

MARKETING MIX STRATEGY OF TOFU PRODUCTS IN TOFU AGROINDUSTRY IN JAMBI CITY

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ABSTRACT

This research aims to (1) Describe the general picture of the tofu agroindustry in Jambi City, (2) Analyze aspects of the marketing mix that has been implemented by the tofu agroindustry in Jambi City. The selection of the research location was carried out purposively by considering production capacity and number of workers. Respondents in this research are agro-industry owners. The analytical method used is descriptive qualitative by providing assessments using a Likert scale (4,3,2,1). The results of this research show that, (1) the Tofu Koni, Tagor Kuring, and Ghaizan Alfarizi agro-industry is an industry that produces wet tofu and dry tofu located in Jambi City with different numbers of workers, namely 9 people, 6 people, and 3 people. . Production activities are carried out every day and use grinding machine technology. Products are distributed to market distributors in Jambi City. The selling price of the product is different for each agro-industry starting from Rp. 600 – Rp. 11,000, (2) The overall implementation of the 7P marketing mix strategy implemented by Tahu Koni Agroindustry, Tagor Kuring Agroindustry, and Ghaizan Alfarizi Agroindustry is in the good category. The three agro-industries can maintain aspects of the marketing mix that are in the good category and improve and improve aspects of the marketing mix that are still in the poor category. Aspects that need to be improved are the promotion aspect, the people aspect and the physical evidence aspect.

Published:2025/01/29

Keywords: marketing mix, tofu, tofu agroindustry

INTRODUCTION

Processed soybean products can be said to be a source of nutritional intake that is very popular because the price is not too expensive and can be affordable for the entire community. There are two groups of processed products that use soybeans as raw materials, namely fermented foods and non-fermented foods (Supriatna & Hasrini, 2019). Jambi Province is one of the provinces where processed soybean products are one of the foods that are widely consumed by the community, either as a side dish or processed into other processed products. The most popular processed soybean foods are tempeh, tofu and oncom. There are 22 agro-industries in Jambi City that run businesses in the field of processing soybeans into tofu products (Department of Industry and Trade, 2024). Large-scale agro-industry, namely Koni Tofu Agro-industry with a production of 365,000 kg/year. Medium-scale agro-industry, namely Tagor Kuring Agro-industry with a production of 146,000 kg/year. Small-scale agro-industry, namely Ghaizan Alfarizi Agro-industry with a production of 73,000 kg/year.

The development of the three tofu agro-industries in Jambi City in 2019-2023 did not show significant changes or tended to decline. In the Koni Tofu Agro-Industry, the highest tofu production occurred in 2019 and starting in 2020 there was a very drastic decline in production due to the Covid-19 pandemic. In 2021, the production volume increased again to 30,000 pieces/day. However, it decreased again in 2022 and currently only produces 25,000 pieces/day. The highest tofu production of the Tagor Kuring Agro-Industry occurred in 2021 at 16,500 pieces/day and in 2022 production decreased. Currently, soybean use is only 400 kg/day with a tofu production of 12,000 pieces/day. In Ghaizan Alfarizi Agroindustry, the production volume in 2019 reached 8,250 pieces/day and in 2020 the production volume dropped to 5,000 pieces/day due to the Covid-19 pandemic. In 2021, the production volume increased again to 6,600 pieces/day.

However, in 2022 until now the production volume is only 6,600 pieces/day. Each agroindustry experiences several problems, one of which is the increase in the price of soybean raw materials which can affect the profit of the agroindustry, if the selling price increases, distributors will decrease because not many distributors want to take tofu products at high prices. In addition, the promotion carried out by each agroindustry is not carried out. This causes the distribution of tofu products in each agroindustry to only be in several traditional markets in Jambi City and does not expand to markets outside Jambi City. It can

also be seen from the production volume data from the three agroindustries that there has been no development, the tofu production produced from year to year is only the same. From these conditions, it can be seen that there are still elements of the marketing mix that have not been implemented properly by the tofu agroindustry in Jambi City.

