



Product Catalogue Using Canva Application as Promotional Media Development for Abajaya Jember MSMEs

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ARTICLE INFORMATION

Article history:

Received: 8 March 2024

Revised: 23 March 2024

Accepted: 11 October 2024

Category: Research paper

Keywords:

Products catalogue

Canva

Promotion

Abajaya Jember

MSME's

DOI: 10.22441/ijiem.v6i1.26139

ABSTRACT

The promotional media used by Micro, Small and Medium Enterprises (MSMEs) in Abajaya Jember are currently Offline Store, Instagram. Promotion through offline store is still considered insufficient to attract potential customers because there is no promotional media that can introduce its products to potential Customers so promotional media in the form of product catalogues is needed. The purpose of this study is to create a product Catalogue as an additional promotional media using the Canva application. The research method used is Action Research. Data collection methods include interviews, observations, documentation and questionnaires based on the EPIC model (empathy, persuasion, impact, and communication). The questionnaire was distributed to 15 respondents consisting of 1 business owner, 2 design experts, 2 marketing experts and 10 potential customers. Results from the questionnaire were analyzed using the EPIC model. The study was conducted in 2 cycles. In the first cycle, it showed an EPIC rate score of 3.67, the score was included in the effective good category, but continued in the second cycle because there were suggestions on Catalogue design by design experts. In the second cycle, it shows an EPIC Rate score of 4.4 included in the very effective category, indicating that the Catalogue design of Abajaya Jember MSMEs can attract potential customers. Based on the results of this study, it can be concluded that Catalogue design is said to be effective and feasible to be used to help promotion.

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1. INTRODUCTION

Along with the advancement of internet-based information technology that has a broad impact for various purposes, both for offices, businesses and individuals. The existence of the internet and social media that is easily accessible has become a new lifestyle and way for entrepreneurs and MSMEs. The internet has

become a part of life for most of the world's population. From the business of finding information, working, shopping and social media to greet friends, relatives and family. In business competition, a strategy is needed to fight competition as a tool to improve business quality, and business actors need the right and optimal strategy to gain market share

(Gembariski & Lachmayer, 2017). This research activity was carried out at Abajaya Jember MSMEs which is a Micro, Small and Media Enterprise (MSME) engaged in the sale of electronics and household furniture. The promotional media to be used is a Catalogue. The design application that will be used is Canva because it is easy to use, has features that support Cataloguing, and has interesting design results. In order not to deviate from the title, this study has a scope on the marketing mix, namely promotions that aim to attract potential customers. The promotion referred to in this study is through Cataloguing Abajaya Jember MSMEs using the Canva application as a promotional media. The choice of the Canva application because this application has several advantages, including this application provides templates and examples of attractive designs based on its usefulness, has a variety of fonts, can be accessed from various devices, besides that it also provides ready-to-use photos and illustrations. This Canva application is able to overcome these problems through the availability of a wide selection of templates and interesting design examples. The development of the Canva application at this time, has been widely used by business people in making designs that attract Customers.

Social media that is currently used in the form of WhatsApp and Instagram, in Instagram only contains a few posts and also does not display the product as a whole. As a result, Customers will find it difficult to choose the desired product, therefore a Catalogue is made that aims to make it easier for Customers to see available products and increase product purchases at Abajaya Jember MSMEs

2. LITERATURE REVIEW

Catalogue

Some opinions of experts put forward the definition of Catalogue. According to Piliang (2013) "A Catalogue is a list of books owned by a library and arranged according to a specific system." The author also cites the definition of Catalogue according to Jatmiko (2017) "A Catalogue is a list of information about products sold by a company or marketing agency. The goal is to provide enough

information about these products so that it is easier for Customers to choose the products used." So from the understanding of the Catalogue above, it can be concluded that the Catalogue is a list of goods or services that contain information about the products sold to make it easier for Customers to choose the products purchased.

Marketing Mix

Ngatno (2018) defines marketing as a wide variety of sales, distribution, and trade-related activities. It is a thorough effort by a firm to identify consumer wants, establish how to address those needs, and market and sell items in order to make profits. Marketing is a collection of commercial operations meant to plan, price, market, and distribute items that correspond with client wants while helping the firm achieve its goals. In addition, by now among us may also know about the existence of Marketing Mix. The marketing mix is a combination of variables or activities that are at the core of a marketing system. This means, the marketing mix is a collection of variables that companies can use to influence Customer responses. So that with the variables used by the company, it will create a combination that provides maximum results.

