

# Marketing Strategy for Home-Produced Banana Chips in Sigara-Gara Village, Patumbak District North Sumatra

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## Abstract

This study analyzes the marketing strategy of banana chip products at the Keripik Ayu Ketaren MSME in North Sumatra. Although Indonesia is the largest banana producer in the world, the utilization of banana harvests is still relatively low. Banana chips, on the other hand, have significant market potential, especially as a healthy snack option. This study uses a SWOT analysis to identify MSME's strengths, weaknesses, opportunities, and threats. The analysis results show several strengths, such as good product durability and affordable prices, which can be utilized to expand the market. However, challenges such as limited capital and distribution networks must be addressed to support growth. Existing opportunities, including the increasing demand for healthy snacks and the potential of digital platforms, can help expand market reach. On the other hand, threats from larger competitors and lack of product innovation are risks that must be faced to overcome these challenges; the recommended strategies include improving packaging quality, flavor innovation to attract new consumers, and utilizing digital and e-commerce platforms to reach a wider audience. This study aims to provide valuable insights for MSME actors in developing effective marketing strategies, increasing the competitiveness of banana chip products, and supporting business sustainability in an increasingly competitive market.

**Keywords:** SWOT Analysis, E-Commerce, Banana Chips, Marketing Strategy, UMKM.

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## Introduction

Bananas (*Musa* spp.) are an important crop in the world and are an export commodity for several countries whose economic systems are based on agriculture such as Latin America, Africa and Asia because they have a high selling value according to Aurore in (Sari et al., 2023). Indonesia is one of the largest banana producing countries in the world. As much as 50% of the banana harvest in Asia comes from Indonesia, and banana production in Indonesia always increases every year. Although banana production in Indonesia is abundant, 80% of the bananas are not utilized and are simply thrown away (Suryadi & Armadi, 2020). Bananas in Indonesia are divided into table bananas (bananas) and processed bananas (plantains) (Tarigan & Rahmat, 2022)

Bananas are one of the fruits that have many benefits. Bananas have good nutritional content, a fairly high source of energy compared to other fruits. Bananas produce 136 calories of

energy per 100 g. Bananas are rich in minerals such as potassium, magnesium, iron, phosphorus, and calcium, contain vitamins B and C, provitamin A (beta-carotene). Bananas can be consumed fresh or processed into other foods such as boiled bananas, fried bananas, banana compote, banana chips, and various other processed foods (Novitasari, 2013)

Not a few people like bananas, from children, teenagers and adults, even many athletes like bananas as a stamina restorer so that energy needs will be replaced after doing sports activities (Indriasari, 2021). North Sumatra is the second largest banana producing province in Sumatra after Lampung province. And in North Sumatra itself, bananas are the fruit crop with the highest production compared to other fruit crops (Statistik, 2015) Deli Serdang is the district with the highest banana production in North Sumatra Province, which is 367,431 quintals in 2013. The sub-district with the highest banana production is Sinembah Tanjung Muda Hilir at 182,840 quintals, followed by Sinembah Tanjung Muda Hulu at 120,720 quintals and Percut Sei Tuan Sub-district at 32,125 quintals (Serdang, 2015). The following is data on banana production in North Sumatra from BPS (Statistik, 2015)

Year	Ton
2015	24,953
2016	137.88
2017	150,611
2018	118,648
2019	114,050
2020	100.254
2021	152,732
2022	158,698
2023	138,785

The table above shows banana production data in North Sumatra from 2015 to 2023, in tons. It can be seen that banana production experienced significant fluctuations throughout the period. In 2015, banana production was recorded at 24,953 tons, which was much lower than in subsequent years. Bananas are quite an interesting commodity to develop and increase production, if viewed from the aspect of international trade. However, Indonesia, which is recorded as the sixth-ranked producer country in the world, has not been recorded as an exporter of bananas. While some importing countries are also recorded as exporting countries, for example, the prominent ones from the banana importing countries that are also exporters are Belgium, the United States, Germany, and France according to Rusdiansyah in (Ambarita et al., 2016).