The right marketing strategy must be implemented by the tofu agroindustry in Jambi City in order to reach a wider target market and implement aspects of the marketing mix optimally. This can increase sales volume so as to achieve greater agroindustry profits. Marketing activities to be carried out can be analyzed through a marketing mix that is in accordance with the conditions in each agroindustry, namely using the 7P marketing mix elements which include product, place, price, process, people, promotion, and physical evidence (Elliyana et al., 2022). Based on the background and problems stated above, this study aims to (1). Describe the general picture of the tofu agroindustry in Jambi City (2). Analyze aspects of the marketing mix that have been implemented by the tofu agroindustry in Jambi City.

RESEARCH METHOD

This research was conducted at the Koni Tofu Agroindustry, Tagor Kuring Agroindustry, and Ghaizan Alfarizi Agroindustry. The selection of the research location was carried out intentionally (purposive) with the consideration that these agroindustries have production capacities ranging from small, medium, and large. In addition, it was also seen from the comparison of the number of workers and the year of establishment from the newest to the oldest in Jambi City. The focus of this study is to examine the 7P marketing mix strategy implemented by the tofu agroindustry in Jambi City. The method used in this study is the observation and interview method using a questionnaire as a data collection tool. The data collected in this study are cross-section data from April to May 2024.

The data analysis method used in this study was qualitative descriptive analysis. In this study, descriptive analysis was used to describe or depict data in the form of a profile of the tofu agroindustry in Jambi City and the 7P marketing mix which includes product, promotion, price, place and distribution, process, people, and physical evidence that have been implemented so that they will be easier to understand. Then, qualitative descriptive analysis was carried out by providing values using a Likert scale (4,3,2,1) as an alternative answer where the alternative answer N (neutral) was not used or eliminated because it would make it difficult for researchers to make decisions (Suharsimi, 2014). This is also in line with research (Wijaya, 2021) which also conducted measurements using a Likert scale with four alternative answers. to the statements that have been prepared according to indicators that match the conditions in the field to determine the assessment of the marketing mix carried out by the agroindustry. The results of the average score calculation obtained from the assessment of the tofu agro-industry marketing mix in Jambi City will be grouped based on the average score tendency to determine the aspects of the marketing mix implemented including the very good, good, less good, and bad groups.

RESULTS AND DISCUSSION

General Overview of Tofu Agroindustry in Jambi City

The object of this research is the tofu agroindustry in Jambi City which is an agricultural product processing industry in the form of soybeans. In Jambi City, currently only a few tofu agroindustries are still in production, such as Koni Tofu Agroindustry, Tagor Kuring Agroindustry, and Ghaizan Alfarizi Agroindustry. These three agroindustries are still included in the household business scale. With the absorption of no more than 19 workers. The complete business profile of each agroindustry can be discussed further as follows.

Profile of Koni Tofu Agroindustry

Koni Tofu Agroindustry has been established for 44 years. The founder was Mr. Kaisun who was then continued by his children and grandchildren. This agroindustry already has a business license. The location of the Koni Tofu agroindustry is at Jalan Banda No. 27 Rt. 02, Talang Jauh Village, Jelutung District, Jambi City. Initially, the production process only involved family members, now it has a workforce of 9 people who carry out production every day. The product results are three types of tofu such as white tofu with a selling price of Rp. 800 / piece, super tofu Rp. 1,400 / piece and leaf tofu Rp. 11,000 / piece. Marketing of the products produced is carried out to several traditional markets in Jambi City, such as Kebun Kopi Market, Talang Banjar Market, Handil Market and Mama Market. The number of tofu products produced is 25,000 pieces / day.

Tagor Kuring Agroindustry Profile

Tagor Kuring Agroindustry has been established for 30 years. It was founded by Mr. Nana Mulyono and continued by his son named Ade Dadan Ramdan. This agroindustry is located at Jalan Selamat No. 31 Rt. 18, Tanjung Pinang Village, East Jambi District, Jambi City and already has a Business Location Permit. The workforce is 6 people and produces every day using 400 Kg / day of soybeans. The products produced are fried tofu with a price of Rp. 800 / piece and Sumedang tofu with a price of Rp. 700/piece is usually sold using plastic containing 10 pieces. The product is marketed to traditional markets in Jambi City, such as Angso Duo Market and Talang Banjar Market. The number of tofu products produced is 12,000 pieces/day.