The marketing mix also has the meaning of a collection of controlled tactical marketing tools that the company integrates to produce the response it wants in the target market. The marketing mix consists of all the things a company can do to influence the demand for its products. These possibilities can be grouped into four variables called the "four Ps" of Product, Price, Place, and Promotion. In other words, product and promotion are components of bidding, while place and promotion are components of access. Therefore, the marketing mix in question is how to integrate offers from companies. In relation to the 4 variables mentioned in the previous paragraph, the marketing mix also includes several main components, namely, developing goods, determining prices, distributing them to various places, and producing them for Customers to buy. So that with the marketing mix, it will also support the progress of MSMEs. However, we

also need to know that the targeting mix for goods products that we know so far is different from the marketing mix for service products. In companies engaged in services, the marketing mix elements are not limited to four elements. However, it is necessary to add several other elements that are expected to influence people to make purchases.

Promotion

Promotion is the last marketing mix activity. Promotion is a one-way flow of information or Persuasion created to lead a person or an organization to actions that create an exchange in marketing. Meanwhile, according to Kotler, promotion is one in the field of marketing that aims to increase sales turnover, by influencing Customers either directly or indirectly. Promotion is an element in the company's marketing mix that is used to inform, persuade, and remind, about the company's products by Stanton (2000). Promotion also aims to motivate people to buy a company's products or services, as well as being a means to build relationships with customers. The main purpose of promotion is the modification of Customer behaviour, informing, influencing and persuading and reminding target Customers about the company and the products or services it sells. Without promotion, a product produced by the company will not be known by the public. Furthermore, promotion is also one of the policies made by a company with the aim of introducing more products or services to Customers. That is, at this time also the role is increasingly realized promotion is very important, especially because of the increasingly sharp competition and also the state of the buyer market. Where the product or service is looking for buyers

Canva

According to Adi (2020) "Canva is an online-based website and graphic design application that makes it easy for users to create attractive visual or graphic displays." As a result, Canva is a graphic design application that can be used to create creative content on websites or through applications. The application is divided into Canva Free and Canva Pro, with the latter offering premium access and enhanced

features.

Instagram

According to Scissons (2017), Instagram is a photo sharing, video sharing, and online mobile social networking service that allows users to take photos, edit photos and share photos that we upload to other social media (Twitter, Facebook, Tumblr, Flickr), therefore Instagram is referred to as social media photo sharing. Instagram is a photo and video sharing application from a smartphone which is one of the digital media that has almost the same function as Facebook and Twitter, but the difference lies in taking photos and videos in the form or place to share information with its users.

To examine the effectiveness of Instagram feed promotional media design, the study used the EPIC Model approach, a comprehensive instrument designed by AC Nielsen for evaluating advertising performance. The model includes four key dimensions: empathy, persuasion, impact, and communication (Durianto in Indah, 2017). The Empathy Dimension informs whether Customers like an ad and describes how Customers perceive the relationship between an ad and their personality. The Persuasive Dimension informs what an advertisement can provide to improve or strengthen the character of a brand, so that advertisers gain an understanding of the impact of advertising on Customer desire to buy and obtain an overview of the ability of an advertisement to develop the attractiveness of a brand. The Impact Dimension shows whether a brand stands out from other brands in similar categories and whether advertising engages customers in the message. Lastly, The Communication Dimension provides information about the ability of Customers to remember the main message conveyed, Customer understanding, and the strength of the impression left by the message. Overall, the EPIC Model provides a comprehensive framework for measuring advertising accomplishment across many aspects of consumer response, persuasion, impact, and communication understanding.

Several studies on creating product Catalogues have been done before, Desrianti (2014) in

