

ANALYSIS OF BRAND STRATEGY, STRATEGY OF MARKETING, AND MARKETING MIX AT NOORE SPORT HIJAB IN ENTERING THE INTERNATIONAL MARKET

Khoirunisa Aryni Putri^{1*}, Mohammad Zaenal Abidin².

^{1*} Affiliation 1; University of Darussalam Gontor, Indonesia khoirunisaaryni1210@gmail.com
(Correspondence)

² Affiliation 2; University of Darussalam Gontor, Indonesia zaenalabidin@unida.gontor.ac.id

Citation: Putri, K. A., & Abidin, M. Z. (2020). ANALYSIS OF BRAND STRATEGY, STRATEGY OF MARKETING, AND MARKETING MIX AT NOORE SPORT HIJAB IN ENTERING THE INTERNATIONAL MARKET. *Islamic Business and Management Journal*, 3(1) p 94-107*

Academic Editor: Muhammad Qodri Pangestu

Received: 16 Maret 2020

Accepted: 21 June 2020

Published: 21 June 2020

Publisher's Note: IBMJ, Faculty of Economics and Management UNIDA Gontor stay neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright: © 2020 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Abstract: The purpose of this study is to analyze the brand strategy, strategy of marketing, marketing mix, and international market entry strategy implemented by Noore Sport Hijab. The method used in this research is descriptive with a qualitative approach. Data collection techniques in this study used interviews, observation, and documentation. The results of this study indicate that Noore Sport Hijab positions its brand as the modest active wear. The most dominant brand identity is color. Elastic is the brand personality of Noore Sport Hijab. Noore Sport Hijab communicates its brand through #HijabFofTheChampion. Noore Sport Hijab classifies its market segments based on demographics and psychography. The target market is Muslim women who are active in sports. Noore Sport Hijab positions its product as a solution for active Muslim women. The Product Strategy used is the Focused Strategy. The Price Strategy used is the Penetration Pricing Strategy. The place strategy used is the Exclusive Distribution Strategy. Promotion Strategy used in the form of Advertising, Publicity, and Sales Promotion. Noore Sport Hijab uses an export strategy in entering the international market. The Export Strategy used is the Indirect Export Strategy. As for the destination countries of Noore Sport Hijab in exporting include: Singapore, Malaysia, Brunei, United Arab Emirates, United Kingdom, Germany, France, Russia, United States of America, Canada.

Keywords: Brand Strategy, Strategy of Marketing, Marketing Mix, International Market Entry Strategy.

1. Introduction

1.1 Background of Research

Muslim society is a population that has a great influence on the growth of new lifestyles, one of which is Halal Life Style. Based on data taken from the Global Islamic Economy Report 2018/2019, the number of Muslim communities in the world reaches 1.8 Billion. This figure shows that 24% of the world's population is Muslim. In Indonesia, the Muslim population has reached 219 Billion. This shows that 12.2% of the world's Muslim population comes from Indonesian Muslim communities. The data explains that the Muslim community, especially the Indonesian Muslim community, has a large contribution in growing market demand for the Halal Industry (Astuti & Kurniawan, 2019).

Halal is a law that guides millions of Muslims around the world in determining their consumption patterns and lifestyles based on good things and thayyib as instructed by Allah in Q.S. Al-Baqarah: 168. In that verse Allah has commanded Muslims to eat and drink from everything that is halal and thayyib. In addition, Allah

also commands not only to consume food and drink, but also in earning a living as well as *Amr Ma'ruf Nahi Munkar*. This is in accordance with the Word of Allah. in Q.S. Al-Baqarah: 172. Based on the command of Allah, the Muslim community is very selective in determining their consumption patterns and lifestyle (Elif & Cheryl, 2016).

There are several market sectors that have grown rapidly in the Halal Industry. The sectors include Islamic Finance, Halal Food, Halal Travel, Modest Fashion, Halal Media & Recreation, Halal Pharmaceuticals, and Halal Cosmetics (Anggara, 2019; Rahman Abadi, Ghafur Wibowo, & Setyono, 2013). One sector that has a rapid market growth is Halal Fashion. It is estimated that Halal Fashion will continue to grow by 5% CAGR (Compound Annual Growth Rate) and will reach US \$ 361 Billion in 2023. This provides a significant opportunity for companies in the Fashion Industry field to enter the market share. One of the fashion brands from Indonesia that has the opportunity to enter the market is Noore Sport Hijab.

Noore Sport Hijab is one of the fashion brands from Indonesia which is engaged in Sport Wear. Noore Sport Hijab began marketing their products in 2016. At its first launch, Noore presented their flagship product in the form of Sport Hijab, which was aimed at Muslim women who were active and liked to exercise. In 2018, Noore Sport Hijab has sponsored several Muslim women athletes from Indonesia in the 2018 ASEAN GAMES event which has been held in Jakarta-Palembang, Indonesia. The event provides an opportunity for Noore Sport Hijab to introduce their products to athletes who come from various countries in Asean. While in 2019, Noore Sport Hijab successfully represented Indonesia in the prestigious event, South by Southwest (SXSW) which was held in Texas, USA. These international events provide promising opportunities for Noore Sport Hijab to expand their markets, both domestic and international.

