



Analysis of the Marketing Strategy for Iron Crafts in an Effort to Increase Welding Workshop Income in Sanggrahan Hamlet, Bendungan Village

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ABSTRACT

This study aims to find out how the marketing strategy is used in an effort to increase the income of welding workshops in the Sanggrahan Environment. This research is a type of qualitative descriptive research. Data collection techniques used are observation, interviews. Data analysis used descriptive qualitative analysis. It was concluded that the marketing strategy implemented by the welding shop for iron products was to maintain product quality, provide price discounts, strategic locations for welding workshops and promote products by means of personal selling, giving business cards and finally promotion through the Facebook group. Because he always prioritizes product quality, has the principle of honesty, and does not make a habit of swearing when trading and always pays attention to buying and selling contracts. This can happen because it is supported by several factors that can trigger an increase in the income of the welding shop, welding must pay attention to operational conditions both in terms of marketing strategy and recruiting professional employees.

INTRODUCTION

Marketing according to Kotler is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. ⁴ The purpose of marketing is to understand the wants and needs of consumers so that products or services are suitable for consumers so that these products or services can be sold by themselves. So as to provide a clear and directed picture of what the company is doing and design strategies to achieve the company's targets.

Marketing strategy has a vital role in achieving business goals; therefore marketing plays an important role so that business plans can be realized. All can be done, if companies want to maintain and increase sales of the products or services they produce. Marketing strategy is an activity of selecting and clarifying one or more target markets and developing and maintaining a marketing mix that will produce consumer satisfaction with the target market, where in development The marketing strategy includes segmentation (market division), targeting (market target), positioning (product position) and *marketing mix* (marketing mix). In the marketing mix there are seven variables viewed from the producer's point of view which include product, price, place, promotion, process, human resources, and physical evidence. All of these aspects can strengthen the company's position if properly controlled.

The Welding Workshop Sector is one of the most complex economic sectors and of course it really needs a good marketing strategy because as time goes by the competitors are increasingly mushrooming and from the consumer side they also want to have things that are new, elegant and magnificent. The times have made people's mindset more advanced and the need for various household infrastructure has increased. According to Muhibbuloh , Bengkel Las is a name that is always used by individual companies that serve the manufacture of iron construction and the like, especially iron-based needs that require welding .

Welding workshop consists of two words, namely workshop and welding, this is what we commonly encounter in various places that we often pass. The word workshop here means a place to fix something that is damaged, while welding means a local connection of several metal rods using heat energy. Welding workshops usually accept work on iron construction or iron crafts, among others; fence/ iron door/ minimalist/ wrought fence, safety trellis/window trellis, stair railing, minimalist/arch canopy, wrought iron art, roof framing, bondex installation, spiral/tilt ladder, water tower, Honda rickshaw frame, billboards, making checkerboard, helin bath manufacture, knock crv, saline chassis connection.

Bendungan Village is a village located in Wates District, Kulon Progo Regency. geographically the area in Bendungan Village is Agriculture, the rice fields that stretch throughout the Village make most of our residents work as Farmers. Dam village has 12 hamlets, divided by a major highway, in the northern area there are the hamlets of Kuncen, Temonan, Sanggrahan Lor, Sanggrahan Kidul, Cankering, Klopo ten and Bendungan Lor while in the south

there are hamlets of Bendungan Kidul, Berenan, Kauman, Mangunan and Dondong. Bendungan Village is increasingly developing its economy because there is a new market center to support the economic needs of the residents and at the same time welcome the construction of a new airport in Kulon Progo. The development of industry and technology is indeed very fast, that 's what the people of Sanggrahan always take advantage of. Especially now with the many requests from customers who want to make strong iron crafts with the latest models.

In the Sanggrahan area of Bendungan Village, it can be seen that the unemployment rate is also very low, because there is a lot of agricultural land so that the majority of people choose to do farming, the welding workshop in Sanggrahan is in a very strategic location, which is on the side of the village road so that consumers quickly find a location. As for some workshops, they always pay attention to their employees where the welfare of employees is always prioritized and given a reward or compensation as a form of keeping the employee from moving or getting bored at work, this is also done to trigger employee loyalty to the workshop where the employee works. The success of a welding shop in marketing its iron products is highly dependent on marketing tips and strategies, because by implementing the right strategy, a welding shop can create, maintain and develop consumer demand in a convincing and sustainable manner. If the sales turnover is slow, it must be analyzed whether this is caused by the ineffectiveness of the marketing strategy carried out or influenced by changing consumer tastes and behavior.

