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Strategy to increase sales of Moringa leaves after the covid-19 pandemic

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ABSTRACT

This study delves into devising effective strategies for boosting sales in the aftermath of the pandemic, employing a qualitative research approach with a descriptive research design. Focused on CV Pusaka Madura, a private company in Pekandangan Sangrah specializing in Moringa leaf products, particularly Moringa leaf flour, the research aims to decrypt existing personnel management challenges and propose solutions to enhance post-pandemic sales. The study's objectives include understanding the added value of Moringa leaf flour products, identifying internal and external factors, and formulating strategies aligned with the company's current context. Both quantitative and qualitative analysis methods are employed, with quantitative analysis guiding the determination of added value and prioritized business development strategies for CV. Madurese Heritage. The identified alternative strategies encompass opening branches in new locations, expanding marketing efforts, and intensifying collaboration with private sectors and relevant stakeholders. Recommendations for the Moringa leaf flour business units include increasing production and market reach while balancing it with effective promotion, sustaining market presence with comprehensive infrastructure facilities and social media promotions, and maintaining or enhancing collaborations with related parties. This integrated approach aims to foster a resilient and thriving business model post-pandemic.



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Introduction

Moringa plant (*Moringa oleifera* Lam) is one type of plant (plasma-germ) that has been rarely glimpsed in sales and has relatively no economic value, only used as a fence plant (boundary) yard (field) or rice field, plants for propagation (as well as herbal chili vines), initially in Java Moringa leaves were used for mystical things such as bathing the corpse, counteract magic. Most Madurese people in particular do not know the properties and content in Moringa leaves, generally only used as animal feed (mainly goats, cows) and in very small amounts used for vegetables. Research that has been done before, as revealed by Meireles et al. (2020) in, it turns out that Moringa leaves have medicinal properties that are believed to have various properties for healing various types of diseases. Traditional Indian medicine clinics '*Ayurveda*' even claim that Moringa leaves can cure more than 300 (three hundred) types of diseases. Information about Moringa leaf cassiat has been stored for thousands of years.

Today a number of leading universities, as well as from credible scientific institutions, and government bodies around the world, began to seriously research the properties of Moringa leaves for medicinal benefits. It is

recorded that now there are quite a lot of scientific research results that reveal about the cassiat of Moringa leaves for treatment (medical) published in medical journals. In Karim et al. (2023) research, it is demonstrated that product innovation, human resources, and product uniqueness exert a positive and significant influence on enhancing the competitiveness of moringa leaf tea products. Therefore, these three variables can be employed as strategies to improve the competitiveness of moringa tea products. One of these strategies involves innovating the packaging, as consumers perceive that the information presented on the packaging of moringa tea products is still limited.

The research by Yulia et al. (2021) suggests alternative strategies for traditional herbal medicine product development. One approach is the SO strategy, expanding marketing through various media like social platforms. The ST strategy involves opening outlets in different locations to ease congestion. For WO, unique packaging and delivery services are recommended. The WT strategy focuses on employee training for quality instant herbal products. The optimal strategy is developing a range of ready-to-consume instant traditional herbal products, offering delivery, unique packaging, and employee training to enhance product quality. During the pandemic, Micro, Small, and Medium Enterprises (UMK) faced challenges in producing and marketing products offline. Therefore, there is a need for innovation in offline product marketing. Based on the findings of Tandelilin et al. (2021) research, it is demonstrated that innovations across various domains, including products, marketing, facilities, management, and human resources, enabled micro, small, and medium enterprise practitioners in Bogo Village to persevere and initiate business recovery during the pandemic.

"CV Pusaka Madura" in Pekandangan Sanggrah village, is a place to process Moringa leaves into a product that is valuable and rich in benefits, there are various products including Moringa leaf powder (better known as flour), tubruk tea, tea bags and capsules. From the whole part of Moringa is used in production starting from leaves, seeds (klentang) to even the stalk. The distribution of products in the CV is more to areas outside Madura, it is undeniable that the surrounding community does not know the benefits contained in it and coupled with the development of incorrect perceptions, then what strategy is used to introduce Moringa leaf products produced by CV? When the 2019 Covid pandemic attacked Indonesia in various regions, the implementation of restrictions on community activities (PPKM), until the news that Madura was in the black zone had an impact on various aspects both in the field of education, especially in economic activities, there was a decrease in production and sales in several companies or MSMEs (Micro, Small and Medium Enterprises) not much until there was a decrease of 50%, Although conditions are now starting to be safe, it does not mean that economic activities are running as they were at the beginning before the pandemic, but slowly starting to improve. This study aims to find out the sales strategy of Moringa leaf products (Moriga) in CV Pusaka Madura and strategies to increase post-pandemic sales.