Designing Catalogue Media as Information Support and Promotion on CV. Zero Store which are Design a media Catalogue. CV. Zero Store is a company engaged in sportswear, especially jerseys located in Villa Mutiara Pluit, Tangerang, Banten. Designing Catalogue media in the form of booklets on CV. Zero Store aims to introduce all company capacities and is expected through Catalogue design to increase company turnover; Hakim (2015) in Digital Catalogue Design at MSMEs Embroidery Center Padurenan Kudus Village, Designing the Catalogue of MSMEs Embroidery Center of Padurenan Kudus Village. Product Catalogues are created with images of various products, product information, and product embroidery animations. By designing Catalogues, MSMEs are able to display their products clearly; Sholeh (2020) in the use of the Canva application to create image content on social media as an effort to promote the results of MSME products. Selaparang, Conducting research using discussion methods that aim to provide insight to Selaparang MSME actors in using social media as a means of promotion, especially in creating content with the Canva application conducting research using discussion methods that aim to provide insight to Selaparang MSME actors in using social media as a means of promotion, especially in creating content with the Canva application; Caesarinto (2022) in Promotion through e-catalogue media on Instagram using Coreldraw to increase consumer buying interest in Glaseideas Malang, Designing the Catalogue of MSMEs Embroidery Center of Padurenan Kudus Village. Product Catalogues are created with images of various products, product information, and product embroidery animations. By designing Catalogues, MSMEs are able to display their products clearly. Promotion as a form of marking can help a firm boost their income by a significant amount. Based on aresearch by Mark, et al (2019) physical catalogue mailed on a consistent basis remain an essential marketing tactic for certain retailers. Although study by Chang & Zhang (2016) resulted in catalogues are not an effective marketing activity. As for the purpose of this paper is to identify does catalogues have a significant effect on Abajaya Jember MSMEs overall promotion.

3. RESEARCH METHOD

The Scope of this research on the marketing mix of Abajaya Jember MSME that sells household furniture. Catalogues will be used as promotional media, with the Canva design application chosen for its ease of use, catalogueing features, and visually appealing design results. The research aims to attract potential customers by catalogueing Abajaya Jember MSMEs and using the Canva application as a promotional tool. Promotions carried out by Abajaya Jember MSMEs are through Offline Store, Instagram. In this study, we will create a Catalogue that aims to combine goods in MSMEs in Abajaya Jember so that customers can easily find available goods.

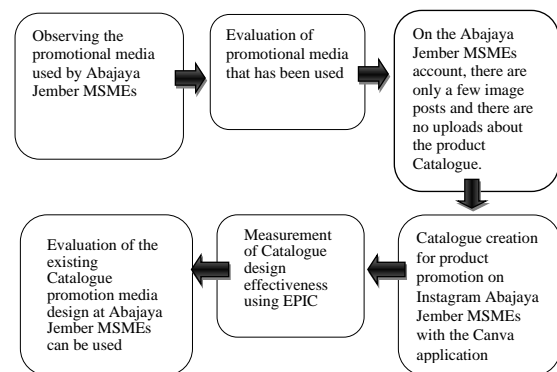


Figure 1. Study framework

This research employs action research. Several experts expressed their views on the definition of action research, one of which, according to Arikunto (2020), is research into things that happen in society or target groups, and the results can be directly produced by the society in question. The primary feature of action research is participation and collaboration between the researcher and members of the target group. The visual field was measured using Kurt Lewin's EPIC method, which was developed to assess the effectiveness of catalogues created for potential consumers. The method is based on the idea that action research is made up of four major components: planning, action, observation, and reflection. Here's a visualization of the EPIC model by Lewin (Figure 2).

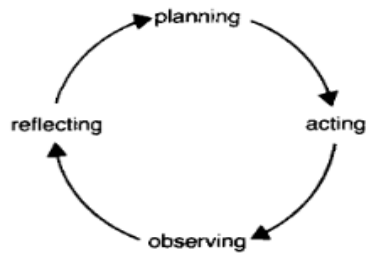


Figure 2. Kurt Lewin's action research stages model

According to initial observations, Abajaya MSMEs conduct promotional activities through offline stores and Instagram, but this is still insufficient, so it is necessary to develop other online promotional media that contain company information that customers can easily access wherever and whenever. The main steps in conducting action research (action research) according to the cycle above are as follows: (i) Planning - A Catalogue design was created for cataloging at Abajaya Jember MSMEs. In this stage, seek out examples of good product catalogue and make initial design designs at Abajaya Jember MSMEs. (ii) Action Implementation – the act of creating a Catalogue with the Canva application is carried out according to the planning results. (iii) Observation - At this stage, the assessment process is completed by adjusting the indicators used. The observation stage involved taking measurements using the EPIC method. The EPIC method is used to assess the suitability of a catalogue created for potential customers, determining whether it meets the requirements and is appropriate for use as promotional media. Questionnaires to be measured using the EPIC Model were distributed via the Abajaya Jember UMKM Instagram social media was tested by 2 marketing experts, 2 IT experts, 1 owner, and 10 consumers. (iv) Reflection - Review and revise the design that has been made. After the stages are carried out in Cycle 1, and the statement of the design is not perfect, it will be done back to Cycle 2 and so on starting planning until the design is perfect.

