

Marketing Channels for Wingko Babat “Pratama” In Gajah mungkur Village Gajah mungkur District Semarang City

Anisa Amilia Hidayah¹, Shofia Nur Awami², Heri Kustanto³, Lutfi Aris Sasongko⁴
Agribusiness Study Program, Wahid Hasyim University, Semarang
Email: anisamlh210@gmail.com

ABSTRACT

Developing the community economy through micro, small, and medium enterprises is essential. Wingko babat is a traditional food that plays a crucial role in strengthening regional identity within the traditional food industry. The transformation from a cottage industry to an industrial sector has built a well-known reputation. Wingko producers, especially in Semarang, compete on various aspects, including taste, packaging design, and marketing techniques. This study aims to determine marketing channels, marketing margins, producers, and the market share of wingko babat *share* and the efficiency of the marketing channel for wingko babat "Pratama" in Gajah mungkur Village, Gajah mungkur District, Semarang City. The research method used in this study is a quantitative descriptive analysis method. The method for determining the sample of producer respondents uses the methods *nowball sampling*. The results of the study show that wingko babat has 3 marketing channels, namely the conventional marketing channel level I producer → consumer, the conventional marketing channel level II producer → souvenir center → end consumer and the non-conventional marketing channel level I producer → online store → end consumer. The conventional marketing channels level I and II wingko babat have an efficient marketing margin of <50% and have producers whose marketing efficiency is >50%. Meanwhile, non-conventional level I marketing channels have a less efficient marketing margin, namely >50% and have producers *share* The least efficient marketing channel is <50%. The most efficient marketing channel is the first-level conventional marketing channel.

Keywords: *Marketing channels, Marketing margin, Manufacturers share, Marketing efficiency, Wingko babat*

INTRODUCTION

Wingko babat is a traditional food that plays an important role in strengthening regional identity, especially in the Semarang City area. The wingko babat industry "Pratama" in Gajahmungkur, Semarang City, is a business that contributes to maintaining local cultural wisdom amidst the increasingly strong current of globalization, and must remain competitive amidst competition with modern food companies. In this competition, one of the widely known wingko babat brands is "Wingko Babat Pratama." The "Wingko

Babat Pratama" industry has been established since the beginning of 2009, founded by Mr. Yoko Setiyo has a long history and extensive sales to various souvenir shops in Central Java, East Java and West Java and has sold 2000 packages online through e-commerce in 2023. Wingko production of 1,200 bags per day continues to this day.

The shift from a home industry to an industrial sector has built a considerable reputation. Wingko producers, especially in the Semarang region, compete on various aspects, including taste, packaging design, and marketing techniques. Therefore, in the face of increasingly fierce competition and changes in the social environment, wingko business owners must remain flexible and adaptable. Implementing appropriate marketing channels is key to achieving business excellence. Marketing channels have a significant impact on the success of the entire marketing process (Sari, 2023). Marketing activities involving a large number of elements are referred to as marketing channels. Carefully planned and executed marketing will produce positive results. Essentially, marketing goods involves two things: the physical movement of the goods themselves and the transaction activities related to those goods (Ustriyana, 2017). Based on research by Nurhapsa (2018), this study identified and evaluated the marketing efficiency of Arabica coffee. The research sample included 23 coffee farmers, 8 collectors, and 3 wholesalers, for a total of 11 traders (including collectors). The results showed three patterns of Arabica coffee marketing channels in Potukullin Village. The first pattern involves farmers as producers who also act as traders towards consumers. The second pattern involves farmers selling coffee to wholesalers, who then market it to consumers. While the third pattern involves farmers selling coffee to collectors, who then sell it to wholesalers, and finally to consumers. Marketing channels I and II are proven to be efficient because the marketing efficiency values obtained are less than 1, and both channels have shorter distances compared to marketing channel III.

The efficiency of marketing channels can be measured by the marketing system's ability to deliver products such as wingko babat from producers to consumers at the most economical cost, as well as to distribute them fairly to all parties involved in the production and marketing of wingko babat products. Marketing is an important element in the agribusiness system. Benefits and profits can be obtained by all parties when the

marketing mechanism runs well (Lestari, 2016). By referring to this context, the importance of conducting research on distribution channels or marketing channels, marketing margins, and the efficiency of the Wingko Babat Pratama marketing channel in Gajahmungkur Village, Gajahmungkur District becomes clearer.