Ghaizan Alfarizi Agroindustry Profile

Ghaizan Alfarizi Agroindustry has been in production for 12 years. Compared to the two previous agroindustries, Ghaizan Alfarizi is a fairly new agroindustry. This agroindustry was founded by Mr. Hudly Saitul Uyun, located at Jalan Sersan Anwar Bay No. 48, Kenali Besar Village, Kota Baru District, Jambi City and also has a Business Premises Permit. The production process by this agroindustry is carried out every day with a workforce of 3 people who are Mr. Hudly's own family. The use of soybeans in one production is 200 kg, producing approximately 6,600 pieces/day. The type of product marketed is fried tofu at a price of Rp. 700/piece, and Sumedang tofu at a price of Rp. 600/piece is usually sold using plastic containing 10 pieces. Product marketing is carried out at Angso Duo Market and Talang Gulo Market.

Tofu Production Process Stages

According to (Purwaningsih, 2007) the tofu making process starts from soaking, washing, grinding, cooking, coagulating and molding. Each agroindustry carries out the process regularly starting from washing and soaking soybeans, grinding, cooking, to molding. In Tagor Kuring Agroindustry and Ghaizan Alfarizi Agroindustry, there is an additional process, namely frying to produce fried tofu. The time required by Koni Tofu Agroindustry and Ghaizan Alfarizi Agroindustry to produce tofu is 12 hours, while Tagor Kuring Agroindustry requires 10 hours. Below is a picture of the stages of the tofu production process that can be seen from:

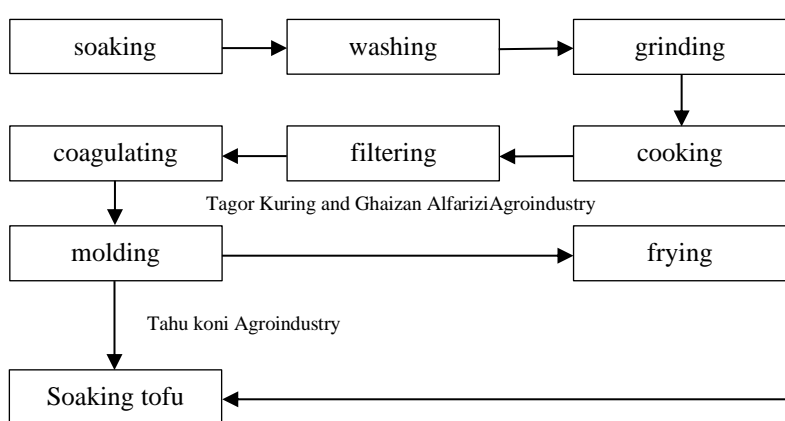


Figure 1. Stages of the tofu production process

Marketing Mix of Tofu Agroindustry in Jambi City

The 7P marketing mix that has been implemented by the Koni Tofu agroindustry, the Tagor Kuring agroindustry, and the Ghaizan Alfarizi agroindustry can be known more clearly based on the results of the research that has been conducted, then the marketing mix of each aspect implemented by the three agroindustries can be described as follows.

Product Aspect

Table 1. Marketing mix of product aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Raw material quality	Unbroken soybeans Originated from a trusted source	Unbroken soybeans Originated from a trusted source	Unbroken soybeans Originated from a trusted source
2	Raw material source	America Canada	America Malaysia	Malaysia
3	Product quality	Very soft Fresh Odorless	Soft Fresh Odorless	Soft Fresh Odorless
4	Product type	White tofu Super tofu Leaf tofu	Fried tofu Sumedang tofu	Fried tofu Sumedang tofu
5	Product size	4x4 cm 5x5 cm 9x9 cm	4x4 cm 3x3 cm	4x4 cm 3x3 cm

Based on Table 1, it can be seen that the marketing mix of product aspects implemented by the tofu agroindustry in Jambi City includes the quality of raw materials and their sources, the quality of the products offered, the type of product, and the size of the product based on the quality requirements of tofu according to SNI 01-3142-1998 and SII No. 0270-1990 (National

Standardization Agency, 1998). It can be seen that the marketing mix strategy in the product aspect implemented by the Koni Tofu Agroindustry has been implemented very well. In the Tagor Kuring Agroindustry and the Ghaizan Alfarizi Agroindustry, it is still categorized as good, it is hoped that it can further improve the quality of the products produced, because product quality is one of the main indicators in the product aspect that can include the reliability, durability, and consistency of the product (Kotler & Keller, 2009). and increase the production of other types of tofu so that the marketing mix strategy can run more optimally.

