

## **Hyperlocal Branding Strategy of Oil Products in Facing Market Competition After The National Cooking Oil Crisis**

**Agus Krisyono\*, Angga Kurniawan, Arif Siaha Widodo**

Universitas PGRI Yogyakarta, Indonesia

Email : aguskrisyono1972@gmail.com\*, Anggakurniawan@upy.ac.id, arifsw@upy.ac.id

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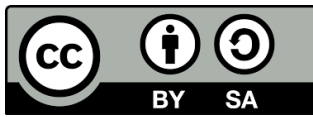
### **Keywords:**

Hyperlocal Branding; Cooking Oil Products; Market Competition; Cooking Oil Crisis; Marketing Strategy.

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### **Abstract**

This study aims to analyze the hyperlocal branding strategy implemented by cooking oil products in responding to market competition following the national cooking oil crisis in Yogyakarta. The cooking oil crisis in Indonesia resulted in changes in consumer behavior, increased price sensitivity, and shifts in brand preferences. Under these conditions, companies are required to establish emotional and geographical connections with consumers through a hyperlocal branding approach. This study employed a descriptive qualitative method with data collected through observation, interviews, and documentation studies. The results indicate that hyperlocal branding strategies implemented by cooking oil products through local distribution approaches, community-based marketing communication, proximity to traditional markets, and localized pricing and promotional strategies contributed to strengthening consumer trust and maintaining product competitiveness amid competition in the national cooking oil market. This study provides implications that local-based marketing strategies can serve as an effective approach for staple products to build consumer loyalty following market disruptions.



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## **INTRODUCTION**

The national cooking oil crisis that occurred in Indonesia between 2022 and 2024 significantly affected market conditions and consumer behavior. Cooking oil shortages, fluctuating prices, and changes in government policies created challenges for consumers in accessing affordable cooking oil products (Kotler & Keller, 2016). This situation not only affected purchasing power but also influenced consumption patterns and consumer preferences toward brands (Kotler, P., & Armstrong, 2018).

In the post-crisis environment, competition among cooking oil brands has become increasingly intense. Companies no longer compete solely based on price but also on their ability to build consumer trust and establish emotional connections with communities. One emerging marketing approach is hyperlocal branding, which emphasizes brand engagement with local communities, region-based distribution strategies, and marketing communication tailored to the characteristics of specific consumer groups (Tjiptono, 2020).

Cooking oil products have attempted to maintain their market presence amid increasing competition in the national cooking oil market through a hyperlocal branding approach. This

strategy involves strengthening local distribution networks in traditional markets, developing relationships with local agents and food vendors, and creating product positioning that aligns with local consumer needs (A. Rahmawati, 2016; P. Rahmawati, 2021) .

Yogyakarta was selected as the research location because of its distinctive market characteristics, where communities continue to rely significantly on traditional markets and local distribution networks. In addition, consumers in Yogyakarta demonstrate strong attachment to products perceived as relevant to local needs and cultural values (Moleong, 2021; Sugiyono., 2022) .

The novelty of this study lies in its comprehensive examination of hyperlocal branding strategies for staple products in a post-crisis market environment. Unlike previous studies that have examined local marketing, distribution strategies, or crisis management separately, this research: (1) integrates multiple dimensions of hyperlocal branding, including distribution, communication, pricing, and community engagement, within a single analytical framework; (2) focuses specifically on the post-crisis environment, where consumer behavior and market structures may have experienced lasting changes; (3) provides empirical evidence from the Yogyakarta market, which has distinctive characteristics relevant to understanding hyperlocal branding practices; (4) identifies supporting and inhibiting factors influencing the implementation of hyperlocal branding strategies; and (5) provides practical recommendations for marketers, distributors, and policymakers based on empirical findings.

Based on this phenomenon, this research was conducted to examine how hyperlocal branding strategies were implemented by cooking oil products in responding to market competition following the national cooking oil crisis (Ramadhani et al., 2021) .