RESEARCH METHODS

The method used in this research is a quantitative descriptive method. The quantitative descriptive method is a type of research that aims to systematically, factually, and accurately describe the facts and characteristics of a particular population or describe a phenomenon in detail using numbers, starting from data collection, interpretation of the data, and the presentation and results (Abdullah, 2015). The selection of the research location was determined deliberately. (*Purposive*). *Purposive sampling* can be interpreted as a selection that is determined deliberately with certain considerations that are adjusted to the research objectives, so the selection of the subject group is based on certain characteristics or traits that are seen as being able to have a very close relationship with the characteristics or traits of the population that have been previously known. The determination of respondents in this study uses the technique *snowball sampling* by knowing the direction of the marketing channel. According to Nurdiani (2014) *snowball sampling is* to take a number of cases through the relationship between one person and another or one case and another case, then look for further relationships through the same process, and so on.

Data analysis

1. Marketing Margin

The marketing margin describes the difference between consumer prices (Pr) and producer prices (Pf). Marketing margin is calculated using the following formula, according to Sitinjak (2023):

$$\mathbf{M = Pr - Pf}$$

Information:

M = marketing margin (Rp/Bag)

Pr = price at the end consumer level (Rp/Bag)

Pf = price at retail level (Rp/Bag)

2. Manufacturer Share

According to Herawati, (2017), Producers *share* used as an indicator to measure marketing efficiency by comparing the price received by farmers with the price paid by consumers. Systematically, it can be written using the following formula:

$$Ps = \frac{Pf}{Pr} \times 100\%$$

Information :

Ps: Percentage of price at producer level (%)

Pf: Price at producer level (Rp/Bag)

Pr: Price at consumer level (Rp/Bag)

3. Marketing Efficiency

According to Soekartawi (2002), efficiency is measured by the satisfaction of consumers, producers, and institutions involved in distributing goods or services from producers to end consumers. To calculate marketing efficiency, the following formula can be used:

$$EP = \frac{BP}{HE} \times 100\%$$

Information :

EP : Marketing efficiency

BP : Marketing costs

HE : Retail price

The decision-making criteria are:

-EP is 0-50% then the marketing channel is efficient.

-EP is greater than 50% then the marketing channel is less efficient.

RESULTS AND DISCUSSION

Research Location Overview

Wingko Babat Industry “Pratama” is a micro, small, and medium enterprise that has been operating for 16 years since 2008. This industry was founded by Mr. Yoko

Setiyo, this business is located on Jl. Tumpang RT 003 RW 009, Gajahmungkur District. This location is also the main production house of the wingko babat produced. Every day, this industry produces 1,200 bags with 20 pcs per bag of wingko babat. Until now, the production continues to run smoothly. Wingko babat products from this industry have been widely marketed and are available in various souvenir shops and rest areas spread across Central Java, East Java and West Java.

A. Respondent Characteristics

The characteristics discussed include gender age, education. This is expected to provide a clear picture of the respondents' conditions and their relationship to the problem and objectives of the study. One effort to support the discussion in this study is to understand the respondents' backgrounds (Isyanto, 2019). The sample of this study consisted of various parties involved in the production and distribution of "Pratama" wingko babat. Respondents included one producer responsible for making wingko babat and three traders who sold the product at souvenir centers.

a. Manufacturer Respondents

1. Age Level

The characteristics of the producer respondents for the researcher are Mr. Yoko Setiyo, the owner of the wingko babat production house "Pratama" who lives on Jl. Tumpang, Gajahmungkur District, Semarang City. Younger producers tend to adopt innovations more quickly because they have high enthusiasm and curiosity. In this study, the age of the "Pratama" wingko babat producer is 40 years old. This age is an important indicator because it is related to energy and productivity. Productive age is very influential in achieving an effective and efficient business because it is related to the workforce. According to Haloho et al. (2013), productive age ranges from 20-55 years. Ages under 20 years are considered unproductive or still in school, while ages over 55 years usually show a decrease in productivity with age.

2. Level of education

Based on interviews, the highest educational attainment of the "Pratama" wingko babat producers was high school. This level of education reflects their knowledge and skills, as well as their intellectual development. This significantly

impacts their marketing knowledge, making them more cautious in marketing their products and reducing the risk of loss (Rizqina, 2022).

b. Respondents Center for Gifts

1. Klino-Klino Souvenir Center

The Klinong-Klinong souvenir center is located at Jl. Pamularsih Raya No. 72, Bongsari, West Semarang District, Semarang City. According to interviews, the shop has been open for about 10 months. Klinong-Klinong collaborates with wingko babat producer "Pratama" to sell their products through a consignment system. Wingko Babat Pratama deposits approximately 50 bags of wingko at the shop daily, and typically sells between 30 and 40 bags per day.

