

Evaluation of Democrat Party Voter Segmentation in Bandung City

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Article Information:

Received: 05 February, 2023, Accepted: February 11, 2024, Published: February 13, 2024

Abstract

With the widespread idea that people are an aspect that needs to be considered and included in the political process, political parties are born automatically and grow to become candidates for the people and authorities. Political parties are usually considered the embodiment of a modern political system or the process of modernizing itself. This research uses qualitative research to produce descriptive data in interviews and written or verbal information from related people. Based on the sources, the number of Generation Y and Z voters in Bandung City for the 2024 Election is quite significant. According to the Bandung City KPU, as many as 53% of voters are millennials and Generation Z, totaling 1,872,381 voters. The KPU also noted that millennials dominated voters in the 2024 Election, reaching around 32.72%. This shows the crucial role of the young generation in the five-year contest.

Keywords: Evaluation, Segmentation, Democrat

JEL Codes: M00, M1, M5

How to Cite:

Aan Andi Purnama, A. A., Djatmiko, B. (2024). Evaluation of Democrat Party Voter Segmentation in Bandung City. *International Journal of Business, Management, and Economics*, 5(1). pp. 84 – 98. DOI: <https://doi.org/10.47747/ijbme.v5i1.1667>

1. Introduction

Democracy is the emancipation of the absolute dominance of one or a few people. In a literal way, citizenship is carved over two hundred. Demos means people and Kratos or crates mean authority or sovereignty. In a simple way, the result can be meant as the rule of authority (of, made, and by) people or rule by the people (Budiardjo, 2007). The path to the country of citizenship is by ordinary elections, which are early stages to ensure that the current regime is the existence of a citizenry that every country is obliged to adhere to the national system openly.

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Election is the urge of every country in the chart to build and preserve nationality. Basically, no country is declared a nationality without the organization of ordinary elections listed in Indonesia. Elections can be said to be early stages of creating a correction of nationality in Indonesia and counted as a step in the delivery of progress in the progress of citizenship of this country. The election is the concretization of citizenship because the people's complete independence is from the people, by the people, as well as making the people and the conclusion that they will ensure their choices.

For the Law No. 10 of 2008 on the Ordinary Approval of People's, Territorial, and Territorial Representative Bodies Article 1 (1), an ordinary appointment is two means of enforcing the independence of persons carried out in a direct, regular, open, secret, honest, and balanced manner within the State of the Union Republic of Indonesia. The way elections have such a huge impact on the course of the rulers or people (who are ruled), Elections are not free from political parties because political parties can pour people's hopes, where people can participate in it and influence the firmness of elections.

With the spread of the idea that people are aspects that need to be considered and included politically, the political parties are born automatically and grow into candidates to the side of the people and the rulers. Political parties are generally regarded as the embodiment of some modern political system or something that is in the way of modernizing itself. Therefore, in this age in present-day countries of the party has become a commonly found political agency. Carl J. Friedrich argued that a political party was "a group of people organized in a normal way to hold orining the ability of the regime to command its party and, based on this ability, distributing to its party bodies utilities of an idiotic or false character" (Budiardjo, 2007).

The Municipal Election Commission (KPU) estimates that 1.9 million people in the town of Bandung will have the right to vote in the 2024 elections, which is an increase of about 200,000 when compared to the 2019 Legislative Elections, where the register of permanent voters (DPT) was 1.7 million. Electoral data that was submitted to the KPU in February 2022 has been at the number of 1.783.158 people. The number is spread across 30 districts and 151 municipalities that exist in Bandung City; this data per February 2022 male voters 886.957 people (49.74 percent) and women 896.201 (50.26 percent), source (Data KPU Kota Bandung).

According to the latest data, the population of Indonesia is dominated by Generation Z and Generation Y, i.e., Millennials. The next generation followed, the X and the baby boomers. As we know, Indonesia has arrived at a time of demographic bonuses. In other words, the productive age group heavily influences the Indonesian people is future journey.

in this case by generation Ydan generation Z From politicians' eyeglasses, the reality of the existence of young people is an asset to be seized. They are the main force in the upcoming political contest. In counting on paper, whoever manages to embrace this generation of Y and Z, he will win the contest.