Noore Sport Hijab requires effective marketing strategies to enter the international market. it is reviewed that a company that wants to achieve certain goals, they will need certain strategies that are appropriate for the company in achieving these goals. That strategy is becoming a tool for companies to achieve goals (Utomo, 2017). Based on the background described by the researchers above, researchers are interested in researching brand strategy, strategy of marketing, marketing mix, and international market entry strategy that are applied by Noore Sport Hijab in facing competition in the international market. Therefore, the researcher takes the title for this research that is "Analysis of Brand Strategy, Strategy of Marketing, and Marketing Mix at Noore Sport Hijab In Entering The International Market".

1.2 Objectives of Research

The objectives of this research are:

1. To analyze the Brand Strategy used by Noore Sport Hijab;
2. To analyze the Strategy of Marketing used by Noore Sport Hijab;
3. To analyze the Marketing Mix used by Noore Sport Hijab;
4. To analyze the International Market Entry Strategy used by Noore Sport Hijab.

2. Literature Review

2.1 International Marketing

Marketing is a series of organizational processes that have functioned as creating, communicating, and offering value to consumers and regulating customer relationships into mutually beneficial relationships for the company and its stakeholders. Marketing is not only limited to marketing products to consumers, but marketing is a company's ability to communicate and create what is needed and desired by consumers, so as to create good relationships with consumers who aim to produce benefits for companies and consumers (Triyawan, Tussifah, syahrudin, &

Armayanto, 2019). While international marketing is a series of processes that include planning, pricing, promotion, and providing goods or services to consumers who are in more than one country in order to increase company profitability (Philip, 2016).

2.2 Brand Strategy

Brand is a name, shape, symbol, design, or a combination of these things that can identify the goods or services offered by the company and differentiate its products from competing products (Tjiptono & Chandra, 2012). Brand strategy is a communication system designed by the company that regulates the relationship between the product, or the organization itself with the stakeholders (Kurniawan & Abidin, 2019). Brand strategy is also brand management that regulates all elements of the brand in order to influence the attitudes and behavior of the intended consumers (Fasa, Aviva, Firmansah, & Suharto, 2019). There are 4 strategies that companies can use to create value for their brand (Gelder, 2004). The brand strategy includes: Brand Positioning; Brand Identity; Brand Personality and Brand Communication (Tussifah, 2017).

2.3 Strategy of Marketing

Strategy of Marketing is a series of processes that companies use in creating the value they want to offer and build beneficial relationships between consumers and companies. The process includes determining the target consumers targeted through the process of segmenting and targeting as well as how companies serve and handle these consumers who are in accordance with their attitudes through the positioning process (Hastuti & Anggara, 2017). The process includes:

2.3.1 Segmenting

Market segmentation is a series of processes in classifying markets into several subsets of consumers based on the same needs and characteristics that are shown through their responses, so companies can determine suitable products and accurate marketing processes for the intended market share.

2.3.2 Targeting

Targeting is the process of evaluating and selecting one or more market segments that have been previously classified, which have criteria that are in accordance with the company's vision and mission and have the potential to increase the level of product sales.

2.3.3 Positioning

Positioning is a design process or a description of a company taken from the competitive advantage offered to consumers, which is embedded in the minds of consumers so that it functions as a differentiation among competitors in the market.

2.4 Marketing Mix

The marketing mix is a set of tools that functions as a marketing tactic controller that includes products, places, promotions, and prices and integrates them in the process to achieve the needs and desires of the intended target consumers. The marketing mix tool is called the 4P: product; price; place; and promotion.

2.4.1 Product Strategy

The product is everything that is offered by the company to consumers to be used or consumed to meet the needs and desires of consumers. The product strategies used in this study include: Low-Cost Strategy, Focused Strategy, Differentiation Strategy, and Diversification Strategy (Bertozzi et al, 2017).

2.4.2 Price Strategy

Price is the amount of money from consumers in exchange for products offered by the company. This amount is a reward for the company for the value that has been felt by consumers in consuming a product. The pricing strategies used in this study include: Skimming the Market; Sliding Down the Demand Curve; Penetration Pricing; Pre-emptive Pricing; and Extinction Pricing (Albaum, 1998).

2.4.3 Place Strategy

Place or Distribution Channels is the process of creating products and services available in the right amount and at the right location when consumers need these products. The distribution strategies used in this study include: Intensive Distribution; Selective Distribution; and Exclusive Distribution (William, 2017).

