

MANAJEMEN_ANALISIS SWOT DAN STP (SEGMENTATION, TARGETING, POSITIONING) UNTUK MENERAPKAN STRATEGI PEMASARAN DIGITAL PADA UMKM - MIE BERGAYA

by Restu Adinugraha

Submission date: 23-Jul-2024 01:43PM (UTC+0700)

Submission ID: 2421208698

File name: CEK_TURNITIN_NASKAH_SKRIPSI_RESTU_ADINUGRAHA_202304064.pdf (2.53M)

Word count: 8960

Character count: 55601

MANAJEMEN_ANALISIS SWOT DAN STP (SEGMENTATION, TARGETING, POSITIONING) UNTUK MENERAPKAN STRATEGI PEMASARAN DIGITAL PADA UMKM - MIE BERGAYA

ORIGINALITY REPORT

24%

SIMILARITY INDEX

23%

INTERNET SOURCES

9%

PUBLICATIONS

12%

STUDENT PAPERS

PRIMARY SOURCES

1	repository.unjaya.ac.id Internet Source	6%
2	eprints.binadarma.ac.id Internet Source	1%
3	repository.unpkediri.ac.id Internet Source	1%
4	Submitted to Universitas Sebelas Maret Student Paper	1%
5	databoks-series.katadata.co.id Internet Source	1%
6	id.123dok.com Internet Source	1%
7	repository.iainkudus.ac.id Internet Source	1%
8	slidetodoc.com Internet Source	1%

digilibadmin.unismuh.ac.id

9	Internet Source	1 %
10	docplayer.info Internet Source	1 %
11	text-id.123dok.com Internet Source	1 %
12	123dok.com Internet Source	1 %
13	Submitted to Syntax Corporation Student Paper	<1 %
14	jurnal.usahidsolo.ac.id Internet Source	<1 %
15	repository.unisma.ac.id Internet Source	<1 %
16	tambahpinter.com Internet Source	<1 %
17	Submitted to UIN Syarif Hidayatullah Jakarta Student Paper	<1 %
18	erepository.uwks.ac.id Internet Source	<1 %
19	journal.amikveteran.ac.id Internet Source	<1 %
20	Ilham Asta Pangestu, Rusdi Hidayat Nugroho. "Strategi Pemasaran Digital dalam	<1 %

Meningkatkan Ekuitas Merek pada UMKM Sandangs", El-Mujtama: Jurnal Pengabdian Masyarakat, 2024

Publication

21	jurnal.uin-antasari.ac.id Internet Source	<1 %
22	eprints.untirta.ac.id Internet Source	<1 %
23	repository.ub.ac.id Internet Source	<1 %
24	repository.iainpurwokerto.ac.id Internet Source	<1 %
25	repository.stiedewantara.ac.id Internet Source	<1 %
26	repositori.uin-alauddin.ac.id Internet Source	<1 %
27	repository.uhn.ac.id Internet Source	<1 %
28	etheses.iainponorogo.ac.id Internet Source	<1 %
29	digilib.uns.ac.id Internet Source	<1 %
30	eprints.iain-surakarta.ac.id Internet Source	<1 %

31	eprints.walisongo.ac.id Internet Source	<1 %
32	www.coursehero.com Internet Source	<1 %
33	databoks.katadata.co.id Internet Source	<1 %
34	mobitekno.com Internet Source	<1 %
35	Elvira R. Saleh, Leonardus Ricky Rengkung, Yolanda Pinky Ivanna Rori. "Analisis Bauran Pemasaran Terhadap Tingkat Penjualan Roti UD Nabila Bakery Di Desa Kalasey Kecamatan Mandolang", AGRI-SOSIOEKONOMI, 2023 Publication	<1 %
36	core.ac.uk Internet Source	<1 %
37	id.scribd.com Internet Source	<1 %
38	repository.ar-raniry.ac.id Internet Source	<1 %
39	www.jdih.karangasemkab.go.id Internet Source	<1 %
40	"Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di	<1 %

Kelurahan Malaka Sari, Duren Sawit", 'Universitas Negeri Jakarta'

Internet Source

41

ojs.unimal.ac.id

Internet Source

<1 %

42

tooruu.blog.st3telkom.ac.id

Internet Source

<1 %

43

areksumberjati.wordpress.com

Internet Source

<1 %

44

kumpulankapitaselekta.wordpress.com

Internet Source

<1 %

45

mahasiswaindonesia.id

Internet Source

<1 %

46

ejournal.iaimu.ac.id

Internet Source

<1 %

47

pustaka.unpad.ac.id

Internet Source

<1 %

48

repository.unisba.ac.id:8080

Internet Source

<1 %

49

blog.binadarma.ac.id

Internet Source

<1 %

50

digilib.iainkendari.ac.id

Internet Source

<1 %

51

fr.scribd.com

Internet Source

<1 %

52	ocs.unud.ac.id Internet Source	<1 %
53	radiopublic.com Internet Source	<1 %
54	repository.fisip-untirta.ac.id Internet Source	<1 %
55	repository.unpar.ac.id Internet Source	<1 %
56	ukm-indonesia.net Internet Source	<1 %
57	Santirianingrum Soebandhi, Kristiningsih Kristiningsih, Anang Kukuh Adisusilo. Jurnal Serambi Abdimas, 2023 Publication	<1 %
58	artikula.id Internet Source	<1 %
59	digilib.uin-suka.ac.id Internet Source	<1 %
60	digilib.uinsby.ac.id Internet Source	<1 %
61	digilib.unimus.ac.id Internet Source	<1 %
62	edoc.site Internet Source	<1 %

63	eprints.undip.ac.id Internet Source	<1 %
64	journal.unpas.ac.id Internet Source	<1 %
65	kimiamadrasah.blogspot.com Internet Source	<1 %
66	koinworks.com Internet Source	<1 %
67	lib.ui.ac.id Internet Source	<1 %
68	www.goriau.com Internet Source	<1 %
69	www.scribd.com Internet Source	<1 %
70	journal.unismuh.ac.id Internet Source	<1 %
71	Fauzi Alfauzan, Imam Marjan, Fedora Firda Fatika, Meila Nazwa Dzaqiah et al. "Pengembangan Potensi Ekonomi Home Industri Kecamatan Gunung Tanjung Kabupaten Tasikmalaya", Jurnal Pendidikan Geografi Unpatti, 2023 Publication	<1 %
72	Novi Isniatul Asro, Siti Nur Qomariyah, Muhyiddin Zainul Arifin. "ANALISIS STRATEGI	<1 %

PEMASARAN GUNA MENINGKATKAN PENJUALAN", Sigmagri, 2021

Publication

73

ejournal.kopertais4.or.id

Internet Source

<1 %

74

zombiedoc.com

Internet Source

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

PERPUSTAKAAN
JENDERAL ACHMAD YANI
YOGYAKARTA
UNIVERSITAS