These Y and Z generations have the main characteristics of mastering information and having high access to information technology. Believe me, understanding the character of Generation Y and Generation Z is the key if you want to win a political contest. All politicians must be aware of this. That's where political controversy gets more interesting, like racing in the middle of a racing circuit. The competition to take over Generation Y and Generation Z is like fighting on that circuit. What is needed is not only vehicles with state-of-the-art technology, but also drivers and skilled technicians.



Figure 1: number of voters for the 2024 election by age group (July 2023)
source: General Election Commission (KPU)

The General Election Commission (KPU) has established a permanent voter list (DPT) for the 2024 elections. The number reached 204,807,222 voters.

Moving from the Republic, according to the DPT's recapitulation results, the majority of voters in the 2024 elections are dominated by the Z-generation and millennial groups.

"A total of 66,822,389 or 33.60% of voters from the millennial generation," said RI KPU Commissioner Betty Epsilon Idroos at the DPT Open Plenary Recapitulation Meeting at the KPU office. Millennial Generation is the term for people born between 1980 and 1994. Generation Z voters accounted for 46,800,161 voters or 22.85% of the total number of voters in the 2024 elections. If aggregated, the number of voters from the millennial and Z generation groups amounted to more than 113 million.

Both generations dominated the voters in the 2024 elections, which represented 56.45% of the total voters. In addition, the next generation of X voters in the next row was 57,486,482 or 28,07% of the total voters. Generation X comprises people born between 1965 and 1979. The rest came from the pre-boomer generation group, or people born before 1944, with 3,570,850 or 1.74% of voters. The KPU determined 204 million of these elections after recapitalizing the DPT establishment results carried out by the entire KPU district/city and the Foreign Election Commission (PPLN) on June 20-21, 2023.

Table 1. The population of Bandung by age

No	Age	Total
1	0 – 9 (Generation Post Z)	362.518
2	10 – 24 (Generation Z)	596.450
3	25 - 39 (Generation Y/ Milenial)	583.980
4	40 - 64 (Generation X)	738.884
5	65 – 74 (Generation Baby Boomers)	118.923
6	75 + (Generation PreBoomers)	43.405
	Total	2.444.160

source: BPS, 2020

According to BPS 2020 sources, the YZ generation was born and grew up in the midst of a chaos and an infiltration of information, giving birth to individuals who were more open-minded than the stressful previous generation. This generation is also much more critical and bold, no exception in our country. The main thing about the YZ generation is their connection to social media. Connection to the outside world for Generation Z is vital and can beat the needs of the stomach. That's why we can see portraits in the family or nearest neighbors, how they're in abundance during the exercise, don't have quotas, or can't receive signals properly. It's different when they're hungry. They can have a bunch of intelligence to suppress hunger, but there's no tolerance for not having a quota. It is logical that in the "Digital 2021" report, HootSuit and We Are Social released Internet users in Indonesia by the beginning of 2021 alone as much as 202.6 million people or an increase of 15.5% compared to a year earlier. That's a staggering figure compared to the population, as it turns out that 73.7% of Indonesians use the Internet. And when you look at the results of the 2020 Census, where our country is entering the demographic bonus phase, it can be assured the biggest contribution of Internet users in our country from that YZ generation.

2. Literature review

Philip Kotler, 2007 in his book "Marketing Management" states that targeting is the process of selecting a potential target market to be developed and targeted by a company. Porter, M. (1985) in his book "Competitive Advantage", states that targeting is the process of identifying and selecting potential target markets. David Aaker 2008, in his book "Marketing Management" states that targeting is the process of selecting a potential target market to be developed and targeted by a company.

Malcolm McDonald, 1999 in his book "Marketing Plans," states that targeting is the process of selecting potential target markets to be developed and targeted by companies after market segmentation.

Nurdin Hidayah, 2021, in his book "Sustainable Tourism Destination Marketing in the Digital Age," states that targeting is the process of evaluation and market setting that will be the focus of all marketing activities.

According to the American Marketing Association (AMA), targeting is the process of selecting market segments to be targeted by a company.

Generally speaking, experts state that targeting is the process of choosing potential target markets. This process can be used to develop marketing strategies that match the characteristics and behavior of the selected market.

As far as the market segmentation process and the setting of market targets are concerned, they are strategic processes that go hand in hand and are carried out simultaneously.

As stated in economic concepts, no company has unlimited resources. All companies must have limited resources, so it is difficult for companies to offer an offer to everyone.