2. Koeta Toea Souvenir Center

The Koeta Toea souvenir shop is located at Jl. Brigjen Sudiarto No. 448b, Pedurungan Tengah, Pedurungan District, Semarang City. According to interviews, the shop has been operating for 1 year and 8 months. The shop also collaborates with the wingko babat producer "Pratama" through a consignment system. The shop is able to sell out 50 bags of wingko every day, and even more during peak periods. This high sales success is due to the shop's strategic location in the Koeta Toea area, which is known for its culinary tourism and attractive photo spots. This allows tourists to immediately purchase souvenirs after their trip.

3. Souvenir Center 52

Souvenir center 52 is located at Jl. Jenderal Sudirman No. 134, Cabean, West Semarang District, Semarang City. Based on interviews, this shop has been established for 7 years and 6 months. Wingko babat "Pratama" has been collaborating with this souvenir center for 5 years, and every day, around 50 wingko bags are consigned and sold around 35 to 50 bags or even more. The popularity of this shop is due to its completeness and its long-standing presence in Semarang, so that many loyal customers buy souvenirs here. Overall, these three souvenir centers show a good sales pattern for wingko babat "Pratama" products, with each having its own advantages based on location, reputation, and sales strategy.

B. Marketing Channels

Based on observations and interviews, the marketing channels at the "Pratama" wingko babat business include several marketing channels, namely conventional marketing channels and non-conventional marketing channels. Conventional marketing channels are a method of distributing products or services that go through various stages and intermediaries such as producers, wholesalers, retailers, and finally to the end consumer (Prasetyo, 2008). Non-conventional or online marketing channels involve the use of digital platforms such as *Shopeefood*, *GrabFood*, *GoFood* and social media to sell products or services directly to consumers.

C. Marketing Margin

The difference in marketing margins for Pratama wingko babat in Gajahmungkur Village, Gajahmungkur District, can be seen more clearly in Tables 1, 2 and 3.

Table 1. Conventional Marketing Margin I Wingko Babat "Pratama"

Types of Channels	Variants Flavor	Institution	HB (Rp/bag)	HJ (Rp/bag)	MP (Rp/bag)
SK I	All Variants	Manufacturer	-	21.000	-
		Consumer	21.000	-	-
TOTAL					-

Source: Processed Primary Data, 2024

Table 1.2 Conventional Channel Margin II Wingko Babat "Pratama"

Types of Channels	Variants Flavor	Institution	HB (Rp/bag)	HJ (Rp/bag)	MP (Rp/bag)
EN II	Original	Manufacturer	-	17.000	23.000
		Souvenir Center	17.000	35.000	
		Consumer	35.000		
	Various Flavors	Manufacturer	-	18.000	22.000
		Souvenir Center	18.000	35.000	
		Consumer	35.000		
TOTAL					45.000
EN II Very clean.	Original	Manufacturer	-	21.000	
		Souvenir Center	21.000	28.000	7.000
		Consumer	28.000		
		Manufacturer	-	21.000	

	Various Flavors	Souvenir Center Consumer	21.000 30.000	30.000	9.000
		TOTAL			16.000
Old man	Original	Manufacturer	-	21.000	
		Souvenir Center	21.000	35.000	14.000
		Consumer	35.000		
	Various Flavors	Manufacturer	-	22.000	
		Souvenir Center	22.000	39.000	17.000
		Consumer	39.000		
		TOTAL			31.000

Source: Processed Primary Data, 2024

Table 3. Non-Conventional Marketing Channels I Wingko Babat “Pratama”

Types of Channels	Variants Flavor	Institution	HB (Rp/bag)	HJ (Rp/bag)	MP (Rp/bag)
SNK I	Original, During Chocolate, Jackfruit	Manufactur er	-	21.840	10.160
		<i>Shopeefood</i>	28.000	32.000	
		Consumer	32.000		
	Various Flavors	Manufactur er	31.000	24.180	10.820
		<i>Shopeefood</i>	35.000	35.000	
		Consumer			
		TOTAL			51.460

Source: Processed primary data, 2024.

