



Research paper

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Business Development Shafira Textile With Business Model Canvas Analysis

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ABSTRACT

Research conducted at Shafira – Textile to develop business in this business by making direct observations. And know the break even point regarding the operating volume and sales revenue at Shafira – Textile. Toko Shafira – Textile is a Textile business that offers goods in the city of Bogor. In the development of the Shafira-Textile business, competition has emerged, therefore a business model is needed. This study aims to determine the application of the Canvas Business Model, and make a SWOT analysis as well as sharia marketing that is applied. This study uses a qualitative method with analysis using nine business model canvas blocks, namely Customer Segments, Channels, Customer Relationships, Revenue Streams, Value Propositions, Key Resources, Key Activities, Key Partnerships, Cost Structure, SWOT Matrix and Islamic Marketing characteristics. Data collection techniques using the method of observation, interviews and documentation. The results of this study indicate that the Shafira-Textile Store has basically implemented a business model canvas and SWOT type analysis, this provides a good basis for further discussion, decision making where the strengths of opportunities are more than the weaknesses of threats for the Shafira-Textile store. Textiles and ultimately innovation around business models. And it can be seen that Shafira-Textile has applied according to sharia marketing theories and concepts and has implemented Islamic content which consists of four characteristics of sharia marketing, namely Divinity, Ethical, Realistic and Humanistic.

ABSTRAK

Penelitian yang dilakukan pada bisnis Shafira-Textile di Bogor. Penelitian ini bertujuan untuk:

1. Menganalisis penerapan Canvas Business Model pada Shafira-Textile.
2. Melakukan analisis SWOT (Strength, Weakness, Opportunity, Threat) untuk mengetahui kekuatan, kelemahan, peluang, dan ancaman bisnis.
3. Menganalisis penerapan marketing syariah pada Shafira-Textile.

Penelitian ini menggunakan metode kualitatif dengan analisis menggunakan sembilan blok Canvas Business Model dan matriks SWOT. Hasil penelitian ini diharapkan dapat memberikan gambaran tentang bagaimana Shafira-Textile dapat meningkatkan bisnisnya dengan menggunakan model bisnis yang tepat dan strategi pemasaran yang efektif.

1. Introduction

The aim of this research is how to develop this business so that grows. The Textile and Textile Products (TPT) sector is a key sector for the Indonesian economy where the performance of TPT and its derivatives contributes greatly to economic growth in Indonesia. The TPT industry and its derivatives contribute greatly to Gross Domestic Product (GDP) and can also affect other related industries. The textile industry operating in Indonesia has been integrated with a classification in three categories, namely the upstream industry which is dominated by the fabric (fiber), fiber and cotton industry sectors. This sector is full of high technology with fully automated or capital-intensive equipment. Second, the middle sector consisting of demand, knitting, weaving, dipping, and grafting and finishing of the final product (Finishing).

Ruko Anggada Indah or better known as Pasar Anggada located on Jalan Mayor Oking, Cibinong, is very popular especially among mothers in Cibinong and its surroundings. Although in Cibinong itself there is a mall or modern shopping center that is quite crowded, the existence of Pasar Anggada with all its simplicity still exists

in the eyes of the public. The shops (Ruko Anggada Indah) have approximately 200 shops. Based on the size of the large shops as many as 50, medium shops as many as 100 and small shops as many as 50. The economy of Bogor Regency is driven by several sectors. one of the sectors is MSMEs which can have a positive impact on the economy in Bogor Regency. There are many MSMEs in Bogor Regency that are still developing and running in various economic activities. The development of MSMEs in the city of Bogor currently creates an opportunity for a business activity. The development of a business can be successfully run well, of course, a business marketing strategy needs to be carried out to achieve the expected business goals. A running business is a solid business marketing strategy and needs to involve elements from large to the smallest that can improve the business itself. To find out the business marketing strategy, we must know about the business model used. Currently, there are many business models used by business people, which business concept models stand out among other business management concepts.

This canvas model business strategy is a business development strategy that can be measured more accurately using financial analysis parameters to determine the income in Shafira-Textile, in calculating benefits obtained from the difference and benefits each year, and minus business income tax from three categories such as Revenue Stream, Net Profit, and Break Event Point. In addition, the marketing strategy used by Shafira-Textile is to use good quality products, affordable and competitive prices, and promotions using media such as Instagram, Facebook, Whatsapp, and online shops. And also the distribution of service products using Grab and Go-jek services so that it really pampers consumers and provides convenience and benefits for consumers who shop at the Shafira-Textile store.