Besides, human beings have different needs, desires, and expectations. They also differ in how to get a product that is worthless or not for them. So, it will be difficult for a company to provide services to everyone; in other words, the limited resources make it difficult for the company to serve and satisfy everyone.

2.1. Evaluation According to Experts

Zainul and Nasution (2021) The concept of evaluation can be defined as a decision-making process using information obtained through the measurement of a learning outcome, both using test and non-test instruments.

Kumano (2001) The definition of evaluation is the assessment of data that has been collected through assessment activities.

Suharsimi Arikunto (2003) The definition of evaluation is a series of activities aimed at measuring the level of success of an educational program.

2.2. Segmentation According to Experts

According to Tjiptono and Chandra (2012), the definition of market segmentation is as follows: "Market segmentation can be understood as the process of grouping a whole market heterogeneously into groups or segments that have similar needs, desires, behaviors and/or responses to specific marketing programs."

According to Kotler (2007), market segmentation divides a market into buyers with different desires, characteristics, or behaviors.

3. Research Method

This research defines quality research as a procedure that produces descriptive data from the results of interviews and written or oral information from the people involved. In this study, the author uses to obtain in-depth information. This research report is structured as a creative and in-depth narrative and demonstrates authentic, naturalistic features. The focus of the analysis of this study is how the segmentation evaluation against genera y z in democratic party voters in the city of Bandung, for the collection of data itself in addition to informants, conducted interviews, and documentation.

4. Result and Discussion

4.1. Political parties

In the Law No. 2 of 2008 on Political Parties (Parpol) section 1 paragraph (1) named Political Party is an organization of a national nature and formed by a group of Indonesian citizens voluntarily on the basis of the common will and ideals to fight and defend the political interests of members, communities, nations, and states, as well as preserve the integrity of the State of the Republic of Indonesia Union based on the Pancasila and the Basic Law of the state of the Republic of Indonesia in 1945. A political party is an organized group whose members share the same orientation, values and ideals, the aim of which is to acquire political power and assume political positions, usually by constitutional means to implement their policies. (Budiarjo, 1989). In the perspective of Sigmund Neumann, a political party is a political activist organization that seeks to dominate governmental power and win the support of the people on the basis of competition with a few other groups that have different views. (Sigmund dalam Budiarjo, 1989).

Hussar and Stevenson in the book Political Science state: "A political party is a group of people who are organized and seek to control the government so that they can carry out their programmes in governmental office. A political party seeks to acquire power in two ways: participating in the conduct of the government in an arbitrary manner, with the aim that in general elections they obtain a majority vote in the legislative body, or working in a arbitrary or subversive manner to obtain the highest power in the state, that is, to carry out a revolution

or a coup d'état. Then based on the definition developed by Neumann, Cheppy Hari Cahyono recalled the need to pay attention to four things in connection with the attempt to clarify the meaning of the term political parties. The four things are:

- a. A political party is an organization that carries out political activities in a society.
- b. The political party devotes attention to overseeing the government in the exercise of its power.
- c. Political parties seek support from different groups and groups of people who have different views.
- d. Political parties are intermediary institutions that connect the social and ideological forces that are growing and developing in society with government officials and state institutions (Haricahyono,1991).

Through some of the above definitions, at least a clear point can be drawn on the concept of a political party, a group or organization with interests and ideals. Especially in the fight for power in the country. In a democratic country, realizing the political party's aspirations requires the sympathy and voting support of both members of the party and the general public to obtain a mandate of power (legitimation) to a party victory in the general legislative elections or presidential elections.

4.2. Benefits of Market Segmentation and Determining Market Targets

Helps companies identify potential target markets: The market segmentation process divides the market into several consumer groups with similar characteristics, needs, or behavior. This allows companies to determine more specific consumer groups and determine potential targets.

Making it easier for companies to carry out marketing communications: By identifying targeted consumer groups, companies can tailor their marketing communication to be more effective and efficient. This can be done by targeting messages, media, or promotions that fit the consumer group. How to Do Market Segmentation and Targeting: Market segmentation and market targeting are divided into several stages.

1) identifying market characteristics, 2) dividing markets into market groups, and 3) evaluating market segments to determine which market segment will be selected.

The following are the stages in carrying out market segmentation and setting market targets for democratic party voters:

1. Identification of the characteristics of the voter: The first stage in conducting market segmentation and targeting of the market is to conduct an identification against the characteristics of the potential voter to be selected into the group of segments.

