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ANALYSIS OF PUBLIC RESPONSE TO MARKETING STRATEGIES OF CULINARY MSME ROTI PAU LUMER AND KYARIN

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Abstract

This study aims to analyze public responses to the marketing strategies implemented by the culinary Micro, Small, and Medium Enterprises (MSMEs), namely Roti Pau Lumer and Kyarin, during the Polbeng Business Expo Chapter II at Bengkalis State Polytechnic. A descriptive qualitative approach was employed to explore consumers' perceptions and experiences regarding the integration of digital marketing and direct promotional activities during the exhibition. Data were collected through open-ended questionnaires distributed to consumers and exhibition visitors who had interacted with the marketing activities of both MSMEs. The collected data were analyzed using thematic analysis to identify recurring patterns related to promotional attractiveness, digital marketing, direct interaction, digital payment systems, and purchase intention. The findings indicate that digital marketing successfully increased public awareness and encouraged consumers to visit the exhibition, while face-to-face interaction strengthened consumer trust by providing opportunities to directly evaluate products and communicate with MSME owners. In addition, the implementation of the QRIS digital payment system enhanced transaction convenience and contributed positively to consumers' overall purchasing experience. The study concludes that integrating digital marketing with business exhibitions creates a complementary marketing strategy that positively influences consumer perceptions, strengthens trust, and supports the competitiveness of culinary MSMEs.

Keywords: Marketing Strategy; Culinary MSMEs; Digital Marketing; Business Expo; Consumer Response

Abstrak

Penelitian ini bertujuan untuk menganalisis respons masyarakat terhadap strategi pemasaran yang diterapkan oleh Usaha Mikro, Kecil, dan Menengah (UMKM) kuliner Roti Pau Lumer dan Kyarin selama pelaksanaan Polbeng Business Expo Chapter II di Politeknik Negeri Bengkalis. Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk mengeksplorasi persepsi dan pengalaman konsumen terhadap integrasi pemasaran digital dan promosi secara langsung melalui pameran. Data dikumpulkan menggunakan kuesioner terbuka yang diberikan kepada konsumen dan pengunjung pameran yang telah berinteraksi dengan aktivitas pemasaran kedua UMKM tersebut. Data dianalisis menggunakan analisis tematik untuk mengidentifikasi pola-pola yang berkaitan dengan daya tarik promosi, integrasi pemasaran digital dan pameran, pembentukan kepercayaan melalui interaksi langsung, penggunaan sistem pembayaran digital QRIS, serta minat pembelian konsumen. Hasil penelitian menunjukkan bahwa pemasaran

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digital berperan dalam meningkatkan kesadaran masyarakat terhadap produk dan mendorong konsumen untuk mengunjungi pameran, sedangkan interaksi langsung selama pameran memperkuat kepercayaan konsumen melalui kesempatan untuk melihat produk secara langsung dan berkomunikasi dengan pelaku UMKM. Selain itu, penerapan sistem pembayaran digital QRIS memberikan kemudahan dalam proses transaksi dan meningkatkan pengalaman pembelian konsumen. Penelitian ini menyimpulkan bahwa integrasi pemasaran digital dengan pameran bisnis merupakan strategi pemasaran yang saling melengkapi dalam membentuk persepsi positif konsumen, meningkatkan kepercayaan, serta mendukung daya saing UMKM kuliner.

Kata Kunci: ***Strategi Pemasaran; UMKM Kuliner; Pemasaran Digital; Pameran Bisnis; Respons Konsumen***

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's economic development by creating employment opportunities, encouraging entrepreneurship, and contributing to regional economic growth. In the culinary sector, MSMEs continue to experience rapid development due to increasing consumer demand and changing consumption patterns. However, the growing number of competitors requires culinary MSMEs to implement innovative and adaptive marketing strategies in order to maintain their competitiveness and attract potential consumers.