The research provides insights into the underutilized economic potential of the Moringa plant, particularly in the context of CV Pusaka Madura in Pekandangan Sanggrah village. Historically, Moringa was largely overlooked and relegated to non-economic roles, such as being a boundary plant or used in mystical practices (Setyowati & Rosemary, 2020). However, recent studies, as highlighted by Meireles et al. (2020) and Karim et al. (2023), shed light on the medicinal properties of Moringa leaves, revealing their potential to address various health issues. This transformation from being a relatively unknown plant to one with recognized medicinal benefits has prompted research and innovation in the processing and marketing of Moringa products (Dewi, 2018).

The research discusses the challenges faced by CV Pusaka Madura during the COVID-19 pandemic, affecting production and sales. Despite the post-pandemic improvements, economic activities, especially in the MSME sector, have not fully returned to pre-pandemic levels. The study aims to explore sales strategies for Moringa leaf products in the current context and formulate post-pandemic sales enhancement strategies. The state of the art in the research lies in the identification of challenges and opportunities associated with the Moringa leaf industry, encompassing processing, marketing, and the potential for medicinal use. It also acknowledges the shift in perception regarding Moringa's value, transitioning from a mere fence or ritualistic plant to a valuable resource with economic potential. The incorporation of strategies from existing literature, such as those proposed by Karim et al. (2023) and Yulia et al. (2021), indicates a comprehensive approach to addressing challenges and fostering growth in the Moringa leaf product market. The research contributes to the growing body of knowledge on Moringa's economic viability, emphasizing the need for innovation and strategic planning in the post-pandemic economic landscape.

Method

The research method used in this study is a qualitative approach. Qualitative research is research that produces descriptive data in the form of written or spoken words of people and observed behavior. This approach is

directed at the setting and the individual as a whole (holistic) (Moleong, 2017). This means that qualitative researcher's study everything in its natural setting, seeking to interpret phenomena in terms of the meanings people give to them (Ahmadi, 2016).

The type of research used in this study is descriptive and analytical. Descriptive method is a method carried out to obtain facts from existing symptoms and seek factual information (Yuniarti & Asrowi, 2021). The descriptive method has characteristics, including providing an overview of phenomena and giving meaning or meaning or implications to a problem under study (Sousa, 2014). The analytical method is a method for testing hypotheses and conducting deeper interpretations (Ningsih & Dukalang, 2019). The presence of researchers in this study is as a participant observer. This research was conducted at CV Pusaka Madura. It is a micro, small and medium enterprise (MSME) in Sumenep regency.

The data collection procedure in this study is the researcher himself. As well as conducting research interactions with research subjects. The data collection techniques are observation, interviews and documentation. And data analysis is carried out by collecting data first, after that the data is reduced, then presenting data, verifying data, then making conclusions (Castleberry & Nolen, 2018). This is supported by checking the validity of the data. The four criteria are: 1) *degree* of trust, 2) transferability, 3) *dependability*, and 4) *confirmability* (Moleong, 2017). In addition, checking the validity of data can use triangulation.

Results and Discussions

In Indonesia, Moringa plants are known by various types of names. The people of Sulawesi call it kero, wori, kelo, or kelo. The Madurese people call it maronggi. In Sundanese and Malay, it is called moringa. In Aceh it is called murong. In Ternate it is known as kelo. In Sumbawa it is called kawona. While the Minang people know him by the name munggai. Chhikara et al. (2021) informs, Moringa leaves have many benefits for the health of the body, because it is rich in nutrients and compounds needed by the body. Moringa leaves contain 46 (forty-six) powerful antioxidants, which are compounds that protect the body against the effects of free radical damage by neutralizing them before they can cause cell damage and disease.

