



PT. Cosmotech Multi Mandiri Branding Strategy to Increase International Cooperation with PT Metoo Beauty International

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<http://dx.doi.org/10.18415/ijmmu.v12i3.6536>

Abstract

To understand and communicate a brand to consumers requires a branding strategy. A branding strategy can help build and realize long-term goals in a business. The branding strategy implemented by PT Cosmotech Multi Mandiri is by collaborating with Chinese companies. This study aimed to determine the branding strategy, obstacles in implementing the branding strategy, and the results of implementing the branding strategy at PT Cosmotech Multi Mandiri using SWOT analysis techniques. This research was conducted using descriptive qualitative methods. The results of this study are the branding strategy carried out by PT Cosmotech Multi Mandiri, namely through social media, such as Instagram, Facebook, Youtube, and the website, and the development of Dianika Skincare. The obstacles faced by the company during the branding strategy are the lack of variety of branding strategies implemented by PT Cosmotech Multi Mandiri and the competition between the branding strategies that PT Cosmotech Multi Mandiri has implemented with other companies. The results of implementing a branding strategy are that many potential customers come to collaborate after seeing the published branding strategy, developing new consumer products as a sense of satisfaction in the collaboration process; Instagram, Youtube, and Website social media branding strategies are more likely to attract consumers, and Facebook branding strategies and the development of Skincare Dianika as the Company's Original Product have little chance of attracting consumers.

Keywords: *Branding Strategy; SWOT Theory; PT. Cosmotech Multi Mandiri*

1. Introduction

China is one of the most populous countries in the world. The high population and diversity make the Chinese government strive for progress in political and economic fields. China started communicating with Indonesia regarding the existence of sea transportation and started communication from the export-import trade. Communication between Indonesia and China has led to various collaborations, one of which is in trade. Indonesian Ambassador to China Djauhari Oratmangun stated that trade relations between Indonesia and China are in perfect condition; this can be seen from the data published by the Chinese Customs that the total trade value of the two countries until October 2022 reached 122.47 billion US dollars, which increased from the previous year. According to the Central Statistics Agency (BPS), the realization of investment made by China in Indonesia in 2022 was 8226.00 million US dollars.

This has led many Indonesian companies to cooperate with Chinese companies. One company that collaborates with Chinese companies is PT Cosmotech Multi Mandiri with PT Metoo Beauty International. PT Cosmotech Multi Mandiri is a company that is based on CMM Corp. PT Cosmotech Multi Mandiri is a legal cosmetic manufacturing company. The company is engaged in manufacturing, where the main target is companies that want to produce cosmetics without having a production plant. One of the concrete forms of cooperation between PT Cosmotech Multi Mandiri and PT Metoo Beauty International is the production of cosmetic products. PT Metoo Beauty International is the brand's originator, and PT Cosmotech Multi Mandiri manufactures these cosmetic products. In this case, of course, the application of a branding strategy is needed. This is intended to smooth the course of the cooperative relationship process.

In the branding process, companies also need to consider the strategies carried out so that the branding is widely recognized among consumers. Branding strategies need to consider several stages: brand awareness, knowledge, image, experience, loyalty, and spirituality (Wijaya, 2013). A brand's brand can achieve the right goals and objectives with a branding strategy. Therefore, in determining the branding strategy, it is necessary to choose the appropriate plan.

The SWOT Analysis technique is an analytical theory that systematically identifies various factors as shapers of corporate strategy. This technique is used to assess the company's Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis results in a direction applied to maintain strengths and increase profits from existing opportunities. It also reduces weaknesses and avoids threats.

2. Literature Review

2.1 Branding Strategy

In running a business, brand is one of the essential things that the company uses as a product result. The company develops the brand to attract consumer attention. In this process, the company must recognize a brand more widely among the public. Efforts made to disseminate information about a brand can use a branding strategy. The branding strategy implemented by the company is tailored to consumer needs. There are five strategies in a brand (Kotler, 2000), namely expanding the flow of brand product variants to add variants to a brand that has been launched, expanding the brand by running a business that is not only in one field so that in one brand there are various products produced, companies carry out multi-brand strategies to add brands that are developed but are still within the scope of one company, develop new brands if the old brand cannot attract consumer attention and combine brands and are usually done on brands that have been popular before.