This is what makes the increase in consumers shopping at Shafira-Textile from meters to kilos. The graph of Shafira-Textile's sales results each year from the achievement indicators is that in 2018 sales were still good, then because of the Covid 19 pandemic where at that time the government took the PPKM policy in 2019 there was a decline in sales and that continued until 2020, and along with the Covid-19 pandemic which subsided and the government relaxed PPKM and economic activities and activities began to improve, then in 2021 sales at Shafira Tektile began to increase again and gradually returned to normal. The Canvas Model is a management strategy for planning business concepts, infrastructure and company finances and is usually used by start-up entrepreneurs (StarUp).

Shafira-Textile Store has a difference compared to other textile businesses where Shafira-Textile sells quality products that always follow trends and according to needs which are their own innovations. Then to increase the appeal to consumers, Shafira Textile also provides discounts and sells them in online shops for consumers who are outside the city, also actively promoting on social media such as Instagram, Facebook, Whatsapp and other media. Not only that, every purchase will also get attractive packaging which will be given an environmentally friendly goodie bag. Seeing this phenomenon, it can be seen that along with the development of various textile industries today and more and more people are engaged in similar businesses, it has resulted in tight competition which makes producers or entrepreneurs have a good marketing strategy. Seeing the promising prospects for the clothing business and the high competition and various problems faced, it is necessary to conduct research on the product business model at the Shafira-Textile store.

2. Literature Review

2.1 Definition of Canvas Business Model

The canvas business model is a tool or model used by companies in generating business profits in the business environment in which they operate. Another definition also states that the canvas business model is a method used by companies in conducting business and making the company survive and a tool to create added value related to the company's advantages and resources with the initial goal of achieving company profits.

2.2 Product Overview

Shafira-Textile is a business plan engaged in the textile business that sells fabrics in the form of rayon fabrics, denim fabrics, plaid fabrics, flannel fabrics, and Tc fabrics with good quality goods directly from the manufacturer at affordable prices. so that it can provide its own happiness to customers because it sells various kinds of fabrics according to what consumers need. The products sold by Shafira-Textile are supplied from the factory directly at Ruko Anggada Indah and local suppliers where Shafira-Textile resells them to consumers.

2.3 Business References

In planning to build a business, then what will be needed is an object in the form of a similar company so that it can be a reference and reference in business planning. Several companies that are used as references and references in planning to build a business with the Business Model Canvas. from various sources obtained are distinguished from competitors "SHAFIRA- TEXTILE" namely Surya - Textile, Sumatera-Textile, Hato-Textile and Berkah - Textile.

3. Methodology

In this study, the informants can be used as research objects, therefore the informants studied are as follows:

1. Shafira Textile Store, Ruko Anggada Indah Fabric Shop, Jl. Mayor Oking Block A1 No. 8, Ciriung Sub-district, Cibinong District, Bogor Regency – West Java Objective: To find out the implementation of sharia marketing with the business model used.
2. Shafira Textile Store Consumers: the reason is that in this research, customer segments will be discussed, which are limited to consumers from Shafira Textile

3.1 Research Methods

The research method used is a qualitative method. The definition of a qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people being observed. A qualitative approach can be used if you want to see and express a situation or an object in its context, find meaning or a deep understanding of a problem faced, which appears in the form of qualitative data, either in the form of images. Descriptive research in general is a research activity that aims to create a picture or try to find an event or symptom systematically, factually with accurate arrangement. With descriptive qualitative research, researchers process data in the form of presentations and descriptions of the Business Model Canvas, SWOT Analysis and Marketing Characteristics of the Shafira Textile store.

3.2 Data Collection and Data Analysis

Lofland stated that the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others. Data sources include two types, namely Primary data sources, namely data taken from the first source in the field or data obtained directly by the research object from observation and interviews, in this study primary data was obtained from the Shafira Textile store in Cibinong - Bogor. The second data is secondary data obtained from books and internet sites that contain information about the research.

3.3 Data Collection

Data collection is a systematic and standard procedure for obtaining the required data, the researcher is the key instrument in data collection. Data collection is carried out by observation and in-depth interviews, and interview documentation studies. Data Analysis Method Data analysis in qualitative research is carried out during data collection, and after data collection is completed in a certain period. At the time of the interview, the researcher has analyzed the interviewee's answers. If the interviewee's answers after being analyzed are not satisfactory, the researcher continues the questions again, to a certain stage, until data is considered credible. Miles and Huberman, stated that activities in qualitative data analysis are carried out interactively and continue continuously until complete, so that the data is saturated.

Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification Hypothesis Extraction Business Model According to Osterwalder and Pigneur (2010), a canvas business model is defined as a business model design that represents the strategy and business processes in an organization. This business model can make it easier for prospective business founders to design their strategies and business descriptions. There are nine important elements that form the basis of a business design. The nine blocks are customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure. There are nine important elements in the SHAFIRA-TEXTILE store: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure.

