



## Empowering Students Through Business Planning of Bidara Leaf Tea as a Leading Herbal Product in Ampana Kota District

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### Abstract

This community service program aims to develop the potential of bidara leaves (*Ziziphus mauritiana*) as an herbal tea product through student entrepreneurship assistance in Ampana Kota District, Tojo Una-Una Regency. The program employed a SWOT analysis and Business Model Canvas (BMC) approach based on field data. Participants consisted of 25 respondents, including 12 students, 3 local herbal business actors, and 10 community members as potential consumers. Data were collected through observation, in-depth interviews, and focus group discussions, and analyzed using descriptive qualitative methods with source triangulation. The results indicate that bidara leaves are abundantly available throughout the year, possess recognized health benefits, and have strong potential to be developed into value-added herbal tea products. The SWOT analysis revealed key strengths such as stable raw material availability and low production costs, while limitations in production equipment and the absence of product certification emerged as major weaknesses. The BMC design demonstrates a feasible business model emphasizing health-based value propositions and educational marketing strategies. A simple financial simulation shows that the business is economically viable, reaching a break-even point at approximately 100 product packages. Overall, this community service activity highlights the role of students as change agents in integrating innovation, health education, and local resource-based entrepreneurship to support local economic empowerment.

**Keywords:** student entrepreneurship, business planning, bidara leaf tea,

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## INTRODUCTION

Entrepreneurship is one of the key pillars of national economic development because it contributes to job creation, competitiveness enhancement, and the strengthening of youth economic independence. In higher education, entrepreneurship development serves as a strategic instrument to equip students with not only theoretical knowledge but also practical and applicable competencies. As young intellectuals, students hold a strategic position in initiating creative and innovative ideas that can be transformed into productive ventures based on local potential. Through structured business planning, students gain hands-on entrepreneurial experience while also contributing directly to the sustainable utilization of regional resources.

A business planning approach in entrepreneurship education provides opportunities for students to integrate management, marketing, and financial knowledge into real-world contexts. This process develops their ability to analyze market opportunities, manage risks, and make strategic decisions that are essential for building a viable enterprise. Moreover, business planning encourages systematic thinking in

developing products that generate both economic value and social relevance. Therefore, student entrepreneurship grounded in local potential represents an effective bridge between academic learning and community needs.

Ampana Kota District is an area rich in natural resources with strong development potential. One plant that grows abundantly in this region and is increasingly recognized for its economic value is bidara leaf (*Ziziphus mauritiana*). Empirically and traditionally, bidara leaves have long been used as a herbal remedy with various health benefits, including supporting relaxation, improving sleep quality, and exhibiting antimicrobial, analgesic, antipyretic, anti-inflammatory, and anticancer activities, as well as potential effects in reducing cholesterol and blood sugar levels. Scientifically, ethyl acetate extract of bidara leaves has been shown to demonstrate antioxidant activity and cholesterol-lowering effects in vitro (Wahyudi et al., 2022).

Despite its significant health and economic potential, the utilization of bidara leaves in Ampana Kota District remains largely limited to traditional use and has not yet been directed toward value-added product development. Limited public knowledge about its benefits and the lack of innovation in processing it into ready-to-consume products have prevented this resource from making a meaningful contribution to the local economy. This condition reflects a gap between the availability of natural resources and the community's capacity to convert them into competitive commercial products.

In this context, student involvement becomes crucial in transforming local potential through innovation-driven entrepreneurship. Students can act as change agents by converting local natural resources into value-added products through well-designed business planning. One promising innovation is the development of bidara leaves into a herbal tea product. This product aligns with the growing public awareness of healthy lifestyles and has the potential to become a distinctive regional flagship product.

Bidara leaf tea holds strategic value because it targets an expanding consumer segment that prioritizes health and natural products. This segment includes health enthusiasts, individuals seeking herbal beverages for relaxation and improved sleep, and consumers who trust plant-based traditional medicine. With clearly defined market segmentation, bidara leaf tea has strong acceptance potential if supported by modern, hygienic packaging and adequate product benefit information.

The development of bidara leaf tea is not solely profit-oriented but also aims to increase public awareness of the importance of consuming local herbal products as part of a healthy lifestyle. In addition, this initiative provides contextual learning experiences for students through direct involvement in production, marketing, and business feasibility evaluation. Thus, student entrepreneurship functions not only as a learning medium but also as a tool for local economic empowerment.

