

## DEEP MARKETING STRATEGY ANALYSIS INCREASING PRODUCT SALES AT PRINTMATE INDONESIA LTD. IN MEDAN

Yuliana Kesuma<sup>1</sup>, Ngatno Sahputra<sup>2</sup>, Al Firah<sup>3</sup>

<sup>1,2,3</sup>Study Program Management, Faculty of Economics and Business,  
Dharmawangsa University, Indonesia  
Email : [alfirah41@dharmawangsa.ac.id](mailto:alfirah41@dharmawangsa.ac.id)

### ABSTRACT

*Problem identification in this study is the existence of competitors with similar products. The marketing strategy carried out is still not right in increasing sales, sales instability and sales targets have not been achieved. This type of research uses qualitative methods. Data collection techniques use observation, interviews and documentation. Data analysis techniques use SWOT analysis by analyzing internal and external factors regarding the strengths, weaknesses, opportunities and threats owned by the company. The results of the study were based on SWOT analysis at Printmate Indonesia Ltd. in Medan showed that the company obtained an IFAS score of 72.78 USD which means that the company has a fairly strong internal position, while the EFAS score value of 75.45 USD which shows that the company can respond to opportunities. This shows that the company is in quadrant I, so the right strategy is to use a strategy to support aggressive growth policies (growth oriented strategy).*

*Keywords: Marketing Strategy, SWOT Analysis, Product Sales*

## I. INTRODUCTION

### Background of the Research

Printmate Indonesia Ltd. is one of the distributor companies providing digital printing machines in Medan. As one of the distributor companies providing digital printing machines in Medan, of course the company has faced various competitions with many competitors providing similar products, one of which is Vision Refill Center, the distance between Vision Refill Center and Printmate Indonesia Ltd. in Medan is very close so that it creates tight market competition.

To face this competition, Printmate Indonesia Ltd. in Medan has several strategies that have been implemented in marketing its products such as conducting sales promotions, product exhibitions and out-of-town visits. Printmate Indonesia Ltd. in Medan uses Sales Promotion as one of the marketing strategies in attracting consumer interest by means of SPGs providing direct offers to consumers in stores by offering several store promos such as discounts and bundle packages Product exhibitions are also carried out as one of the company's strategies, products are exhibited to the public to increase consumer interest in the product. Here is a list of product exhibitions of Printmate Indonesia Ltd. in Medan.

Out-of-town visits are also a strategy used by the company in providing the best service to consumers outside the island or city of Medan, where out-of-town visits are carried out by visiting customers who have previously made reports of complaints, obstacles or damage that occurred to the products they ordered at Printmate Indonesia Ltd. in Medan. Out-of-town visits are also carried out to find new customers.

**PT Sales Data Table. Printmate Indonesia (Unit)  
Period 2019-2023**

No	Types of products	2019	2020	2021	2022	2023
1	Inways DTF UV	86	72	80	99	50
2	Brother GTX Pro Bluk	97	61	62	70	90