2.4.4 Promotion Strategy

Promotion is a series of communication processes that serve as the delivery of information about the product delivered to potential consumers to influence the attitudes and behavior of the intended consumers (Setyanta & Kurniawan, 2019). There are several marketing communication tools used in this study which include: Personal Selling; Mass Selling / Advertising; Publicity; and Sales Promotion (Maulana, 2019).

2.5 *International Market Entry Strategy*

There are several strategies that can be used by companies in entering international markets. as for the strategy namely:

2.5.1 Export

Export is one of the strategies where the products to be offered are produced in the country of origin, then domestic companies will send their products to consumers who come from other countries. This activity usually occurs when consumers from the international market order directly the desired product. There are three types of export strategies that are commonly used: Indirect Export; Direct Export; and Cooperative Export (Hollensen, 2017).

2.5.2 License

License is an international agreement between the seller of licenses (international companies) with the purchaser of a license in the form of submission of something of value and has a long term. As for what can be submitted by the licensing seller in the form of: patent rights; trademarks; copyright; and knowledge of the product or process (Astuti & Kurniawan, 2019). Meanwhile, the purchaser of a license has the following responsibilities: creating products that are in accordance with the license; marketing these products to predetermined markets; pay the amount of money determined by the seller of the license in accordance with the sales volume (Firmansyah & Fatihuddin, 2017).

2.5.3 Franchise

Franchise is one of the strategies in which the company gives its company authority to someone through several mutually agreed terms. This strategy permits people to sell products or carry out operational activities of companies that have given such authority (Michalski, 2015).

2.5.4 Joint Venture

Joint Venture is a strategy to enter the international market where companies from their home country - Home Country - make partnerships with local companies - Host Country. This strategy can reduce the presence of political threats coming from local or destination countries (Maulana, 2018) .

2.5.5 Foreign Direct Investment (FDI)

Foreign direct investment occurs when a company invests directly in another country by facilitating the production process or marketing its products in the destination country. The condition for companies to have FDI is that the company has mastered a profit of 10 percent or more in business with other countries (Hill, 2014).

3. Research Method

This research uses a descriptive method with a qualitative approach. The objectives of this study include Brand Strategy, Marketing Strategy, Marketing Mix, and Strategy to enter the international market. The subject in this study was Noore Sport Hijab. The informants in this study were the Founder, Sales Promotion, and one of the Consumers from Noore Sport Hijab. The location of this research is in the Prapanca Industrial Complex, Cigondewah Kaler, Bandung Kulon, Bandung, and in one of the Noore branches located in Jogja City Mall, Yogyakarta.

The instruments used in this study include the researchers themselves, interview guides, recording devices and cameras. Data collection techniques used were interviews, observation, and documentation. Data analysis techniques used are data reduction, data display, and drawing conclusions. The data validity technique used is data triangulation.

4. Result and Discussion

4.1 Implementation of Brand Strategy at Noore Sport Hijab

Brand strategy is a series of processes implemented by companies in creating brands. The brand is an identification of the products offered from competing products. The purpose of the brand is to ensure that the product is the product of choice in the minds of potential audiences for the company, such as consumers, employees, or partners. Brand strategies commonly used by companies have four elements: Brand Positioning; Brand Identity; Brand Personality; and Brand Communication (Rahmadhani, 2017).

4.1.1 Brand Positioning

Noore Sport Hijab has implemented Brand Positioning through the four values it creates: Modest, Beautiful, Comfortable, and Healthy. Noore positions their brand with these four values according to the character of their target consumers, namely active Muslim women. Of the four values created by Noore, the modest value is the value Noore has successfully implanted in the minds of consumers. This is because Muslim women have had difficulty finding modest sport wear products when used in sports that have high-intensity movements. Therefore, Noore Sport Hijab positions their brand as "Modest Active Wear" which can be a solution for Muslim women in sports. This value can be seen from the form of product design created by Noore, where sport wear is created that can cover parts of the body and is comfortable when used in sports. This is also in accordance with one of the three components that must be used by companies in creating a good brand positioning: the definition of the target market, the definition of the company's business, as well as the purpose of creating benefits that are the advantages of a product.

4.1.2 Brand Identity

Noore Sport Hijab creates their identity through the colors and patterns used, both on the company logo, product packaging, and the product itself (Kurniawan & Maemunah, 2019). Noore Sports Hijab has a tagline that is "Be Your Own Athlete". The tagline confirms that Noore is a product created specifically for consumers who love to exercise, so exercise is a daily routine that cannot be left behind. Therefore, Noore Sports Hijab creates its an identity with strong and bold colors to be used in their logos and products, such as black, white and red. The color expresses that Noore Sport Hijab is a product created specifically for Sport Enthusiasm, especially women. It aims to influence consumer perceptions that Noore Sport Hijab is a product that is used when exercising that has a high intensity of movement. This is in accordance with the meaning of brand identity, which is something that is shown by the company that can be known and inspires the five senses, namely what can be seen, touched, and felt.