4. Result and Discussion

The Shafira Textile store and its branches were initially established based on economic problems. With a high population that increases every year, including Bogor Regency - West Java. Problems such as unemployment, employment and poverty have become major problems, in this case goods and services are needed to grow entrepreneurship. Therefore, the role of the young generation is needed who are innovative and able to become new creative entrepreneurs in order to develop and be able to open up employment opportunities. That is what drives the establishment of the Shafira Textile store, a business engaged in textiles/fabric/fashion or secondary needs, namely providing various types of textiles/fabric.

4.1 Shafira Textile Store Location

The location of the Shafira Textile Store that he chose to be his offline location is located in a fairly strategic area and is very easy to reach by both public and private vehicles, because the location of the store is in a special shopping complex, namely the Ruko Anggada Indah Fabric Shop, Jl. Mayor Oking Block A1 No.8. Cibinong - Bogor - West Java. As for Online, it is also in the same place.

4.2 Research Overview

This Business Model Canvas research was conducted at Shafira-Textile. Shafira-Textile is a brand of fabric products made from woven yarn to become sheets of fabric. Shafira-Textile sells quality products that always follow trends and according to needs that are their own innovations. In addition, to increase consumer appeal, Shafira-Textile also provides discounts and sells them in online shops for consumers who are outside the city, and is also active in promoting on social media such as Instagram, Facebook, Whatsapp and other media. Not only that, every purchase will also get attractive packaging which will be given an environmentally friendly goodie bag. Shafira-Textile products are Rayon Fabric, Denim Fabric, Checkered Fabric, Checkered Flannel Fabric, and Plain Tc Fabric. The business vision is "Providing quality products that are up to date according to trends in order to produce quality products that are global", while the mission is trendy while maintaining sharia values, Quality: the products produced are of high quality from materials to production, friendly: providing friendly service to buyers, stylist: providing contemporary products. The Business Model Canvas research entitled "Shafira-Textile Business Development with Business Model Canvas Analysis", which the author has conducted for approximately two months in the Jabodetabek area, produced data from 50 respondents with 27 categories of self-employed, 21 employees and 2 others.

4.3 SWOT Analysis

In order to establish a competitive and effective marketing strategy, the company must obtain all information about its competitors continuously. The company must also compare its products, prices, distribution channels and promotions with those of its closest competitors. SWOT is an assessment of the results of identifying situations to determine whether a condition is categorized as strengths, weaknesses, opportunities or threats.

Table 1. Shafira Textile SWOT Analysis

<p>Strength: Many types of cloth are sold Items are always in stock</p>	<p>Opportunity: The lack of types of cloth sold in Shafira Textile</p>
<p>Weakness (Weakness): Fabrics available according to customer needs Always innovate</p>	<p>Ancaman (Treach): Prices are relatively within budget Affordable for many enthusiasts</p>

4.4 Problem Test

The business model that has been determined at the beginning is a plan that has not been tested for its validity level. In this problem testing phase, the author conducts a business model test to obtain information from the problems that are felt and occur in the field. To test the problems that occur in the field, stages are needed such as exposure to testing, determining respondents, analyzing problems and knowing market conditions and their competitors. In the problem testing stage that will be carried out on the Shafira-Textile canvas business model to test from three categories such as: Customer Segment, Value Proposition and Distribution Channel. This problem testing is carried out using interview techniques and direct observation in the field by covering 50 respondents. Interviews and observations are shown to several consumers. The questions that will be asked to the respondents and based on the respondents are adjusted to the conditions that occur and in order to answer and provide information whose answers will be adapted into the Shafira-Textile canvas business model renewal.

This canvas business mode problem testing is also in the form of an interview that can be seen in the appendix. In conducting an interview, where questions can be more developed according to the answers from the results of the open interview given by the respondents. In running a business, a respondent will experience several problems in meeting consumer needs and consumer desires, because consumer desires will continue to change. So producers will always be required to always understand how the market conditions are and what the market wants. One example is that producers must be able to assess the condition of their business conditions seen from whether the store is busy or not. The author conducted a problem test on respondents related to interviewing how often respondents shop at Shafira-Textile. In the results of the problem test about how often respondents shop at Shafira-Textile per month, 1-2 times a month, namely 5 respondents with a percentage of 10%. 3-4 times a month as many as 20 respondents with a percentage of 40%. Furthermore, 5-6 times a month, namely 25 respondents with a percentage of 50%. This shows that consumers often shop at Shafira-Textile in a month. One of the reasons stated by respondents who often shop at Shafira-Textile is because the fabric is suitable according to what the respondents want. However, to not rule out the possibility of customer boredom if the products offered are only

that, this is where the author as a prospective entrepreneur wants to present a new breakthrough to provide better stocking of fabrics at Shafira-Textile.