Banana chips are snack products that utilize sliced and fried bananas, with or without permitted additives. The goal is to increase shelf life and add value to bananas. The banana chips processing procedure begins with the preparation of raw materials (bananas), preparation of equipment, packaging, peeling, slicing, washing, soaking, frying, draining oil, seasoning, packaging, labeling and storing the results. The types of bananas that are good for use as raw materials are kepok bananas, jackfruit, siem and tanduk (IMANSARI, n.d.).

The existence of a business unit that processes bananas into banana chips will increase the demand for bananas as raw materials. The increase in demand for this commodity will certainly motivate banana farmers to develop their farming businesses. The development of

banana chip businesses, in addition to providing added value to banana commodities, can also increase employment opportunities and business opportunities for the community (Suwarni & Handayani, 2020).

The development of the business world in the current era of globalization is characterized by various kinds of competition in all fields, both companies engaged in industry, trade and services. Along with population growth and increasing community lifestyles, it influences changes in consumption levels (Masniar et al., 2022). MSMEs are dominant in Indonesia because their numbers are relatively large and exist in every sector (Sutanty et al., 2022). In addition, the role of MSMEs is important in the Indonesian economy, because it is a sector that is able to withstand various economic crises (Andivas et al., 2023). Micro, Small, and Medium Enterprises (MSMEs) have a fairly large role. The existence of MSMEs is very helpful in economic growth. For this reason, it is necessary to prepare a marketing strategy to design concepts and planning so that MSMEs can win the competition (Andivas et al., 2023).

Increasing business competition, business owners must always develop strategies so that their business can survive and continue to grow in situations like this. This level of competition according to all companies, especially those engaged in the same industry, to come up with various innovative ideas to win the competition. In the tight competition involving many business parties, they must be able to adapt to changes in the business environment. In facing this competition, running a business requires a good strategy to help business owners anticipate the impact of these events and be able to compete (Rindiani et al., 2023)

Strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs and resource allocation priorities (Susmanto et al., 2024). According to Porter in (Susmanto et al., 2024) that strategy is a very important tool to achieve competitive advantage. And according to Stephani K. Marrus, in (Susmanto, F.G, Mutiah, R Rusmana, 2024) that strategy is defined as a process of determining the plans of top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how these goals can be achieved. Kotler in (Indrawan et al., 2024) that strategy is a tool that describes the direction of a business that follows the chosen environment and is a guideline for applying resources and organizations

Soekartawi in (Anggina et al., 2020) explains that there are at least four sector strategies. Agriculture is able to contribute to dealing with the global financial crisis, namely: (a) Being able to contribute to driving economic growth, such as increasing agricultural, livestock, fisheries, plantation and forestry production. In addition to moving the domestic market and continuing to export. (b) Able to contribute to reducing unemployment in rural areas, namely by continuing to move the agricultural sector and real sectors such as agro-industry. (c) Able to contribute to reducing poverty by increasing income, (d) Able to contribute to creating productive activities to attract investors in the agricultural sector or agricultural-based industry (agroindustry). Thus, the need to develop agroindustry which uses a lot of local raw materials and is based on agriculture will be increasingly important to implement.

Amidst various problems and several predictions regarding the sustainability of MSMEs in Indonesia, a breath of fresh air has emerged that offers several conveniences and greater benefits, namely digital marketing, the rapid development of technology, especially digital marketing, is one of the reasons for MSMEs to respond to change. Through digital marketing, MSMEs can reach consumers in a wider scope. MSMEs can market their products both through social media (Youtube, Instagram, TikTok, Whats up, Twitter, or Facebook) and e-commerce. Social media is one of the platforms favored by the Indonesian people. Through a survey conducted by we are social in 2020 according to Wijoyo in (Widia, 2021).