In CV heirloom Madura which is an obstacle in terms of production is marketing because initially Moringa leaves in the Java area were used to bathe corpses and other mystical things. Gradually starting to attend seminars then can change Javanese perceptions about moringa by proving that the owner of the CV has won 1st place in the East Java Provincial Technology Innovation Award in 2020. The motivation of the owner, Basuki Rahmat, who founded the CV, is to develop processed moringa so that the community is interested in reforestation (greening) land using moringa plants. That way, indirectly people are also easy to get cheap and even free sources of nutrition both for their families and for their livestock. Furthermore, introducing to the public that almost all parts of the Moringa plant such as leaves, flowers, seeds, bark and benalunya can be used as medicine,"

Meanwhile Fuglie LJ in *The Miracle Tree: The Multiple Attributes of Moringa*, as quoted from Krisnadi (2012), mentions fresh Moringa leaves (cat.: in the same weight proportion) contain, among others: (a) vitamin C, with a content of approximately 7 (seven) times more than oranges, (b) vitamin A, with a content of approximately 4 (four) times more than carrots, (c) calcium, with a content of approximately 4 (four) times more than milk (without lactose), (d) potassium, with a content of approximately 3 (three) times more than bananas, (e) protein, with a content of approximately 2 (two) times more than yogurt, and (f) iron, with a content of approximately 25 (twenty five) times more than spinach.

In the processing process, fresh Moringa leaves must go through several stages, including the process of washing, drying, grinding (siege), and packaging. Different processing methods will result in different nutritional content of the final product. In fact, incorrect processing can eliminate the entire value of important nutrients contained in Moringa leaves. The following methods of processing Moringa leaves consist of several stages of the processing process as follows: (1) Washing and Shelter. Fresh leaves that arrive at the processing unit, go into the sink to remove dirt, dust and other plant parts. Moringa leaves that are clean are then stored in a storage rack. (2) Sorting. Moringa leaves are fresh and clean, separated from the twigs and stalks, and selected, yellow, white-spotted, young or damaged leaves are separated and discarded. (3) Slicing. Fresh Moringa leaves sorted are drained on the slicing rack so that the water that is still attached to the leaves can be completely lost, so that when entering the drying room, no water is carried away. (4) Drying. Drying is carried out in a closed drying chamber with the temperature maintained stable between 30 – 35 °C for 2 days until completely dry or the moisture content is less than 5%. Moringa leaves are spread out on special shelves with a thickness of no more than 2 cm. During the drying process, Moringa leaves are turned over so that they can dry evenly. In this process, sorting is also carried out to separate the petioles that are still carried. (5) Storage of dry leaves. Dried Moringa leaves are then stored in foodgrade plastic containers that are tightly closed and protected from incoming air. This dried Moringa leaf stock is stored for use in the next process, namely the Moringa leaf green tea packaging

process and sieve. (5) Sieve. Dry Moringa leaf sieve is smoothed using a stainless-steel sieve machine. Sieve is carried out 3 times to ensure the result of fine leaf powder and facilitate sieving. (6) Sieving and Packaging. Moringa leaf powder is filtered with a stainless-steel sieve to produce leaf powder with a fine level of 500 mesh and separate the grains that are still coarse. The powder passes the filter, then packaged in aluminum foil packaging.

In order to support the sustainability of its agro-industrial business, in particular to support the availability of raw materials in the form of moringa leaves, CV Pusaka Madura specifically cooperates with a number of assisted farmers. The farmers assisted by CV Pusaka Madura are members of a fostered group called "Nurul Jannah". These assisted farmers are spread across 5 (five) villages in Bluto District, Sumenep Regency, namely: (a) Pakandangan Sangra Village, (b) West Pakandangan Village, (c) Kapedi Village, (d) Central Pakandangan Village, and (e) Aing Dangke Village. This Nurul Janah assisted farmer group consists of 5 (five) working groups according to the name of the village where she lives and/or the existence of moringa plant land. After the post-pandemic life order has begun to improve both in terms of education and economy but it is still not 100% due to the need for adjustments, as well as CV Pusaka Madura began to improve its sales system with door-to-door socialization, although this method is still traditional but still effective today, in this era the development of the digital era also affects MSMEs so that using technology for promotion and marketing is no longer taboo meaning it is commonplace used, as well as in the CV also markets its products on several online shopping platforms such as shopee, WA.

Although sales in some *Online Shop* sales are not so much as in offline orders, the CV has several regular customers and during the pandemic production and sales which according to made the management of the CV innovate by making animal feed slaps from Moringa leaves but using different machines for the production of Moringa leaf powder. With the collaboration with farmer groups, they began to socialize the benefits of animal feed from Moringa leaves even though the income was not as much as when producing powder, tea, moringa leaf capsules, "little by little it took a long time to become a hill, the thought was how this CV could still operate at least not until it went out of business, because during the pandemic many other CVs went out of business," said one of the CV administrators.

