

Marketing Strategy For Business Development
Alea Fashion Convection In Gejlig Village

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ABSTRAK: Penelitian ini bertujuan untuk mengevaluasi dan menetapkan pemasaran strategi bisnis yang tepat sehingga dapat dipakai oleh konveksi Alea Fashion untuk memperluas pangsa pasarnya dan meningkatkan penjualan. Alea Fashion adalah industri fashion pakaian wanita di desa Gejlig. Untuk mengetahui strategi yang tepat dalam meningkatkan penjualan maka peneliti menggunakan analisis SWOT pada Alea Fashion. Metode yang digunakan adalah studi kasus. Jenis penelitian ini menggunakan deskriptif kualitatif dan observasi, wawancara, dan kajian literatur sebagai metode pengumpulan data. Hasil penelitian ini diperoleh data bahwa segmentasi Alea Fashion memiliki konsumen di sekitar Desa Gejlig selain itu Alea Fashion juga mulai mengembangkan target pasar melalui media online agar produk yang ditawarkan bisa dikenal oleh banyak kalangan konsumen. Usaha ini juga menghadapi beberapa hambatan, seperti keterbatasan stok dan proses produksi yang memerlukan waktu. Untuk mengatasi hambatan ini Alea Fashion dapat melakukan perencanaan stok yang lebih baik dan meningkatkan efisiensi proses produksi.

Kata kunci: *Strategi Pemasaran, Konveksi, Hambatan*

ABSTRACT: This research aims to disseminate and determine appropriate business marketing strategies so that Alea Fashion Convection can be used to expand its market share and increase sales. Alea Fashion is a women's clothing fashion industry in Gejlig village. To find out the right strategy to increase sales, researchers used a SWOT analysis on Alea Fashion. The method used is a case study. This type of research uses qualitative descriptive and observation, interviews, and literature studies as data collection methods. The results of this research obtained data that Alea Fashion's segmentation has consumers around Gejlig Village. Apart from that, Alea Fashion is also starting to develop target markets through online media so that the products offered can be known to many consumer groups. This business also faces several obstacles, such as limited stock and a production process that takes time. To overcome this obstacle, Alea Fashion can carry out better stock planning and increase the efficiency of the production process.

Keywords: *Marketing Strategy, Convection, Barriers*

1. INTRODUCTION

Humans need clothes to protect their bodies from the hot sun and cold night air. However, along with the development of human life, clothing is also used as a symbol of status, position, or the position of the person who wears it. The increase in Indonesia's population also influences the increase in demand for clothing (Imam Mutakin & Taufik Ridwan, 2020). Human need for clothing will continue to increase, considering the continuing increase in the number of lives. With soaring human needs, business opportunities in the convection industry will increase. This factor causes entrepreneurs in the convection industry to continue to increase (Prathama et al., 2022). Apart from generating high profits, clothing is something that society needs. From babies to adults and even parents, everyone needs clothes in their daily lives (Oktavianur & Yucia, 2018). The

convection business is a business that tends to never die because the need for human clothing will always be there. What you have to think about when you want to open this business is how to compete fairly and how to continue to come up with creative ideas in the process of making clothes. Before jumping into the convection business, it is a good idea for you to consider all aspects related to it first. Not always, developing business opportunities will be successful for everyone and a very long period. As business actors, we must be able to see how much demand is increasing, and how long the demand will last (Faizah & Abadi, 2023).

The existence of a company is an important part of economic development because it can improve people's standard of living towards an even better economy. Entrepreneurs play an important role in the growth and development of manufacturing, goods, and services that society needs. Without the role of an entrepreneur, it is impossible to take on a lot of work and make big and fast profits. This shows that the role of entrepreneurs and businesspeople is crucial in initiating development and economic growth in a country (Mubarok & Nurohman, 2022).

As the number of companies in the business environment and the number of competitors begin to emerge, this gives rise to increasingly fierce competition, which is marked by the increasing number of government-owned and private companies being established, both large and small-scale companies, which is a factor that triggers an increasingly sharp level of competition in the business environment. itself (Hidayah, 2020). In the current era of increasingly competitive competition, business people must be able to pay full attention to the strategies they implement. Strategic activities in general always start from what might happen, not from what happened, is the realization of various activities that seek to achieve organizational goals by anticipating customer needs and at the same time managing the flow of goods and actions to meet the needs of producers or customers (Syariah, 2023). Companies are required to continuously increase their competitiveness, companies must quickly change themselves to become stronger and able to respond to market needs. If it is related to the marketing aspect, companies that have strong marketing will be able to compete in tight business competition. Companies must be able to design an integrated marketing strategy, which consists of several factors, namely product, price, place, and promotion. After that, to find the best marketing strategy, companies need to involve analysis, planning, implementation, and marketing control (Mardasari, 2020).