Information :

HB : Purchase Price

HJ : Selling Price

MP : Marketing Margin

SK : Conventional Channel

SNK : Non-Conventional Channels

Tables 1, 2, and 3 above show the differences in margins obtained at three levels of distribution channels for selling wingko babat. In the first conventional marketing channel, the producer directly sells all wingko babat variants to consumers at the same price of Rp 21,000 per bag. Because there are no intermediaries, the marketing margin in this channel is zero. In the second conventional channel, the producer consigns wingko babat to three souvenir centers. The producer only consigns the original coconut flavor and various flavors to each souvenir center due to demand from the shops themselves and considering that wingko products only have a shelf life of 5 days. Next is the non-conventional marketing channel or online marketing channel. In this channel, the

producer sells wingko babat in original, pandan, chocolate, and jackfruit flavors through *Shopeefood* at a price of Rp. 28.000/it.

D. Marketing Costs

Marketing costs are costs incurred throughout the marketing process, from when the product leaves the hands of the producer until it is received by the end consumer (Yaskun, 2019). The various costs and their amounts incurred by wingko babat marketing agencies can be seen in Tables 4, 5, and 6.

Table 4. Marketing Costs for Conventional Channels I Wingko Babat “Pratama”

Types of Channels/ Variants	Marketing Agency	Description	Unit (Rp/bag)
SK	Manufacturer	Selling price	21.000
	Consumer	Purchase Price	21.000
All Variants	Total Marketing Cost		-
	Marketing Margin		-

Source: Processed primary data, 2024.

Table 5. Marketing Costs for Conventional Channel II Wingko Babat “Pratama”

Types of Channels/ Variants	Marketing Agency	Description	Unit (Rp/bag)
SK II Store 52 Original	Manufacturer	Consignment	17.000
	Shop 52	Price	17.000
	Consumer	Purchase Price	35.000
	Total Marketing Cost	Purchase Price	8.000
	Marketing Margin		23.000
Various Flavors	Manufacturer		15.000
	Shop 52	Consignment	18.000
	Consumers	Price	35.000
	Total Marketing Cost	Purchase Price	8.000
	Marketing Margin	Purchase Price	22.000
Klinong-klinong shop Original	Manufacturer		14.000
	Klinong-klinong shop	Consignment	21.000
	Consumer	Price	21.000
	Total Marketing Cost	Purchase Price	28.000
	Marketing Margin		3.000
Various Flavors	Manufacturer		7.000
	Klinong-klinong shop	Consignment	4.000
	Consumer	Price	21.000
	Total Marketing Cost	Purchase Price	21.000
	Marketing Margin		30.000

	Total Marketing Cost	Purchase Price	3.000
	Marketing Margin	Purchase Price	9.000
	Marketing Benefits		6.000
Toko Koeta Toea Original	Manufacturer	Consignment Price	21.000
	Toko Koeta Toea		21.000
	Consumer	Purchase Price	35.000
	Total Marketing Cost	Purchase Price	7.000
	Marketing Margin		14.000
	Marketing Benefits		7.000
Various Flavors	Manufacturer		22.000
	Toko Koeta Toea	Consignment Price	22.000
	Consumer		39.000
	Total Marketing Cost	Purchase Price	7.000
	Marketing Margin	Purchase Price	17.000
	Marketing Benefits		10.000

Source: Processed primary data, 2024.

Table 6. Marketing Costs of Non-Conventional Channels I Wingko Babat “Pratama”

Types of Channels/ Variants	Marketing Agency	Description	Unit (Rp/bag)
SNK I Original During Chocolate Jackfruit	Manufacturer	Selling price	21.840
	<i>Shopeefood</i>	Consignment	28.000
	Consumer	Price	32.000
	Total Marketing Costs	Purchase Price	18.160
	Margin Marketing		10.160
	Marketing Benefits		8.000
Various flavors	Manufacturer		24.180
	<i>Shopeefood</i>	Selling price	31.000
	Consumer	Consignment	35.000
	Total Marketing Costs	Price	18.820
	Margin Marketing	Purchase Price	10.820
	Marketing Benefits		8.000

Source: Processed primary data, 2024.

Information :

SK : Conventional Channel

SNK : Non-Conventional Channels

Tables 4, 5, and 6 detail the types of marketing costs for wingko babat in three different marketing channels: conventional channels I, II, and non-conventional channel I. In conventional channel I, wingko babat is sold directly from producers to consumers without going through intermediaries. The marketing cost in this channel is Rp 0 per bag because there are no institutions involved, so there are no marketing costs. Conventional channel II involves sales through three souvenir shops, namely the Klinong-Klinong souvenir center, 52, and the Koeta Toea souvenir center, with different marketing costs. Non-conventional marketing channel I involves selling wingko babat through *Shopeefood* before reaching consumers.