Price Aspect

Table 2. Marketing mix of price aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Pricing	Pricing Based on cost calculations Based on cost calculations	Pricing Based on cost calculations Based on cost calculations	Pricing Based on cost calculations Based on cost calculations
2	Product price	Rp. 800 Rp. 1.400 Rp. 11.000	Rp. 800 Rp.700	Rp. 700 Rp. 600
3	Providing payment terms	Yes	Yes	Yes

Based on Table 2, it can be seen that the price aspect marketing mix implemented by the tofu agroindustry in Jambi City includes pricing, product selling price, and payment terms. According to (Tjiptono, 2019) pricing is one of the important decisions in marketing. Price is the only element of the marketing mix that provides income or revenue for the company. In addition, price is a flexible marketing mix element, meaning it can be changed quickly. It can be seen that the marketing mix strategy in the price aspect implemented by the three agroindustries has entered the very good category, and can be maintained by conducting regular evaluations of market prices and consumer demand. In addition, it is important for the agroindustry to pay attention to factors such as production costs, market trends, and competition, so that they can adjust their pricing strategy to remain competitive.

Place Aspect

Table 3. Marketing mix of place aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Production location	In the industrial activity area	In residential areas	In residential areas
2	Location access	Easily accessible	Less easily accessible	Less easily accessible
3	Location reach to market	2 km 2,5 km 5,3 km 7,5 km	3,5 km 1 km	8,5 km 9,2 km
4	Storage warehouse	Large enough	Large enough	Enough
5	Distribution channels	4 traditional markets	2 traditional markets	2 traditional markets
6	Distribution schedule	02.00 – 03.00	02.30 – 03.00 04.30 – 05.00	22.00 – 23.00 02.30 – 03.00
7	Transportation Business	Car	Car	Car

Based on Table 3, it can be seen that the marketing mix of the place aspect carried out by the tofu agroindustry in Jambi City includes production location, location access, market reach, raw material storage warehouse and product distribution. It can be seen that the marketing mix strategy in the place and distribution aspects implemented by the three agroindustries is already categorized as good, but still needs to be improved in order to be better. One of them is by increasing the number of distribution channels to several more markets. By expanding the distribution network, the agroindustry can reach a wider market segment. In general, there are six types of distribution strategies that can be used, namely: a) distribution channel structure strategy; b) distribution coverage strategy; c) multiple distribution channel strategy; d) distribution channel modification strategy; e) distribution channel control strategy; f) conflict management strategy in distribution channels (Tjiptono, 2019).

Promotion Aspect

Table 4. Marketing mix of promotional aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Promotion strategy	Personal selling	Personal selling	Personal selling
2	Partnership	Market distributor Grocery store Culinary industry	Market distributor Grocery store	Market distributor Grocery store

Based on Table 4, it can be seen that the marketing mix of the promotion aspect carried out by the tofu agroindustry in Jambi City includes promotion and partnership strategies. It can be seen that the marketing mix strategy in the promotion aspect carried out by the Koni Tofu Agroindustry is still in the less good category, while in the Tagor Kuring Agroindustry and Ghaizan Alfarizi Agroindustry it is still in the bad category. This proves that the marketing mix strategy in the promotion aspect carried out by the three agroindustries is not optimal, so an alternative appropriate marketing strategy is needed in order to reach a wider market. Can run the marketing mix strategy proposed by (Kotler & Keller, 2005) such as advertising, sales promotion, personal selling, public relations, and direct marketing.