2.2 SWOT

SWOT analysis is an analytical technique that systematically identifies various factors shaping the company's strategy to assess the company's Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is used to assist companies in understanding the external and internal environment and provides results in the form of a direction. Implementing these directions aims to maintain strengths, increase benefits from existing opportunities, reduce deficiencies, and avoid threats. Four factors of SWOT analysis, namely:

1. Strengths

Strengths are a factor in an organization because they are included in the advantages inherent in a company's body. This factor is easily obtained when a company has unique things that can be used as its

main strength in attracting consumers. In addition, this can also make the company superior to competitors.

2. Weaknesses

Weaknesses are conditions that represent deficiencies within the organization. Generally, each company has its weaknesses factors. Therefore, what needs to be considered is how the company can reduce or even eliminate existing weaknesses.

3. Opportunities

Opportunities are environmental conditions outside the company that can be used as a weapon to gain benefits for the company's progress. Companies can benefit by knowing what external factors can be turned into opportunities. In addition, companies can also make comparisons between the company's internal factors and competitors' internal factors. This is intended so that a company gets business opportunities that have not been owned by competitors before.

4. Threats

Threats are external conditions that can interfere with a company's development in the form of things that are unfavorable to the company. This factor is one of the most complex because it can have long-term effects if a weakness is not handled quickly and appropriately. For the company, this is an obstacle that can hinder it from realizing its vision and mission.

2.3 PT. Cosmotech Multi Mandiri

PT Cosmotech Multi Mandiri is a company that is engaged in manufacturing. The company provides legal cosmetic maklon services by implementing production standards using GMP (Good Manufacturing Practice), HAS 23000, and ISO 9001: 2015 guidelines. The production of cosmetics offered by PT Cosmotech Multi Mandiri includes skincare, body care, hair care and decorative cosmetics (make-up). In addition to providing cosmetic manufacturing services, the company has also developed its cosmetic brand, Dianika. Dianika is an original brand created by PT Cosmotech Multi Mandiri. The products offered range from skincare to body care and hair care. Dianika is marketed on social media platforms and e-commerce, such as Instagram, TikTok, and Shopee.

3. Method

The object of this research is the branding strategy used by a manufacturing company in cosmetics, namely PT Cosmotech Multi Mandiri, a company founded in 2009 by Mr Wahyudi Setiawan and Mr Fulka Nurzaman located on Jl. Pekapuran Raya No.8, Rt. 01 / Rw.20, Kec. Tapos, Depok City, West Java, 16457. The research itself was conducted at PT Cosmotech Multi Mandiri. This company is a place of cooperation between PT Cosmotech Multi Mandiri and PT Metoo Beauty International. The study was carried out for 3 months from March 1, 2023, to May 31, 2023, where researchers conducted direct observations and interview sessions with the Director of PT. Cosmotech Multi Mandiri is a marketing assistant and admin, as well as digital marketing and documentation at the company. Then, the researcher uses the source triangulation method, explaining the data collected using observation, interview, and documentation techniques. The data collection results were then analyzed using qualitative data analysis with data reduction, data presentation, and conclusion.

4. Results and Discussion

Before collaborating with PT Metoo Beauty, PT Cosmotech Multi Mandiri already had several publicly accessible social media accounts and websites, namely Instagram @cosmotechmultimandiri, Facebook Cmm.id, the Website <https://ptcmm.id/>, and the YouTube Channel Cosmotech Multi Mandiri. PT Cosmotech Multi Mandiri has been working with PT Metoo Beauty International since March 2021, starting with PT Metoo Beauty International, which wants to produce a beauty product.