LITERATURE REVIEWS

Marketing Concept

In general, every company adheres to one of the marketing concepts or philosophies, namely the assumptions that are believed by the company as the basis of each of its activities in satisfying the needs and desires of consumers and employees. There are several concepts in marketing, this is influenced by several factors, including the values of management's vision, the company's internal and external environment.³¹ Some marketing concepts include:

a. Production Concept

Marketers who use the production concept (internal) believe that consumers will buy products that are cheap and easy to obtain. Thus, companies must focus on cost efficiency (production) and product availability (distribution), so that companies can make a profit.

b. Product Concept

In the product concept, marketers assume consumers will be attracted to products that have superior quality, performance, features or appearance. As a result, to achieve company goals, innovation is carried out in terms of product, research, development and quality control.

c. Sales Concept

The concept of selling (internal) considers that consumers need to be influenced (if they need to be persuaded) so that sales increase so that business profits are achieved which is the company's goal. Therefore, the

focus of marketing is efforts to improve sales techniques and promotional activities in an incentive and aggressive manner so as to be able to influence and persuade consumers to buy.

d. Marketing Concept

The marketing concept interacts with customers (external environment), assuming that consumers are only willing to buy products that can meet their needs and desires to provide satisfaction. Therefore, marketing focuses on realizing company goals, namely satisfying consumers through overall consumer behavior which is translated into marketing activities that integrate other functional activities.

e. Social Marketing Concept

The social marketing concept assumes that consumers will only buy products that satisfy their needs and wants. Also participate and contribute to the welfare of the company, employees, and also the social environment. The purpose of marketing activities is to try to meet the needs of society, as well as improve relations between producers and society for the sake of increasing the welfare of the parties involved.

METHODOLOGY

This study uses a case study research method. Case studies are included in descriptive analysis research, namely research that is focused on a particular case to be observed and analyzed carefully to completion, this research was carried out in Bendungan Village, Wates District. The case in question can be singular or plural, for example in the form of individuals or groups. Here it is necessary to carry out a sharp analysis of various factors related to the case, so that in the end an accurate conclusion will be obtained. This research focuses intensively on one particular object that is studied as a case. Case study data can be obtained from all parties concerned, in other words the data in this study is collected from various sources. According to Bogdan and Bikien, a case study is a detailed examination of one setting or one subject or one place where documents are stored or one particular event. The phenomenon that becomes the case in this study is how the welding workshop's marketing strategy for iron handicraft products in the Sanggrahan Hamlet, Bendungan Village.

1. Type of Research

In this study, the researcher used a descriptive qualitative approach because most of the data used in this study came from observation, documentation and interviews with research subjects in the form of sentences or narratives.

Descriptive research approach is a method in researching the status of human groups, an object, a condition, a thought or a class of events in the present. The purpose of qualitative descriptive research is to make systematically factual and accurate descriptions of descriptions or writings regarding the facts, characteristics and relationships between the phenomena investigated. By using a qualitative approach method, researchers can descriptively explain how the marketing strategy for iron crafts in an effort to

increase income at welding workshops in the Sanggrahan Hamlet, Bendungan Village, in more depth.

2. Data Collection Techniques

Data collection techniques are the most important step in research, because the main purpose of research is to get data. Without knowing data collection techniques, the research will not get data that meets the established data standards. Data collection techniques in research used are as follows:

a. Observation

The Observation Method is a conscious effort to collect data that is carried out systematically with standardized procedures.⁴ Observation is a technique or method of collecting data by observing ongoing activities.⁴⁷ In the context of qualitative research, observation is not to test the truth but to find out the truth related to aspects/categories as aspects of the study developed by the researcher. So those who are studied know from beginning to end about the activities of researchers. Researchers observed what were the marketing strategies for iron crafts carried out by welding workshops and how they were implemented in the Sanggrahan Hamlet, Bendungan Village.

b. Interview

Interviews are a data collection technique through question and answer activities or direct communication between researchers and respondents to obtain information that has not been obtained.⁴⁸ This method was used to obtain information about the marketing strategy for iron crafts in an effort to increase income at welding workshops in the hamlet of Sanggrahan, Bendungan Village. The researchers interviewed the owner of the welding shop, community leaders, and employees to get the information needed.