E. Manufacturer Share

Manufacturer *share* is an analytical tool used to measure efficiency from the producer's income perspective (Sumarni, 2021). The results of the producer's analysis *share* in the wingko babat business "Pratama" which is shown in table 7.

Table 7. Producer Analysis *Share* Wingko Babat Pratama

No	Conventional Channels /Varian	Information	Price (Rp/Bag)	Manufacturer Share (%)
1.	Level I All Variants	Pf	21.000	100%
		Pr	21.000	
2.	Souvenirs 52	Pf	17.000	48%
		Pr	35.000	
	Various Flavors	Pf	18.000	51%
		Pr	35.000	
	Klinong-klinong souvenirs	Pf	21.000	75%
		Pr	28.000	
	Original	Pf	21.000	70%
		Pr	30.000	
	Koeta Toea Souvenirs	Pf	21.000	60%
		Pr	35.000	
Various Flavors	Pf	22.000	56%	
	Pr	39.000		

No	Non-Conventional Channels /Varian	Information	Price (Rp)	Manufacturer Share (%)
1.	Original, Pandan	Pf	21.840	68%
		Pr	32.000	
	Chocolate, Jackfruit	Pf	24.180	69%
		Pr	35.000	

Source: Processed primary data, 2024

Information :

Pf: Price at producer level (Rp/Bag)

Pr: Price at consumer level (Rp/Bag)

Table 7 explains the distribution of wingko babat prices in three different marketing channels as well as the percentage of producers. *share* received by producers. Conventional channel I shows that the price of wingko babat at the producer and consumer levels is the same, namely Rp. 21,000 for all variants. The results of this statement indicate that there are no intermediaries or additional costs involved in the marketing process. Therefore, the percentage *share* Manufacturers are not counted or can be considered 100%. Conventional channel II uses souvenir shops as intermediaries. Prices at each souvenir shop vary due to varying levels of promotion and the condition of the shop, as shown in Table 7. Non-conventional channel I involves sales through *Shopeefood* with original, pandan, chocolate, and jackfruit variants at the same price, where the price at the producer level is Rp21,840 and the price at the consumer level reaches Rp32,000. In this channel, the producer share obtained is 68%, which means that of the total selling price to consumers, 68% is the portion received by the producer.

F. Marketing Efficiency

Marketing efficiency is one aspect of marketing in an effort to increase the movement of goods from farmers to consumers. Efficient marketing will be created when producers and marketing institutions and consumers are satisfied. An inefficient marketing system results in a small share received by farmers and consumers paying high (Asmarantika, 2012). The lower the percentage obtained, the more efficient the marketing is, with a percentage <50% and is said to be inefficient with a percentage >50%. The level of efficiency in each marketing channel in the wingko babat Pratama industry in Gajahmungkur Village, Gajahmungkur District can be seen in Table 8.

Table 8. Analysis of Wingko Babat Pratama Marketing Channel Efficiency

No	Conventional channels /varian	Information	Unit value (Rp)	Efficiency Level Percentage (%)
1.	Level I All Variants	Marketing Costs Product Selling Value	- 21.000	

		Efficiency Level		0%
2.	Level II			
	Souvenirs 52	Marketing Costs	8.000	22%
	Original	Product	35.000	
	Various Flavors	Selling Value	8.000	22%
		Marketing Costs	35.000	
	Klinong-klinong	Product		
	souvenirs	Selling Value	3.000	10,7%
	Original		28.000	
	Various Flavors	Marketing Costs	3.000	10%
		Product	30.000	
		Selling Value		
	Koeta Toea Souvenirs	Marketing Costs	7.000	20%
	Original	Product	35.000	
	Various Flavors	Selling Value	7.000	17%
			39.000	
		Marketing Costs		
		Product		
		Selling Value		
		Marketing Costs		
		Product		
		Selling Value		

No	Non-Conventional Channels /Varian	Information	Unit value (Rp)	Efficiency Level Percentage (%)
1.	Level I	Marketing Costs	18.160	56%
	Original, Pandan	Product	32.000	
	Chocolate, Jackfruit	Selling Value	18.840	53%
	Various Flavors	Marketing Costs	35.000	
		Product		
		Selling Value		

Source: Processed Primary Data, 2024

Based on table 8, the marketing efficiency analysis of wingko babat "Pratama" has two efficient channels, namely conventional channels I and II and non-conventional channel I. Based on the marketing efficiency value, conventional marketing channel I is the most efficient channel because it does not burden producers or consumers.