PT Metoo Beauty International is a company from China that has opened subsidiaries in various countries, including Indonesia. PT Metoo Beauty International is located at Laksana Business Park, Jl. Raya Kali Baru, No. 002, Kramat, Pakuhaji District, Tangerang Regency, Banten. The company is engaged in beauty, which focuses on oral care. PT Metoo Beauty International's mission is "Making the world full of smiles of confidence." The mission explains that the company is launching a brand that will be distributed worldwide. The main product produced by this company is probiotic mouthwash. The mouthwash is a product that has become the hallmark of PT Metoo Beauty International. In March 2021, PT Metoo Beauty International came to PT Cosmotech Multi Mandiri, planning to collaborate. Initially, PT Metoo Beauty International came to PT Bio Sinergi Mandiri (BSM), the marketing company of PT Cosmotech Multi Mandiri, to make a mouthwash. The party from PT approved this. Cosmotech Multi Mandiri, thus establishing cooperation until now. In the process of collaboration with PT Metoo Beauty International, PT Cosmotech Multi Mandiri provides services and raw materials for manufacturing these mouthwash products. In addition to packaging problems, PT includes information on where the product is placed directly. Metoo Beauty International.

4.1 Branding Strategy of PT Cosmotech Multi Mandiri

With today's technological advances, PT Cosmotech Multi Mandiri has implemented several branding strategies to attract consumers. These strategies include social media, websites, and original product development.

1. Instagram

PT Cosmotech Multi Mandiri uses Instagram as a branding medium to attract consumers. The address of PT Cosmotech Multi Mandiri's Instagram account is @cosmotechmultimandiri. All information about PT Cosmotech Multi Mandiri has been uploaded to the page. The branding uploaded to the Instagram page is in the form of Instagram stories, Instagram reels, Instagram highlights, and posts in the form of photos.

The Instagram account developed by PT Cosmotech Multi Mandiri is considered more efficient in attracting consumers who will collaborate. In addition to providing information, the Instagram account owned by PT Cosmotech Multi Mandiri also functions as an educational media for the public in beauty. It is not uncommon for potential customers to consult on the Instagram platform.



Figure 4.1 Instagram account of PT Cosmotech Multi Mandiri

The SWOT technique is used to identify the branding strategy, namely internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats, as seen in Tables 4.1 and 4.2 below.

Table 4.1 Internal Factors

Strengths	Weaknesses
The process of disseminating information using Instagram media is considered to be broader	The Chief Engineering Officer (CEO) must create, organize, and control posts and content that can attract consumers on Instagram.
Posts on PT Cosmotech Multi Mandiri's Instagram platform can be viewed anywhere and anytime and are practical because Instagram can be accessed on various electronic media	PT Cosmotech Multi Mandiri is required to be active in posting information. This is because the liveliness of a company's Instagram is considered for potential customers.
With 1,320 followers and 296 posts on PT Cosmotech Multi Mandiri's Instagram account. This is one of the factors that support the company's popularity level.	PT Cosmotech Multi Mandiri's Instagram followers must consistently be increased to expand connections through information dissemination.

Table 4.2 External Factors

Opportunities	Threats
Instagram is a popular application in today's world community. It is highly popular and is the most influential for potential customers. This makes the opportunity for Instagram to be one of the supporters of PT Cosmotech Multi Mandiri's branding strategy quite large.	Competition between PT Cosmotech Multi Mandiri's Instagram account and other Instagram accounts. This threat makes PT Cosmotech Multi Mandiri need to consider the uniqueness between PT Cosmotech Multi Mandiri's Instagram account and other Instagram accounts.
Opportunities	Threats
	The amount of plagiarism and fraud must be taken seriously. To show its originality, each post should have a company logo.

2. Facebook

Facebook is also a social media with many enthusiasts. The expansion of branding media through the Facebook page was chosen, taking into account a more widespread and varied distribution. The Facebook account owned by PT Cosmotech Multi Mandiri is Cmm.id. PT Cosmotech Multi Mandiri disseminates company information through posts on the Facebook page in the form of photo posts, videos, Facebook reels, and Facebook stories. Company branding posts are identical to posts previously uploaded on Instagram social media.