RESEARCH RESULTS

Economic Situation

The Getap Barat neighborhood is an environment that can be said to be a fairly consistent producer of iron crafts from ancient times to the present and in Sanggrahan Barat Hamlet there are a number of home-based welding workshops, therefore the majority of the people earn a living as welders and farming to meet their daily needs. Even though there are 37 people who have jobs in other fields such as: teachers, lecturers, civil servants, police and so on. Instead, they make this iron craft business a side business, where through the iron craft business employees can establish closer relationships with superiors or new entrepreneurs who want to make iron crafts according to their wishes.

Seeing the current competition in the iron craft business, especially in the area of Kulon Progo Regency, it is indeed quite rapid with the existence of welding workshops everywhere, even in every village or neighborhood there is a welding workshop business in that area, but this does not spark the hearts of the people of Sanggrahan Hamlet to back down. ironworks and welding workshops. Because indeed from the past until now it is through the iron craft

business that the people of the West Getap Environment can meet their daily needs and can develop the community's economy. ⁶

The Marketing Strategy Applied by the Welding Workshop on Iron Craft Products in the Sanggrahan Hamlet Environment

In attracting consumers to buy a product that has been offered, of course this is not as easy as it looks when there are many buyers of the product. Because everything requires a process to reach its own point of success, the same is true for the iron craft business that exists in the Sanggrahan Hamlet environment.

Almost on every street corner or side of the road there is a welding workshop that provides services for making iron crafts according to the wishes of the buyer, even though the many welding workshops in the Bendungan Village environment do not make people afraid to be competed with or the iron crafts that are sold are not selling. Because every workshop has its own a separate strategy for selling the offered iron crafts, in economics it is usually called a marketing strategy. ⁶⁴

It is this marketing strategy that needs to be developed by every welding shop so that sales of these iron crafts continue to grow and progress. Moreover, in Islam this marketing strategy must be considered more carefully by the owners of the welding shop, apart from its function to make a profit, the marketing strategy must also comply with sharia principles. Bendungan Village, Wates District, Kulon Progo Regency So the researchers conducted interviews with the owners of welding workshops in the Sanggrahan Hamlet to dig deeper regarding the marketing strategies that were implemented.

By making various types of iron crafts which are of course in great demand by the local community because they have strong and reliable quality. The strategy used by welding shop owners to attract consumers and retain customers is to maintain the quality of the products produced by each welding shop so that the iron crafts produced are strong, sturdy and durable. This is an important strategy for every welding workshop in the Dusun Sanggrahan environment.

"For now, the iron craft industry is in great demand by the public. Many people have opened welding workshops for this iron craft by seeing opportunities in every area where they live. But that is not a barrier, because every welding shop certainly has its own characteristics to attract the interest of its customers. For me, always maintaining the quality of the iron products that I make will certainly be a plus for myself and the consumers." In addition, the owners of the welding shop also use a pricing strategy. Where price is one of the marketing stimuli that companies need to pay attention to, because prices that can be reached by consumers will generate income from the sales made. Price is also a consideration for consumers to buy, so special consideration is needed to determine this price. In marketing must be able to determine the right price for consumers. Pricing is influenced by the quality of the product, so that in determining the price, a balance must be struck between product quality and price so that price fraud does not occur. The price for ironwork at the welding workshop in the Getap Barat neighborhood is not too high, which is

adjusted to the quality of the product. Another strategy used by the owner of the welding shop in setting prices is to give discounts to consumers or customers, let alone buying iron crafts in large quantities so that the discount that is obtained is also large enough so that it can attract consumers to be able to buy it again

DISCUSSION

A. Analysis of the Marketing Strategy Applied by the Welding Workshop on Iron Craft Products in the Sanggrahan Hamlet Environment

The iron craft business for welding workshops in Sanggrahan Hamlet, Dam Village, Wates District, Kulon Progo Regency is a business that was started by an individual company that serves the manufacture of iron construction and the like, especially iron-based needs that require welding. Of course, there is a marketing strategy carried out by welding shop owners in order to attract public buying interest and to increase the welding shop's income. This step means creating the features of a product in the minds or perceptions of potential consumers who are sales targets.