4.1.3 Brand Personality

Noore Sport Hijab creates their personality through characters created by Fabric Technology from the material of their products. Noore Sport Hijab creates its character as a sport wear that has fabric technology: Air-tech, UV Guard, and Nano Guard. These advantages help consumers interact with brands. The life brand created by Noore Sport Hijab is improving the quality of their ingredients as the personality of Noore Sport Hijab. Based on this fabric technology, Noore Sport Hijab creates products that have elastic character, regulates air circulation to the skin, and can avoid skin from sun exposure. However, the character felt by consumers is the material elasticity of the Noore Sport Hijab product. The elasticity makes it easier for consumers to move when exercising. this is in accordance with the function of brand personality, in order to show brand character, companies must create a "living brand" sensation such as "a living person". The purpose of the function is to change the invisible assets into visible through visualization such as product character. it also helps consumers interact with brands such as interacting with humans (Firmansah, 2015).

4.1.4 Brand Communication

There is some content used by Noore Sport Hijab in creating Brand Communication. Noore Sport Hijab communicates its brand through the pillar content it creates that has a vision and mission that is in accordance with the tagline that they carry. the pillar content is communicated through campaigns that can attract the attention of consumers (Maulana, Umam, Astuti, Cahyo, & Faradisi, 2019). One of the most embedded campaigns in the minds of consumers is #HijabForTheChampion which is communicated through their official Instagram account, @nooresport. The campaign serves to support Indonesian athletes, especially hijab athletes, in participating in international sporting events. In addition, Noore Sport Hijab also uses Indonesian Muslim athletes as endorsers of their products (Wibowo, Setyono, & Abadi, 2013). Noore even created special products for the campaign. the product is in the form of a sports hijab that uses the Indonesian flag as a sign of the campaign. the flag is located at the top left of the veil. This is in line with the purpose of brand communication which is to help. consumers to identify and remember that the brand is around them and increase awareness and loyalty of the products offered (Richard, 2016).

4.2 Implementation of Strategy of Marketing at Noore Sport Hijab

Strategy of Marketing is a series of processes used by companies in dividing market share and identifying potential target markets for companies. After getting a potential target market, the company will position their products in the minds of consumers in accordance with the criteria of potential customers (Nugrahanti & Mawardi, 2017). The process includes Segmenting; Targeting; and Positioning.

4.2.1 Segmenting

In the segmentation process, Noore Sport Hijab divides their market segments based on two variables: Demographics which include gender and type of work, and Psychography which includes social class and lifestyle. Demographics are divisions of market share based on age, gender, income, or gender. While Psychography is a division of market shares based on social class, lifestyle, or behavior (Hardianti & Martini, 2016). The classification of the Noore Sport Hijab market segment is as follows:

Demographic	Psychographic
a. Gender: Female 90%, Male 10%	a. Social Class: People who are in the middle class and upper
b. Occupation: Entrepreneur, Sports Enthusiasm, Housewife, Student of College	b. Lifestyle: Muslimah who loves to exercise and cares about healthy living

4.2.2 Targeting

Based on the results of market segmentation done earlier, the target market for Noore Sport Hijab is Muslim women, especially those in the middle and upper middle class, who have a high interest in sports activities that have high intensity. The segment is a potential target market for Noore Sport Hijab, which is in accordance with the characteristics and problems experienced by the market share. difficulty in finding sport wear that is polite and comfortable when used in sports, both outdoors and indoors. This is also in accordance with the type of product created by Noore Sport Hijab that can cover the body of Muslim women who are not allowed to be seen by the public. This is in accordance with the vision of the targeting process, where companies will choose one or more market segments according to which they are potential market share.

4.2.3 Positioning

Noore Sport Hijab positions their product as a product created to be a solution for women, especially Muslim women, who find it difficult to find sport wear products that are suitable for their situation as Muslim women. So far, sport wear is one of the clothes that are too open for Muslim women. This is an opportunity for Noore Sport Hijab in creating products as a solution for Muslim women who want to exercise without feeling burdened with clothes that do not suit their circumstances. The value created in order to become the solution is the modesty found in Noore's sport wear products. So that these values can be conveyed, Noore Sport Hijab uses their vision of "Wearing Hijab Doesn't Limit Muslimah Doing Sport Activities". This is consistent with the purpose of positioning, where the value invested by the company successfully differentiates their products from competing products in the minds of the target consumers (Nurlena et al, 2018).

4.3 Implementation of Marketing Mix at Noore Sport Hijab

The marketing mix is a series of elements that include Product, Price, Place, and Promotion which are planned separately but are used together. These elements aim to create customer satisfaction.

4.3.1 Product Strategy

In facing competition, both domestic and foreign, Noore Sport Hijab has implemented a focus strategy as their product strategy. This is in accordance with the target market for Noore Sport hijab, namely Muslim women who love sports. The target market is one of the market segments in the niche market category and is classified as specific. This is also in accordance with the superiority of products offered by Noore Sport Hijab, namely Modesty. This is in accordance with the definition of the focus strategy, which is a strategy where the company targets the target market that has specific specifications and also offers products that have special specifications that are in accordance with the intended consumer specifications.