Competition in the Indonesian cooking oil market has experienced significant changes, particularly following the national cooking oil crisis, which disrupted distribution stability and pricing mechanisms across various regions, including Yogyakarta. This condition encouraged business actors to adopt more adaptive marketing strategies capable of strengthening relationships with local consumers. One approach that has gained attention is hyperlocal branding, a marketing strategy that emphasizes product relevance and proximity to the characteristics, culture, and needs of communities within specific geographic areas.

Based on this background, this study addressed several key issues. First, it examined how hyperlocal branding strategies were implemented by cooking oil products in Yogyakarta. Second, it analyzed how these strategies assisted cooking oil products in responding to market competition following the national cooking oil crisis. Third, it identified the supporting and inhibiting factors affecting the implementation of hyperlocal branding strategies for cooking oil products (Legasari et al., 2023) .

To address these research problems, this study had three main objectives. The first objective was to analyze the hyperlocal branding strategies applied to cooking oil products in Yogyakarta. The second objective was to examine the role of hyperlocal branding in responding to market competition after the national cooking oil crisis. The third objective was to identify the supporting and inhibiting factors influencing the implementation of these hyperlocal branding strategies.

## **METHOD**

### **Types of Research**

This study employed a descriptive qualitative method to examine the hyperlocal branding strategy applied to cooking oil products within the local market context of Yogyakarta. The study focused on understanding how consumers, traders, and distributors perceived the product, how it was introduced to the market, and how local characteristics of Yogyakarta were incorporated into marketing strategies.

A descriptive approach was used to systematically describe field conditions based on information obtained from informants and observations. The researchers did not manipulate the research setting but instead collected data from real-world situations. This approach provided an overview of local cooking oil marketing practices, particularly regarding consumer needs, distribution patterns, traditional market characteristics, and marketing approaches relevant to the Yogyakarta community.

The qualitative method was selected because the implementation of hyperlocal branding involved aspects that could not be fully captured through quantitative measures alone, including consumer perceptions, reasons behind merchant preferences, product relevance to local needs, and distributor experiences in product distribution. Therefore, interviews and observations were conducted to obtain comprehensive insights.

Through this method, the study described how hyperlocal branding strategies were applied to cooking oil products by considering consumer characteristics and local market conditions in Yogyakarta. The collected data were analyzed to identify patterns, key findings, and strategic implications based on empirical conditions observed in the field.

### **Research Location**

The research was conducted in the Yogyakarta region, specifically at several locations directly related to the trading and distribution of cooking oil products, namely traditional markets, food stalls, and distribution agents. These locations were selected based on the consideration that these three locations have a direct relationship with the marketing and distribution of cooking oil products to consumers.

Traditional markets were chosen because they are one of the places where consumers obtain basic necessities, including cooking oil. Markets also serve as a venue for direct interaction between vendors and consumers. This allows researchers to obtain information on consumer considerations when choosing products, prices they deem appropriate, and products that have a good level of acceptance in the community.

Warungs were chosen as the research location because they are a sales channel closely associated with everyday life. Consumers can purchase cooking oil in quantities tailored to their household needs. The presence of warungs also allows researchers to observe how vendors introduce products to consumers and how the relationship between vendors and customers influences product choices.

Meanwhile, distribution agents are crucial for understanding the distribution process of cooking oil products from suppliers to traders or points of sale. Information from distribution agents can provide insights into product availability, distribution patterns, market demand, and potential marketing challenges.

The choice of Yogyakarta also relates to the diverse characteristics of its local community and economic activities. By examining conditions at these various points of sale,

the research is expected to provide a more comprehensive picture of the application of locally-based marketing strategies to cooking oil products.

### **Data Sources**

The data sources in this study consist of primary and secondary data . Both types of data were used to obtain more comprehensive information and support the research analysis process.

#### **1. Primary Data**

Primary data is data obtained directly from the primary research source. In this study, primary data was obtained through interviews and observations with parties involved in the marketing and distribution of cooking oil products in the Yogyakarta region.