3	Thunderjet AC1602S	119	64	77	93	65
4	Mimaki JV330 Series	134	49	72	92	95
5	Atexco X Plus HS Printer-18	78	49	70	81	57
6	Gongzheng GZC Plus Series	163	71	65	79	80
7	Gongzheng GZF 3200 KM	105	78	85	106	91
8	Thunderjet AC1802 UV	80	33	60	62	73
9	Mimaki CF22-1225	92	56	68	80	78
10	Mimaki CFL-605L	101	52	75	83	92
11	Mimaki CF2-Series	115	67	83	83	85
12	Mimaki CG60-SRIII	102	63	83	87	91
13	Mimaki CG130-SRIII	94	51	82	86	98
14	Mimaki CGAR 100	107	48	54	65	65
15	Mimaki CGAR 130	120	38	70	93	86
16	Aiflo-DTF	123	53	63	62	84
17	Aiflo DTF 2H XP600	160	51	72	74	88
18	Aiflo XP600	121	56	78	80	101
19	Aiflo Drayer C650	93	52	60	84	69
20	Pet Film C650	83	54	78	62	76
21	Jinka 451 Pro Led	152	46	72	68	60
22	Jinka 721 Pro Led	89	50	67	69	83
23	Jinka 722 Pro Auto	82	49	71	73	51
24	Jinka 1351 Pro Led	90	54	70	86	70
25	Jinka 1451 Pro Auto	84	49	74	76	80
26	JK Auto Pro 452	106	33	62	64	60
27	SPO-NN-CLSTC	148	40	68	77	75
28	SPO-LCLSTC	96	51	77	72	74
29	Grapthec CE6000-60 Plus	75	50	62	68	68
30	Grapthec CE7000-60	97	62	73	75	79
31	Atlas CP 1300 GD	88	47	71	77	84
32	Atlas DFC 6045 CW	91	70	75	73	88
33	Atlas DFC 6090 CW	104	67	68	76	85
34	NN-Cutting Blade 45	105	64	71	67	82
35	Portrait	116	58	59	61	76
36	Curio	111	62	55	75	71
37	Eat 3	87	58	70	61	76
38	Cleaning Stick	114	60	61	63	78
39	Comeo 4 Plus	108	65	80	60	65
40	Vulcan SC-350 Label Sheet Cutter A3+	185	56	57	59	74
<b>Total Sales</b>		<b>4.301</b>	<b>2.209</b>	<b>2.800</b>	<b>3.201</b>	<b>3.093</b>
<b>Sales Targets</b>		<b>4.000</b>				

Source: Printmate Indonesia Ltd. (2023)

Based on the sales data above, it explains that product sales from 2019-2023 are unstable. Where sales in 2020 Printmate Indonesia Ltd. experienced a very drastic decline compared to 2019, namely from 4,301 units to 2,209 units due to the impact of the Covid 19

pandemic. Printmate Indonesia Ltd. has made efforts to increase sales by trying to enter the world of online trading through online sales platforms such as Tokopedia.

Although there was an increase in sales at Printmate Indonesia Ltd. in 2021-2023, the sales results were still unable to reach the sales target expected by the company. Based on this phenomenon, the researcher is interested in conducting a study in the form of a thesis entitled **“Marketing Strategy Analysis in Increasing Product Sales at Printmate Indonesia Ltd. in Medan.”**

### **Identification of problems**

1. The existence of competitors with similar products.
2. The marketing strategy implemented is still not appropriate in increasing sales.
3. Sales instability and sales targets not yet achieved at Printmate Indonesia Ltd. in the field, it is necessary to identify internal and external factors and determine strengths, weaknesses and opportunities using SWOT analysis.

### **Problem Formulation**

1. What is the marketing strategy for increasing product sales at Printmate Indonesia Ltd. in Medan?
2. What are the obstacles to marketing strategies in increasing product sales at Printmate Indonesia Ltd. in Medan?
3. What is the solution to marketing strategy obstacles in increasing product sales at Printmate Indonesia Ltd. in Medan?

## **II. THEORETICAL BASIS**

### **Strategy**

Ika and Mansur (2019:47), strategy is an integrated, broad and comprehensive plan that aims to link a company's strategic advantages with its environmental challenges and ensure that the company's main goals can be achieved through proper implementation by the organization.

Philip Kotler in Rivaldi, et al (2023:03), Marketing is a managerial social process, where individuals and groups get what they want, what they need and want, through the creation and exchange of value products with other people. Marketing is an effort to create and introduce products and services to potential consumers through the implementation of sales promotions and advertising.

### **Marketing strategy**

Ricky (2023:09) states that: Marketing strategy defines goals and describes ways to satisfy customers in the market you choose.

Farida, et al (2019:08) state that marketing strategy includes decisions regarding marketing costs, marketing mix, and marketing allocation in relation to expected environmental and competitive conditions.

### **Sale**

Ahmad & Hasti in Fitriani (2021:11) sales is a process where the seller satisfies or fulfills all the needs and desires of the buyer in order to achieve sustainable and profitable profits for both the seller and the buyer. Sales are also results achieved in the business world as compensation for services provided or business transactions.