The rapid advancement of digital technology has transformed conventional marketing practices into digital-based marketing activities. Through social media platforms, online promotional content, and digital communication, MSMEs are able to reach broader market segments while interacting directly with consumers. Previous studies have demonstrated that digital marketing positively influences brand awareness, customer engagement, and purchase intention, particularly for culinary MSMEs (Gumilang, 2019; Saffira & Rahmawan, 2022; Karimah & Satrio, 2023). Digital platforms such as Instagram, TikTok, and WhatsApp have become effective communication channels for introducing products and maintaining relationships with consumers.

Besides digital marketing, business exhibitions remain an important promotional medium because they provide opportunities for direct interaction between producers and consumers. Exhibitions allow consumers to observe products firsthand, communicate directly with business owners, and evaluate product quality before making purchasing decisions. Such direct interactions contribute to building consumer trust while strengthening product understanding (Kesrul, 2004). Previous research has also shown that participation in exhibitions contributes to improving MSME visibility, expanding market access, and increasing business opportunities (Tsuraya & Kusuma, 2023).

Although numerous studies have examined digital marketing and business exhibitions independently, limited research has investigated how both promotional approaches complement one another within a single integrated marketing strategy, particularly for culinary MSMEs operating in regional business exhibitions. Furthermore, previous studies generally focused on marketing performance or sales outcomes, whereas consumer responses and experiences throughout integrated promotional activities have received less attention.

This study addresses this research gap by analyzing public responses toward the integrated marketing strategies implemented by Roti Pau Lumer and Kyarin during the Polbeng Business Expo Chapter II. The exhibition provided an appropriate setting to observe

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how digital promotion, direct interaction with consumers, and digital payment systems collectively influenced consumer perceptions and purchasing intentions.

The novelty of this research lies in its exploration of consumer responses toward the integration of digital marketing, business exhibitions, and QRIS-based digital payment systems within a single marketing implementation. Rather than examining each promotional strategy separately, this study explains how these marketing components complement one another in creating consumer awareness, strengthening trust, and encouraging purchase intention among culinary MSME consumers.

Therefore, this study aims to analyze public responses to the integrated marketing strategies implemented by Roti Pau Lumer and Kyarin and to explain how the combination of digital marketing, direct exhibition interaction, and digital payment facilities contributes to strengthening the competitiveness of culinary MSMEs.

Research Method

This study employed a descriptive qualitative approach to analyze public responses toward the marketing strategies implemented by the culinary MSMEs Roti Pau Lumer and Kyarin during the Polbeng Business Expo Chapter II at Bengkalis State Polytechnic. A qualitative approach was selected because the study aimed to explore consumers' perceptions, experiences, and evaluations of integrated marketing activities rather than to measure causal relationships between variables.

The research was conducted within a project-based implementation framework consisting of four stages: Project Preparation, Project Implementation, Project Accomplishment, and Project Reporting. During the preparation stage, the researchers selected the participating MSMEs, designed promotional activities, prepared business profiles, promotional videos, digital product catalogs, and QRIS payment facilities, and organized the exhibition venue. The implementation stage involved carrying out promotional activities through digital media and direct marketing during the exhibition. The accomplishment stage focused on documenting project outputs, while the reporting stage involved evaluating the overall implementation and preparing the final project documentation.

Data were collected from consumers and exhibition visitors who had interacted with the marketing activities of Roti Pau Lumer and Kyarin during the exhibition. The primary data were obtained through open-ended questionnaires designed to capture participants' opinions regarding promotional attractiveness, digital marketing, exhibition experiences, digital payment systems, and purchase intentions. Although questionnaires were used as the data collection instrument, the responses were qualitative in nature because participants provided descriptive answers reflecting their personal experiences and perceptions.

The collected data were analyzed using thematic analysis. The analysis began by reviewing all participant responses to gain a comprehensive understanding of the data. Similar responses were then grouped into initial codes, which were subsequently categorized into broader themes representing recurring patterns of consumer perceptions. Five major themes emerged from the analysis: promotional attractiveness, integration of digital marketing and business exhibitions, trust formation through direct interaction, the role of QRIS in consumer experience, and consumer purchase intention. These themes formed the basis for interpreting public responses to the marketing strategies implemented by the participating MSMEs.