The research informants consisted of consumers, market traders, and distributors. Consumers were selected to obtain information about their experiences, needs, considerations, and views on cooking oil products. Consumer information is crucial because hyperlocal branding strategies essentially need to be tailored to the characteristics and needs of the target market.

Market traders serve as a source of data for directly assessing sales conditions, including products in high demand, considerations for product availability, and communication patterns between traders and consumers. Meanwhile, distributors provide information on the distribution process, product availability, market demand, and local marketing conditions.

This primary data is then used as the main basis for understanding the phenomena being studied because it is obtained directly from parties who have experience with products and marketing activities in the field.

#### **2. Secondary Data**

Secondary data is data obtained not directly from informants but from various sources relevant to the research. The secondary data in this study were obtained from scientific journals, articles, government reports, and company documents related to marketing, MSMEs, cooking oil, consumer behavior, distribution, and the concept of hyperlocal branding.

Secondary data is used to provide a theoretical foundation and strengthen research findings obtained in the field. Furthermore, secondary data can be used to compare conditions discovered through interviews and observations with information already available in previous research or reports.

### **Data Collection Techniques**

Data collection techniques are a crucial step in qualitative research because the quality of the information obtained will determine the depth of the research results. This study used three data collection techniques: observation, interviews, and documentation.

#### **1. Observation**

Observations were conducted by directly observing the conditions at the research location, particularly the buying and selling of cooking oil products in traditional markets, stalls, and distribution agencies. Observations included the trading environment, the types of products available, the interactions between vendors and

consumers, how the products were offered, and conditions related to marketing and distribution.

Through observation, researchers can obtain information about real-world conditions that sometimes don't emerge in interviews. Observation results can also be used to help understand the context of informants' answers.

## 2. Interview

Interviews were conducted directly with consumers, market traders, and distributors. The interviews were used to gather information about the informants' experiences, perceptions, needs, and perspectives on cooking oil products and the marketing strategies implemented.

Interview questions focused on several topics, such as consumers' reasons for choosing certain products, price and quality considerations, the impact of product availability, purchasing experiences, and traders' and distributors' perspectives on local market conditions. Interviews were conducted flexibly to allow informants to provide answers based on their own experiences.

## 3. Documentation

Documentation is conducted by collecting various supporting evidence throughout the research process. Documentation can include photographs of the research location, sales activities, available products, promotional materials, or other documents relevant to the research.

Documentation is used as supporting data to strengthen the results of observations and interviews. With documentation, researchers have evidence that can help more realistically describe the research conditions.

## **Data Analysis Techniques**

Data analysis in this study was conducted qualitatively by processing information obtained from interviews, observations, and documentation. The collected data was not used directly as research findings, but was first selected, grouped, and analyzed to identify information relevant to the research focus.

The data analysis stages are carried out through data reduction, data presentation, as well as drawing conclusions and verification.

### 1. Data Reduction

Data reduction is the process of selecting and simplifying data obtained during research. At this stage, researchers select information deemed relevant to the research focus and discard information that is not directly related.

Data from interviews with consumers, traders, and distributors was grouped according to specific themes, such as product perceptions, consumer needs, price, quality, distribution, promotion, and local market characteristics. This process allowed the large amount of data to be more focused and easier to analyze.

### 2. Data Presentation

After data reduction, the data is then presented in a systematic descriptive format. This presentation aims to make it easier for researchers to see the relationships between information obtained from various informants.

Data can be presented by informant group or by research theme. For example, information from consumers can be compared with information from traders and

distributors to determine whether there are similarities or differences in views regarding cooking oil products and their marketing strategies.

Data presentation also helps researchers see patterns emerging from the research results. These patterns allow researchers to understand how Yogyakarta's local characteristics can be considered when implementing a hyperlocal branding strategy.

### 3. Conclusion Drawing and Verification

The final stage is drawing conclusions and verifying them. Conclusions are drawn based on patterns and important information discovered through data reduction and presentation. Conclusions in qualitative research are not derived from a single source of information, but rather consider the entirety of the data collected.

