

# Traditional Marketing Strategy of Local Wisdom-Based Products in Kapah Shell Lime SMI Pulau Sugara Village, Alalak, Barito Kuala Regency

Najwa Awalia Absari\*, Anna Nur Faidah

Lambung Mangkurat University, Banjarmasin, Indonesia

\*Corresponding author. Email: [2110312120034@mhs.ulm.ac.id](mailto:2110312120034@mhs.ulm.ac.id)

## ABSTRAK

This research explores the traditional marketing strategies applied by Small and Medium Industries (SMI) on *local wisdom* products, namely kapah clamshell lime in Pulau Sugara Village, Alalak District, Barito Kuala Regency, South Kalimantan. The research method used is descriptive qualitative by conducting in-depth interviews and participatory observations to understand the marketing practices used by the SMI. The results showed that the kapah clamshell lime SMI uses various traditional marketing strategies, such as *word-of-mouth*, telephone, and billboards. These traditional marketing strategies rely heavily on local practices that have been passed down from generation to generation. However, the findings show that while traditional marketing strategies are still dominant, they are less effective in reaching a wider market and increasing product sales. Integration of traditional marketing strategies with modern marketing techniques is necessary to improve the competitiveness of the kapah clamshell lime SMI in an increasingly competitive market.

**Keywords:** *Traditional Marketing, Local Wisdom, Kapah Clamshell Lime*

## 1. INTRODUCTION

Sugara Island Village is a settlement that holds a rich and unique history. The name "Sugara" itself comes from the word "*Sugar*" which has a sweet taste and is taken from one of the names of the Patih of the Banjar Kingdom, Patih Sugara, a mighty man, with the hope that the people there also have a good heart and praiseworthy morals with a mighty warrior spirit (Arafik, 2022). Physically, Pulau Sugara Village is bounded by the Barito Kuala River to the north, the Alalak River to the south, and Pulau Sugara Village itself to the east, and the Barito River to the west. (Pulau Sugara Village Monographic Board, 2018). Today, the economy faces complex challenges, especially for local businesses. Small and Medium Industries (SMI) in Indonesia, particularly those focusing on local products such as the kapah clamshell lime in Pulau Sugara Village, Barito Kuala Regency, South Kalimantan, are struggling to survive in an increasingly complicated market. Kapah clamshell lime not only has high historical and cultural value, but also great economic potential for the local community. The role of local entrepreneurs in the production of kapah clamshell lime reflects initiatives to strengthen the village economy. By utilizing natural resources, entrepreneurs on Sugara Island seek to develop local businesses that are sustainable and have a positive impact on the community. Evaluation of traditional marketing strategies applied to the production of kapah clamshell lime is important to support the growth of SMI in Pulau Sugara Village. Research conducted by Yoga Adiyanto with the title "*Marketing Strategy Analysis of Traditional Ranginang Foods (Rengginang) in Pandeglang Regency*", revealed that there are five marketing alternatives that are prioritized to increase sales of traditional ranginang foods in Pandeglang Regency. One of the prioritized alternative strategies is to maintain prices and improve product quality to increase consumer satisfaction and loyalty. Then, research conducted by Rhiza Eka Purwanto, Lidiawati, and Heri Purwanti with the title "*Local Wisdom-Based Community Development in Ngadas Traditional Tourism Village*", revealed that Ngadas Traditional Tourism Village has great potential in natural resources and local wisdom. However, efforts to develop the social welfare of local communities have not been optimal because there has not been proper harmonization between the development of human resources, group institutions, community capital, and productive local businesses. Reflecting on these two studies, of course, a more modern strategy is needed to support marketing strategies for local businesses, especially for *local wisdom-based* products. Such as research conducted by C. Tri Widiastuti, Fariha Azzahra, Elisa Teguh Prasetyani, and Diaz Fajar Ilyasa Fatkhul with the title "*Digital Marketing Strategy to Increase Sales of Traditional MSME Snacks in Mlatibaru Village Semarang*", revealed that digital marketing strategies can expand the market, increase awareness, and increase sales for traditional snack businesses in Mlatibaru Village, Semarang. Barriers for businesses include a low understanding of information technology, not maximizing *e-commerce* and marketing, and difficulties in creating engaging content that influences buyers. In addition, the COVID-19 pandemic has hurt the Indonesian economy, especially in the MSME sector. A marketing strategy is needed for sales growth because a good marketing strategy can