Here are some ways you can perform market identification in the market segmentation process, namely:

Survey: Surveys can be used to gather data about market characteristics through questions asked to the market. Examples include distributing questionnaires both offline and online.

Interviews can be used to gather data about market characteristics through questions asked to the market personally. For example, conducting door-to-door interviews at market residences, doing FGD, etc.

Observation: Observations can gather data about market characteristics through direct observation of market behavior. For example, social media listening, viewing reviews in marketplaces, monitoring online discussion forums, web crawling, etc.

Secondary data analysis: Available data such as country statistics, industry data, trend data, or social media data can be used to gather information about market characteristics.

Market Mapping: Market mapping can identify market characteristics based on geographical location. For example, using Facebook Ads, mapping the market according to the product coverage to be offered and based on local, national, or international coverage. All methods used in identifying market characteristics must be properly run and well analyzed in order to be able to provide accurate information about the characteristics of the market to be targeted.

2. Aftermarket characteristics are identified, markets are divided into groups with similar characteristics. These groups are called market segments.

Here is a process of grouping or segmentation based on the segment criteria that marketers usually do.

Geographical segmentation is a method of market segmentation based on the geographical location of potential customers. Geographic segmentation can be done by grouping markets by country, region, province, city, or postal code. Geographic segmentation may also be used to evaluate the influence of geographic factors such as climate, culture, or income level on product preferences or voter behavior.

Demographic segmentation is a method of market segmentation based on the demographic characteristics of potential customers, such as age, gender, income, education, marital status, and the number of family members.

Psychographic segmentation is a market segmentation method based on an individual's psychic or psychological characteristics. Such psychic characteristics include their lifestyle, interests, hobbies, values, attitudes, and personalities.

Psychographic segmentation allows companies to group markets based on characteristics that influence their interests and preferences. Psychographical segmentation can be very useful in developing appropriate marketing strategies to reach market groups with similar lifestyles, interests, hobbies, values, attitudes, and personalities.

Behavioral segmentation is a market segmentation method based on patterns of purchasing, purchasing, or consuming behavior from potential customers. This segmentation can be done by looking at several factors, such as purchase frequency, purchase amount, purchase size, purchase time, or customer loyalty.

Market Segment Assessment A market segment assessment evaluates a pre-determined market segment to determine which segment is most profitable and worthy to be chosen. Market segment evaluation covers size, growth, accessibility, cost, and competition. These criteria are used to measure how attractive a market segment is being evaluated.

Here is an explanation of the criteria for market segment evaluation:

The size of a market segment is the amount or value of a group of markets. It can be measured in the number of units or the value of money and can be used to determine the market opportunities and potential available to the company. The amount of market availability

determines the size of the market segment. Market segments with a reasonably large size will be considered the most potential market segments to choose from.

Market Segment Growth Market growth is the rate of change in market size over time. In the process of market segment evaluation, market growth is measured to determine how fast a particular market segment is developing. High market growth rates indicate a good chance for companies to increase their market share and sales of products or services.

Market segment accessibility is the difficulty or cost a company has to incur to reach or reach a particular market segment. In the process of market segment evaluation, the market segment's availability is measured to determine how easily or difficult a company can reach and reach a specified segment of the market. The hard-to-reach segments will require higher costs, time, and effort to reach them. Therefore, companies should take into account market segment accessibility in market segment evaluation in order to determine how suitable such market segments are to be targeted in marketing strategies.

Competition level the competition level in the market segment evaluation process is the level of competition between companies operating in a particular market segment. Competition levels can be used to determine how tight competition is in a given market segment and measure how effectively a company can compete in that market. High competition levels indicate that many companies operate in the same market segment, making it difficult for companies to increase their market share and sales.

The group of youth referred to in the National Social Economic Survey, the Central Statistical Agency above, does not refer to the male sex after the age of children, but youth in the sense of the age grouping of respondents who are 16-30. More precisely, the definition of youth used by Susesnas here refers more to the Great Dictionary of the Indonesian language, which is young people. If referring to the population composition based on the generation released by BPS 2020, the youth group referred to and becoming the respondents of Susenas 2020 is a slice of the combination of Generation Z (age 8-23) and Generation Y (age 24-39).