However, despite the promising market prospects, many MSMEs face challenges in marketing their products. One of the main challenges is the limitation in effective marketing strategies, which can introduce products more widely and increase competitiveness in the market. Therefore, the purpose of this study is to analyze the right marketing strategy in developing and marketing home-made banana chips, so as to increase sales and expand the market for MSMEs. This study will aim to focus on the factors that influence marketing, evaluate marketing strategies and develop strategies using the SWOT matrix (Strength, Weakness, Opportunity, Threat) in the MSME agroindustry located in Deli Serdang Regency, Patumbak District, North Sumatra.

## Literature Review

### 1. The Importance of Bananas

Banana (*Musa* spp.) is one of the agricultural commodities that has high economic value in Indonesia. This country is one of the largest banana producers in the world, but unfortunately, many harvests are not optimally utilized.

### 2. Nutritional Benefits

Bananas are rich in minerals such as potassium, magnesium, iron, phosphorus, and calcium, contain vitamins B and C, provitamin A (betacarotene). Bananas can be consumed fresh or processed into other foods such as boiled bananas, fried bananas, banana compote, banana chips, and various other processed foods (Novitasari, 2013)

### 3. Banana Chips Market Potential

Banana chips have huge market potential, especially among consumers looking for healthy snack alternatives.

### 4. The role of MSMEs

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy, contributing to job creation and economic growth. However, to compete in an increasingly competitive market, MSMEs need to develop effective and innovative marketing strategies. According to Larasati in (Gobal & Allo, 2024)

MSMEs have great potential to contribute to the economy, but they must adapt to market changes.

### 5. Digital Marketing Strategy

With the advancement of technology, digital marketing through social media and e-commerce platforms has become very important for MSMEs. According to kasmir in (Fadilah, 2020) that marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging valuable products to other parties or everything related to the delivery of products and services from producers to consumers.

### 6. SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a useful tool for SMEs to formulate marketing strategies. According to Rangkuti In (Warnaningtyas, 2020). explains that by understanding internal strengths and weaknesses as well as external opportunities and threats, SMEs can develop more focused and effective plans.

## Method

The research and respondent collection were conducted at the Ayu Ketaren banana chips

MSMEs located in Sigara-gara Village, Patumbak District. The research location was chosen intentionally (purposive), which is a non-random method and was chosen based on certain considerations According to Nazir (Putri et al., 2012). The reason for choosing the location was because there was a banana chips production site in accordance with the research objectives. This study only involved 1 micro and medium enterprise (MSMEs) respondent involved in the production of processed banana chips.

The basic method used in this study is the descriptive analysis method. The description method is one of the functions in data mining to find or explore a large set of data. Description is also the first minor function in data mining. Three ways to describe data are by using graphic descriptions, location descriptions and diversity description According to Susanto & Suryadi in (Saputro, 2020).

The data used in this study are primary and secondary data. Data that is directly relevant to the research problem is called primary data. Informants provide primary data sources in the form of words and actions that provide information. While secondary data is additional data that supports the research problem, which will be taken from documents and others according to Moleong in (Edrisy & Rozi, 2021). Data collection techniques used to obtain data in this study through observation, interviews.

To find out and determine the marketing strategy of the Ayu Ketaren banana chips MSMEs agroindustry, namely by using SWOT analysis. SWOT stands for Internal Strengths and Weaknesses environment and external environment Opportunities and Threats faced by the business world according to Rangkuti in (Mashuri & Nurjannah, 2020)

## Results And Discussion

The Ayu Ketaren MSME Agroindustry, located in Sigara-gara Village, Patumbak District, has been operating since 2010. The initial product marketing activities were only by consigning products to large traders/wholesalers and relying on several social media and door-to-door sales.