Figure 4.2 Facebook Account of PT Cosmotech Multi Mandiri

The SWOT technique is used to identify the branding strategy, namely internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats, as seen in Tables 4.3 and 4.4 below.

Table 4.3 Internal Factors

Strengths	Weaknesses
Facebook is considered more efficient as a branding medium for parents who want to find information about PT Cosmotech Multi Mandiri.	As time went by, many social media sites started to emerge, which caused Facebook to be abandoned. This resulted in a lack of interest from potential customers based on Facebook posts.
Facebook is a straightforward application to access. Therefore, as a branding media Facebook is reasonably practical and efficient.	Facebook posts lack variety and innovation.

Table 4.4 External Factors

Opportunities	Threats
Although the opportunity for Facebook as a branding medium is not high, PT Cosmotech Multi Mandiri consistently uses it so that potential customers can continue -	Facebook is considered to be unable to keep up with developments. In terms of limited features and the number of followers that are less than other social media accounts, making
Opportunities	Threats
to look for information on the Facebook platform.	the Cmm.id Facebook accounts less able to develop content ideas.
	Competition between other companies' Facebook accounts.

3. YouTube

PT Cosmotech Multi Mandiri has developed several YouTube channels, including the Cosmotech Multi Mandiri (CMM) YouTube channel and a YouTube channel called Depok Manufacture. The Cosmotech Multi Mandiri (CMM) YouTube channel is the main YouTube channel owned by PT Cosmotech Multi Mandiri. The YouTube content created is the company profile and various activities PT Cosmotech Multi Mandiri carried out in posts uploaded only in videos. This is because the videos uploaded on this social media have no duration limit. The company includes a website and telephone number on the YouTube channel, considered complete and in-depth. This is done to make it easier for potential customers to contact the company and question PT Cosmotech Multi Mandiri information.



Figure 4.3 PT Cosmotech Multi Mandiri YouTube Channel

In addition to the Cosmotech Multi Mandiri (CMM) YouTube channel, PT Cosmotech Multi Mandiri also developed a YouTube channel called Depok Manufacture. This YouTube channel contains information about the company profile and original products made by PT Cosmotech Multi Mandiri. The branding posts uploaded to the Cosmotech Multi Mandiri (CMM) YouTube channel branch are video posts and YouTube shorts. One uploaded video is a company profile video available in three languages: Indonesian, Mandarin, and Japanese. In addition, the uploads on Youtube Shorts contain branding videos for original PT Cosmotech Multi Mandiri products. This video is uploaded using Chinese backgrounds. Therefore, Depok Manufacture's YouTube channel is used as a branding strategy, and its main target is Chinese companies.



Figure 4.4 Depok Manufacture YouTube Channel

The SWOT technique is used to identify the branding strategy, namely internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats, as seen in Tables 4.5 and 4.6 below.

Table 4.5 Internal Factors

Strengths	Weaknesses
YouTube is a social media platform with great potential as a branding medium. It provides more detailed information, and the information disseminated through this social media becomes broader. The intended target of YouTube branding media is not only Indonesian consumers but also Chinese consumers. This is because some video uploads on the Depok Manufacture YouTube Channel use the Chinese version.	The number of followers and viewers is one weakness that becomes an obstacle in branding.
Uploaded videos can be longer than other social media so that potential consumers can see one upload but with detailed information.	Pay attention to the quality of the uploaded videos to attract potential customers.

Table 4.6 External Factors

Opportunities	Threats
YouTube has a relatively high opportunity to be a branding medium for PT Cosmotech Multi Mandiri because it provides more detailed information to potential customers.	YouTube is prone to copyright, so PT. Cosmotech Multi Mandiri is cautious about uploading a video so that it does not experience copyright.