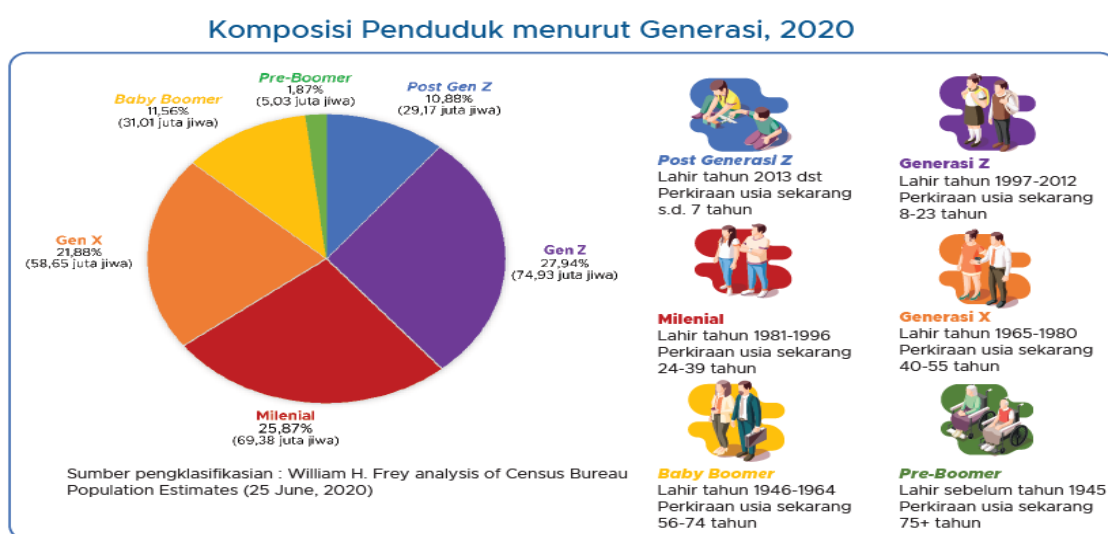


Figure 1. Composition of the Indonesian population
(Sumber: BPS, 2020)

From the table “The percentage of young people using computers and the Internet in the last three months in Bandung City, 2020, we get information as much as 40.66% of the total respondents have computers, and as many as 96.65% of computer owners use the Internet. From this data some of the things that we can get are about the ownership of electronic devices (computers) that support the lifestyle of young people in Bandung City, about how and for what (habits) young people have such electronic devices. These figures also reinforce the assumption of how youth (Gen YZ) can not be separated from internet connections. For politicians who see the YZ Generation as a potential market for ideology, it is also becoming increasingly clear that it is no longer necessary to approach them by gathering them in an open field but rather by stimulating ICT-based programs and making us constantly connected to the Internet in which they are.

Unlike the Bandung youth who use the internet with computers, own HP and use it for internet connections almost a hundred percent. Take a look at the table below that refers to Susena's results for March 2020:

Table 2. Percentage of Youth Who Own and Use Cell Phones in the Last Three Months in Bandung City, 2020

	<i>Have a cellphone</i>	<i>Using cellphone</i>
<i>Yes</i>	96,45	97,52
<i>No</i>	3,55	2,48
<i>Total</i>	100,00	100,00

Source: West Java Province Youth Profile 2020; Susenas March 2020

Of the 96.45% of HP owners who use it for an internet connection, 97.52% or only 2.48% have an HP but do not use it to connect to the Internet. However, that does not mean that 2.48% who have HP and don't use them for an Internet connection do not use the Internet. It could be that the number of HP holders who do not utilize it for this Internet connection are those who are connected to the Internet through other electronic devices or computers. It's also a shocking thing when it comes to how long our society has been using the internet. It turns out that 96.4% of Indonesians have access to the Internet through exercise. Then, to access the Internet they can spend eight hours more each day. With so much exercise ownership, as many as 170 million people are active on social media. The average Indonesian spends at least 3 hours more time on social media. In addition to social media, Indonesians still use the Internet for other purposes, such as watching TV, reading news and listening to music. The average Indian spends 2 hours and 50 minutes watching television, both through broadcast and streaming, spends 1.5 hours reading news from news providers and listen to music for 1.5 hours on average. While the highest-access social networks are YouTube at 88%, followed by Facebook at 81%, and Instagram at 80%, the lowest three or least accessible social media are Path, Tumblr and Reddit. Of the total Internet users in Indonesia, the largest figure is in the 19-34 age group of 49.52%, then the 35-54 age groups of 29.55%, the 13-18 age group 16.68% and the age group over 54 of 4.24%. These figures indicate the Millennial Generation is the largest social media user. This is the potential market share that should be optimally pursued by both political parties and individuals who will do profile branding. This is the point of view I'm thinking about. Let's breakdown the data of social media users in Indonesia into social media people in Bandung.