Product delivery to traders is done once a week. Transportation used in delivery using motorbikes, and also goods pedicabs. If the delivery of online sales orders, the manufacturer adds a fee of around Rp. 10,000 / place. Banana chips are sold at a price of around Rp. 2,000 to Rp. 50,000 / kg. The retrieval of raw materials is carried out directly from banana farmers in Talon Kenas on a regular basis. Usually the bananas used are jackfruit bananas as much as 7 bunches / day. Which means 49 bunches in a week and produces 69 kg of banana chips. The capital issued each week is around 4 million.



**Figure 1. Banana Chips Production**

## IDENTIFICATION OF INTERNAL AND EXTERNAL FACTORS

SWOT analysis according to Rangkuti in (Muklim, 2024) is a classic strategic planning instrument. By using the framework of strengths and weaknesses and external opportunities and threats, this instrument provides a simple way to estimate the best way to implement a strategy. Through SWOT analysis, several internal and external factors can be seen that influence the marketing strategy of Ayu Ketaren Chips.

### Internal factors (Internal Strategy Factor Analysis Summary)

- **Strength (power)**

- 1) Raw materials that are easy to obtain:

Raw materials, for example, bananas, which have a fixed supplier directly from farmers, are used as production materials.

- 2) Well-known product brands:

With a fairly long sales operation period, over time the local community has become familiar with the Ayu Ketaren Chips product.

- 3) Long product durability:

Banana chips have a fairly long shelf life if stored in a suitable place. Even if the product is not immediately sold out, the product can still be consumed in a few days or weeks.

- 4) An affordable price :

This very cheap price attracts the interest of buyers in all circles, causing demand to continue to increase.

- 5) Healthy and Natural Products:

Banana chips are generally considered a healthier snack than other processed products, because they are made from natural ingredients without artificial preservatives.

- 6) Simple Production Process

The process of making banana chips is relatively easy and does not require complicated tools, so production costs can be reduced.

- **Weaknesses**

- 1) Capital limitations:

So it is difficult for businesses to develop and they only have to manage the capital they have.

- 2) Product packaging

Simple packaging of banana chips products is done because of considering less environmentally friendly materials such as plastic to maintain the quality of banana chips. The packaging used is not attractive, only using plain plastic packaging.

- 3) Lack of taste innovation:

Banana chips are only sold with original and balado flavors. There are no new flavors that can attract consumers.

4) Market distribution limitations

Marketing is only carried out in the surrounding area, without distribution outside the area, which makes the product unknown to the outside community.

5) Small Scale Production

Due to the nature of a home business, the small scale of production may limit the ability to meet high demand or distribute efficiently.

**External factors (External Strategic Factor Analysis Summary)**

• **Opportunities (opportunities)**

1) Has the potential to become a souvenir product

Banana chips have a fairly long shelf life, therefore banana chips have sufficient potential to be used as souvenirs to be given to family and relatives.

2) Wider target market

The places that are the target markets for banana chips are also chosen with the aim of spreading the sales of these banana chips so that they become known to many people.

3) Consumer demand is increasing

This happened because the sales process was quite fast because the price of banana chips was affordable and there were many orders from consumers in large quantities.

4) Digital Marketing

E-commerce and social media platforms provide great opportunities for MSMEs to reach wider consumers at relatively low costs.

• **Threats (threats)**

1) Competitors offer lower prices

Price is one of the consumer comparisons to buy a product. Some consumers prefer cheaper and more affordable prices.

2) Production material prices increase

If the price of production materials increases, it makes producers think twice about how to keep sales running.

3) Scarcity of raw materials

There are times when producers have difficulty finding bananas and farmers experience crop failure.

4) Fluctuation in Prices of Production Facilities

The price of production facilities can increase at any time, the facility that has the greatest influence is cooking oil.

5) Economic Instability

Economic recession or economic instability can cause a reduction in people's purchasing power, thus affecting the sales of banana chips products.