4.3.2 Price Strategy

Noore Sport Hijab uses a price penetration strategy in stopping prices that will be offered to consumers. This is shown by the price offered by Noore Sport Hijab which is lower than its competitors in the sport wear industry. Noore Sport Hijab determines lower prices based on the results of the benchmark conducted by Noore himself. Noore Sport Hijab determines lower prices than competitors based on the length of time the Noore Sport Hijab is still relatively young among competitors. This is in accordance with the definition of price penetration, where companies offer lower prices than new products created in order to influence consumer attention.

4.3.3 Place Strategy

In choosing a distribution channel strategy, Noore Sport Hijab uses an exclusive distribution strategy in distributing the brand's products to various regions. This can be seen from the management system implemented in several stores in various regions (Kurniawan & Fajri, 2019). These stores are managed directly by Noore Sport Hijab through the establishment of the same operational procedure system and direct supervision carried out by the Head Office of Noore Sport Hijab. This is in accordance with the definition of an exclusive distribution strategy, in which the company distributes products to distributors in a very limited number.

4.3.4 Promotion Strategy

In communicating their products to consumers, Noore Sport Hijab uses three of the four marketing communication tools, which include Advertising, Publicity, and Sales Promotion. In advertising, Noore applies it online. Where Noore uses their official Instagram account, @nooresport, and uses their official website, www.nooresporthijab.com. Through these two media, Noore conveyed their advertising in the form of campaigns that can influence the minds of consumers and their perceptions about Noore Sport Hijab. In Publicity activities, Noore has held various activities that can campaign for their products to consumers (Maulana, 2019). One of the activities that Noore Sport Hijab has participated in is the ASEAN GAMES 2018 which has been held in Jakarta-Palembang, Indonesia. While for Sales Promotion activities, Noore has used discounts, member cards, and free products in order to increase the level of consumer demand for the products offered.

4.4 Implementation of International Market Entry Strategy at Noore Sport Hijab

Noore Sport Hijab has used an export strategy in entering the international market. export strategy is one of the strategies to enter the international market where the production process is carried out in the country of origin and then sent or sold in other countries. There are several reasons why Noore uses the export strategy in entering the international market. one of the reasons is so that it can increase Indonesia's Gross Domestic Product in the face of international competition (Djayusman, Anggara, Ihsan, & Kurniawan, 2019). As for countries which become the destination countries for Noore Sport Hijab to export include: Singapore, Malaysia, Brunei, United Arab Emirates, United Kingdom, Germany, France, Russia, United States of America and Canada.⁴⁰ While the export strategy used by Noore Sport Hijab is the Indirect Export Strategy. Noore Sport Hijab has collaborated with one of the American companies in marketing their products, especially in the American and Canadian regions. This is because American and Canadian consumers prefer to shop at companies from their home countries rather than shopping directly from the Noore Sport Hijab official website. The reason for this is the price difference offered by the company from the country of origin and the official website of Noore Sport Hijab. This is in accordance with several factors that influence companies in carrying out export activities: different lifestyles of consumers; differences in prices and products offered; and different consumer incomes (Rahmawati,2015).

5. Conclusion

Based on the results and discussion above, then conclusions can be drawn from this study:

5.1 Noore Sport Hijab's Brand Strategy

1. Noore Sport Hijab positions its brand as the modest active wear.
2. The most dominant Noore Sport Hijab identity is the color of the product and brand.
3. The personality of Noore Sport Hijab is an elastic sport wear product.
4. Noore Sport Hijab communicates its brand through its campaign, #HijabForTheChampion.

5.2 Noore Sport Hijab's Strategy of Marketing

1. Noore Sport Hijab classifies market segments based on demographics and psychography. Based on demographics, Noore divides market segments based on gender, namely women, and types of work that include entrepreneurs, sport enthusiasm, housewives, and a small proportion are students. While based on Psychography, Noore divides market segments based on social class, namely women who are in the middle and upper social classes, and lifestyle, namely Muslim women who have a high interest in sports and care for a healthy lifestyle.
2. The target consumers that Noore Sport Hijab is aiming for are Muslim women, especially those who like to exercise.
3. Noore Sport Hijab positions its product as a solution for Muslim women who have difficulty finding modest sport wears.

5.3 Noore Sport Hijab's Marketing Mix

1. Noore Sport Hijab uses a focus strategy as its product strategy in the face competition with competitors.
2. Noore Sport Hijab uses a price penetration strategy in determining prices to face price competition in the market.

3. Noore Sport Hijab uses an exclusive distribution strategy to distribute their products, both offline and online.
4. Noore Sport Hijab uses advertising, publicity, and sales promotion as promotion strategies to deliver product information to consumers.

