemah Dia Convection must have a Standard Operating Procedure (SOP) for effective quality improvement to ensure that each stage of production runs well and produces quality products. The first step is to select employees. Design quality parameters systematically, train employees to apply periodic improvements, and evaluate results, so that no product defects are found due to returns from customers.

4. Conclusion

Based on the results of the SWOT matrix, Roemah Dia Convection has various strengths and opportunities compared to weaknesses and threats. Konveksi Roemah Dia must be able to take advantage of every strength and opportunity it has, such as its well-recognized image, as a marketing strategy, and improve the quality of its products to attract new customers or collaborate with other parties. Based on the Internal Strategic Factors Analysis Summary (SFAS), the Roemah Dia Convection business has greater strengths than weaknesses in determining its marketing strategy, but on the other hand, experts are needed to check the final product to improve quality before the product is marketed. The conclusion of the analysis of external strategic factors shows that the Roemah Dia Convection business has many opportunities compared to threats that will affect the company's position to increase revenue. The results of the SWOT diagram show that the Roemah Dia Convection business is in Quadrant I or an aggressive position. This position has a good value inside the position of strengths and outside the position of opportunities. Companies in this position can not only maintain their existing marketing strategies but should also change them to become more competitive.

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