4.5 Business Model Update 1

After conducting interviews and obtaining information about the problems experienced and felt by the respondents, the information was used to make improvements and adjustments to the renewal of the canvas business model for Shafira-Textile's business planning. In addition to conducting interviews with respondents, the author also conducted interviews with experts to ensure that this renewal was appropriate. The following are the results of the improvements and adjustments to the Shafira-Textile canvas business model:

Table 2. Business Model Update 1

Key Partners <ul style="list-style-type: none"> ● Shop ● Supplier 	Key Activities <ul style="list-style-type: none"> ● Purchase of fabrics according to consumer tastes ● The fabric has good quality for sale ● On time delivery ● Giving <i>Discount</i> 	Value Propositions <ul style="list-style-type: none"> ● The latest fabric display ● Good service 	Customer Relationship <ul style="list-style-type: none"> ● Discount promo for every purchase of lots of fabric 	Customer Segmentation <ul style="list-style-type: none"> ● Private sector employee ● Office worker ● Family
	Key Resources <ul style="list-style-type: none"> ● OK take it ● Location is easy to reach 		Channel <ul style="list-style-type: none"> ● Instagram ● Olshop 	
Cost Structure <ul style="list-style-type: none"> ● Rent a shop ● Employee salary ● Transportation costs ● Promotion/banner printing costs 			Revenue Streams <ul style="list-style-type: none"> ● Income 	

From the changes made by Shafira-Textile, a model was produced new business as follows:

Table 3. New Business Model

Key Partners <ul style="list-style-type: none"> ● Shop ● Supplier 	Key Activities <ul style="list-style-type: none"> ● Menstoc k kain 	Value Propositions <ul style="list-style-type: none"> ● The latest Fabric Display ● Good Service 	Customer Relationship <ul style="list-style-type: none"> ● Discount promo every time I buy a lot of fabric 	Customer Segmentations <ul style="list-style-type: none"> ● Private sector employee ● Office workers ● Family
	Key Resources <ul style="list-style-type: none"> ● Store outlet Location of place easy to reach 		Channel <ul style="list-style-type: none"> ● Instagram ● Olshop 	
Cost Structure <ul style="list-style-type: none"> ● Rent a shop ● Employee salary ● Transportation costs ● Promotion/banner printing costs 			Revenue Streams <ul style="list-style-type: none"> ● Income 	

After the solution testing phase was carried out, the author obtained results that were in accordance with the desired changes and improvements. The following are the results of business validation and verification from respondents with solutions interviewed by the author.

Table 4. Shafira-Textile Canvas Business Model Verification

Key Partners <ul style="list-style-type: none"> ● Shop ● Supplier ● Fabric Factory 	Key Activities <ul style="list-style-type: none"> ● Purchase of fabrics according to consumer tastes ● Sorting fabrics to have good quality for sale ● On time delivery of goods ● Giving <i>discount</i> 	Value Propositions <ul style="list-style-type: none"> ● Can be changed when the fabric does not fit ● Friendly and Polite Service ● Purchase of fabric by the kilo (kg) 	Customer Relationship <ul style="list-style-type: none"> ● Promo ● <i>Give Away</i> ● Can <i>discont</i> price when buying a lot 	Customer Segmentations <ul style="list-style-type: none"> ● Private sector employee ● Office worker ● Family ● Mature ● State Office ● Traveler
	Key Resources <ul style="list-style-type: none"> ● Skilled and honest workforce ● Availability of goods at the manufacturer 		Channel <ul style="list-style-type: none"> ● Open the stall ● <i>Online Shopping</i> ● Instagram 	
Cost Structure <ul style="list-style-type: none"> ● Rent a shop ● Employee salary ● Transportation costs ● Promotion/banner printing costs 		Revenue Streams <ul style="list-style-type: none"> ● Increased sales of fabrics at Shafira-Textile stores ● Income renewal 		

From the information in the table above, changes in the Shafira Textile business model design are found in the chart, customer segments, value propositions, revenue streams, and cost structures. The final result of the Shafira-Textile business model has obtained a match between the respondent's problems and the solutions that have been proposed to the respondents. From these adjustments, the author found several improvements and various new innovations that are in accordance with the design of this business model.

5. Conclusion

Based on the research results and discussions that have been described, it can be concluded that:

1. The business model canvas by the Shafira Textile store has indirectly implemented the business model canvas concept in carrying out its business, marked by the existence of nine business model canvas blocks, namely Customer Segment, Customer Relationship, Customer Channel, Revenue Structure, Value Proposition, Key Activities, Key Resources, Cost Structure, and Key Partners.
2. SWOT analysis of the results of the application of BMC at the Shafira Textile Store, a SWOT analysis was obtained using the SWOT Matrix, namely the analysis of Strengths or opportunities is greater than the weaknesses and threats.
3. From the results of the business model canvas research that has been carried out by the author by conducting problem testing and solution testing, the results of the appropriate business design have been obtained which focus on three components, namely Customer segments, Value proposition, and Distribution channels. From the results of the study, it can be concluded after testing the problem on 50 respondents.

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