Questionnaire Development

The questionnaire in this study was developed based on the Epic Model theory, which consists of empathy, persuasion, impact, and communication. Based on the EPIC Model according (Duriyanto in Riyantoro, 2013) The

Empathy Indicator in Abajaya Jember MSMEs are the catalogue easy to understand, interesting, and effective. The Persuasion Indicator are the Abajaya Jember MSMEs catalogue is able to provide customer confidence to buy, changes customer attitudes to be more interested and accordance with customer wishes. The impact indicators are the message was conveyed in full in the catalogue of Abajaya Jember MSMEs, displays products clearly. The communication indicators are provided information about the products offered and the catalogue easily understood by customers.

Data Analysis Method

a. Likert Scale

Table 1. Likert scale

Answer Scale	Value
Strongly disagree	1
Don't agree	2
Neutral	3
Agree	4
Strongly agree	5

Source: data processed (2023)

b. Epic Model Analysis:

Simple Tabulation Analysis

In a simple tabulation analysis, the data obtained is processed with the following formula:

$$p = \frac{F_i}{\sum F_i} \times 100\%$$

Information:

P : Percentage of Respondents who chose a particular category

f_i : Frequency

W_i : Weight

Average Score

Furthermore, to determine the answer range, there is the following formula:

$$Range = \frac{100\%}{Answer\ Options}$$

Based on the information above, it can be determined the range of answers:

$$Range = \frac{100\%}{5} = 20\%$$

So that the range pattern is obtained as follows:

0 % - 20 % = Very Not Good
 21% - 40% = Not Good
 41% - 60% = Good enough
 61% - 80% = Good
 81% - 100% = Excellent

Each respondent's answer from the statement in the questionnaire was given a weight. How to calculate the average score is as follows:

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

Information:

x : Weight Average
 fi : Frequency
 Wi : Weight

c. Epic Rate:

$$\text{EPIC Rate} = \frac{\text{X Emphaty} + \text{X Persuasion} + \text{X Impact} + \text{X Communication}}{4}$$

The results of the r calculation can be put in the EPIC Model decision scale range based on the EPIC analysis.

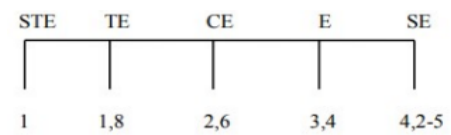


Figure 3. EPIC model scale
Source: Indah (2017)

VI = Very Ineffective (On scale 1,00 – 1,80)

I = Ineffective (On scale 1,80 – 2,60)

EE = Effective Enough (On scale 2,60 – 3,40)

E = Effective (On scale 3,40 – 4,20)

VE = Very Effective (On Scale 4,20 – 5,00)

The purpose of determining the position of the respondent's response based on the score and EPIC rate results is to describe the design effectiveness. Measurements using the EPIC method will be carried out in each activity cycle, which will be explained in the next chapter, with a calculation to achieve the effectiveness of the minimum score that must be achieved, namely 3.4 in each dimension.

4. RESULT AND DISCUSSION

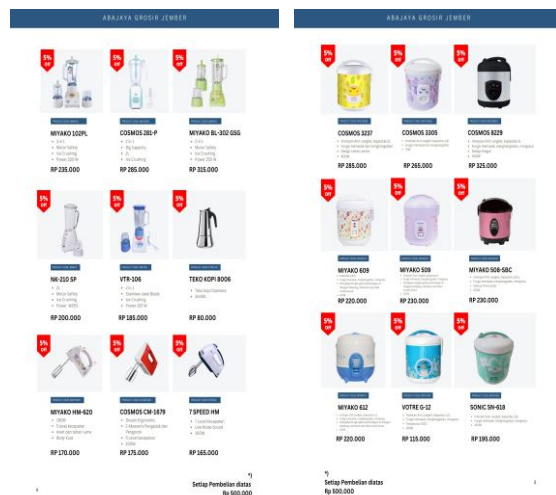


Figure 4. Abajaya design catalogue
Source: data processed (2023)

The catalogue that has been created can help the business of Abajaya Jember MSMEs in promotional activities. The Catalogue helps deliver product information offered by the business to potential Customers and customers of Abajaya Jember MSMEs products. The image is the final result of making a catalogue that has been approved by the owner, marketing experts, and IT experts and also by several customers after filling out the questionnaire that has been given.

From other articles, discounts on goods sold and templates used, have a significant influence on customers who will buy goods in Abajaya Jember MSMEs.