To enhance the credibility of the findings, the researchers compared the identified themes with previous studies on digital marketing, MSME marketing strategies, business exhibitions, and consumer behavior. This process enabled the interpretation of the findings

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within the context of existing literature while ensuring consistency between empirical data and theoretical perspectives.

Project Preparation Plan

The project preparation stage focused on ensuring the readiness of all operational and marketing aspects prior to the Polbeng Business Expo. This stage began with the selection of tenants, in which two MSMEs Roti Pau Lumer and Kyarin were chosen as research objects due to their active participation and relevance to local entrepreneurship development. Their involvement enabled direct interaction with consumers and provided measurable marketing outcomes.

Furthermore, digital marketing activities were conducted for one month prior to the expo to increase public awareness, strengthen branding, and attract visitors. These activities included social media promotions, content creation, and online engagement strategies. A location survey at Bengkalis State Polytechnic was also carried out to assess the suitability and effectiveness of the expo venue in supporting marketing activities.

In addition, the preparation stage involved designing sponsor and donor selection criteria, emphasizing alignment of vision and mission, capacity for support, audience impact, and legal-ethical compliance. The project also included planning tenant rental spaces, ensuring strategic booth placement, accessibility, and availability of supporting facilities. Lastly, the team determined appropriate digital promotion media and prepared MSME profiles, promotional videos, and digital product catalogs as core marketing materials.

Figure 1. Framework methode resarch

Project Implementation Stage

The project implementation stage consisted of executing the planned marketing strategies during the Polbeng Business Expo. This stage included the creation of business profiles for Roti Pau Lumer and Kyarin, highlighting brand identity, products, target markets, and competitive advantages. Promotional videos and digital product catalogs were produced to support visual marketing and information delivery to consumers.

In addition, QRIS digital payment integration was implemented for Kyarin to facilitate efficient and cashless transactions. Social media marketing activities were conducted consistently through platforms such as Instagram and TikTok to enhance brand visibility and

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consumer engagement. Throughout the exhibition period, financial transactions were systematically recorded, forming the basis for financial performance evaluation.

Project Accomplishment Plan

The project accomplishment stage focused on measuring and documenting the outcomes of the implemented activities. Achievements included the completion of two business profile videos and the distribution of appreciation certificates to participating tenants. A total of 60 promotional videos and 60 digital product catalogs were successfully published on social media platforms to expand product visibility and market reach.Moreover, promotional activities were consistently carried out across multiple social media platforms, and the QRIS payment system was fully implemented during the exhibition to improve transaction efficiency. The stage concluded with the completion of comprehensive financial reports for both MSMEs, detailing revenues, expenses, and overall financial performance during the expo.

Project Reporting Plan

The final stage involved the preparation of a comprehensive project report documenting all stages of the project, from planning to accomplishment. Reporting activities were conducted in consultation with the project supervisor to ensure academic validity. The report included a detailed project implementation schedule and an estimated project cost report, serving as formal documentation and an evaluation reference for future MSME marketing projects.

Results and Discussion

The thematic analysis identified five major themes describing public responses to the marketing strategies implemented by Roti Pau Lumer and Kyarin during the Polbeng Business Expo Chapter II. These themes include promotional attractiveness, the integration of digital marketing and business exhibitions, trust formation through direct interaction, the role of digital payment systems, and consumer purchase intention. Together, these themes illustrate how consumers experienced the integrated marketing strategy throughout the exhibition.

Public Perceptions of Promotional Attractiveness

Based on the interview results, informants perceived the promotional activities conducted by Roti Pau Lumer and Kyarin as attractive and helpful in introducing the products. Several informants expressed that promotional content shared through social media made them aware of the products before visiting the exhibition. The promotions were mainly understood as a medium for providing basic product information, such as product type and visual appearance.

Some informants stated that visual and video-based promotional content was easier to understand compared to text-based information. From their experiences, seeing product visuals helped them form an initial impression of the products before encountering them directly at the exhibition. However, informants generally emphasized that promotional content functioned as an introduction rather than a decisive factor in purchasing decisions.

In addition, informants indicated that promotional materials increased their curiosity, which encouraged them to visit the MSME booths during the exhibition. The attractiveness of the promotion was mainly associated with clear visuals and simple messages rather than complex storytelling or detailed explanations. This suggests that promotional content played a supportive role in attracting attention, while direct product experience remained essential for further evaluation.