Verification is conducted by comparing information from interviews, observations, and documentation. This method allows researchers to ensure that their conclusions are soundly based and reflect the conditions found in the field.

Through these analysis stages, the research is expected to produce a clear picture of the implementation of hyperlocal branding strategies for cooking oil products in the Yogyakarta region. The analysis focuses not only on promotional activities but also considers consumer needs, vendor conditions, distribution patterns, and local market characteristics as part of the marketing strategy.

## **RESULTS AND DISCUSSION**

### **Overview of Cooking Oil Products**

Cooking oil is a staple product marketed to meet consumer needs at a relatively affordable price. As a product used in everyday household needs, cooking oil has a relatively high and recurring demand. This creates significant market potential for cooking oil, but also creates intense competition between products.

The cooking oil product in this study seeks to expand its market through local distribution and community outreach. This approach takes into account the characteristics of the target market. The product competes not only through price but also through ease of access, proximity to vendors, and relationships with consumers in the marketing area.

In the Yogyakarta market context, the presence of traditional markets, small stalls, and local agents plays a crucial role in the marketing process. Consumers generally want products that are easy to find and readily available when needed. Therefore, product availability in the local area can be a key consideration when choosing cooking oil.

This situation demonstrates that staple products like cooking oil don't always need to rely on large-scale promotions. Proximity to consumers can be an integral part of a marketing strategy. When a product is readily available in shops or markets they regularly visit, consumers are more likely to recognize it and consider it when purchasing.

### **Hyperlocal Branding Strategy for Cooking Oil Products**

Based on the research results, the hyperlocal branding strategy for cooking oil products is implemented through several approaches related to market conditions and local community characteristics. These strategies include locally based distribution, local marketing communications, local pricing adjustments, and community engagement.

1. Locally Based Distribution

Cooking oil products are strengthening distribution through traditional markets, small shops, and local agents, ensuring easy access to the public. Distribution is crucial because cooking oil is a daily necessity. Consumers tend to prefer products that are readily available without having to travel far.

Having products at points of sale close to the public can also increase awareness. Market vendors and stall owners play a crucial role as liaisons between products and consumers. The easier a product is to find, the greater the chance that consumers will recognize and purchase it.

A local distribution strategy also offers advantages because companies can better understand market conditions in a specific region. Public demand, purchasing habits, and changing needs can be more quickly identified through relationships with local traders and agents. Thus, distribution serves not only as a product distribution process but also as a means of understanding market characteristics.

2. Local Marketing Communications

Promotion is conducted through community outreach, recommendations from market vendors, and local social media. Local marketing communications play a role in building awareness and trust in a product. In communities with close social ties, recommendations from those familiar with or using the product can be a key consideration for consumers.

Merchants play a crucial role in this communication because they interact directly with consumers. Merchants can provide information on pricing, availability, and product experiences. Direct communication makes information more personal than promotions solely through mass media. Social media can also be used to support local communication. Product information can be conveyed through content tailored to the characteristics of the community and the target market. The use of social media allows products to maintain communication with consumers beyond direct interaction at markets or stalls.

Thus, local marketing communications are not only focused on sales but also on building relationships with consumers. A more intimate communication approach can help a product establish an identity as present and understanding the needs of the local community.

3. Local Price Adjustments

The company adjusts prices based on local purchasing power to ensure the product remains competitive. Price is a crucial factor in marketing cooking oil, as it is a staple product purchased regularly. Consumers tend to pay attention to price changes and compare prices between products.

Adjusting prices to local market conditions can help maintain product acceptance. This strategy demonstrates the need for companies to understand consumer purchasing power and the competitive landscape in their target market. Excessively high prices can discourage consumer interest, while competitive pricing can be a key factor in consumers considering a product.

However, price adjustments don't mean companies rely solely on low prices. Prices still need to be adjusted to reflect product quality, distribution costs, and

business sustainability. Therefore, a balanced local pricing strategy is essential to maintain product competitiveness while maintaining distribution continuity.