Figure 5. Abajaya design catalogue
Source: data processed (2023)

Discounts have been a popular marketing tactic for attracting customers by giving more value or incentives, encouraging them to purchase advertised items (Lee & Chen-Yu, 2018). Discounts are one strategy for businesses to generate income quickly (Kusnawan et al., 2019). Companies can implement sales methods such as product discounts for consumers (Putra, Kumadji, & Yulianto, 2016). Customers have opinions about pricing, old items, and new products (TANG & HAO, 2017). According to the idea we examined, customers have numerous product options, and producers must be creative in order to entice them to buy, with the most typical method being to offer discounts to consumers. The results of presenting action research data in the second cycle indicate that the website met the criteria.

. The discussion for each indicator is as follows:

1) Empathy

Table 2. Empathy indicator

Statement	Assessment criteria					Average Score Per Statement	Average Score Per Indicator
	STS 1	TS 2	N 3	S 4	SS 5		
1.			1	6	8	4,46	4,36
2.			3	5	7	4,26	

Source: data processed (2023)

Based on the statements that have been obtained by researchers through questionnaires which will then be calculated the average score for each Statement and Dimension, the following are the results of calculating the average score. Based on Empathy Dimension it shows that in Statement 1 it was found that 1 respondent chose neutral, 6 respondents agreed, and 8 respondents strongly agreed. In Statement 2, 3 respondents voted neutral, 5 agreed, and 7 strongly agreed.

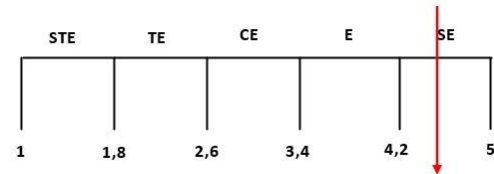


Figure 6. EPIC rate empathy indicator
Source: data processed (2023)

The average value of the empathy indicator is 4.36, putting it in the very effective category. According to the research results, the catalogue created is very effective in providing complete information and can elicit customer sympathy with a catalogue appearance that many people enjoy.

2) Persuasion

Table 3. Persuasion indicator

Statement	Assessment criteria					Average Score Per Statement	Average Score Per Indicator
	STS 1	TS 2	N 3	S 4	SS 5		
3.			1	7	7	4,4	4,3
4.			2	5	8	4,4	
5.			3	6	6	4,2	

Source: data processed (2023)

Based on the Persuasion Dimension it shows that in Statement 3, 1 respondent chose neutral, 7 agreed, and 7 strongly agreed. Statement 2 had 2 respondents vote neutral, 5 agreed, and 8 strongly agreed. Statement 5 there were 3 respondents who voted neutral, 6 agreed, and 6 strongly agreed.

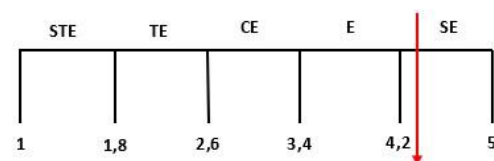


Figure 7. EPIC rate persuasion indicator
Source: data processed (2023)

The persuasion indicator has an average value of 4.3, which places it in the very effective category. According to the research findings, the created catalogue is very effective because it provides detailed product information that persuades customers to make a purchase.

3) Impact

Table 4. Impact indicator

Statement	Assessment criteria					Average Score Per Statement	Average Score Per Indicator
	STS 1	TS 2	N 3	S 4	SS 5		
6.				5	10	4,6	4,56
7.			1	5	9	4,53	

Source: data processed (2023)

Based on the Impact Dimension it shows that in Statement 6 there were 5 respondents who agreed and 10 respondents who strongly agreed. Statement 7 had 3 respondents vote neutral, 5 agreed, and 9 strongly agreed.

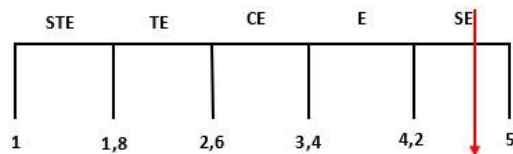


Figure 8. EPIC rate impact indicator
Source: Data processed (2023)

The average value of the impact indicator is 4.56, placing it in the very effective category. Based on the research results, the catalogue created is very effective, displaying products clearly and looking creative to attract customers' attention.