### SWOT Analysis

Albert S. Humphrey in Hendra & Hatamar (2020:33) says theory study SWOT analysis means knowing the internal factors (strengths and weaknesses) and external factors (opportunities and threats) of a structure, for example an organization, industry, country and region.

#### Framework of thinking



### III. RESEARCH METHODS

The research was conducted at Printmate Indonesia Ltd. Which is located on Jl. Kijang No. 1B, Pandau Hulu II, Sub. Medan Area, Medan City, North Sumatera. The object in this research is a marketing strategy in increasing sales at Printmate Indonesia Ltd. in Medan. The informant of the research study at Printmate Indonesia Ltd. in Medan are:

**Table of Informant Names**

NO	No	Department
1	Sunardi	Manager
2	Endang Kesuma Syahfitri	Social Media Sales
3	David Perdana	Sales Executive
4	Dira Andani	Sales Promotion Girl
5	Haitari	Customer
6	Afandi	Customer

Data Collection Methods: observation, interviews and documentation.

Data Analysis Techniques: using SWOT analysis consists of *Strengths*, *Weakness*, *Opportunities* And *Threats*.

### IV. RESEARCH RESULT

#### 1. Marketing Strategy Printmate Indonesia Ltd. in Medan

Printmate Indonesia Ltd. in Medan has a marketing strategy that has been used in marketing its products. In this study, the researcher conducted an interview by asking "What strategy does Printmate Indonesia Ltd. in Medan use to increase product sales?" Sunardi as the Manager of Printmate Indonesia Ltd. in Medan stated that the marketing strategy was carried out by Printmate Indonesia Ltd. is like a promotion, then there is also a product exhibition, and we also make visits outside the island or the city of Medan, but for product exhibitions it is only done once a year.

Furthermore the researcher conducted interviews with other employees, such as Endang Keshima Syahfitri, by asking the same question. Endang Kesuma Syahfitri stated *What I know is that PT. Printmate Indonesia's marketing strategy is like carrying out direct promotional activities to consumers who visit, then from 2021 we started using social media such as Tokopedia to promote spare parts, previously we also used websites to promote stores.*

Next, researchers conducted an interview with David Perdana. The informant stated that the marketing strategy that I know is like promotion, then there are also visits outside the city of Medan, usually the visits we make are to find new customers, besides that we also make machine repairs if there are reports of complaints from previous customers.

Furthermore, the researcher conducted an interview with another employee, namely Dira Anandi and still with the same question. The informant stated that for the marketing strategy that we do is direct promotion to customers, so if there are customers who visit the store directly, we will offer various existing promos, one of which is a bundling package, then we also distribute store brochures to drivers who pass in front of PT. Printmate Indonesia.

Next, the researcher conducted an interview with Haitari as a customer of Printmate Indonesia Ltd. in Medan. The researcher asked, "Where did you find out about the products from Printmate Indonesia Ltd. in Medan and what made you interested in buying products at Printmate Indonesia Ltd. in Medan?" The informant stated that I first found out when looking for a product I wanted to buy on the internet, then I came across the Printmate Indonesia Ltd. website and when I opened the website saw that the store's rating was good and the types of goods were complete so I was interested in buying the product, then when I came directly to the store they gave me a discount, the service was also friendly and not complicated. That's also what made me a regular customer here, the location of the store is also strategic and easy for me to find.

Furthermore, the researcher conducted an interview with another customer, Afandi, by asking the same question. The informant stated that at that time there was a salesperson who came to my store offering a product, they gave me a look at the product brochure, then I was interested in buying because the explanation from the sales person was quite convincing to me, especially since they offered a discount and service if there was damage to the goods I bought, until now the quality of the products I bought here is still good.

Based on the results of interviews conducted by researchers with the relevant sources, the marketing strategy used by Printmate Indonesia Ltd. is a promotional strategy, product exhibitions and out-of-town visits.