4. Proximity to the Community

Cooking oil products build relationships with market vendors and consumers through interpersonal approaches that enhance public trust. Community engagement is a key characteristic of a hyperlocal branding strategy, as marketing extends beyond the product itself to the social relationships formed within the surrounding community.

A good relationship with a merchant can benefit a product because it allows them to interact directly with consumers. When merchants know and trust a product, they are more likely to recommend it to consumers. This can foster organic word-of-mouth promotion.

Closer relationships with communities also allow companies to gain input on consumer needs and issues. This information can be used to refine marketing and distribution strategies. Thus, communities become not only marketing targets but also part of the process of developing relationships between products and markets.

**Market Competition Post-Cooking Oil Crisis**

Following the national cooking oil crisis, consumers have become more sensitive to product prices and availability. Experience with shortages and price fluctuations has made consumers increasingly concerned about whether products are readily available and affordable.

Competition isn't just about product quality, but also about a company's ability to maintain distribution and consumer trust. In this environment, products with a distribution network close to the community have a better chance of maintaining their presence because consumers can access them more easily.

Large-scale products with national distribution networks continue to dominate the market due to their brand strength, capital, and extensive distribution networks. However, products like cooking oil have managed to survive through a localized approach. This advantage stems from the ability to understand market conditions more closely and build relationships with local traders and consumers.

This competition demonstrates that companies don't always have to compete with major brands using the same strategies. Products can find competitive space by approaching consumers more closely. Hyperlocal branding is one approach that allows products to build a position based on geographic proximity, social proximity, and consumer needs.

**Supporting Factors for Hyperlocal Branding**

Based on the research results, there are several factors that support the application of hyperlocal branding to cooking oil products, namely:

1. Proximity of distribution to the community.

Products available in local markets, stalls, and retailers are easier for consumers to find. This proximity can increase the likelihood of purchase and strengthen product awareness.

2. Local consumer loyalty.

Consumers who are familiar with and satisfied with a product are more likely to make repeat purchases. This loyalty can help the product maintain market share despite the presence of numerous brand options.

3. Support for traditional market traders.

Merchants have a direct relationship with consumers and can help introduce and recommend products. Merchant support is crucial because consumer decisions about purchasing basic necessities are often influenced by information obtained at the point of purchase.

4. Competitive prices.

Pricing that aligns with people's purchasing power is a key factor, as cooking oil consumers tend to be sensitive to price changes. Competitive pricing can help the product remain relevant in a competitive environment.

### **Factors Inhibiting Hyperlocal Branding**

Apart from supporting factors, implementing a hyperlocal branding strategy also faces several obstacles.

1. Competition with national brands.

National brands have advantages in terms of brand recognition, promotional capital, and distribution networks. This situation requires local products to have more specific strategies to retain consumers.

2. Changes in raw material prices.

Changes in raw material prices can impact product selling prices. This presents a challenge because consumers are highly sensitive to cooking oil prices.

3. Limitations of digital promotion.

Suboptimal use of social media can limit a product's ability to reach a wider consumer base. Digital media can, however, support local strategies by introducing products and building relationships with consumers.

4. Fluctuations in cooking oil supply.

Supply availability is a crucial factor because marketing strategies will struggle if products are not consistently available. Distribution disruptions or supply constraints can cause consumers to switch to other, more readily available products.

The research results show that a hyperlocal branding strategy can help cooking oil products maintain their market presence amidst competition following the national cooking oil crisis. This strategy is implemented not only through promotion but also encompasses how the product is made available close to consumers, how communication is conducted, how pricing is adjusted, and how relationships with the community are built.

Proximity to local distribution and communication provides consumers with a sense of trust, which helps them continue to choose the product. In the context of basic necessities, trust is crucial because consumers need assurance that the product is available, the price is acceptable, and the quality meets expectations. Building relationships between traders, distributors, and consumers can strengthen this confidence (Deddy et al., 2023; Fathurrahman & Isa, 2024; Maryadi et al., 2025; Mone Mau et al., 2023; Munawar, 2021) .