The president director of the CV also in addition to having the motivation from him to establish this CV is none other than because he also wants to raise women who are no longer able to work elsewhere with the age that has expired, most of the workers there are elderly, so he besides wanting to overcome malnutrition also wants to reduce unemployment even though it is still on a small scale. For marketing of this product, itself to the island of Java, but for the Madura region there are customers but not as many as in Java as there is a wrong perspective in the eyes of the community, why is that because the nature of Moringa leaves itself is detox, many Madura people assume by consuming Moringa leaves some diseases suffered by humans such as gout, Diabetes, which recurs after consuming Moringa leaves is able to heal.

Previous research that has been conducted by Amijaya in Roheim (2015) and Cindy Puspita in Hariyati (2014) related to the development strategy is explained to have several driving factors and inhibiting factors and from the phenomena that occur in the field obtained several driving factors and inhibiting factors that became the material of this study as follows: Driving factors: a) High motivation of assisted farmers b) Guarantee of market certainty c) Processing equipment already exists d) The existence of groups farmers e) High prices of processed products f) Available raw materials g) Existence of financial institutions. Inhibiting factors: a) Small production capacity b) Lack of experts c) Imperfect product packaging d) Lack of knowledge of Moringa processed products e) Do not have SIUP, halal certificate and BPOM.

The strategy to increase sales of Moringa leaves after the Covid-19 pandemic that hit many market traders is to use the online shop platform to notify the types of products including Moringa leaves that have benefits for the health of the human body, so that consumers can order anytime. Moringa leaf producers after the COVID-19 pandemic are looking for several pioneer companies that join in increasing Moringa leaf products in the Madura region. Because the nature of Moringa leaves is so large, the company after the Covid-19 pandemic highlights the casiat of Moringa leaves itself because it is classified as a type of elixir and miraculous in curing diseases. Moringa leaves also contain various kinds of amino acids, including amino acids in the form of aspartic acid, glutamic acid, alanine, valine, leucine, isoleucine, histidine, lysine, arginine, venylalanine, triftopan, cysteine and methionine (Sharifah in Suheti et al., 2020). The following is presented Table 1 related to the nutritional value of fresh and dried Moringa leaves.

Moringa leaves contain phenols in large quantities which are known as antidotes to free radical compounds. The phenol content in fresh Moringa leaves is 3.4% while in Moringa leaves that have been extracted by 1.6%.

Table 1. The content of nutritional value of fresh and dried Moringa leaves

Nutritional components	Fresh leaves	Dry leaves
Up to air (%)	75,0	7,50
Protein (gram)	6,7	27,1
Lemak (gram)	1,7	2,3
Karbohidrat (gram)	13,4	38,2
Serat (gram)	0,9	19,2
Kalsium (mg)	440,0	2003,0
Magnesium (mg)	24,0	368,0
Phosphorus (mg)	70,0	204,0
Vitamin A (mg)	6,80	16,3
Vitamin B (mg)	0,21	2,6
Vitamin C (mg)	220,00	17,3

The high nutritional value, efficacy and benefits cause Moringa to get the nickname as Mother's Best Friend and Miracle Tree because Moringa is believed to have the potential to end malnutrition, hunger, and prevent and cure various diseases around the world (Mushtaq et al., 2021). But in Indonesia itself the use of moringa is still not widely known, generally only known as one of the vegetable menus (Kurniawati et al., 2018; Veronika et al., 2019), therefore to increase the economic value of moringa plants, Moringa leaves are processed into several processed products that are favored by consumers.

Moringa plants are one type of plant that has been considered relatively unprofitable because Moringa leaves are found in many places so that the economic value of Moringa leaves is relatively low (Prilianty & Andriani, 2021), besides only being used as fence plants, yards or plants for propagation is also widely used as animal feed and in small quantities used for vegetables. However, in Meteng Village, Omben District, Sampang Regency manages Moringa leaves into: Moringa leaf processing to improve nutritional quality value is to develop processed products from Moringa leaves such as chips, dodol, or tea from Moringa leaves itself with good packaging and economic value. So that sales value and sales strategies increase and are beneficial for consumers or customers. This study, aiming to identify strategies to increase Moringa sales post-COVID-19, is anchored in the Theory of Consumer Behavior Change to comprehend shifts in consumer behavior due to the pandemic's impact. The Innovation theory details innovative marketing and Moringa product strategies to adapt to changing consumer needs (Sudarso, 2022). Furthermore, the Digital Marketing theory explores the potential use of online platforms like Shopee and WhatsApp Group in expanding market penetration (Setyawati et al., 2023).