As explained regarding the marketing strategy carried out by the owners of the welding shop in the previous chapter which is a tool for the marketing unit to achieve targets. The marketing strategy is marketing thinking which is a tool for marketing units to achieve targets. The marketing strategy must detail the market segments that will be the focus of marketing.⁸¹ These segments differ in needs and wants, responsiveness to marketing, and profitability. While the definition of marketing strategy according to Kotler & Armstrong, marketing strategy is the main approach that will be used by business units in achieving predetermined targets, in which the main decisions regarding the target market, product placement in the market, marketing mix, and the level of required marketing costs.⁸² The marketing strategy carried out by the owner of the welding shop in the Dusun Sanggrahan environment has been effective in terms of the strategies used such as in the marketing process when consumers or buyers place orders for the owner of the welding shop to directly fulfill the needs and desires of consumers, so that consumers do not feel disappointed. ironworkers in the West Getap Environment are also trying to create or achieve marketing goals to achieve a success. The marketing strategy is an important element that supports the ironcraft business in reaching the target market, the marketing strategy is a policy guideline to be able to compete in such a tight market. Based on the results of observations and interviews, there are several marketing strategies implemented by welding shop owners in Sanggrahan Hamlet to increase income, including:

1. Product Strategy (*Product Strategy*)

According to Philip Kotler, a product is "anything that can be offered to a market for attention, purchase, use or consumption that might satisfy a want or need". Whereas in Islamic product marketing, namely how to choose products and services to be sold, which are in accordance with human needs.

Based on the results of research on a product in order to increase the income of the welding shop in the Sanggrahan Hamlet environment, as well as

the iron craft products that have been made can attract consumer interest. strong and sturdy. This will make consumers interested in buying it. Moreover, in the manufacture of iron crafts, you have to be really careful, starting from the selection of raw materials that use iron according to the order until processing them into complete iron crafts, so that the resulting iron craft products are of good quality.

2. Pricing Strategy (*Price Strategy*)

Price is the amount of money billed for a product or service or the amount and value exchanged by customers to obtain benefits and own or use a product or service. Whereas in Islamic marketing the concept of price is to provide a price that is acceptable to the market, by giving a discount or the like.

Based on the results of research on the price of iron crafts provided by the owner of the welding shop to consumers. In determining the price of the owner of the welding shop according to the quality of the product desired by the customer, another strategy used by the owner of the welding shop in setting prices is to give discounts to consumers or customers, let alone buying handicrafts. iron in large quantities, the pieces that are obtained are also large enough so that they can attract consumers to be able to buy back. Regarding the issue of payments made between the owner of the welding shop and the consumer, they already have an agreement that payment will be made after completion or by providing a down payment in advance so that fraud does not occur between the two parties, but this must also be based on honesty and trust.

3. Place Strategy

The place strategy that attracts consumers is the most strategic, pleasant and efficient place. Where the place of business must provide a sense of security and comfort for every customer who comes. This is a manifestation of Islamic teachings which always prioritize and protect the rights and interests of consumers.

Based on the results of research on the problem of places to market iron craft products. There is a welding shop beside the road and there are several welding shops in the alley to market their iron craft products.

4. Promotion Strategy (*Promotion Strategy*)

The promotion strategy is the company's activities to encourage sales by directing convincing communications to buyers. ⁸⁶ Whereas in Islamic marketing promotion means promotional activities must be appropriate and in accordance with what is. Islam prohibits promoting products and services by making excessive promises so that consumers are not frustrated when things do not meet their expectations. The main purpose of promotion is as a medium of information to consumers about the products offered and the advantages and benefits that will be obtained when using these products.