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These findings align with previous studies that highlight the role of visual content in supporting consumer awareness and interest, particularly in the early stage of marketing communication (Karimah & Satrio, 2023). In this study, promotional attractiveness was understood as an initial exposure that influenced how consumers approached the products during the exhibition.

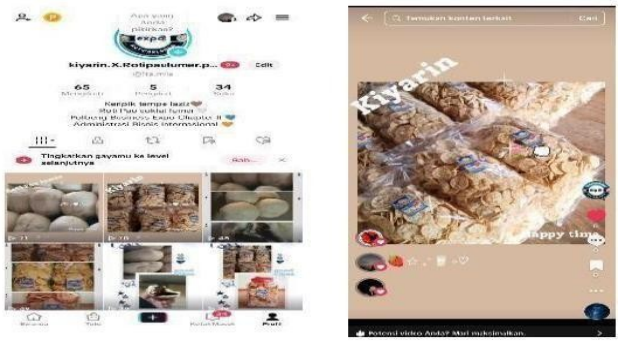

Figure 2. Promotion Roti Pau Lumer and Kyarin

Consumer Experiences with Digital Marketing and Exhibition Integration

During the exhibition, informants expressed that their experiences changed as they were able to interact directly with the products and sellers. The offline setting allowed informants to see the products in person, ask questions, and receive explanations that were not fully obtained through online promotion. This direct experience helped informants better understand the products beyond what had been presented digitally.

The thematic analysis demonstrates that participants perceived digital marketing and the business exhibition as interconnected stages of a single consumer experience. Before attending the Polbeng Business Expo Chapter II, many participants reported that they had already encountered promotional content shared through social media platforms, particularly WhatsApp, Instagram, and TikTok. These digital platforms served as the initial point of contact by introducing the products, providing basic product information, and informing consumers about the exhibition schedule.

Participants explained that the promotional content encouraged them to visit the exhibition because they wanted to verify the information they had previously seen online. While digital marketing successfully generated awareness and curiosity, the exhibition provided an opportunity to experience the products directly. Consumers were able to observe the products, communicate with MSME owners, and compare their expectations with the actual products displayed at the exhibition booths.

Several participants emphasized that the integration of online and offline marketing created a more complete purchasing experience. Information obtained through social media became more meaningful after consumers interacted directly with the products during the exhibition. This continuity between digital promotion and face-to-face interaction strengthened participants' understanding of product quality and reduced uncertainty before making purchasing decisions.

The findings suggest that digital marketing should not be viewed as a substitute for conventional promotional activities but rather as a complementary strategy. Digital platforms effectively expanded product awareness, whereas the exhibition reinforced consumer confidence by allowing direct product evaluation and personal interaction with the sellers. This integrated approach created a seamless customer journey, beginning with online exposure and continuing through direct marketplace engagement.

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These findings support previous studies which argue that combining digital marketing with experiential marketing activities increases consumer engagement and strengthens the effectiveness of MSME promotional strategies. In this study, the Polbeng Business Expo functioned as an extension of digital promotion by transforming online interest into direct consumer interaction and purchasing opportunities.

Trust Formation Through Direct Interaction at the Exhibition

Based on the interview results, informants experienced direct interaction with sellers as an important part of their visit to the exhibition. Several informants stated that communicating face-to-face with MSME owners or staff allowed them to ask questions related to the products, such as ingredients, price, and product variants. This interaction provided additional information that was not always obtained through digital promotion. Informants expressed that direct communication helped them feel more confident about the products offered. The opportunity to receive explanations directly from the sellers enabled informants to clarify uncertainties and confirm the information they had previously encountered online. As a result, trust was perceived to develop gradually through this personal interaction rather than being formed solely through promotional content.

Furthermore, informants indicated that observing how sellers explained their products and responded to questions contributed to their assessment of the MSMEs. Clear and open communication was experienced as a positive aspect that supported trust toward both the products and the businesses. This suggests that trust was not only related to product attributes but also to the way MSMEs interacted with consumers during the exhibition.