In the digital era, social media-based marketing strategies are crucial for expanding market reach and building customer relationships. However, a development gap still exists in bidara leaf tea businesses in Ampana Kota District. Observations indicate that many local entrepreneurs have not yet optimized social media as a strategic marketing tool. Key barriers include low digital literacy, limited content creation skills, and insufficient understanding of digital market analysis. As a result, promotional efforts remain largely conventional and not yet integrated with data-driven marketing approaches.

Social media platforms such as Instagram, Facebook, and TikTok function not only as communication channels but also as effective marketing tools for reaching consumers (Sabir et al., 2025). Research shows that Instagram-based promotion significantly influences consumer purchasing decisions (Nurhudi Slamet et al., 2025). Therefore,

digital platforms such as Instagram and WhatsApp are prioritized in marketing bidara leaf tea products to build brand awareness, deliver product education, and facilitate direct interaction and transactions with customers. These digital strategies are complemented by offline promotions, including entrepreneurship exhibitions, campus events, brochures, and product sampling in strategic locations.

Student entrepreneurship development through bidara leaf tea business planning is also closely linked to the achievement of the Sustainable Development Goals (SDGs). This initiative supports SDG 4 (Quality Education) through experiential learning that strengthens entrepreneurial skills. It also contributes to SDG 8 (Decent Work and Economic Growth) by creating new business opportunities and empowering local communities. Product innovation and digital marketing utilization align with SDG 9 (Industry, Innovation, and Infrastructure), which emphasizes strengthening small-scale industrial innovation capacity.

Based on this background, this community engagement activity aims to develop student entrepreneurship through business planning of bidara leaf tea as a flagship herbal product in Ampana Kota District. Specifically, the study seeks to enhance students' business analysis capabilities, foster sustainability-oriented entrepreneurial mindsets, and encourage innovative utilization of local natural resources. The expected contribution is not only to enrich academic literature on local potential based entrepreneurship learning but also to provide an applicable model for herbal microbusiness development that can be replicated in other regions. Accordingly, this study highlights the strategic role of students in building a creative and sustainable local resource based economic ecosystem.

## METHODS OF IMPLEMENTATION

This community engagement program applied a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach combined with the development of a Business Model Canvas (BMC) as the primary framework for strengthening student entrepreneurship based on local potential. These approaches were selected to support students and community members in systematically identifying internal and external business conditions while designing a feasible and sustainable business model for bidara leaf tea products. The method used was descriptive qualitative, aimed at providing a comprehensive depiction of local resource potential, market opportunities, and the business planning mentoring process as part of community empowerment activities in Ampana Kota District.

SWOT analysis functioned as a strategic diagnostic tool to map the strengths, weaknesses, opportunities, and threats related to the development of the bidara leaf tea business. It served as an important instrument for examining both the internal and external business environment to support strategic decision-making, which was then translated into business development strategies (Purwoko & Sukardi, 2025). Furthermore, the SWOT framework enabled the formulation of four main strategic alternatives SO, WO, ST, and WT which play a significant role in optimizing advantages and minimizing constraints in the context of local herbal product innovation (Hidayatulloh & Ali, 2025).

## Location and Activity Subjects

The program was conducted in Ampana Kota District, Tojo Una-Una Regency, Central Sulawesi Province. The activity subjects included students participating in entrepreneurship programs, local community members as prospective herbal product

consumers, and local business actors associated with the processing and marketing of plant-based herbal products. The involvement of these three groups was intended to create synergy between higher education institutions and the community in promoting local economic development.

### Types and Sources of Data

The data used in this program consisted of both primary and secondary sources. Primary data were collected through field observations, interviews with students, business actors, and community members, as well as Focus Group Discussions (FGDs). Secondary data were obtained from literature reviews, journal articles, previous activity reports, and institutional data relevant to bidara plant potential and student entrepreneurship development.

### Data Collection Techniques

Data collection was conducted using several techniques: (1) observation to identify field conditions, the availability of bidara leaves as raw material, and existing utilization practices; (2) interviews to explore in-depth information regarding perceptions, needs, and interest levels among students and community members toward bidara leaf tea products; and (3) documentation to gather supporting data such as activity photographs, field notes, and related archives.

### Data Analysis Techniques

Data analysis was carried out using a descriptive qualitative procedure consisting of data reduction, data display, and conclusion drawing. The collected data were selected and categorized according to the program focus, then presented in narrative form, tables, and SWOT and BMC matrices. The analysis results served as the foundation for formulating business development strategies and the business model for bidara leaf tea products.