6) Changing Consumer Trends

Changes in snack consumption trends can affect demand for banana chips. Consumers can switch to other snacks if the product cannot follow market trends.

**Alternative Marketing Strategies for Ayu Ketaren Chips Agroindustry**

The SWOT matrix is a decision-making formulation tool to determine the strategy taken to maximize strengths and opportunities, but at the same time minimize the company's weaknesses and threats according to Candana & Afuan in (Nugraha & Virgiawan, 2022).

**Table 1. SWOT Matrixa Decision-Making**

IFAS & EFAS	Strength (s)	Weaknesses (w)
/	<ul style="list-style-type: none"> <li>• Long lasting product</li> <li>• An affordable price</li> <li>• Raw materials that are easy to obtain</li> <li>• Well-known brand</li> </ul>	<ul style="list-style-type: none"> <li>•Capital limitations</li> <li>•Product packaging</li> <li>•Lack of taste innovation</li> <li>•Distribution limitations Market</li> </ul>
	<p><b>Opportunities (o)</b></p> <ul style="list-style-type: none"> <li>• Has the potential to become a souvenir product</li> <li>• Wide target market</li> <li>• The request that Increase</li> </ul>	<p><b>SO Strategy</b></p> <ul style="list-style-type: none"> <li>• Leveraging product durability to expand distribution to further areas</li> <li>• Establish cooperation with souvenir shops and tourist centers</li> </ul>
Threats (T)	ST Strategy	WT Strategy
<ul style="list-style-type: none"> <li>• Competitors offer lower prices</li> <li>• The price of production material increases</li> <li>• Scarcity of materials Baku</li> <li>• Price fluctuations Market facilities</li> </ul>	<ul style="list-style-type: none"> <li>• collaborate with local supermarkets, shops and e-commerce platforms</li> <li>• Developing attractive, environmentally friendly packaging.</li> <li>• Strong brand and unique packaging</li> </ul>	<ul style="list-style-type: none"> <li>• increase product promotion through various means channels, such as discounts special</li> <li>• Implementing simple technologies that can improve production efficiency</li> <li>• Building relationships long term with banana farmers or farmer groups who are committed to maintaining quality and continuity of supply.</li> </ul>

This SWOT Strategy analysis table provides a comprehensive overview of the internal and external conditions that affect the marketing of home-made banana chips. Through this SWOT analysis, producers can choose the right strategy to strengthen the market position of banana chips as one of the region's leading products.

Ayu Ketaren Chips is one of the banana-based agro-industry products that has a fairly large market potential, both at the local level. Although this business has been running since 2010, the challenges faced by producers, such as limited capital, limited distribution, and the need for product innovation, need to be overcome to strengthen product competitiveness in the market.

Thus, it is important to analyze internal and external factors in depth and formulate the right



marketing strategy. Based on the SWOT analysis that has been done, the right strategy must optimize strengths, take advantage of existing opportunities, and mitigate existing threats and weaknesses. The following is an explanation of the strategies that can be used.

### 1. SO Strategy (Strengths-Opportunities)

SO (strength–opportunities) namely WO Strategy aims to reduce existing weaknesses by utilizing opportunities available in the market or external environment. Here are some suggested strategies:

- **Leveraging Product Durability to Expand Distribution to Further Areas**

The product's long-lasting advantages allow the company to expand distribution to wider areas, even to distant areas or cities. With the product's durability, the chips can last longer during shipping and storage.

- **Establishing Cooperation with Souvenir Shops and Tourism Centers**

The market potential for regional souvenir products is a great opportunity that can be utilized. Ayu Ketaren Chips can be introduced as a typical North Sumatra souvenir product by collaborating with souvenir shops and tourist centers. This will open up new market access, especially for tourists looking for local souvenirs.