## **2. Marketing Strategy Barriers of Printmate Indonesia in Medan**

To find out the obstacles experienced by Printmate Indonesia Ltd. in Medan in carrying out its product marketing activities, the researcher conducted interviews with several informants by asking the question "What obstacles does Printmate Indonesia Ltd. experience when implementing marketing strategy activities in increasing product sales?"

Sunardi stated that the obstacles that occur are when customers make repeat orders but the product stock is sometimes empty, then because our warehouse and the store are in different locations, it often causes miscommunication between warehouse staff and store admin which causes the products sent to be different from the order.

Furthermore, the researcher conducted interviews with the same questions to other informants. Informant David Perdana stated that the obstacle was competition from competitors who were also targeting the same market, if like me as a sales person who goes

out of town Medan must think hard to successfully attract consumers from competitors whose companies are closer to customers

Furthermore, the researcher conducted an interview with informant Endang Keishima Syahfitri with the same question. The informant stated that *the obstacle was the product stock product, yeah, sometimes if the customers wanted to repeat the product, the item was already out of stock, so customers complained because the product they wanted was out of stock.*

Based on the results of the interview conducted by the researcher with several informants related to PT. Printmate Indonesia, the obstacles to PT. Printmate Indonesia's marketing strategy in Medan in increasing product sales was limited stock of goods, competition from competitors and different store locations with warehouses causing miscommunication between employees.

### **3. Solutions to Overcome PT Marketing Strategy Barriers Printmate Indonesia in Medan**

To find out solutions to marketing strategy barriers of Printmate Indonesia Ltd. In increasing product sales, the researcher conducted an interview by asking the question "Is there a solution to reduce the obstacles that exist when implementing PT. Printmate Indonesia's marketing strategy activities in Medan in increasing product sales?"

Informant Sunardi stated that the solution is to hold a meeting every Monday with employees to discuss existing problems, such as overcoming product limitations. we usually check product stock every 3 months, to fix the obstacles we want to make changes to the product stock check system to minimize product stock limitations, then if the problem is miscommunication, we emphasize stricter regulations for staff employees to be more careful, by bringing delivery notes and invoices when picking up goods at the warehouse.

Furthermore, the researcher conducted interviews with other informants with the same questions. Endang Kesuma Syahfitri stated that the solution to the problem of empty product stock when customers want to repeat the product is that we offer other similar products. Furthermore, the researcher asked the same question to informant David Perdana. The informant stated that to overcome obstacles from competition with competitors, yes, by convincing customers about the superiority of our quality products and superior to competitors' products and product service guarantees, then by showing reviews of our shop website which has a fairly high rating, then we also provide discount promos so that customers are more interested in products from PT. Printmate Indonesia.

Based on the results of interviews that researchers have conducted with several informants above, researchers can draw conclusions that Printmate Indonesia Ltd. in Medan in overcoming existing problems is done by conducting meeting activities every Monday morning to discuss and provide solutions to existing problems.

### **4. SWOT Analysis of Printmate Indonesia Ltd. in Medan**

SWOT analysis is used to intuitively understand and identify information based on internal and external factors to intuitively explain what a marketing strategy means in increasing product sales by using a SWOT analysis consisting of *Strengths, Weakness, Opportunities And Threats.*

**SWOT Analysis Table PT. Printmate Indonesia**

<b>Strength</b>	<b>Weakness</b>
1. Quality products	1. Limited product stock
2. Complete product types	2. Miscommunication between employees
3. Good service to customer	

4. Promotion	3. Warehouse location with different stores
<b>Opportunities</b> 1. Having a good image from customer's point of view 2. Strategic store location 3. Increased use of social media 4. Wide market reach even outside the city of Medan	<b>Threat</b> 1. Competition with competitors in the same target market 2. Emergence of competitors whose locations are nearby 3. Customers complaint

Source: Data processing Printmate Indonesia Ltd.