### Implementation Procedures

The implementation stages included: (a) identification of bidara leaves as a local raw material resource, (b) analysis of market opportunities and needs, (c) mentoring in business plan preparation covering product, marketing, and financial aspects, and (d) evaluation of business feasibility based on local potential. The program involved 25 participants, consisting of 12 students, 3 herbal business actors, and 10 community members as prospective consumers. Data validity was ensured through source triangulation across participants, so that the resulting SWOT and BMC analyses objectively and reliably represented field conditions as a basis for developing student entrepreneurship within a local economic empowerment context.

## RESULTS AND DISCUSSION

### Potential of Bidara Leaves as an Herbal Product

The results of the community engagement activities indicate that the bidara plant (*Ziziphus mauritiana*) is widely found in Ampana Kota District, both growing naturally in household yards and cultivated on a small scale by local residents. The area's favorable agroclimatic conditions enable the plant to grow easily without intensive maintenance. From a raw material perspective, bidara leaves are available throughout the year at

relatively low cost, making them highly suitable for development as a micro-scale herbal business resource.

Bidara leaves are known to contain bioactive compounds that provide various health benefits, including supporting relaxation, enhancing immune response, and improving sleep quality. These field findings are consistent with scientific studies reporting that bidara leaves exhibit pharmacological activities such as antioxidant, antimicrobial, and anti-inflammatory effects, as well as potential roles in reducing cholesterol and blood glucose levels (Wahyudi et al., 2022). Within the community service context, this scientific evidence served as a critical foundation for educational outreach to both students and community members, ensuring that utilization of bidara leaves is supported not only by traditional knowledge but also by scientific validation.

The potential of bidara leaves as an herbal product is considered strategic because it integrates three major elements: strong local resource availability, proven health benefits, and market opportunities aligned with healthy lifestyle trends. Therefore, processing bidara leaves into herbal tea represents a form of added-value creation for a local commodity that has not previously been utilized optimally.

### **Market Opportunity Analysis of Bidara Leaf Tea Products**

Based on interviews and focus group discussions with community members and local business actors, it was found that interest in herbal products has increased alongside growing public awareness of healthy living, particularly in the post-pandemic period. Bidara leaf tea is perceived as distinctive compared to more commonly known herbal drinks such as ginger tea or rosella tea. Its uniqueness lies in the combined positioning of relaxation support and immune enhancement, which is not widely offered by other local herbal beverage products.

However, the program findings also reveal a key challenge: limited consumer knowledge regarding the benefits of bidara leaves. Most community members recognize bidara primarily as a traditional medicinal plant used in specific circumstances, but not yet as a daily herbal beverage option. Consequently, marketing strategies that are integrated with educational content are essential to improving market acceptance of bidara leaf tea products.

These findings highlight the important role of students as educational agents who not only promote products but also communicate scientific information in simple and accessible language. Through this approach, bidara leaf tea is positioned not merely as an economic commodity but also as a medium for improving public health literacy.

### **Business Planning for Bidara Leaf Tea Products**

The mentoring outcomes demonstrate that students were able to develop a systematic business plan for bidara leaf tea products covering several key aspects. From the product perspective, bidara leaf tea was developed in two formats tea bags and instant powder to provide convenience and flexibility for consumers. Packaging was designed to be simple yet hygienic, accompanied by product labels that include health benefit information. An example of the product packaging is shown in Figure 1.



**Figure 1.** Example of Product and Product Packaging

From the pricing perspective, the strategy adopted focuses on affordability by aligning product prices with the purchasing power of the local community while still accounting for total production costs to ensure financial feasibility and business sustainability. This pricing approach is intended to encourage initial market adoption while maintaining a reasonable profit margin. By balancing accessibility and cost recovery, the product can compete with other herbal beverages without sacrificing operational viability.

In terms of distribution, two primary channels were implemented: offline and digital pathways. Offline distribution is conducted through herbal shops and local souvenir centers, enabling direct product visibility and access for walk-in customers. This channel is particularly important for reaching consumers who prefer physical purchasing experiences and for strengthening local market presence. Complementing this approach, digital distribution utilizes social media platforms and messaging applications to handle promotion, customer inquiries, and order transactions. This dual-channel strategy increases market reach and provides flexibility in responding to different consumer purchasing behaviors.

Meanwhile, the promotional strategy emphasizes educational marketing centered on the health benefits of bidara leaves. Promotional activities include the creation and dissemination of digital content explaining product advantages and usage, distribution of product samples to encourage trial, and collaboration with local health communities to build credibility and trust. Through this integrated promotion approach, marketing efforts are directed not only at increasing sales but also at strengthening consumer understanding and confidence in bidara leaf tea as a functional herbal product.