attract consumers to buy products so that sellers get profits and can turn their capital around (Alhada et al., 2022). However, as with the Small and Medium Industries (SMI) in Pulau Sugara Village, they still rely on traditional marketing strategies such as *word-of-mouth* promotion, telephone, and billboards due to a lack of understanding of technology due to lack of training. Thus, the purpose of this article is to develop a theory-based research agenda that integrates factors that influence traditional marketing strategies for *local wisdom-based* products. The adoption of modern marketing strategies, especially technology-based, has greatly helped local businesses from post-COVID-19 contraction (Qisthani et al., 2021). *The Upper Echelons* Theory was used as a framework to understand how the characteristics and values of leaders or decision-makers in Pulau Sugara Village can influence marketing strategies. Finally, this research focuses on the discussion of the research agenda that highlights the factors that encourage or hinder the success of local entrepreneurs in marketing kapah clamshell lime products, as well as the evaluation of the traditional marketing strategies applied in the production of kapah clamshell lime in Sugara Island Village.

### **1.1. Small and Medium Industries (SMI) VS Small and Medium Enterprises (SMEs)**

Small and Medium Industry (SMI) is a business or business that produces various products needed by humans, flora to fauna. On the other hand, Small and Medium Enterprises (SMEs) are a type of business or business whose purpose is to resell goods produced by Small and Medium Industries (SMI), for example, grocery stores to stalls around the house. (Khairally, 2023). The difference between Small and Medium Industries (SMI) and Small and Medium Enterprises (SMEs) lies in several key factors. First, in terms of income, SMI usually have a turnover of less than Rp. 1 Billion, while SMEs have a range between Rp. 300 Million to Rp. 2 Billion. Second, in terms of assets, SMI usually have the highest assets of around Rp. 200 Million, while SMEs have a range between Rp. 50 Million to Rp. 500 Million. However, SMEs can also be categorized as medium-sized enterprises if they have an asset value of up to IDR 10 billion. Third, in terms of operational activities, SMI are usually centered on production and the industrial sector, while SMEs include production, consumption, and distribution, focusing on the trade and service industries. Fourth, the categorization of SMI is based on the number of workers and investment value, while SMEs are categorized based on the size of their turnover and assets. Finally, licensing for SMI is regulated in the 2015 Government Regulation relating to Industrial Business Licenses, while licensing for SMEs is regulated in the 2014 Presidential Regulation No. 98 and the 2009 Minister of Home Affairs Regulation No. 46 (Saputri, 2022).

### **1.2. Traditional Marketing VS Digital Marketing**

According to Tjiptono and Diana, marketing means the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with traders and to build and maintain positive value with stakeholders (Haliza et al., 2024). According to Kotler, marketing strategy is a mindset that will be used to achieve marketing objectives in a company, it can be about specific strategies for target markets, positioning, *marketing mix*, and how much a marketing expenditure is (Anam, 2013). A marketing strategy is a mindset or plan designed to achieve the marketing objectives of a company. Traditional marketing uses conventional methods such as print media, broadcast, direct mail, and telephone to promote products or services. Meanwhile, digital marketing involves online advertising, *email* marketing, social media, text messaging, and search engine optimization to reach consumers (Chaffe, 2015). Traditional marketing evaluation takes time, while digital marketing offers quick and measurable results. Traditional campaigns are long-term, whereas digital ones are efficient and cost-effective. Traditional success is gauged by local reach, while digital allows for targeted audience segmentation. Technology limits traditional reach, whereas digital has a broader reach due to various technologies. Conversations in traditional marketing tend to be one-way, while digital marketing encourages two-way conversations and quick responses (Rulinawaty et al., 2021).

### **1.3. Local Wisdom Products**

A product is something that can be offered to the market for attention, use, ownership, or consumption so that it can satisfy a want or need (Firmansyah, 2023). Thus, products are objects that can be seen, touched, or felt. *Local wisdom* is knowledge that is formed through the accumulated experiences of local people, which they then try to integrate with their understanding of the culture and natural environment in that place. (Nurlidiawati & Ramadayanti, 2021).