Social media is currently not only used by young people, but older people also use virtual media, including Instagram, Facebook, and Twitter. Social media has increased the effectiveness of marketing communications. Apart from that, the use of marketing strategies does follow market changes (Cantika, 2021). Successfully establishing a marketing concept can be done by understanding what consumers/customers need or want. Therefore, entrepreneurs must listen to customers' voices and carry out market analysis to find out which consumer needs they want to fulfill, then determine and make offers that can meet these needs so that consumers feel satisfied. The feeling of satisfaction given to consumers can create a good brand image for a product or company (Esa et al., 2021). There are 4 parts of the strategy that are recommended, namely: (a) SO Strategy (encouraging growth strategy), this strategy is structured based on utilizing the strengths of traders to take maximum opportunities, (b) ST Strategy (encouraging diversification strategy), this strategy uses how to maximize one's strengths to overcome or avoid threats that will occur, (c) WO Strategy (encouraging a turnaround strategy), this strategy is based on minimizing

weaknesses through exploiting existing opportunities, (d) WT Strategy (encouraging a defense strategy), this strategy formulated by trying to minimize weaknesses while simultaneously avoiding threats from the external environment (Kurniawan et al., 2022).

Every company always has a goal so that the business it builds develops according to its goals vision and mission. The development of a business can only be achieved through retaining customers, controlling the market, and increasing sales every month or even every day (Zul Aida et al., 2023). The success or failure of a business cannot be separated from the role of the market in marketing the product produced. Whether a business can develop or not depends on whether the marketing process supports it or not. Marketing management is the process of planning and implementing the realization, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups that meet customer and organizational goals. This means that marketing management includes a series of activities of analysis, planning, implementation, and supervision of goods, services, and ideas with the main aim of satisfying the parties involved (Alisabana, 2022)

The rapid growth and development of the convection industry over time can be understood because convection products are businesses that will continue to live and develop along with the development of civilization. You could say, the convection business is not a seasonal type of business because human needs for goods produced by the convection industry are primary needs that must be met (Febrieanto, 2021). A person who has an entrepreneurial attitude and spirit will never feel satisfied with something that has been achieved but will continue to try to look for opportunities to improve his business and life. Opportunities will be obtained by innovating and being creative, then taking advantage of these opportunities to develop the business he is running (Trivandi et al., 2023).

The author's interest in studying and researching more deeply regarding the convection business activities carried out by Alea Fashion is as follows; First, I want to know the marketing strategy adopted by Alea Fashion in developing its convection business. Second, based on observations, Alea Fashion's activities have been around for a long time and have received a very positive response from its members. By researching marketing strategies for convection business development, it is hoped that it can increase the success and growth of convection businesses to remain competitive, and relevant and generate greater profits. Apart from that, it is hoped that the benefits of researching marketing strategies for developing convection businesses can also increase competitiveness, optimize production processes, adapt to market changes, increase innovation, and optimize marketing and distribution

2. METHOD

The research used is qualitative descriptive research. Qualitative research is research carried out by searching for information in depth. Thus, qualitative research usually takes the form of sentences and images, so it does not emphasize calculations. This research uses qualitative descriptive research which is presented in verbal form and does not use numerical form. This method produces written and oral data from informants which the author processes into a sentence. This research is intended to obtain information regarding marketing strategies for the development of the Alea Fashion convection business in Gejlig village (Wanito, 2023).

To collect the data needed as material for discussion and analysis, in this research, the following methods were used: Observation, Observation is a method of collecting data by making direct observations in the field, on the research object (by carrying out

the systematic recording of the phenomenon being studied). This technique was carried out to collect clear data by systematically observing and recording marketing strategies for the development of the Alea Fashion convection business in Gejlig village (Asrindah Nst, 2020). Interview, Interviews are a method of collecting data by holding direct questions and answers (face to face) with respondents. This technique is also used to obtain data about marketing strategies for the development of the Alea Fashion convection business in Gejlig village and matters related to the problems studied (Asrindah Nst, 2020).

3. RESULT AND DISCUSSION

Gejlig Village is one of the villages where there are many MSMEs, especially in the field of convection and embroidery. One of the existing MSMEs is the Alea Fashion convection which was founded in 2010. In this case, the business founded by Alea Fashion had to develop over time because of the many competitors. This has led Alea Fashion to think about marketing strategies to avoid a decline in production.