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Data from the People's Welfare Statistics of West Java Province in 2020 targeted the age of 5 years and above or who became respondents was from Post Z to Pre-Boomer. However, no information was obtained on how the respondents' composition was based on the age range. Whether, for example, each age group was given the same portion as the respondents or the category of respondents was ignored based on the age group. So those categorized as respondents are only inhabitants of Bandung City who are 5 years of age and older.

Table 3. Percentage of Bandung Municipality Population Aged 5 Years and Over Who Have Ever Accessed the Internet (Including Facebook, Twitter, BBM, WhatsApp) during The Last 3 Months by Gender, 2020

	<i>Male</i>	<i>Female</i>	<i>Male+Female</i>
<i>Yes</i>	78,57	74,86	76,73
<i>No</i>	21,43	25,14	23,27

*Source: Welfare
Statistics of Jawa Barat
Province 2020*

From the above table, we can find information that as many as 78.57% of the population of Bandung are 5 years of age and older and are of male sex using social media in the last three months, or only 21.43% of this group have not used social media for various purposes in the past three months. Another exciting thing about this data is the comparison of social media users between males and females. The people of Bandung who have been using social media in the last 3 months have been less female than the men of Bandung. The population of Bandung is 74.86% female and 78.57% male. Why are women using less social media than men, or is the difference 3.71%? Is this a trend for the next one or is it only happening in the last three months until the end of the survey? The difference of 3.71% can be a little, but it can also be valued a lot. However, approaching Gen YZ to get their sympathy must be different than approaching Gener X or even Gen Baby Boomers. Approaching them must be with effective communication. In the sense of the word Raymond Ross, effective communication is when the selection process occurs, choosing and transmitting symbols in such a way that it helps the listener to evoke meaning or response from his mind similar to that intended by the communicator.

Electors from the millennials and Generation Z are predicted to dominate the vote in the 2024 elections. Out of the permanent voters (DPT) list of the 2019 simultaneous elections, voters aged 20 reached 17,501,278 people, while those aged 21-30 were 42,843,792 people. For the 2024 elections, millennials and Generation Z voters are expected to rise to about 60 percent of total votes. With the huge number of millennial votes, the NasDem Party must educate millennials and Generation Z to play an active role in the upcoming elections.

According to the found sources, the number of Y and Z generation voters in Bandung for the 2024 elections is quite significant. According to KPU Kota Bandung, as much as 53% of voters are Millennials and Generation Z, with a total of 1,872,381 voters. Furthermore, KPU also noted that millennials dominated voters in the 2024 elections, reaching about 32.72% It shows the crucial role of the young generation in the five-year challenge. The youth enthusiasm for the elections is also high, with many demands for socialization from schools and youth

organizations. Thus, it can be concluded that the Y and Z generation voters significantly influence the 2024 elections in Bandung.

5. Conclusion

According to the found sources, the number of Y and Z generation voters in Bandung for the 2024 elections is quite significant. According to KPU Kota Bandung, 53% of voters are Millennials and Generation Z, totaling 1,872,381 voters. Furthermore, KPU also noted that millennials dominated voters in the 2024 elections, reaching about 32.72%. This demonstrates the crucial role of the young generation in the five-year contest and the Democratic Party Strategy in winning the legislative elections in Bandung encompasses the communication strategy consisting of a network of local-level power that is to assemble the power of the local elite majority in Bandung to then bind them (either voluntarily or through structural pressure), by exploiting the influence of the elite widely, both in the structural bureaucracy, entrepreneurs and elites in the supporting (supporter) environment of football. Socialize by performing imagery and self-enforcement (party character) against society as well as delivering the vision, mission, and program of the Democratic Party. Attend or organize events in the community's neighborhood by delivering programs, campaigns, or socialization to the community of the young people who are in the community with marketing through social media and in person.

The Democratic Party must have more courage to give opportunities and open up space to the people in certain areas where there is a basis against other parties, using approaches that those people will accept. The Democratic Party needs to formulate new programs that will attract people again and bless people like the old program.

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