## **2. RESEARCH METHODS**

The research method used in this study is a qualitative-descriptive method, which provides an opportunity to explore in depth how traditional marketing strategies of *local wisdom-based* products. The qualitative-descriptive approach aims to understand the local values, beliefs, and practices that underlie such marketing strategies. To achieve this goal, the

research is conducted through direct observation, in-depth interviews with relevant stakeholders, such as kapah clamshell lime producers, as well as document analysis related to the local wisdom applied. This research will focus on Pulau Sugara Village, Alalak Sub-district, Barito Kuala Regency, South Kalimantan because it is the center and the only business activity of making kapah clamshell lime that has been going on for generations. The informants involved in this research are the owners of the kapah clamshell lime-making business in Sugara Island Village who meet certain criteria.

The criteria for these informants are: 1) The owner of the oldest kapah shell lime business in Pulau Sugara Village, Alalak District, Barito Kuala Regency, South Kalimantan. 2) A pioneer of the kapah shell lime business in Pulau Sugara Village, Alalak Subdistrict, Barito Kuala Regency, South Kalimantan, with the longest experience in running this activity. 3) Family members of the generation that continues and develops the kapah shell lime business in Pulau Sugara Village, Alalak Sub-district, Barito Kuala District, South Kalimantan. The informants involved in this study are individuals who own a kapah clamshell lime-making business as well as individuals who play a direct role in the activity of making kapah clamshell lime. The total number of informants in this study was three people. The following is a brief profile of the informants: 1) Mr. H. Kadir (74 y.o), the owner of the kapah clamshell lime-making business as well as the longest-serving figure in the kapah clamshell lime business, which has been very popular in the area since the 1980s. Currently, he has been running the business for more than 40 years. He is the third generation to continue the business. To this day, Mr. H. Kadir is still actively involved in the process of making kapah clamshell lime, with the help of several employees. 2) Mr. Mulkini (42 y.o), also known as Ikin or Ukin, was born in. He is the son of Mr. H. Kadir and has been running this kapah clamshell lime-making business for approximately 9 years from 2015. He is the fifth generation to continue the business of making kapah clamshell lime. Although it has been running for quite a long time, the business of making kapah clamshell lime still survives today, with the support of 5 employees. 3) Mr. Khairani, the brother-in-law of Mr. Mulkini. He is the fourth generation, the person who participated in the process of making kapah shell lime, starting from arranging meranti wood for the burning process to supervising the process of burning shells. Mr. Mulkini has been in the business of making kapah clamshell lime since 2010.

The data collection techniques used include observation, interviews and documentation. The data collected will then be systematically analyzed to produce a holistic picture of the local business of making kapah clamshell lime in Sugara Island Village as well as its implications for the development of local entrepreneurship and the economic impact of the local community. In this research, data checking is carried out using *source triangulation* techniques to ensure the validity and reliability of the information obtained. This technique involves using a variety of different data sources to confirm the findings. For example, in addition to conducting interviews with kapah clamshell lime producers, researchers also checked other sources, such as articles and audiovisuals to verify the information obtained.

### 3. RESULTS AND DISCUSSION

#### 3.1. Evaluation of Traditional Marketing Strategies

Word-of-mouth promotion is a key marketing approach for kapah clamshell lime products, aiming to increase consumer awareness within the local community. However, its effectiveness is limited due to its narrow reach. Telephone and local billboard promotions are also used but prove relatively ineffective. In today's digital era, dynamic and measurable promotions are favored, yet local businesses lack digital marketing understanding and training, hindering their ability to capitalize on opportunities. By understanding the limitations of the traditional marketing strategies that have been implemented, the next step is to explore more modern and scalable marketing strategies, especially through the utilization of digital technology.

#### 3.2. Role in Local Wisdom-Based Product Development

The role of *local wisdom-based* product development is of key importance in strengthening cultural identity, improving economic welfare, and preserving the traditional heritage of a community. The following information is from an interview with Mr. H. Kadir in July 2023: "The kapah shell lime business has been passed down from our parents. Here (Sugara Island Village) is the place to make it, there is no other place. If there were, perhaps the materials and tools for making lime, as well as the processing method, would be different from ours".