This strategy demonstrates the high effectiveness of locally-based marketing for essential products, as consumers tend to choose products that are easily accessible and

perceived as relevant to their needs. Hyperlocal branding also allows companies to better understand consumer characteristics based on their target market, rather than simply general market segmentation.

From a marketing perspective, this approach demonstrates that product strength isn't always determined by the size of the company or the breadth of its national network. Smaller-scale products still have a competitive advantage if they can establish closeness to the market they serve. This closeness can be in the form of proximity to location, price, communication, or social connections.

Research findings also indicate that the success of hyperlocal branding is heavily influenced by a company's consistency in maintaining distribution and market relationships. A local strategy will struggle to deliver results if products are frequently unavailable or if price changes are unacceptable to consumers. Therefore, a hyperlocal branding strategy needs to be supported by sound distribution and supply management.

Thus, hyperlocal branding can be understood as a strategy that prioritizes local market characteristics as the foundation for marketing. For cooking oil, this strategy is relevant because consumers have routine needs and tend to consider availability, price, and accessibility. This approach, which is close to the community, can be a distinct advantage in competing with brands with larger networks (“Correction to: Conceptual Paper on the Relationship between Mosque Performance, Financial Management, and Governance in Daerah Istimewa Yogyakarta, Indonesia (Cogent Business & Management, (2025), 12, 1, (2435599), 10.1080/23311975.2024.2435599),” 2025; Meliana et al., 2025; Muhamad Azriel Ardiansyah et al., 2023; Mulyati et al., 2025; Pratiwi et al., 2023).

Overall, the research results show that a hyperlocal branding strategy for cooking oil products in Yogyakarta can be an alternative for maintaining product position in the market. The strategy's success lies in its ability to combine close distribution, competitive pricing, communication tailored to the local community, and good relationships with traders and consumers. This strategy aims not only to increase sales but also to establish a product presence that is closer and more relevant to the lives of local communities.

## **CONCLUSION**

Based on the research findings and discussion regarding hyperlocal branding strategies for cooking oil products in the Yogyakarta region, it can be concluded that a locally oriented approach serves as an effective strategy for maintaining product presence amid increasingly competitive market conditions. This strategy is implemented by considering community characteristics, market dynamics, and distribution patterns within the target market area.

The hyperlocal branding strategy implemented through local distribution networks, community-based communication, price adjustments, and proximity to traditional markets supported companies in responding to market competition following the national cooking oil crisis. Distribution through traditional markets, small retailers, and local agents improved product accessibility for consumers. Product availability in locations close to consumers' daily activities became an advantage by reducing barriers to product acquisition.

In addition to distribution, communication through community engagement and relationships with merchants represented important elements of the hyperlocal branding strategy. Merchants played a strategic role because they interacted directly with consumers.

The information, experiences, and recommendations provided by merchants contributed to consumer awareness and purchasing considerations. Strong relationships among companies, merchants, and consumers ultimately strengthened consumer trust in the product.

Price adjustments based on consumer purchasing power also supported product sustainability in the local market. Following the cooking oil crisis, consumers became more sensitive to price fluctuations and product availability. Therefore, companies' ability to provide competitive pricing became an important factor in maintaining customer loyalty. However, pricing strategies could not operate independently and needed to be supported by consistent product quality and reliable availability.

A locally oriented approach contributed to increasing consumer trust and maintaining community loyalty in Yogyakarta. This proximity enabled companies to understand local market needs more specifically. The strategy also demonstrated that companies did not always need to compete with national brands through large-scale promotional campaigns but could instead develop competitive advantages through closer relationships with the markets they served.

Thus, hyperlocal branding represents a relevant strategy for cooking oil products, particularly in competitive environments influenced by price sensitivity, product availability, and consumer trust. The effectiveness of this strategy depends on companies' ability to maintain relationships with local communities while ensuring consistent distribution performance and product quality.

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