### 5. Matrix IFAS (*Internal Factor Analysis Summary*) and EFAS (*External Factor Analysis Summary*)

Matrix IFAS (*Internal Factor Analysis Summary*) used for evaluating factors internal to a company, like strengths And weaknesses. Whereas matrix FAS (*External Factor Analysis Summary*) used for evaluating factors external to a company, for example like opportunity and threats from external. The following is the IFAS matrix and DELETE on Printmate Indonesia Ltd. in Medan.

**IFAS Matrix Table**

No	Internal Factors	Weight	Rating	Score
<b>Strength (<i>Strength</i>)</b>				
1	Quality products	0,20	4	0,8
2	Complete product types	0,12	3	0,36
3	Good service to customer	0,13	3	0,39
4	Promotion	0,15	4	0,6
Subtotal		0,6		2,15
<b>Disadvantages (<i>Weakness</i>)</b>				
1	Limited product stock	0,18	2	0,36
2	Miscommunication between employees	0,12	1	0,12
3	Warehouse location with different storest	0,10	1	0,1
Subtotal		0,4		0,58
Total		1		2,73

Source: Data processing Printmate Indonesia Ltd.

**EFAS Matrix Table**

No	External Factors	Weight	Rating	Score
<b>chance (<i>Opportunities</i>)</b>				
1	Having a good image from customer's point of view	0,20	4	0,8

2	Strategic store location	0,14	4	0,56
3	Increased use of social media	0,13	3	0,39
4	Wide market reach even outside the city of Medan	0,12	3	0,36
Subtotal		0,59	2,11	
<b>Threat (Threats)</b>				
1	Competition with competitors in the same target market	0,16	2	0,32
2	Emergence of competitors whose locations are nearby	0,15	2	0,3
3	Customers complaint	0,10	1	0,1
Subtotal		0,41	0,72	
Total		1	2,83	

Source: Data processing PT. Printmate Indonesia

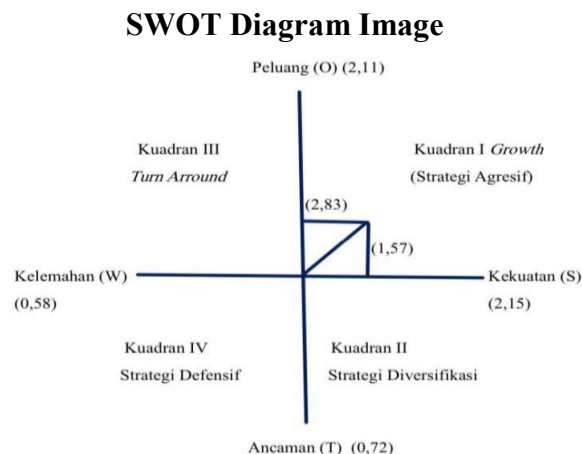
## 6. Diagram SWOT

Based on the analysis in the IFAS and EFAS matrix tables, the total score value of each factor can be seen, they are:

1. Strength (*Strengths*) own score as big as 2,15
2. Disadvantages (*Weakness*) own score as big as 0,58
3. chance (*Opportunities*) own score as big as 2,11
4. Threat (*Threats*) own score as big as 0,72

So it can be seen that the value of strengths has a value above weaknesses. By using the formula (Strengths-Weaknesses) the difference between strengths and weaknesses is obtained ( $2.15-0.58$ ) then the difference is obtained by 1,57. For the value of opportunities (opportunities) has a value above threats (threats). To find out the difference between opportunities and threats, you can use the formula (Opportunities-Threats) so that the difference between opportunities and threats is obtained ( $2.11-0.72$ ) then the difference is obtained 2,83.

Based on the identification results that have been explained above, the SWOT diagram can be described as follows:



Source: Processing Data Printmate Indonesia Ltd. (2024)



**DISCUSSION**

The results of the study using the SWOT analysis method with the IFAS and EFAS matrices conducted by researchers can be presented with a SWOT matrix with alternative strategy formulas, namely SO, WO, ST and WT which have their own characteristics and characteristics but support each other.