5.4 Noore Sport Hijab's International Market Entry Strategy

Noore Sport Hijab uses an export strategy in entering the international market. while the export strategy used by Noore Sport Hijab is an indirect export strategy. The export destinations of Noore Sport Hijab include: Singapore, Malaysia, Brunei, United Arab Emirates, Germany, France, United Kingdom, Russia, USA, Canada.

Reference

- Abadi, M. K. R. (n.d.). Impact of Behavioral Factors and Ethical Investment on Investors' Financial Decision: Case on The Jakarta Islamic Index. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=Z9S3JwoAAAAJ&sortby=pubdate&citation_for_view=Z9S3JwoAAAAJ:UeHWp8X0CEIC
- Aisyah, Nugrahanti and M. Mawardi. vol. 44, no. 1. 2017, "ANALISIS STRATEGI PEMASARAN INTERNASIONAL PADA PRODUK REVOLUSIO (Studi pada PT Beon Intermedia)", *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*. pp. 62–9.
- Albaum, Gerald, Jesper Strandkov, and Duerr Edwin. 1998, *International Marketing and Export Management*, Harlow: Addison-Wesley.
- Anggara, F. (2019). Business Model in Islamic Microfinance: Case Study of Baitul Maal Wat Tamwil (BMT) La Tansa Gontor. *Business Model in Islamic Microfinance*. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=XZSUA-AAAAAJ&sortby=pubdate&citation_for_view=XZSUA-AAAAAJ:YOwf2qJgpHMC
- Arika, Rizka and Didit Widiatmoko Soewardikoen. vol. 6, no. 2. 2014, "Brand Identity Design of the Bay Bali", *Jurnal Komunikasi Visual & Multimedia*. pp. 85–100. http://www.academia.edu/download/36310983/07_Rizka_Didit.pdf.
- Astuti, R. Y., & Kurniawan, D. A. (2019). Analisis ekonomi Islam meninjau praktek transparansi top up (penambahan pinjaman) perbankan. *Proceeding of Conference on Islamic Management, Accounting, and Economics*, 212–220. Retrieved from https://scholar.google.co.id/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&cstart=20&pagesize=80&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:0EnyYjriUFMC
- Astuti, R. Y., & Kurniawan, D. A. (2019). Islamic Economic Analysis Reviews: the Transparency of Top-up Banking | Astuti | Al Tijarah. *Al Tijarah*, 5(1), 57–62. <https://doi.org/10.21111/tijarah.v5i1.3648>
- Bennet, Anthony G. 2010, *The Big Book of Marketing*, New York: McGraw Hill.
- Bertozzi, Federica, Chauhdry Mehr Ali, and Fahad Ali Gul. vol. 3, no. 2. 2017, "Porter's Five Generic Strategies; A Case Study from the Hospitality Industry", *International Journal For Research In Mechanical & Civil Engineering*. pp. 9–23.
- Cateora, Philip R. et al. 2016, *International Marketing*, New York: McGraw Hill. DinarStandard. State of the Global Islamic Economy 2018/19.
- Djayusman, R., Anggara, F., Ihsan, N., & Kurniawan, D. (2019). Muslim Micro Entrepreneurs' Competency to Face Challenges in The Industrial Era 4.0. *ICBLP 2019: Proceedings of the 1st International Conference on Business, Law And Pedagogy, ICBLP 2019, 13-15 February 2019, Sidoarjo, Indonesia*, 102. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:Qo2XoVZTnwc
- EKSPOR KE JEPANG (Studi Pada Batik Danar Hadi)", *Jurnal Sains Manajemen & Akuntansi*. pp. 71–83.
- Faith, Dudu Oritsematosan and Agwu M. Edwin. vol. 2, no. 2. 2014, "A Review of The Effect of Pricing Strategies on The Purchase of Consumer Goods", *International Journal Of Research in Management, Science & Technology*. pp. 88–102.