3.1 THEORETICAL BASIS

Strategy is an action that is incremental or continually increasing and is continuously carried out based on the perspective of what customers expect in the future. A good strategy includes coordination of work teams, has a theme of identifying supporting factors by the principles of implementing ideas rationally, efficiency in funding, and having tactics to achieve goals effectively (Ardiningrum et al., 2023). Marketing is an activity in offering goods and services to other people so that later those other people will want to buy and be interested in the goods or services we offer (Wanito, 2023). Business development is the process of analytical preparation of potential growth opportunities, support, and monitoring the implementation of business growth opportunities but does not include strategic decisions and implementation of business growth opportunities (Ardiningrum et al., 2023). Konveksi is a large-scale ready-made clothing company where the goods produced are made according to standard sizes S, M, L, and XL in large quantities (Mutaqin, 2018). Fashion is part of the styles, trends, and everyday appearances that have become a culture in society. Fashion has the meaning of a mode that does not last long, which may involve language style, behavior, and hobbies towards certain models (unipasby, 2016).

3.2 PREVIOUS RESEARCHERS

Previous researchers became a guide for researchers in carrying out research, which ultimately contributed to the development of the theory applied in this research. Although there is no previous research with a title identical to this research, the researcher looked at several other studies as references to enrich the framework of this research. Several journals that are relevant to the research topic are also used as a basis for enriching the literature in this research.

In research conducted by Oktavianur, Milasuryasyucia, in 2019 with the title "Convection Business Development Strategy on Convection Ethics in Central Lampung" which discusses the implementation of the research, there are four stages, namely: 1) Stage before going to the field, 2) Fieldwork stage, 3) Data analysis stage, 4) Report writing stage. Based on the Cartesian diagram, the SWOT analysis of Convection is in quadrant 1. In this quadrant, Convection Ethics has opportunities and strengths so that it can take advantage of existing opportunities. The strategy implemented in this condition is to support an aggressive growth policy (Growth Oriented Strategy), namely a generic strategy (growth strategy) (Oktavianur & Yucia, 2018).

Other research relevant to this research topic was also found in research conducted by Prayuga Kurniawan, Putri Ariella Belinda, and Septika Puspita Sari in 2020 with the title "Dewi Convection Business Strategy Analysis" which discussed the preparation of a

SWOT matrix, using data obtained from tables internal and external strategic factors of clothing traders in the Muntilan market. Then the SWOT matrix also describes how opportunities and threats from the external environment can be balanced according to their strengths and weaknesses (Kurniawan et al., 2022).

Both studies have the same focus on applying SWOT analysis to convection businesses to understand the company's internal strengths and weaknesses, as well as external opportunities and threats, to develop an effective marketing strategy.

3.3 MARKETING STRATEGY OF ALEA FASHION CONVECTION BUSINESS

Companies use various marketing strategies to retain old customers and attract potential customers, one of which is E-Commerce. E-commerce is the use of computer networks to carry out business communications and commercial transactions. The internet has advantages for consumers, for example in terms of ease of 24-hour access, efficiency, unlimited choice of alternative spaces, and so on (Kurniawan et al., 2022).

The following is the marketing strategy carried out by Alea Fashion for its convection business:

1. Product

The intensity of competition in the market forces companies to strive for high product adaptation to gain a competitive advantage over competitors because product adaptation can expand the local market base and be improved for certain local preferences. Consumers increasingly have alternatives and are very careful in making purchasing decisions by considering factors such as needs, product excellence, service, and price comparisons before deciding to purchase. Of these factors, product superiority is included in the main considerations before purchasing. The competitive advantage of a product is one of the determining factors for the success of a new product, where the success of the product is measured by the parameter of the number of product sales (Selang, 2016).

Alea Fashion is a convection business that has found its niche in the production of children's fashion made from jeans. Their products include various fashion items such as jeans, jeans skirts, and jeans jackets. The jeans materials used by Alea Fashion are carefully selected to ensure comfort and durability. Even though jeans are a strong and durable material, Alea Fashion ensures that the materials they use are soft and comfortable enough for children's sensitive skin. Apart from that, they also pay attention to detail and finish each product. Neat stitching, interesting details such as embroidery or applications, selection of accessories such as zippers and buttons, everything is chosen and done carefully to create a quality product. By focusing on producing children's fashion made from jeans, Alea Fashion has succeeded in creating a strong and prominent brand identity in the market and has become a favorite choice for many parents who are looking for quality, stylish, and affordable children's clothing for girls.