People Aspect

Table 5. Marketing mix of people aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Ratio Workforce	1 : 111	1 : 67	1 : 67
2	Recruitment of Workforce	Closed	Closed	Closed
3	Ability Workforce	Very skilled	Skilled	Skilled
4	Safety Workforce	provide PPE	provide PPE	provide PPE
5	Cleanliness Workforce	Maintain	Maintain	Maintain

Based on Table 5, it can be seen that the marketing mix of the people aspect carried out by the tofu agroindustry in Jambi City includes a sufficient number of workers, good skills, safety and hygiene of workers based on the K3 practice guidelines for industry (Buntarto, 2019) and head regulations (Food and Drug Supervisory Agency, 2012). The people aspect is not only to regulate, but also to improve performance, optimize productivity, resolve conflicts, help build a corporate culture, and optimize the capabilities of human resources owned by the company (Wijaya et al., 2023). It can be seen that the marketing mix strategy in the people/workforce aspect carried out by the Koni Tofu Agroindustry is already in the very good category, while the Tagor Kuring Agroindustry is still in the good category and the Ghaizan Alfarizi Agroindustry is still in the less good category. This proves that the marketing mix strategy in the people/workforce aspect carried out by the Ghaizan Alfarizi Agroindustry needs to be improved in order to improve the marketing mix strategy to be more optimal.

Process Aspect

Table 6. Marketing mix of process aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Production flow	Regular	Regular	Regular
2	Production cycle	12 hours	10 hours	12 hours
3	Production equipment	Complete	Complete	Complete
4	Payment process	Direct	Direct	Direct

Based on Table 6, it can be seen that the marketing mix of the process aspect carried out by the tofu agroindustry in Jambi City includes production flow, production cycle, production equipment, and payment process. A structured production flow will facilitate the tofu making process (Rahayu et al., 2012). According to (Wijaya et al., 2023) the process is a combination of all activities which generally consist of five indicators: a) procedures; b) work schedules; c) mechanisms; d) activities; and e) routine matters. It can be seen that the marketing mix strategy in the process aspect carried out by the three tofu agroindustries is already in the very good category and can be maintained by improving better standard operating procedures (SOPs).

Physical Evidence Aspect

Table 7. Marketing mix of physical evidence aspects in the tofu agroindustry in Jambi City

No	Indicator	Tahu Koni	Tagor Kuring	Ghaizan Alfarizi
1	Production location environment	Clean enough	Clean enough	Clean enough
2	Production building	Spacious Good appearance	Spacious Good appearance	Limited Poor appearance
3	Production layout	Organized	Organized	Organized
4	Business identity	None	Exist	None
5	Directions to location	Google maps	Google maps	Google maps

Based on Table 7, it can be seen that the marketing mix of physical evidence aspects carried out by the tofu agroindustry in Jambi City includes the production environment, buildings, spatial planning, business identity, and location directions. The indicator of having a business identity that makes it easy for consumers to reach the location is in line with research from the sister (Yunika, 2023). Physical factors that can be determinants for consumers traditionally are location and form, but with the development of technology there are non-physical factors such as website design, social media accounts, product packaging logos, product reviews from other consumers, service quality (Wijaya et al., 2023). It can be seen that the marketing mix strategy in the physical evidence aspect carried out by the Koni Tofu Agroindustry is in the good category, and in the Tagor Kuring Agroindustry it is already in the very good category, while the Ghaizan Alfarizi Agroindustry is still in the less good category. This proves that the marketing mix strategy in the physical evidence aspect carried out by the Ghaizan Alfarizi Agroindustry is not optimal, there needs to be improvements in the appearance of the building and business identity.

Marketing Mix Analysis of Tofu Agroindustry in Jambi City

From the results of research on the 7P marketing mix that has been implemented by the Koni Tofu agroindustry, Tagor Kuring agroindustry, and Ghaizan Alfarizi agroindustry, the characteristics of each variable can be known with descriptive analysis using the average score value of each aspect of the marketing mix strategy obtained from the results of scoring all statement items using a Likert scale. Can be seen in the picture below:

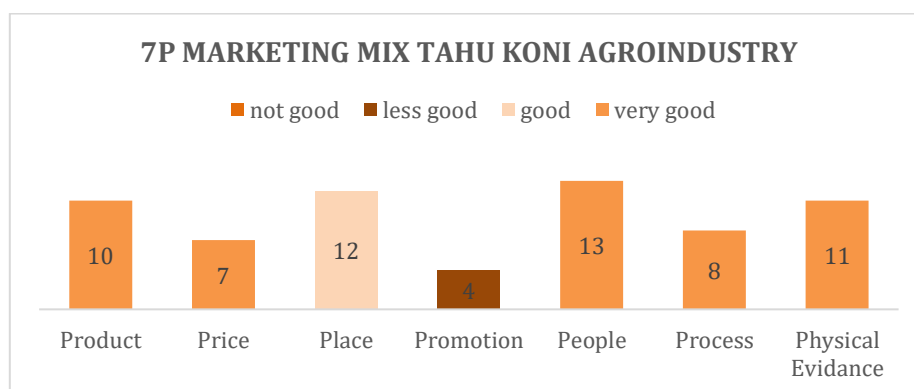


Figure 2. 7P marketing mix for the Tahu Koni agroindustry in 2024

Based on Figure 2, it shows that the 7P marketing mix implemented by the Tahu Koni agroindustry has been implemented well. There are four aspects that are categorized as very good, namely the product aspect with a score of 10, price with a score of 7, people with a score of 13, and process with a score of 8. While in the good category there are two aspects, namely the place aspect with a score of 12 and the physical evidence aspect with a score of 11. In addition, the aspect that is included in the less good category is the promotion aspect with a score of 4.

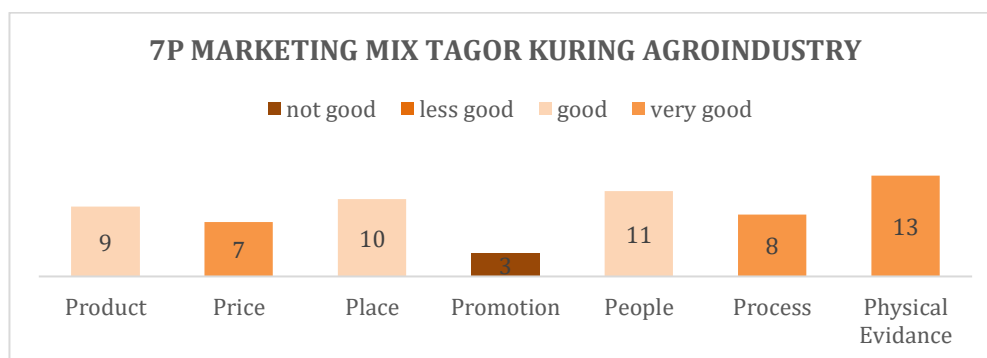


Figure 3. 7P marketing mix for the Tagor Kuring agroindustry in 2024

Based on Figure 3, it can be seen that the 7P marketing mix implemented by the Tagor Kuring agroindustry has been carried out well. There are three aspects that fall into the very good category, namely price with a score of 7, process with a score of 8, and physical evidence with a score of 13. While in the good category there are aspects of product with a score of 9, place with a score of 10 and people with a score of 11. In addition, the bad category is in the promotion aspect with a score of 3.

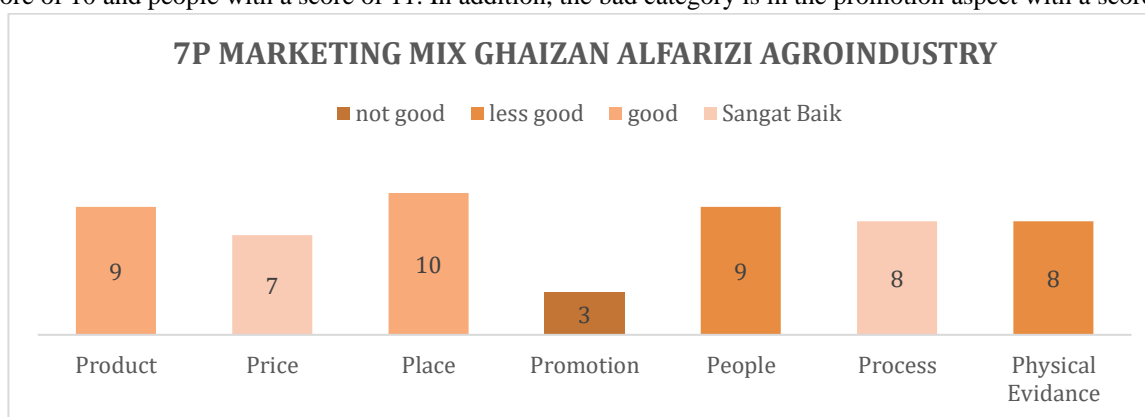


Figure 4. 7P marketing mix for the Tagor Kuring agroindustry in 2024

Based on Figure 4, it is clear that the 7P marketing mix implemented by Ghaizan Alfarizi agroindustry is included in the good category. There are two aspects that fall into the very good category, namely the price aspect with a score of 7 and the process with a score of 8. The good category includes the product aspect with a score of 9 and the place with a score of 10. The less good category includes the people aspect with a score of 9 and physical evidence with a score of 8. While the promotion aspect with a score of 3 falls into the category of not good aspects.