4. Website

The website address owned by PT Cosmotech Multi Mandiri is <https://ptcmm.id/>. The company uses the website to disseminate information about the company. In addition to providing information for potential customers, the website is also used as an initial consultation in the cooperation process. This is because the website contains telephone numbers, social media, E-Mail, and factory locations. So, prospective customers can directly contact the company to collaborate.



Figure 4.5 Website of PT Cosmotech Multi Mandiri

The information uploaded to the website contains essential information that potential customers can use to collaborate. Important information uploaded to the website page includes an overview, vision and mission, products produced by PT Cosmotech Multi Mandiri, social media, company address, and company telephone number that prospective customers can use to consult.

The SWOT technique is used to identify the branding strategy, namely internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats, as seen in Tables 4.7 and 4.8 below.

Table 4.7 Internal Factors

Strengths	Weaknesses
Websites are considered before starting a collaboration. Every company must have a website as a form of validation that the company exists and is serious about running its business. They are also one of the factors supporting the company's branding strategy, as potential customers usually look for information about the company based on the website.	The company's website search must use Search Engine Optimization (SEO), which is a way to increase website traffic from search results so that it enters the top position. Website traffic from search results enters the top position so potential customers do not feel confused when looking for information about PT. Cosmotech Multi Mandiri.
The website increases the level of trust of potential customers.	

Table 4.8 External Factors

Opportunities	Threats
The opportunities generated by the website's development are high. Therefore, PT Cosmotech Multi Mandiri must develop this website to increase the level of trust of potential customers.	PT Cosmotech Multi Mandiri needs to increase security and routinely control the use of the Website as a branding strategy.

5. Development of Dianika Skincare as the Company's Original Product

PT Cosmotech Multi Mandiri develops beauty products in the form of Skincare series. The brand name produced by this company is Dianika. These beauty products consist of facial and body beauty products. Facial beauty products include Dianika Facial Wash, Dianika Nutritive Essence, Dianika Sun Daily Care, and Dianika Nourishing Mask. In contrast, body care products consist of Dianika Body Wash, Dianika Shampoo, Dianika Body Lotion and Dianika Hair Mist. These products are developed according to market needs in the field.

Therefore, PT Cosmotech Multi Mandiri developed Skincare Dianika as one of the branding steps, with the widespread distribution of Skincare Dianika products, PT. The public can better recognize Cosmotech Multi Mandiri as a company that develops quality beauty products.



Figure 4.6 Skincare Instagram Account of PT Cosmotech Multi Mandiri

The SWOT technique is used to identify the branding strategy, namely internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats, as seen in Tables 4.9 and 4.10 below.

Table 4.9 Internal Factors

Strengths	Weaknesses
PT Cosmotech Multi Mandiri, which produces Dianika Skincare, can make this product an example of production results. This allows potential customers to see the quality and ability of PT Cosmotech Multi Mandiri to produce a product.	Dianika skincare is a product that is one of the requirements for opening a beauty manufacturing company. Therefore, the strategy in the branding process of this product is less attention. This has an impact on the lack of consumers who use Skincare Dianika.

Table 4.10 External Factors

Opportunities	Threats
The opportunity for a branding strategy using this product is low. This can happen because of the competition between Skincare products.	There is a lack of consumer interest in Skincare Dianika. This is because PT. Cosmotech Multi Mandiri pays less attention to the number of consumer users of Skincare Dianika than the ongoing manufacturing business.

4.2 Obstacles Faced by The Company

While running a business as a cosmetic maker, PT Cosmotech Multi Mandiri has various obstacles. The obstacles PT Cosmotech Multi Mandiri feels based on the branding strategy that has been carried out impact the company's branding process. The barriers experienced by PT Cosmotech Multi Mandiri in implementing the branding strategy are as follows:

1. Based on the branding strategy that PT Cosmotech Multi Mandiri has carried out, it can be seen that the type of branding strategy is still less varied. The company realizes that this branding strategy needs to be developed more broadly so that the dissemination of information can be done more evenly and thoroughly. In this increasingly sophisticated technological advancement, companies must be able to position themselves so that they are not left behind by the times. Therefore, the branding strategy must follow the current trend in technology development. The latest branding strategy to be published is TikTok. This is because TikTok has become a new popular social media application after existing social media applications.
2. Competition between branding strategies carried out by PT Cosmotech Multi Mandiri and other companies. Competition in carrying out a predetermined branding strategy lies in the quality of posts uploaded and the number of followers and enthusiasts of PT Cosmotech Multi Mandiri's branding strategy. This obstacle needs to be taken seriously because it can hurt the company. Companies need to make posts containing more varied content to attract more consumers. This can also make PT Cosmotech Multi Mandiri more famous in cosmetics manufacturing.

4.3 The Results of The Implementation of The Branding Strategy at PT Cosmotech Multi Mandiri

The results of the implementation of the branding strategy of cooperation by PT Cosmotech Multi Mandiri, among others:

The branding strategy that PT Cosmotech Multi Mandiri has developed has been declared successful in attracting consumers. Many potential customers cooperate after seeing the branding strategy published through social media, Instagram, YouTube, and Website, which has a high chance of attracting consumers. The uploaded information can be conveyed evenly and in detail, significantly benefiting PT Cosmotech Multi Mandiri. Consumers who collaborate after seeing PT Cosmotech Multi Mandiri's branding strategy are PT Metoo Beauty International.

Developing new consumer products as a sense of satisfaction in the cooperation process of PT Cosmotech Multi Mandiri is a branding strategy to attract consumer attention. Based on the cooperation that has been established, it is not uncommon for consumers to develop products after the first product is agreed upon. PT Metoo Beauty International is one of the Chinese companies that developed its products after the first product was successfully launched.

The Facebook branding strategy and the development of Dianika Skincare as the Company's Original Product have a low chance of attracting consumers. Facebook is considered low chance because the level of use of this social media is starting to decline, so potential customers rarely get information through Facebook. Posts uploaded on Facebook are also less varied. At the same time, the development of Skincare Dianika is considered less effective because it is hampered by the small number of consumers who use this product, so not many consumers are interested in finding information about PT Cosmotech Multi Mandiri as a company that produces Skincare Dianika.

The study results show that PT Cosmotech Multi Mandiri made several branding strategy efforts to promote the company. Of the five branding strategies analyzed, social media has significantly influenced efforts to introduce PT Cosmotech Multi Mandiri as a cosmetic maklon service company that can establish cooperative relationships from within and outside the country. Website, YouTube, and Instagram social media have an important role and significant influence on PT Cosmotech Multi Mandiri, among others. In addition, this social media has been analyzed using the SWOT technique, which shows that the opportunities for using social media are high. The branding strategies that are less influential for PT Cosmotech Multi Mandiri include Facebook and the development of original products, namely Skincare Dianika. The analysis using SWOT theory found that the strategy was less influential because the social media chosen was social media that had rarely been used. In addition, the development of original products, namely Skincare Dianika, is considered less potential due to the lack of interest in these products.

5. Conclusion

PT Cosmotech Multi Mandiri's branding strategy includes Instagram @cosmotechmultimandiri, Facebook Cmm.id, the YouTube Channels Cosmotech Multi Mandiri (CMM) and Depok Manufacture, the Website Address <https://ptcmm.id/>, and Skincare Dianika as the Company's Original Product. The obstacles PT Cosmotech Multi Mandiri faces in implementing the branding strategy are post content that still lacks variety and competition between the branding strategies carried out by PT Cosmotech Multi Mandiri and other companies.

The results obtained from the application of the branding strategy at PT Cosmotech Multi Mandiri, namely many potential customers who come to collaborate after seeing the published branding strategy, developing new consumer products as a sense of satisfaction in the cooperation process that has previously been carried out, show that branding strategies through Instagram, YouTube, and Websites are more likely to attract consumers. However, the Facebook branding strategy and the development of Skincare Dianika as the company's original product have little chance of attracting consumers.

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