- Fasa, M. I., Aviva, I. Y., Firmansah, Y., & Suharto, S. (2019). CONTROVERSY ON RIBA PROHIBITION: MAQASHID SHARIAH PERSPECTIVE. *International Journal of Islamic Economics*, 1(2), 124–135. <https://doi.org/10.32332/ijie.v1i02.1804>
- Firmansah, Y. (2015). Pemahaman Kembali terhadap Audit Sumber Daya Manusia (Studi Kasus di PT Sinar Baru Corporation). *Al Tijarah*, 1(1), 73–96. <https://doi.org/10.21111/tijarah.v1i1.383>
- Firmansah, Y., Rusli, L., & Maulana, H. (2019). PROFILING THE COMPETENCY OF NAZHIR WAQF: A CONCEPTUAL PAPER. 7th Asean Universities International Conference on Islamic Finance (AICIF). https://scholar.google.com/citations?view_op=view_citation&hl=id&user=BdmYXpYAAAAJ&sortby=pubdate&citation_for_view=BdmYXpYAAAAJ:Y0pCki6q_DkC
- Firmansyah, Anang and Didin Fatihudin. 2017, *Globalisasi Pemasaran*, Yogyakarta: Deepublish. van Gelder, Sicco. vol. 12, no. 1. 2004, “Global brand strategy”, *Journal of Brand Management*. pp. 39–48 <https://doi.org/10.1057/palgrave.bm.2540200>
- Hardianti, Yeny and Erni Martini. vol. 3, no. 2. 2016, “ANALISIS STRATEGI 4P (PRODUCT, PRICE, PLACE, PROMOTION) DAN STP (SEGMENTING, TARGETING, POSITIONING) PT. CIPTA MASTER PERKASA”, e-Proceeding of Management. pp. 1149–54.
- Hastuti, E. W., & Ari Anggara, F. S. (2017). Implementation of Islamic Business Ethics Values based on IFSB 09: BMT La Tansa Ponorogo Experience. *Al Tijarah*, 3(2), 119–134. <https://doi.org/10.21111/tijarah.v3i2.1935>
- Hikmah, Nurchayati, and A.T. Ratnawati. 2015, “Pola Pendistribusian Buah Lokal Hasil Produksi di Kota Semarang”, *Prosiding Semnas Hasil-hasil Penelitian dan Pengabdian LPPM Universitas Muhammadiyah Purwokerto*. pp. 17–23.
- Hill, Charles W.L., Chow-Hou Wee, and Krishna Udayasankar. 2014, *Bisnis Internasional Perspektif Asia*, Jakarta: Penerbit Salemba Empat.
- Hollensen, Svend. 2017, *Global Marketing*, Harlow: Pearson Education.
- Indonesia Halal Lifestyle Center and DinarStandard. *Indonesia Halal Economy and Strategy Roadmap 2018/2019*.
- Izberk-bilgin, Elif and Cheryl C. Nakata. 2016, *A new look at faith-based marketing: The global halal market*. pp. 285–7.
- Kotler, Philip and Kevin Lane Keller. 1st edition. 2008, *Manajemen Pemasaran*, Jakarta: Penerbit Erlangga.
- Kotler, Philip et al. 2017, *Principles of Marketing: An Asian Perspective*, Pearson Education South Asia.
- Kristanto, Jajat. 2011, *Manajemen Pemasaran Internasional*, Jakarta: Penerbit Erlangga.
- Kurniawan, D. A., & Fajri, F. S. (2019). Analisis Implementasi Islamic Store Attributes dan Bauran Pemasaran dalam Perspektif Islam (Survey pada La-Tansa Gontor Departement Store Ponorogo). *Jurnal Manajemen Dan Kewirausahaan*, 4(2), 85–110. Retrieved from <http://repo.unida.gontor.ac.id/236/>
- Kurniawan, D. A., & Maemunah, H. (2019). Peningkatan Pendapatan Dan Daya Saing Produk Pada Usaha Mikro Melalui Strategi Packing, Branding Dan Online Marketing. *Cendekia : Jurnal Pengabdian Masyarakat*, 1(1), 30–37. <https://doi.org/10.32503/cendekia.v1i1.466>
- Kurniawan, D. A., & Maemunah, H. (2019). Peningkatan Pendapatan dan Daya Saing Produk Pada Usaha Mikro Melalui Strategi Packing, Branding, dan Online Marketing (Peyek Mbak Anna Ponorogo Jawa Timur). *KHADIMUL UMMAH Journal of Social Dedication*, 1(1). Retrieved from <http://repo.unida.gontor.ac.id/243/>
- Kurniawan, D., & Abidin, M. (2019). Strategi Pengembangan Wisata Kampoeng Durian Desa Ngrogung Kecamatan Ngebel Ponorogo melalui Analisis Matrik IFAS Dan EFAS. *AL TIJAROH*, 5(2), 93–103.

- Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&sortby=pub_date&citation_for_view=0UP1gloAAAAJ:qUcmZB5y_30
- Maulana, H. (2018). Towards financial inclusion in East java : assessment of the issues from the perspective of Islamic microfinance of the clients and experts. *IUM Student Repository*, Retrieved from <http://studentrepo.iium.edu.my/handle/123456789/3676>
- Maulana, H. (2019). FAKTOR PENGHAMBAT AKSES JASA KEUANGAN DI WILAYAH MADIUN RAYA: STUDI EMPIRIS. *UNIDA Gontor Repository*, 152–158. Retrieved from <http://repo.unida.gontor.ac.id/1300/>
- Maulana, H. (2019). Faktor Penghambat dalam Mengakses Pembiayaan pada Pengusaha Mikro di Karesidenan Madiun: Second Order CFA. *UNIDA Gontor Repository*, 12(3), 207–219. Retrieved from <http://repo.unida.gontor.ac.id/1297/>
- Maulana, H. (2019). MAQASHID SHARI'AH ON ISLAMIC MICROFINANCE AND THE ISSUES AND CHALLENGES IN PROMOTING ISLAMIC MICROFINANCE IN INDONESIA: A SCHOLAR'S PERSPECTIVE. *UNIDA Gontor Repository*, 415–429. Retrieved from <http://repo.unida.gontor.ac.id/1301/>
- Maulana, H., Umam, K., Astuti, R., Cahyo, E., & Faradisi, R. (2019). Environmental aspects of Micro, Small and Medium Enterprises (MSMEs). *European Alliance for Innovation*, 110. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=nGZgGZcAAAAJ&sortby=pub_date&citation_for_view=nGZgGZcAAAAJ:zYLM7Y9cAGgC
- Michalski, Eugeniusz. vol. 14, no. 2. 2015, "FOREIGN MARKET ENTRY STRATEGY", *Oeconomia*. pp. 107–17.
- Noore Sport Hijab. 2019, Brand Profile of Noore Sport Hijab.
- Nurlena, Nurlena, Musadad Musadad, and Ratu Ratna. no. September. 2018, "Implementasi Strategi Stp (Segmentation, Targeting & Positioning) Di Desa Wisata Rumah Dome, Sleman, Yogyakarta", National Conference of Creative Industry. pp. 5–6 <https://doi.org/10.30813/ncci.v0i0.1250>
- Perreault, William D., Joseph P. Cannon, and E. Jerome McCarthy. 2017, *Essential of Marketing: A Marketing Strategy Planning Approach*, New York: McGraw Hill.
- Rahmadhani, Yuri. vol. 4, no. 1. 2017, "STRATEGI BRANDING PORTAL ONLINE WWW.TRIPRIAU.COM DALAM MEMBANGUN BRAND AWARENESS SEBAGAI PORTAL ONLINE PARIWISATA PROVINSI RIAU", *JOM FISIP*. pp. 1689–99 <https://doi.org/10.1017/CBO9781107415324.004>
- Rahmawati, Neng Riny. vol. VII, no. 2. 2015, "STRATEGI PEMASARAN BATIK UNTUK TUJUAN
- Richard, Chinomona. vol. 7, no. 1. 2016, "Brand Communication, Brand Image, and Brand Trusy as antecedents of Brand Loyalty in Gauteng Province of South Africa", *African Journal of Economic and Management Studies* <https://doi.org/http://dx.doi.org/10.1108/AJEMS-03-2013-0031>
- Sari, Silvia Wanti and Neni Yulianita. vol. 2, no. 1. 2016, "Komparasi Strategi Brand (Branding) Mystylez Dance Studio dengan Wannabe Pro Dancer", *Prosiding Hubungan Masyarakat*. pp. 311–8.
- Schultz, Don E. 1999, *Strategic Brand Communication Campaigns*, NTC Business Books. Tjiptono, Fandy and Gregorius Chandra. 2012, *Pemasaran Strategik*, Yogyakarta: Penerbit Andi.
- Setyanta, B., & Kurniawan, D. (2019). DOES RELIGIOSITY MODERATE THE INFLUENCE OF TRUST ON THE INTENTION TO USE SHARIA BANKING PRODUCTS,. *Proceeding Intenational 7th AICIF UNIDA Gontor Indonesia*, 1(1), 1–131. Retrieved from <http://repo.unida.gontor.ac.id/999/>
- Toldos-Romero, Maria de la Paz and Ma. Margarita Orozco-Gomez. vol. 27, no. 5. 2015, "Brand personality and purchase intention", *European Business Review*. pp. 462–77 <https://doi.org/10.1108/EBR-03-2013-0046>

- Triyawan, A., Tussifah, H., syahrudin, R. H. M., & Armayanto, H. (2019). The Effect of Free Trade and The Economic Globalization toward Rupiah's Stabilization. *ICBLP 2019: Proceedings of the 1st International Conference on Business, Law and Pedagogy*, 424. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=E1c1dosAAAAJ&sortby=pub_date&citation_for_view=E1c1dosAAAAJ:9yKSN-GCB0IC
- Tussifah, H. (2017). Strategi Bersaing dengan Agile Manufacturing. *Al Tijarah*, 3(1), 15–28. <https://doi.org/10.21111/tijarah.v3i1.936>
- Utomo, Yuana Tri. vol. 9, no. 1. 2017, "Strategi Memasuki Pasar Global Studi Kasus Yanto Pottery Kasongan Bantul", *Jurnal Az Zarka*. pp. 99–123.
- Wibowo, M. G., Setyono, J., & Abadi, K. R. (2013). Accounting Treatment for Unrestricted Investment Deposits and its Implication to Islamic Financial Institution. *Global Review of Islamic Economics and Business*, 1(2), 119–132. Retrieved from https://scholar.google.com/citations?view_op=view_citation&hl=id&user=Z9S3JwoAAAAJ&sortby=pub_date&citation_for_view=Z9S3JwoAAAAJ:u-x6o8ySG0sC