Overall, the findings show that face-to-face interaction at the exhibition played a role in strengthening informants' trust by providing direct access to information and personal engagement. In this study, trust formation was understood as a process that emerged from communication and interaction rather than from promotional exposure alone.

The Role of Digital Payment Systems in Consumer Experience

Based on the interview findings, informants **perceived** the availability of QRIS as a convenient payment option during the exhibition. Several informants stated that the presence of a cashless payment system made transactions easier, particularly for those who were accustomed to using digital payment methods in daily activities. In this context, QRIS was experienced as an alternative that supported the transaction process rather than as a mandatory payment method.

Informants expressed that using QRIS simplified the payment experience, as it reduced the need to prepare cash and allowed transactions to be completed more quickly at the exhibition booths. However, informants generally viewed the payment system as a supporting feature, while product quality and interaction with sellers remained the primary considerations during their purchasing experience.

In addition, some informants perceived the use of digital payment systems as reflecting a modern and organized business practice. The availability of QRIS created an impression that the MSMEs were adaptive to current consumer habits and technological developments. This impression contributed positively to how informants viewed the professionalism of the MSMEs, although it was not identified as the sole factor influencing purchasing decisions.

Overall, the findings indicate that digital payment systems played a supportive role in enhancing consumer experience during the exhibition. Rather than being evaluated in terms of efficiency or performance, QRIS was understood by informants as a practical facility that complemented the overall interaction and transaction process at the MSME booths.

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MUSYTARI
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Vol 25 No 8 Tahun 2026

Consumer Purchase Intention Based on Promotional and Experiential Factors

Based on the interview results, informants expressed that their decision to purchase the products was influenced by a combination of prior exposure and direct experience during the exhibition. Several informants stated that promotional content helped them become familiar with the products before attending the event, but the final decision to purchase was generally made after experiencing the products and interacting directly with the sellers.

Informants perceived that promotional activities provided initial awareness, while face-to-face interaction at the exhibition played a more decisive role in shaping purchase intention. Through direct communication, informants were able to ask questions, receive explanations, and clarify information related to the products. This process helped reduce uncertainty and supported their confidence in making a purchase.

In addition, informants experienced that trust developed gradually as they evaluated both the information obtained from digital promotion and the explanations provided during the exhibition. The alignment between what was presented online and what was encountered offline was important in supporting their decision-making process.

When the information was consistent, informants felt more assured about purchasing the products.

Overall, the findings indicate that consumer purchase intention emerged from an interaction between promotional exposure, direct experience, and trust formation. Rather than being driven by a single factor, the decision to purchase was understood as a process that unfolded through multiple stages, beginning with awareness and culminating in direct evaluation at the exhibition.

Figure 3. Consumer of Roti Pau Lumer and Kyarin

To provide a clearer overview of the qualitative findings, the main themes identified from the interviews are summarized in the following table. This summary presents key themes that emerged from informants' experiences and perceptions regarding promotional activities, exhibition interactions, payment systems, and purchasing decisions. The table is intended to synthesize the interview results and support the interpretation presented in the previous sub-sections.

Table 1. Summary of Key Themes from Interview Findings

No.	Theme	Meaning	Summary of Informants' Statements
1	Promotional Attractiveness	How informants perceived promotional content before the exhibition	Informants stated that promotional content on social media helped them recognize and become aware of the products. Promotions were mainly understood as an introduction that attracted attention rather than as a decisive factor.

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2	Digital Marketing and Exhibition Integration	The connection between online promotion and offline experience	Informants experienced digital promotion as a source of initial information, while the exhibition allowed them to directly see and evaluate the products. Both stages were perceived as complementary.
3	Trust Through Direct Interaction	The role of face-to-face communication in building confidence	Informants expressed that direct interaction with sellers helped clarify product information and supported trust toward the products and the MSMEs.
4	Digital Paymen t Experience	Consumer perceptions of using QRIS during transactions	Informants perceived QRIS as a convenient payment option that supported the transaction process and reflected an organized and modern business practice.
5	Purchase Decision Process	How purchase intention was formed	Informants stated that their decision to purchase emerged after combining promotional exposure, direct interaction, and trust developed during the exhibition.