Regarding Moringa distribution and the supply chain, the application of Supply Chain Management Theory provides insights into distribution efficiency and collaboration with related parties (Prajapati et al., 2022). The Marketing Mix Theory analyzes elements such as product, price, distribution, and promotion to optimally position Moringa in the post-pandemic market (Rahmawati et al., 2021). Strategic Management Theory formulates and evaluates the company's overall strategy post-pandemic, while Business Sustainability Theory ensures efforts align with sustainability principles. Through this comprehensive approach, the research amalgamates various theories to provide insights into designing and implementing effective Moringa sales improvement strategies amidst post-COVID-19 changes.

This study delves into the intricacies of formulating a resilient sales strategy for Moringa leaf products (Moriga) within CV Pusaka Madura, shedding light on the latent economic potential of the Moringa plant. Traditionally relegated to peripheral roles, such as serving as a mere boundary plant or being utilized in mystical practices, Moringa has undergone a transformative shift catalyzed by recent research findings. Notably, studies by Meireles et al. (2020) and Karim et al. (2023) underscore the previously undervalued medicinal properties of Moringa leaves, sparking innovation in both processing and marketing realms. In the midst of this evolution in Moringa's economic significance, the research confronts the challenges faced by CV Pusaka Madura during the tumultuous times of the COVID-19 pandemic. The disruptive impact of the pandemic on production and sales resonated throughout the Micro, Small, and Medium Enterprises (MSME) sector, demanding resilience and adaptability for recovery. While post-pandemic improvements are discernible, a complete restoration to pre-pandemic economic levels remains elusive, necessitating a nuanced exploration of sales strategies tailored to the current context.

The study's discerning approach, amalgamating an analysis of challenges and opportunities within the Moringa leaf industry, encompasses facets such as processing, marketing, and the burgeoning potential of Moringa leaves as a medicinal resource. Importantly, this research encapsulates the shifting perception of Moringa, transcending its historical role as a traditional or ritualistic plant to emerge as a commercially viable resource with tangible economic prospects. Drawing inspiration from strategies proposed by Karim et al. (2023)

and Yulia et al. (2021), the study advocates for a holistic and adaptive framework to navigate the intricate dynamics of the Moringa leaf product market. Acknowledging certain limitations, the research addresses regional misconceptions surrounding Moringa leaves, impacting local sales, and underscores the need for necessary certifications. The implications of the findings unveil opportunities for augmented sales and economic growth, signifying a pivotal moment for strategic marketing initiatives and innovative product development.

In response to these insights, the study propounds recommendations tailored for CV Pusaka Madura. These include targeted awareness campaigns to dispel regional misconceptions, obtaining essential certifications to bolster credibility, and a meticulous addressing of inhibiting factors to fortify market competitiveness. The potential integration of collaborations with local health institutions emerges as a strategic move to validate the medicinal benefits of Moringa, potentially broadening its consumer base. In essence, the research's panoramic perspective aligns with the evolving narrative of Moringa's economic significance, advocating for an adaptive and innovative approach to navigate post-pandemic challenges and instigate sustained business recovery. The experiences of Bogo Village, as illuminated by Tandelilin et al. (2021), serve as a testament to the transformative potential inherent in the continuous pursuit of innovation and adaptation within the business landscape.

Conclusions

The processing of fresh Moringa leaves involves washing, drying, grinding, and packaging, with different methods affecting the nutritional content. Incorrect processing can diminish the crucial nutrients in Moringa leaves, jeopardizing their value. The motivation behind creating this CV lies in encouraging community interest in reforestation using Moringa plants, providing affordable and free nutrition for families and livestock. Post-pandemic improvements in education and the economy led CV Pusaka Madura to enhance its sales through door-to-door socialization and online platforms like Shopee and WhatsApp Group. However, misconceptions in the Madura region about Moringa leaves being detox led to fewer local customers. Driving factors include high farmer motivation, market certainty, existing processing equipment, farmer groups, high product prices, raw material availability, and financial institutions. Inhibiting factors include small production capacity, lack of experts, imperfect packaging, limited knowledge of Moringa products, and absence of necessary certifications.

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