Based on the results of research on the promotion of welding workshops in promoting ironwork products, by word of mouth or personal selling, while also promoting products by giving consumers a business card that includes the

contact details of the owner of the welding shop and assisted via Facebook by promoting ironcraft in the group. buying and selling online on facebook. Producers also really apply honesty and maintain trust in consumers so that iron handicraft products from welding workshops in the Dusun Sanggrahan environment can be known by many people, and provide good iron crafts as consumers wish with mutual trust so this can increase the income of the welding shop.

5. Process Strategy (*Process Strategy*)

Process or transformation strategy is an organizational approach to converting resources into goods and services. The goal of process strategy is to find a way of producing goods and services that meet customer requirements and product specifications within cost and other managerial constraints. Based on the results of research on the process of providing excellent service to consumers so that consumers feel comfortable, apart from that the owners of the welding shop also take great care of the quality of the iron crafts that will be provided to consumers so that consumers do not feel disappointed. Welding shop owners also get closer or are more familiar with consumers in order to establish good communication and cooperation between the two parties.

6. Human Resource Strategy (*People or Personal Traits Strategy*)

Human resource planning (HR) is the function that must first be implemented in the organization. HR planning are certain steps taken by management to ensure that the organization has the right manpower to occupy the right positions, positions and jobs at the right time.

Based on the results of research on personal, for example in terms of price, ordering and quality. The owner of the welding shop communicates with the consumer before sending or delivering the iron crafts to the consumer first. The owner of the welding shop also discusses the issue of raw materials that consumers want to make iron crafts so that the iron crafts ordered by consumers are of good quality and in accordance with the consumer's finances. So as not to disappoint consumers.

7. Strategy for Physical Evidence (*Physical Evidence Strategy*)

According to Hederickson stated that physical evidence is a consideration to determine satisfaction, image and loyalty of services received. the attitude of transparency must be possessed by the work environment to maintain integrity so that all information related to the products and services sold are obtained by consumers, always guaranteeing himself what he sells to his consumers.

Based on the results of research on physical evidence in running their business, welding shop owners always provide high-quality iron products to maintain consumer confidence, especially in Islam, providing quality product guarantees is a good way of selling in order to create convenience for consumers which triggers increased income.

B. Analysis of the Marketing Strategy for Welding Workshops in the Sanggrahan Hamlet Environment to Increase Their Business Income

The marketing strategy is a plan that allows the company to make the best use of its resources to achieve company goals. This goal can be achieved by maintaining and increasing the company's profit or income.

The environment of Dusun Sanggrahan is an area where the majority of the people make a living as welders, both as owners of welding workshops and employees of welding workshops. By looking at the potential that belongs to the Sanggrahan Hamlet environment, of course this must be utilized so that it is not in vain, so the marketing strategy must be followed up to support so that in the future the iron craft industry will continue to develop and increase the income of the welding workshop.

Income represents the gross increase in assets or decrease in liabilities or a combination of both during the period selected by the income statement resulting from lawful investment, trading, rendering of services or other activities aimed at earning profits, such as management of a limited investment account. Income is all receipts, both cash and non-cash which are the result of the sale of goods or services within a certain period (income revenue). Income can also be classified into several types, while according to Lipsey income can be divided into two types, namely:

1. Individual income is income generated by or paid to individuals before deducting individual income tax. As individual income is paid for invitations, a portion is saved for households, namely individual income minus income tax.
2. Disposable income is the amount of current income that households can spend or save, namely individual income minus income tax. The sources of community or household income are:
 - a) From wages or salaries received in exchange for labour
 - b) From property rights such as capital and land
 - c) From the government.

Regarding the marketing strategy aimed at increasing revenue, of course this is triggered or influenced by several factors that make welding workshops able to attract consumer interest and increase welding workshop income. There are several triggering factors to increase the income of the welding workshop in the Sanggrahan Hamlet environment, including:

1) Conditions and selling ability

The sale and purchase transaction or commercial transfer of ownership rights to goods and services in principle involves two parties, namely the seller as the first party and the buyer as the second party. Therefore, the seller must be able to convince his buyers in order to succeed in achieving the expected sales target. Sellers must be able to understand the types of characteristics of the products or services offered, with product prices that are also in accordance with the quality of the type of business. It would be better for the seller of a product to

provide a guarantee for the goods he sells so that customers feel safe and secure.