### Current SWOT Analysis of Business Development

The updated SWOT analysis for the business development initiative was conducted based on field findings gathered from 25 respondents, consisting of 12 students, 3 herbal business practitioners, and 10 community members. The processed results are summarized in Table 1 and serve as an objective basis for mapping the current business position from both strength and weakness perspectives. This analytical approach was applied to ensure that the resulting development strategies are grounded in real field conditions and incorporate insights from multiple stakeholder groups.

The identification results indicate that the primary strengths of the business are largely supported by the year-round availability of bidara leaves as raw material. This consistent supply provides advantages in terms of production continuity and input stability. In addition, the product demonstrates clear differentiation by emphasizing health-related benefits, making it attractive to market segments that prefer natural and functional herbal products. From a cost standpoint, the unit production cost remains relatively low below IDR 6,000 per pack creating opportunities for profit margins and flexible pricing strategies. Another supporting factor lies in the students' capability and creativity in developing appealing and innovative packaging designs, which enhances product visual value and market competitiveness.

On the other hand, the analysis also highlights several key weaknesses that require gradual improvement. Limited production equipment such as dryers, sealers, and grinders restricts production capacity and quality consistency. Digital literacy among participating students is uneven, which affects the effectiveness of digital-based marketing optimization. Furthermore, the product has not yet obtained PIRT licensing or other formal certifications, which may influence consumer trust and limit access to broader market channels. The supply chain system is also not yet formally structured or fully integrated, resulting in less efficient coordination in procurement and distribution processes.

All interpretations presented in this section are directly based on respondent data as summarized in Table 1, ensuring that the assessment of strengths and weaknesses consistently refers to the same field-based evidence.

**Table 1.** Current SWOT Analysis of Bidara Leaf Tea Business Development

Strengths (S)	Weaknesses (W)
Year-round availability of bidara leaf raw materials	Limited production equipment (dryer, sealer, grinder)
Health-benefit-based product differentiation	Limited student digital literacy
Low production cost (< IDR 6,000/pack)	No PIRT license/certification yet
Student creativity in packaging design	Supply chain not yet formally integrated

The core strengths of this venture lie in abundant raw materials, low production costs, and student-driven packaging innovation. However, constraints in production tools, uneven digital skills, and the absence of formal certification remain key challenges that must be addressed progressively.

### **Business Model Canvas (BMC)**

Based on the SWOT analysis results, the students subsequently developed a Business Model Canvas (BMC) to serve as a structured framework for guiding the business development process. The BMC functions as a strategic map that explains how the business creates, delivers, and captures value across its main components. Through this approach, the venture planning becomes more comprehensive, covering not only production aspects but also customer targeting, value creation, partnership networks, and financial structure. The proposed BMC design is presented in Table 2.

The customer segments are defined as groups with a strong interest in herbal products and healthy lifestyles, including wellness communities and users of traditional medicine. This segmentation is aligned with the functional characteristics and health-oriented positioning of the product. In terms of value proposition, the product is positioned as a locally sourced herbal tea that offers relaxation benefits and immune

support. This combination of local ingredients and functional health value provides a distinctive competitive advantage compared to conventional beverage products.

Distribution and communication channels are designed using both digital and offline pathways. Digital platforms such as Instagram and WhatsApp Business are prioritized for promotion, customer engagement, and order handling. Meanwhile, herbal shops and MSME exhibitions are utilized as offline channels to broaden market exposure and enable direct customer interaction. Customer relationship strategies emphasize educational outreach about product benefits, responsive communication services, and product sampling programs to build trust and encourage trial usage.

Revenue streams are projected to come from sales of two primary product formats: tea bags and instant powdered herbal drinks. Offering multiple formats increases flexibility and appeals to different consumer preferences. Key activities identified in the model include raw material drying, packaging, digital marketing, and consumer education initiatives. These activities are supported by key resources such as locally available bidara leaves, student team members, and basic production equipment.

Key partnerships play an essential role in strengthening operational capacity and market reach. Strategic partners include local farmers as raw material suppliers, MSMEs, health communities, and higher education institutions that contribute mentoring and capacity building support. The cost structure mainly consists of raw material procurement, packaging supplies, transportation, and promotional expenses. All these interconnected elements are summarized in Table 2 as the operational reference for implementing the business model.