Based on the description above, the SWOT matrix can be presented on the marketing strategy of Printmte Indonesia Ltd. in Medan in increasing product sales through the following table:

**IFAS and EFAS Matrix Table**

<b>IFAS</b>	<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Quality products</li> <li>2. Complete product types</li> <li>3. Good service to customer</li> <li>4. Promotion</li> </ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. Limited product stock</li> <li>2. Miscommunication between employees</li> <li>3. Warehouse location with different stores</li> </ol>
<b>EFAS</b>	<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Having a good image from customer's point of view</li> <li>2. Strategic store location</li> <li>3. Increased use of social media</li> <li>4. Wide market reach even outside the city of Medan</li> </ol>	<p><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li>1. Optimizing social media platforms to improve miscommunication between employees due to different store locations and warehouses</li> <li>2. Utilizing good product image and strategic store locations to overcome stock limitations by finding additional suppliers from outside the city or improving the procurement</li> </ol>
<p><b>Threat</b></p> <ol style="list-style-type: none"> <li>1. Competition with competitors Of target same market</li> <li>2. Emergence competitors new which location nearby</li> <li>3. Complaint <i>customer</i></li> </ol>	<p><b>ST Strategy</b></p> <ol style="list-style-type: none"> <li>1. Continuously improve product quality to outperform competition in the target market. the same one</li> <li>2. Increase promotions that are more varied and introducing a more complete range of products than competitors to attract and convince customers</li> <li>3. Dealing with customers who complain while still providing service is a good one.</li> </ol>	<p><b>WT Strategy</b></p> <ol style="list-style-type: none"> <li>1. Improve the logistics and product stock management system to minimize stock limitations and customer complaints.</li> <li>2. Provide communication and cooperation training between employees to improve coordination so that miscommunication between employees does not occur again.</li> <li>3. Improve marketing strategies by identifying. Company's strengths and</li> </ol>

		promote them to customers to bring back the market and customer interest.
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Source: Processing Data Printmate Indonesia Ltd.

Based on the SO, ST, WO and WT strategies according to the diagram where the company is in quadrant I (aggressive strategy). So in solving problems you can use strengths and take advantage of opportunities optimally.

For that the most appropriate strategy used by Printmate Indonesia Ltd. in Medan in increasing product sales is the SO (strength-opportunities) strategy by using strengths to take advantage of the opportunities owned by the company, namely:

1. Maintaining quality products and good service in order to maintain the company's good image in the eyes of customers
2. Optimize strategic store locations
3. Increase sales by conducting promotions through the use of social media to expand market reach.

The results of the SWOT analysis of Printmate Indonesia Ltd. in Medan shows that the company has strengths that can be used in certain strategies and can take advantage of the right opportunities simultaneously in order to minimize and avoid weaknesses and threats. This condition certainly benefits the company's position to be able to win market competition.

## V. CONCLUSION

1. Printmate Indonesia Ltd. in Medan in running its business has a marketing strategy such as conducting sales promotion activities, product exhibitions and out-of-town visits. Although the company has implemented the strategy, in fact, product sales at Printmate Indonesia Ltd. in Medan are unstable and have not been able to achieve the company's expected targets due to obstacles such as limited product stock.
2. The results of the study based on the SWOT analysis at Printmate Indonesia Ltd. in Medan shows that the company obtained an IFAS score of 2.73, which means that the company has a fairly strong internal position, while the EFAS score of 2.83 indicates that the company can respond to opportunities. This shows that the company is in quadrant I, so the right strategy is to use a strategy to support an aggressive growth policy (growth oriented strategy). Where the company has greater opportunities than threats and has greater strengths than weaknesses.

## SUGGESTION

1. In overcoming the limited stock of products, Printmate Indonesia Ltd. in Medan should increase product stock checks from once every 3 months to once a month and add other suppliers so that product supply is consistent and can minimize the occurrence of limited stock of products.
2. In order to increase product sales and its business strength remains in quadrant I, which is a position that benefits the company, the company should be able to maintain and improve its strategy with quality products and optimize promotions by utilizing the company's good image from the customer's perspective and strategic store locations

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