Based on the results of the study it was found that in order to increase the income of the welding shop, the owner of the welding shop implemented an effort to convince the buyers with high-quality iron products at product prices that were in accordance with the wishes of the buyers. So that buyers know clearly what they are buying and feel comfortable when transacting.

2) Market conditions

This market can be interpreted as a group of buyers or parties who are targeted in sales, which affect their sales activities. Factors in market conditions that you should pay attention to are the type of market, group of buyers, market segments, purchasing power, purchase frequency, wants and needs so that sales can generate maximum income.

Based on the results of the research it was found that in order to increase the income of the welding shop, the owner of the welding shop must also plan a clear strategy and target market. Such as the selection of consumers, for example at the Masnun welding workshop, which is more targeted at project bosses or contractors, so that quite a lot of orders for iron crafts come from contractors, triggering an increase in the income of the welding workshop.

3) Capital

In a business, it will definitely be more difficult to sell goods if the goods being sold are not known to potential buyers, or if the buyer's location is far from where you sell. Therefore capital is very helpful not only as a trigger for starting a business but can be a tool to introduce products to buyers.

Based on the results of the research it was found that in order to increase the income of the welding shop, the owner of the welding shop must also have sufficient capital to guarantee the availability of the goods and the seriousness of working on the iron handicraft products ordered by the buyer, because often to be able to tender for large projects the welding workshop must also provide confidence to buyers at low prices and guaranteed quality.

4) Company operational conditions

In a company, each division must have a structured structure so that work can be more effective and efficient. Professional workers also need to be considered to generate more profits for the company itself.

Based on the results of the research it was found that in order to increase the income of the welding shop, the owner of the welding shop must also have a good operational system to market iron products, also in this case the owner of the welding shop must recruit experts in the

sense of employees who can work professionally so that the resulting product is also good.

These factors have an effect on increasing the income of the welding shop and attracting new consumers to buy ironwork products and the most important thing to increase the income of the welding shop is the decision of the owner of the welding shop, because the owner of the welding shop is in full control of all operations, strategies marketing and target market for welding workshops to be addressed.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been done and the explanations in the previous chapters, the authors can draw the following conclusions:

1. The marketing strategy implemented by the welding shop for iron products in the Sanggrahan Hamlet environment is very good, it can be seen from the various strategies implemented, namely maintaining the quality of the products produced so that the iron crafts produced are strong, sturdy and durable, giving discounts to consumers or customers if buying iron crafts in large quantities, strategic locations for welding workshops in industrial areas, promoting products by means of personal selling, giving business cards and finally promotion via the Facebook group. The marketing strategy for the ironworks business carried out by the Getap Barat community is also in accordance with economic principles, because it always prioritizes product quality, where the principle of honesty in choosing raw materials is worked out, and does not make it a habit to swear when trading and always pays attention to buying and selling contracts.
2. The marketing strategy implemented can in fact increase the income of the welding workshop in the Sanggrahan Hamlet environment. This can happen because it is supported by several factors that can trigger an increase in the income of the welding workshop, namely the welding workshop must condition and be able to convince consumers to buy iron crafts, welding workshops. must look at market conditions and plan a strategy and target market, the welding shop must have capital and the welding shop must pay attention to operational conditions both in terms of marketing strategy and recruiting professional employees.

For that conclusion, here are some recommendation:

1. In an effort to increase income and attract consumer interest in iron craft products at welding workshops in the Dusun Sanggrahan environment,

they have implemented 4P, namely: product , price , *place* / distribution , and *promotion* , the researchers suggest It is better for every welding workshop in the West Getap Environment to develop a marketing strategy by implementing 7P, namely: product , price , promotion , *place* /distribution , participants (*people*), *physical* environment. *evidence*) and good and correct *process*.

2. Welding shop owners must further expand their relationships in order to build a strong unit with new customers or consumers, as well as plan clear strategies and market targets, and recruit professional employees so that the work results become effective and efficient in order to increase the welding shop's income.
3. Welding shop owners must also always adhere to economic principles in their transactions by prioritizing product quality, being honest in choosing raw materials, and not getting into the habit of swearing when trading and always paying attention to buying and selling contracts to maintain consumer confidence.

ADVANCED RESEARCH

Hopefully the next research will be better and can solve problems in society.

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