##### 3.2.1. Local Knowledge Collection and Preservation

One of the main roles is to collect and preserve local knowledge related to traditions, local wisdom, and unique cultural practices. This involves documenting the knowledge of community leaders, artisans, and people with hereditary knowledge of traditional products and practices. In this way, local knowledge and wisdom held by previous generations

can be appropriately passed on to the next generation. Furthermore, documentation of local knowledge also makes it possible to learn more about the origins and meanings of local products, as well as ensuring that the knowledge is not lost over time. Thus, the collection and preservation of local knowledge plays a key role in sustaining the cultural and traditional heritage of a community. The production process of kapah clamshell lime in Sugara Island Village is based on the use of a particular type of clam, the kapah clam. Kapah clams are chosen because they have shells that are suitable for processing into kapah clamshell lime of the desired quality. As stated in an interview with Mr. Mulkini in July 2023: "In the production process, we still use manual tools and work methods. Usually for raw materials, we import from areas outside Pulau Sugara Village, such as kapah shells from Pangkalanbun. Today, my father (Mr. H. Kadir) is picking it up from Batulicin, in Jorong, just an area close to the beach". The process of burning kapah shells is a crucial stage in the production of kapah shell lime that requires special attention. Only meranti bark is considered suitable for use as part of this process. In addition, the weather also plays an important role, as the burning process must not be interrupted by rain. The burning process lasts around 6-9 hours and is usually done at night so that workers are not exposed to the heat of the sun, thus disrupting production activities. If the weather suddenly changes and rain falls in the middle of the combustion process, the workers must work together quickly to protect the combustion process with zinc to keep the combustion process running smoothly. The heavier the rain, the more zinc is needed to keep the production process going. The following is an interview with Mr. Khairani in July 2023: "Well, this is covered with a tarpaulin so that it doesn't dry out too much because if the wood burns faster, the shells inside won't cook properly". The results of the interview with Mr. H. Kadir in July 2023: "Before being burned, the shells must first be dried in the sun for 11 hours, let's say one day. After drying, it is then burned using meranti wood with a grade of 8-10, 9 meters long, and 1.5 meters wide with a time of about 6-9 hours. When it is finished burning, it is winnowed to separate the dust, then put into a blek can and put in hot water. When the shells start to break, they are pounded using a mashing tool until they turn into whitening dough.

However, it usually depends on the weather, if it rains all the time, we can't burn the shells." In the boiling process as part of the processing of kapah shells, fresh river water is the main choice for the kneading mixture. The use of fresh river water is considered essential due to its natural quality and is considered better than water from the PDAM. The use of PDAM water is considered to reduce the quality of the final product. However, there is a problem when the river water becomes salty, which requires producers to look for alternatives. In such situations, they have to buy water from water vendors to maintain product quality. As stated by Mr. Mulkini in July 2023: "For the process of making kapah shell lime, we just take water from the river directly. We do not use PDAM water because the water has already been mixed with other ingredients, which can interfere with the quality of the product. If the river water is salty, we are forced to buy water from water vendors". The boiled water is then directly mixed into the container containing the fired kapah shells. However, keep in mind that when the water is mixed, there are often pops. This phenomenon occurs due to the drastic temperature difference between the hot water and the kapah shells. Under certain conditions, if the boiled water is too boiling, there is a risk of explosion when mixed with the kapah shells. Therefore, experience and knowledge are required in terms of temperature regulation and the mixing process must be done carefully to prevent the possibility of an unwanted explosion. After mixing and producing a small pop, the mixture needs to sit for about 5 minutes for the cooling process. After this time has elapsed, an interesting transformation takes place, with the shells turning into shell flour. This process is one of the most unique stages in the making of clamshell lime, as it involves a significant change in shape. After the transformation into flour, the next process for the kapah shells is kneading to become kapah shell lime products. This process involves slowly mixing the kapah clamshell flour with cold fresh river water until the flour turns into dough. This step requires painstaking mixing, where water is added little by little and pounded (adon) until it reaches the right texture. After reaching a dough-like texture, the kapah clamshell lime is ready for packaging. The dough is put into a blek that has previously been lined with plastic, thus ensuring the product is maintained and ready to be marketed.