4) Communication

Table 5. Communication indicator

Statement	Assessment criteria					Average Score Per Statement	Average Score Per Indicator
	STS 1	TS 2	N 3	S 4	SS 5		
8.			1	6	8	4,46	4,38
9.			1	8	6	4,3	

Source: Data processed (2023)

Based on the Dimension Communication it shows that Statement 8 has 1 respondent choosing neutral, 6 agreeing, and 8 strongly

agreeing while Statement 9 has 1 neutral respondent, 8 respondents agree, and 6 respondents strongly agree.

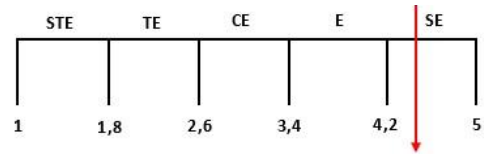


Figure 9. EPIC rate communication indicator
Source: Data processed (2023)

The average value of the communication indicator is 4.38, placing it in the very effective category. According to the research results, the catalogue created is very effective, with a clear and easy-to-understand presentation of product information.

After calculating the EPIC Rate for each indicator, the following is a graphical calculation of the EPIC Rate for all indicators:

$$\text{Epic Rate} = \frac{(X \text{ empathy} + X \text{ persuasion} + X \text{ impact} + X \text{ communication})}{4}$$

$$\text{EPIC Rate} = \frac{4,36+4,3+4,56+4,38}{4} = 4.4$$

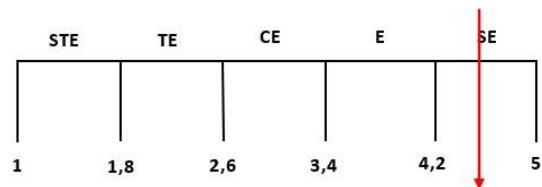


Figure 10. EPIC rate scale
Source: Data processed (2023)

From the calculation of the dimension sum, a total score of 4.25 is obtained, which means that the Abajaya Jember MSMEs Catalogue is included in the very effective category. The findings in this study are supported by theory according to (Indah, 2017) the effectiveness of Catalogue design can be measured using the EPIC model which includes four critical dimensions, namely Empathy, Persuasion, Impact, Communication. The results of this study also prove that the Canva application can be used to create Catalogues according to theory according to (Adi, 2020), "Canva is an online-based website and graphic design application that makes it easy for users to create attractive visual or graphic displays". This study also has

similar result to the research done by Mark, et al., (2019) since catalogues has a positive impact on the Abajaya Jember MSMEs overall promotion. Meanwhile, in terms of Customers, the benefits of Catalogues are that Customers can get some product information including descriptions of products, product prices, product sizes, and contact persons in the business. This research offers several substantive contributions to MSME industry in Indonesia, based on the findings in this research we suggest that MSME in Indonesia implement catalogues as one of the marketing strategies to boost their promotion, since catalogues can improve overall purchases from the store or the website (Mark, et al., 2019).

5. CONCLUSION

Abajaya Jember MSMEs, a household furniture business in East Java, is considering creating a catalogue to enhance promotional activities for its MSMEs. The catalogue should contain comprehensive product information, including prices, sizes, and contact information for potential customers. The catalogue's creation was evaluated using the EPIC rate (Empathy, Persuasion, Impact, and Communication) to assess the feasibility of the design. The results showed an effective average score, indicating that the product catalogue for promotional activities at Abajaya Jember MSME is feasible and effective. The Action Research method, carried out in two cycles, resulted in a final EPIC Rate score of 4.4, indicating that the Abajaya Jember MSMEs catalogue design can be implemented and promoted better. This approach is expected to attract potential customers and support marketing activities. The catalogue's implementation and promotion are expected to increase customer base and attract more customers. Although this article finding support that catalogue design have a positive relation with gaining more customer, an article by (Rahim & Waluyo, 2023) proved that sales promotion has no positive and significant effect on purchasing intention and repeat purchases at Starbuck Café. Based on the research that has been done, the advice that can be given to MSMEs in Abajaya Jember are it is hoped that the catalogue design that has been made can help business promotion on Instagram social media, it is expected to always update the information in the catalogue, especially if there

is a change, be it about products or other information related to Abajaya Jember MSMEs, it is expected that Abajaya Jember MSMEs always displays the Catalogue that has been created on every digital promotion used other than Instagram such as Whatsapp, Shopee and Tiktok. For future researchers who will conduct similar research, the advice that can be given is to look for more references about catalogue design, make designs that are more attractive to potential customers and more varied and informative to expand marketing reach and be meticulous in catalogue composition.

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