To provide a clearer overview of the thematic analysis, the main findings are summarized in Table 1. The table presents the five themes identified from participants' responses, together with the supporting evidence and interpretations derived from the analysis. This summary illustrates how consumers perceived the integrated marketing strategies implemented during the Polbeng Business Expo Chapter II.

Table 2. Summary of Thematic Analysis Findings

Theme	Evidence from Participants	Interpretation
Promotional Attractiveness	Participants reported becoming familiar with Roti Pau Lumer and Kyarin through WhatsApp, Instagram, and TikTok. Promotional photos, videos, and concise product descriptions were considered attractive and easy to understand.	Digital promotion successfully increased product awareness and stimulated consumers' curiosity before attending the exhibition.
Digital Marketing and Business Exhibition Integration	Participants explained that information obtained through social media encouraged them to visit the exhibition, where they were able to directly observe the products and interact with MSME owners.	Digital marketing and business exhibitions complemented each other by creating a continuous customer journey from online exposure to offline experience.
Trust Formation Through Direct Interaction	Consumers stated that direct communication with sellers helped clarify product information, verify	Consumer trust was developed through face-to-face interaction and direct product

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	promotional content, and strengthen confidence before making purchasing decisions.	evaluation rather than digital promotion alone.
Digital Payment Experience	Participants perceived QRIS as a practical and convenient payment method that simplified transactions and reflected the MSMEs' ability to adapt to technological developments.	Digital payment systems enhanced purchasing convenience and contributed positively to the overall consumer experience.
Consumer Purchase Intention	Participants explained that purchasing decisions resulted from the combination of promotional attractiveness, direct product experience, communication with sellers, and convenient payment facilities.	Purchase intention emerged through the integration of multiple marketing activities rather than being influenced by a single promotional strategy.

This study is expected to contribute both theoretically and practically. Theoretically, it enriches the literature on integrated marketing strategies by explaining how digital marketing, business exhibitions, and digital payment systems collectively influence consumer responses toward culinary MSMEs. Practically, the findings provide recommendations for MSME owners to optimize the integration of online promotion and direct consumer engagement in improving business competitiveness and strengthening customer relationships.

This study is expected to contribute both theoretically and practically. Theoretically, it enriches the literature on integrated marketing strategies by explaining how digital marketing, business exhibitions, and digital payment systems collectively influence consumer responses toward culinary MSMEs. Practically, the findings provide recommendations for MSME owners to optimize the integration of online promotion and direct consumer engagement in improving business competitiveness and strengthening customer relationships.

Conclusions

This study demonstrates that the integration of digital marketing and direct promotional activities through the Polbeng Business Expo Chapter II generated positive public responses toward the culinary MSMEs Roti Pau Lumer and Kyarin. The thematic analysis revealed that digital marketing played an important role in increasing public awareness and attracting consumers to visit the exhibition. However, consumers' purchasing decisions were primarily influenced by their direct experiences during the exhibition, where they were able to observe product quality, communicate with MSME owners, and obtain more comprehensive product information.

The findings also indicate that face-to-face interaction contributed significantly to building consumer trust, while the implementation of the QRIS digital payment system enhanced transaction convenience and supported a more positive purchasing experience. These results suggest that digital promotion, exhibition-based interaction, and digital payment facilities should not be implemented separately but rather integrated into a comprehensive marketing strategy to improve the competitiveness of culinary MSMEs.

This study contributes to the existing literature by providing empirical evidence that consumer responses are shaped through the integration of online promotion, offline interaction, and digital payment systems within a single marketing implementation. The findings also offer practical implications for MSME owners by emphasizing the importance

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of combining digital promotional activities with direct consumer engagement to strengthen brand recognition, consumer trust, and purchase intention.

This research is limited to two culinary MSMEs participating in a single business exhibition and therefore may not fully represent other business sectors or exhibition contexts. Future studies are recommended to involve a larger number of MSMEs, different business sectors, and various exhibition events to obtain broader insights into the effectiveness of integrated marketing strategies in supporting MSME development.

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