### 2. WO Strategy (Weaknesses-Opportunities)

WO strategies aim to reduce existing weaknesses by taking advantage of opportunities available in the market or external environment. Here are some suggested strategies:

- **Introducing Products Outside the City**

One of the main weaknesses is the limited distribution, which limits the market reach. To overcome this, the company can introduce Ayu Ketaren Chips outside the city and expand the market by marketing it in big cities or other areas.

- **Developing More Authentic Flavor Variants**

Another weakness is the lack of flavor innovation. To meet the demands of more diverse consumers, companies need to develop more authentic flavor variants that suit local tastes.

- **Creating Attractive Packaging with Designs that Reflect North Sumatra Culture**

The limitations in terms of packaging can be overcome by designing attractive packaging that reflects the local culture of North Sumatra. Unique and attractive packaging will be an additional attraction for consumers, especially tourists looking for regional souvenirs.

### 3. ST Strategy (Strengths-Threats)

ST strategy is used to utilize the organization's internal strengths to overcome or reduce threats coming from the external environment. Here are some suggested strategies:

- **Collaborating with Local Supermarkets, Stores, and E-Commerce Platforms**

The threat from competitors offering cheaper prices can be faced by expanding distribution channels through local supermarkets, shops, and e-commerce platforms. With this collaboration, Ayu Ketaren Chips products can be more easily reached by consumers in various market segments

- **Developing Attractive, Eco-Friendly and Unique Packaging**

The threat of increasing consumer awareness of environmental sustainability can be overcome by using environmentally friendly and attractive packaging. This not only enhances the brand image but also adds value to the product, making it able to compete in a market that is increasingly concerned about environmental issues.

- **Building a Strong Brand and Unique Packaging**

In facing the threat of low prices from competitors, strengthening the brand and unique packaging design is an effective strategy. Products with strong brands and distinctive packaging can differentiate Keripik Ayu Ketaren from other similar products that are cheaper.

#### 4. WT Strategy (Weaknesses-Threats)

WT strategy aims to overcome internal weaknesses and face existing external threats. In this case, the company tries to improve existing weaknesses while facing threats from the market. Here are some suggested strategies:

- **Increase Product Promotion through Various Marketing Channels, such as Special Discounts**

To face the threat from competitors who offer lower prices, companies need to increase promotions by offering special discounts or other promotions. Promotion is a form of marketing communication that aims to disseminate information, influence perceptions, and encourage actions from the target market according to Sabila Yassaroh in (Ramadhan & Samsudin, 2024). Through various methods such as advertising, direct selling, sales promotions, and public relations, promotions aim to increase consumer awareness of certain products or services, strengthen brand image, and stimulate purchases according to Aqobah, in (Ramadhan & Samsudin, 2024)

- **Implementing Technologies That Can Increase Production Efficiency**

Capital constraints and raw material price fluctuations can be overcome by implementing more efficient technology in the production process. With better technology, companies can reduce waste and increase production efficiency, which in turn can reduce costs and improve competitiveness.

- **Building Long-Term Relationships with Banana Farmers or Farmer Groups**

Considering the threat of raw material shortages, companies can build better and more sustainable relationships with banana farmers or farmer groups that can be relied upon for a stable supply of raw materials.

## Conclusion

Research on the Ayu Ketaren Banana Chips Agroindustry shows that banana chips products have great market potential, both locally and outside the region. Internal strengths such as durable product quality, affordable prices, and ease of obtaining raw materials from local farmers, as well as brands that are well-known in the community, are supporting factors for the success of this business. However, challenges such as limited capital, simple packaging, and limited distribution need to be overcome to strengthen the market position.

Through SWOT analysis, there is an opportunity to expand the market by making the product a regional souvenir and taking advantage of increasing consumer demand. Suggested

strategies include improving packaging quality and flavor innovation, as well as utilizing digital and e-commerce platforms. However, producers must remain vigilant against threats from competitors offering lower prices and fluctuations in raw material prices. Therefore, it is important for producers to strengthen packaging quality and establish good relationships with suppliers to maintain continuity of supply and price stability.

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