**Table 2. Business Model Canvas (BMC)**

<b>BMC Component</b>	<b>Design Description</b>
Customer Segments	Herbal consumers, healthy lifestyle communities, traditional medicine users
Value Proposition	Locally based herbal tea with relaxation & immune benefits
Channels	Instagram, WhatsApp Business, herbal shops, MSME exhibitions
Customer Relationships	Benefit education, responsive service, sample distribution
Revenue Streams	Sales of tea bags and instant powder products
Key Activities	Drying, packaging, digital marketing, education
Key Resources	Local bidara leaves, student team, simple production tools
Key Partners	Local farmers, MSMEs, health communities, universities
Cost Structure	Raw materials, packaging, transportation, promotion

### Financial Aspect

A basic financial simulation indicates that the bidara leaf tea venture is economically feasible to operate. The break-even point is estimated to be achieved at approximately 100 packs sold, while a stable profit margin can be reached when production and sales consistently attain around 200 packs per month. This projection suggests that business initiatives grounded in local resource potential can develop into viable commercial opportunities when supported by systematic planning and sound management. These findings reinforce entrepreneurship theory which highlights innovation as a critical driver in transforming local resources into marketable business opportunities (Hisrich et al., 2017).

This development approach is also aligned with the findings of Ardi et al. (2021), who emphasize that innovation rooted in local wisdom significantly contributes to the competitiveness and sustainability of herbal products in increasingly crowded markets. Products that leverage local identity and traditional knowledge tend to gain stronger differentiation and consumer appeal. Therefore, integrating local value into product innovation is not only culturally meaningful but also strategically advantageous from a business perspective.

From a marketing standpoint, integrating digital education into promotional strategies is considered highly important. This view is supported by Zalyanti et al. (2024) and Fadhli & Pratiwi (2021), who argue that herbal product marketing should go beyond direct selling and must include consumer education regarding product ingredients, functional benefits, and usage. Educational marketing content helps strengthen consumer trust, reduce skepticism toward herbal products, and build long-term customer relationships. Digital platforms make such educational outreach more scalable and interactive, allowing businesses to engage audiences more effectively.

Overall, the results and discussion demonstrate that the development of bidara leaf tea using SWOT and Business Model Canvas (BMC) frameworks is not only academically sound but also practically applicable, particularly within the context of local economic empowerment. These frameworks provide structured analytical and strategic guidance that supports better decision-making across production, marketing, and partnership dimensions. Moreover, this community engagement initiative highlights the strategic role of students as change agents who are capable of integrating innovation, education, and entrepreneurship based on local potential. Through such initiatives, students contribute not only to business creation but also to strengthening community-based economic development supported by research-informed planning and innovation-driven execution.

## CONCLUSION

This community service program demonstrates that bidara leaves (*Ziziphus mauritiana*) have strong potential to be developed into a value-added herbal tea product through a student-based entrepreneurship approach. The abundant year-round availability of raw materials, scientifically supported health benefits, and increasing public interest in herbal products are key factors supporting the feasibility of this initiative. The mentoring and assistance activities successfully enhanced students' and community members' understanding of how to transform local natural resources into economically valuable products.

The results of the SWOT analysis and Business Model Canvas (BMC) indicate that the bidara leaf tea business possesses significant strengths, particularly in low production costs, health-based product differentiation, and student creativity. However, several challenges remain, including limited production equipment, uneven digital literacy, and the absence of product certification and licensing. Initial financial simulations suggest that the business is economically viable, with a relatively low break-even point and stable profit potential. Overall, this community service activity reinforces the role of students as agents of change who integrate innovation, health education, and local resource-based entrepreneurship, thereby contributing to sustainable community economic empowerment in Ampana Kota District.

## RECOMMENDATIONS

Based on the results of the community service program, several recommendations are proposed to support the sustainability and scalability of the bidara leaf tea (*Ziziphus mauritiana*) entrepreneurship initiative. First, continuous mentoring is recommended to improve production quality, hygiene standards, and the use of appropriate processing equipment, ensuring consistent product quality and consumer trust. Second, facilitation of business legality, such as obtaining PIRT licenses and product certification, is essential to expand market access and enhance product competitiveness.

Third, strengthening students' and local entrepreneurs' digital literacy through training in digital marketing, content creation, and social media analytics is highly recommended to improve market reach and consumer engagement. Fourth, partnerships with local farmers, UMKM, health communities, and local government should be reinforced to build a sustainable and integrated supply chain. Finally, future community service programs are encouraged to include medium- and long-term impact evaluations to assess economic, social, and health literacy outcomes, enabling this model to be replicated in other regions

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