CONCLUSION AND RECOMMENDATIONS

Based on the description of the results and discussion of the marketing channel analysis of wingko babat "Pratama" in Gajahmungkur Village, Gajahmungkur District, the following conclusions can be drawn:

1. Wingko babat marketing has three marketing channel patterns, namely conventional marketing channel I, where producers sell directly to end consumers. Conventional marketing channel II, where producers leave wingko at souvenir shops and then the shops sell to end consumers. Non-conventional channel I, where producers sell through...*Shopeefood* then consumers will buy through the application.
2. The most efficient marketing channel level is marketing channel pattern I, namely sales through producers and directly to consumers without going through intermediaries with a percentage of 0%.
3. In an effort to reduce marketing costs and not burden consumers, producers need to improve and expand conventional marketing channels I.

REFERENCE

- Abdullah, P. M. (2015). *Quantitative Research Methods*. Aswaja Pressindo.
- Asmarantika, R. W. (2012). Agribusiness Marketing (Agrimarketing). Economic and Management Approach. *Indonesian Agribusiness Journal*, Vol: 5 No 2, 151-172.
- Herawati. (2017). Analysis of Palembang Pineapple Trading System (Case Study of Paya Besar Village, Payaraman District, Ogan Ilir Regency, South Sumatra Province) [Thesis]. Bogor, Bogor Agricultural Institute.
- Hello, Ruth Dameria, Siswanto Imam Santoso, & Sudiyono Marzuki. (2013). *Profitability Analysis of Dairy Cattle Farming Business in Semarang Regency. Journal of Humanities Development* Vol. 13 No. 1. <https://jurnal.polines.ac.id/index.php/ragam/article/view/468>
- Isyanto (2019) Analysis of Crystal Guava Marketing Channels (case study in Bangunsari Village, Pamarican District, Ciamis Regency). *AGROINFO GALUH Student Scientific Journal* Volume 6, Number 2 May 2019:321-328 Jakarta. Journal Vol. 5 No. 2. Jakarta. Binus University.
- Lestari. (2016). Analysis of Coffee Farming and Marketing Efficiency (Coffea Sp) in Pulau Pungung District, Tanggamus Regency. *Journal of Agricultural Socioeconomics and Agribusiness Students*, Muhammadiyah University of Makassar <http://digilib.unila.ac.id/id/eprint/24927>

- Nurdiani, N. (2014). Snowball Sampling Technique in Field Research. *Comtech: Computer, Mathematics And Engineering Applications*, 5(2), 1110. <https://doi.org/10.21512/Comtech.V5i2.2427>
- Nurhapsa, Nuddin, A., Suherman, & Lismayanti. (2018). Efficiency of Arabica Coffee Marketing Channels in Enrekang Regency. Proceedings of the National Seminar. "Multidisciplinary Synergy of Science and Technology", Pare-pare, April, 9-10.
- Prasetyo, S. B. (2008). Analysis of Product Marketing Distribution Efficiency Using the Data Envelopment Analysis (DEA) Method. *Journal of Engineering Research*, Vol. 8 No. 2, 120-128
- Risqina. (2022) *Income Analysis of Potting Cattle and Karapan Cattle Breeders in Sapudi, Sumenep Regency*. Jitp Journal Vol.8, No.3. Undip, Semarang.
- Sari, W. (2023). *Marketing Channel Analysis of Crystal Guava Fruit (Psidium Guajava L.) in the Karanggeneng Horticultural Seed Garden, Gunung Pati District*. (Thesis). Semarang, Indonesia: Wahid Hasyim University.
- Sitinjak, W., R.I. Anggraini., Munajat., M., F.P. Sari., Wulandari., Nurdiana., A. Fatmawati. 2023. *Agricultural Marketing and Commerce*. Widina Bhakti Persada Bandung, Bandung.
- Soekartawi. (2002). *Basic Principles of Agricultural Product Marketing Management*. PT RajaGrafindo Persada, Jakarta.
- Ustriyana, I. N. G. (2017). Agribusiness Marketing. *Module. Agribusiness Study Program, Faculty of Agriculture, Udayana University*, 1(1), 1–14.
- Yaskun, M. (2019). Wingko Babat Industry Development Strategy. Proceedings of the National Seminar on Technology and Science, Lamongan, September 18.