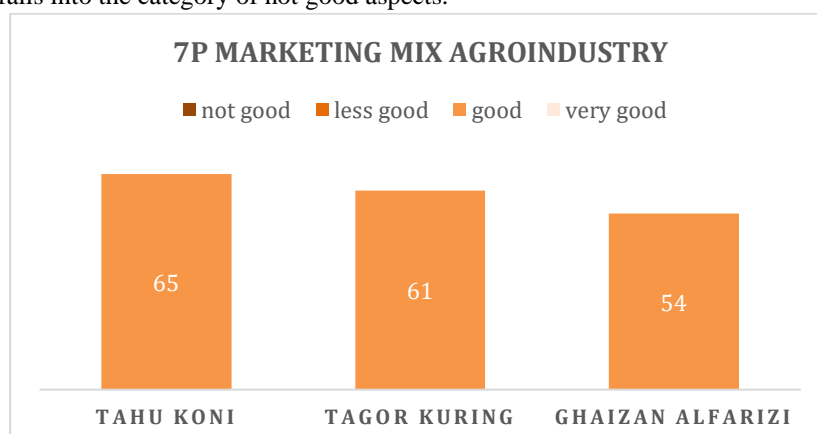


Figure 5. 7P marketing mix for tofu agroindustry in Jambi City in 2024

Based on Figure 5, it can be seen that overall the marketing mix run by the tofu agroindustry in Jambi City is in the good category. Koni Tofu Agroindustry has the highest total score compared to the two agroindustries, which is 65, then Tagor Kuring Agroindustry is 61, and Ghaizan Alfarizi Agroindustry is 54.

CONCLUSION

Koni Tofu Agroindustry, Tagor Kuring Agroindustry, and Ghaizan Alfarizi Agroindustry are industries that produce processed soybeans into tofu products such as white tofu, super tofu, leaf tofu, fried tofu and Sumedang tofu. The location of the Koni Tofu Agroindustry business is located at Jl. Banda No. 27 Rt. 02, Talang Jauh, Jelutung, Jambi City. Tagor Kuring Agroindustry is located at Jl. Selamat No. 31, Rt. 18, Tanjung Pinang, East Jambi, Jambi City. Ghaizan Alfarizi Agroindustry is located at Jl. Sersan Anwar Bay No. 48, Kenali Besar, Kota Baru, Jambi City. All three agroindustries already have a business permit. The production process is carried out every day with a workforce of 9 people at Koni Tofu, 6 people at Tagor Kuring, and 3 people at Ghaizan Alfarizi. Marketing of tofu products is carried out using distributors located in several markets in Jambi City.

Overall, the implementation of the 7P marketing mix strategy carried out by Tahu Koni agroindustry, Tagor Kuring Agroindustry, and Ghaizan Alfarizi Agroindustry has a marketing mix strategy that is in the good category, but still has aspects that need to be improved, namely the promotion aspect, the people aspect, and the physical evidence aspect.

ACKNOWLEDGMENTS

On this occasion, the author would like to thank the Dean of the Faculty of Agriculture, Jambi University, namely Dr. Forst Bambang Irawan, S.P., M.Sc., Head of the Agribusiness Department, Faculty of Agriculture, Jambi University, namely Dr. Mirawati Yanita, S.P., M. M., Head of the Agribusiness Study Program, Faculty of Agriculture, Jambi University, namely Ardhiyan Saputra, S.P., M.Sc., Supervisor I, namely Dr. Ir. Yanuar Fitri, M.Sc. and Supervisor II as well as academic supervisor, namely Dr. Ir. Endy Effran, S.P., M.Sc. who have been patient and always take the time to guide and provide advice to the author so that he can complete this research journal well. The author also would like to express his deepest gratitude to the author's parents who always provide moral support, material support, prayers and encouragement to the author, as well as all parties who helped complete the writing of this journal.

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