### 3.2.2. *Innovation Based on Local Wisdom*

This role combines local wisdom and traditional practices with contemporary innovations to create relevant products for today's market. Innovations may involve modernizing production processes or blending traditional and contemporary designs. While modern technology can enhance efficiency and output consistency, this kapah clamshell lime SMIs has yet to explore such innovations. Furthermore, product designs can integrate traditional elements with a contemporary twist, appealing to both historical and modern consumer preferences. However, until now the kapah clamshell lime SMI has not innovated in terms of product packaging.

### 3.2.3. *Local Economic Development*

*Local wisdom-based* products have the potential to be a source of economic income for *local* communities. Their role in local economic development includes creating jobs, increasing household income, and supporting the growth of local businesses. Through the manufacture and sale of *local wisdom-based* products, namely kapah clamshell lime, local communities can be involved in various stages of production, from raw material collection to distribution. In addition, the income generated from the process up to the sale of these products can improve the economic welfare of local communities, strengthen their purchasing power, and reduce poverty levels. Through *local wisdom-based* product development, local communities can be empowered to take an active role in advancing their economy.

#### 3.2.4. *Culture and Tourism Promotion*

Local wisdom-based products attract tourism by promoting the uniqueness of local culture, maintaining cultural identity, and offering authentic experiences for tourists. Revenue from tourism also supports the local economy and cultural and environmental preservation. This not only enriches the tourist experience but also supports economic development and preservation of local and regional culture.

#### 3.2.5. *Environmental Conservation*

Sustainable *local wisdom-based* product development also involves preserving the natural environment. By responsibly utilizing local raw materials and practicing environmentally friendly production processes, this role helps in conserving natural resources and maintaining environmental sustainability. For example, ash from combustion is used for reforestation or to fertilize the soil. Water for the production process is taken directly from the river. According to the information from the interview with Mr. Mulkini in July 2023: "We just sow the ash from burning the wood and the soil will become fertile. We take the water to mix the shell ash directly from the river". Thus, *local wisdom-based* products not only contribute to economic and cultural sustainability but also strengthen the commitment to preserving the natural environment for future generations.

### 3.3. *Challenges and Opportunities in Marketing Local Wisdom-Based Products*

Marketing *local wisdom-based* products faces several challenges and opportunities that need to be considered. One of the challenges is facing competition with products that are mass-produced and widely commercialized. In addition, the limited accessibility and reach of the global market is also an obstacle to expanding the distribution of kapah clamshell lime products. However, on the other hand, there are opportunities to turn challenges into benefits. Products based on *local wisdom* have uniqueness and authenticity that can attract consumers who care about culture and the environment.

## 4. CONCLUSION

Small and medium-sized industries (SMI) producing kapah clamshell lime in Pulau Sugara Village, Alalak District, Barito Kuala Regency, South Kalimantan, still rely on traditional marketing strategies to market their products. Such strategies, such as *word-of-mouth*, telephone, and billboards, have been an integral part of local marketing practices passed down through generations. However, despite their dominance, these strategies have proven less effective in reaching a wider market and increasing product sales. Therefore, the integration of traditional marketing strategies with modern marketing techniques is essential to improve the competitiveness of the kapah clamshell lime SMI in an increasingly competitive market. On the other hand, Sugara Island Village has great potential to become an attractive tourist destination and increase the sales of kapah clamshell lime. Therefore, it should develop a marketing strategy that focuses on local wealth and traditional culture. This includes organizing tours that introduce visitors to the kapah clamshell lime-making process, especially for the learning of students, as well as improving tourism infrastructure and promotion through various media. In addition, to strengthen human resources for online marketing, training on the use of digital technology is needed for local entrepreneurs. This includes training on the use of social media, creating engaging online content, and effective online promotion techniques. Then, contributions from the local government are also needed to support local community activities. By improving skills in online marketing, SMEs can expand their market reach and increase product visibility, which can have a positive impact on sales and income in Sugara Island Village. In addition, strengthening distribution channels by selling directly to end consumers can be a solution to increase profits, taking into account aspects of packaging, shipping, and the creation of new jobs in the process. With this approach, Sugara Island Village can develop as a unique tourist destination while providing economic and social benefits to the local community.

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