2. Price

The definition of price is the amount of money (plus several products) needed to get a certain combination of products and services. From the definition above, it can be seen that the price paid by the buyer includes the services provided by the seller. Many companies approach pricing based on the goals they want to achieve. These objectives can be in the form of increasing sales, maintaining market share, maintaining price stability, achieving maximum profits, and so on (Selang, 2016).

Alea Fashion, a convection business that has achieved a good reputation in this industry, offers its products at very affordable prices. Based on the results

of the interview, the price offered ranges between Rp. 35,000.00 to Rp. 60,000.00. These prices are very competitive and attractive, especially considering the quality of the products they offer. With this price range, Alea Fashion can reach various consumer segments, from those looking for affordable everyday clothing to those looking for high-quality clothing on a lower budget. This helps Alea Fashion to build a wide and diverse customer base. With this pricing strategy, they are not only able to attract more customers, but also retain old customers by offering high-quality products at affordable prices.

3. Place

The place is defined as a place of service. The location of the services used in supplying services to targeted customers is a key decision. Place is a combination of location and decisions about distribution channels. Location means relating to where the company must be headquartered and carry out operations. In this case, there are three types of interactions that influence location, namely :

a) Consumers come to service providers. If the situation is like this then location becomes very important. Companies should choose places close to consumers so they are easy to reach, in other words, they must be strategic.

b) The service provider comes to the consumer. In this case, location is not very important, but what must be considered is that the delivery of services remains quality.

c) Service providers and consumers do not meet directly. This means that service providers and consumers interact through certain means such as telephone, computer, or mail. In this case, location is very unimportant as long as communication between the two parties can take place (Wicaksana & Rachman, 2018).

The results of interviews with the owner of the Alea Fashion convection business revealed that the company's interaction with its consumers is through providing online services. As an online shop, Alea Fashion allows consumers to purchase fashion products through the online platform provided. In the interview, it was explained that the main purpose of this online interaction is to provide convenience and comfort for consumers in purchasing fashion products. With the online shop platform, consumers can easily access the various fashion products on offer without having to meet in person. Through the online shop, Alea Fashion provides various features that make it easier for consumers to explore and choose the products they want. Consumers can view complete product images and descriptions, choose the appropriate size, and add products to their shopping cart. Apart from that, Alea Fashion also provides information about prices, discounts, and payment methods that consumers can choose. In the purchasing process, consumers can continue by filling in the order form and making payment via the method provided. Alea Fashion also provides the option of sending products to the address desired by consumers, so that consumers can receive products easily and according to their needs. They also provide information about order status, and delivery processes, and provide responsive customer service to questions or problems that arise. This aims to provide a comfortable shopping experience and ensure consumer satisfaction. In the interview, he also explained that by interacting online, they could provide services that were more flexible and easily accessible to consumers. Consumers don't need to bother coming to a physical store to buy fashion products, but can still enjoy a comfortable shopping experience through the online shop provided by Alea Fashion.

4. Promotions

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the

target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Selang, 2016).

Based on the results of the interview, the promotion carried out by Alea Fashion was limited to via Shopee and added video as a marketing tool to provide consumers with a more real and in-depth picture of their products.

3.4 OBSTACLES TO THE ALEA FASHION CONVECTION BUSINESS

The results of interviews with the owner of the Alea Fashion convection business revealed that this business experienced several significant obstacles in its operations. One of the main obstacles is when stocks run low. In situations like this, orders often come in large quantities. This is of course a challenge in itself because the production process cannot be done quickly. Apart from that, the process of washing goods is also an obstacle. This process cannot be rushed because it requires time and special attention to ensure the quality of the goods is maintained. As a result, delivery of orders often has to be delayed and cannot be done on the same day.

Not only that, Alea Fashion's convection business also faces obstacles in the sewing process. Because there is not only one type of product produced, changes from one product to another often require adaptation time. For example, if a seamstress is used to working with product A and then has to switch to product B, they may need time to get used to the different sewing patterns and techniques. This of course can slow down the production process.

4. CONCLUSION

From the research results, it can be seen that Alea Fashion has implemented an effective marketing strategy for its convection business. By focusing on producing children's fashion made from jeans, they have succeeded in creating a strong and prominent brand identity in the market. They also set competitive and affordable prices, allowing them to reach various consumer segments. Alea Fashion also utilizes online platforms to make it easier for consumers to purchase products. However, this business also faces several obstacles, such as limited stock and a production process that takes time. To overcome this obstacle, Alea Fashion can carry out better stock planning and increase the efficiency of the production process. By making improvements in marketing strategies and overcoming operational obstacles, Alea Fashion can develop and expand its market share.

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