

Vol. 1 • No. 1 • August 2022**Page (Hal.) : 24 – 34****ISSN (online) : 2963-5896****ISSN (print) : 2964-0482**

DOI No : -

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The Implementation Of Marketing Management Strategies At Roti Rocis Company In South Tangerang

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Abstract. *The purpose of this study was to describe the implementation of marketing management strategies at the Roti Rocis Company in Graha Bintaro, South Tangerang. This research uses a qualitative method approach, namely a case study that produces descriptive data that is stated in words. Data collection techniques were carried out by using observation, interviews and literature studies. The data analyzed is from the results of interviews with the owner of the Rocis Bread Company. The results showed that the strategy in increasing the turnover of bread sales at the company, namely the segmentation, targeting, positioning and especially marketing mix strategies had been implemented well, although not fully implemented. To be able to achieve an increase in sales turnover at the company in the bakery food business, the company should be able to innovate the products sold by the company, expand the sales market, add promotional activities and expand bread storage in order to produce more bread.*

Keywords: *Marketing Strategy ; Marketing Mix*

A. INTRODUCTION

Bread is a staple food made from a mixture of flour and yeast. As a result of the Dutch occupation of Indonesian territory, bread began to develop in Indonesia. Bread undergoes various changes over time, including changes in taste and shape. Due to colonial influences, bread has been a staple of Indonesian cuisine for a long time. Indonesians prefer bread over rice, which is the country's main staple food. People who live in urban areas are more likely to eat bread than those who live in rural areas because they are more active. Everyone loves bread, adults and children. As a result, the bakery business opportunity has been placed in a very profitable business sector.

More and more companies are entering the bakery business in Indonesia, leading to increased competition. In order to compete for market share and customers, new businesses are attracted to compete with old businesses that sell profitable and long-lasting bread, thereby increasing competition. If a product or service is to be offered or sold, it is important for the company to know the market in which it will be offered or sold.

In order to remain competitive, a company must be able to manage and manage the company well so that customers do not switch to competitors who have similar products. As a result, a strong focus on product marketing is essential if the company hopes to achieve its financial goals. When a product is not marketed properly, it can hurt the company.

Companies that want to be successful in the market must use tactics to deal with their competitors. Companies will quickly go bankrupt if they do not have a strategy. Swastha (in Hayani, 2012) said that in order for a company to succeed, it must follow a series of grand designs (Hayani, 2012).

Stanton (in Parulian, 2002) defines marketing as a comprehensive system of business activities aimed at the distribution of goods and services that meet the needs and requirements of current and prospective customers. The purpose of marketing is to make customers happy, because when customers are happy it will cause a positive response, such as repeat purchases, which in turn encourage other customers to buy or use the same product or service.

In the baked goods industry, marketing strategy is very important to achieve business goals. As a result, the marketing department plays an important role in helping companies achieve their goals. If a business is serious about promoting and selling its goods and services, this is an option. Improve or maintain the company's position in the market with effective marketing strategies that take advantage of opportunities to increase sales. In this regard, today's use of modern marketing plays an important role in increasing company profits. If a company wants to take advantage of every opportunity or opportunity in various target markets, it must be able to clearly and specifically describe the actions it plans to take.

Marketing Mix is a term used in marketing strategy. Using the marketing mix, a company's marketing strategy can be evaluated in terms of its ability to meet the needs of its target customers. Management of marketing mix elements to influence consumer purchasing decisions in order to produce and sell products and services that satisfy customers and consumers is the main goal of the marketing mix. The 4Ps of the marketing mix are product, price, place, and promotion, and they form the basis of a marketing strategy. To better understand and meet the needs of its customers, a business can use these variables to its advantage.

Roti Rocis Company is a home-based business in South Tangerang City which is engaged in the food industry. Since its founding in 2020, this business has been operating. This company was founded by Mrs. Dini Fabria, a female entrepreneur who was awarded the Super Women Fair competition trophy from the Mayor of South Tangerang. Roti Rocis Company produces 10 flavors, namely Cheese, Chocolate, Matcha (Green Tea), Oreo,

Strawberry, Blueberry, Durian (Using Real Durian Meat), Tuna Mayo Topping, Beef Bolognese and Chicken Alfredo. In addition to bread, this bakery also sells Pizza, Coffee Milk, Palm Sugar, and Donuts. The Rocis outlet is located at Fresh Market Bintaro Jaya, Blok PE/KK 16. Previously, the Rocis outlet was on Jalan Jombang Raya. In addition to the Fresh Market Bintaro Jaya, Rocis also has outlets in Gandaria, South Jakarta.

In South Tangerang City, Roti Rocis company has a lot of competition from similar products. Residents around Graha Bintaro and its surroundings are the majority of bread buyers. As a result, companies use a variety of methods to ensure that marketing is successful and the company name is known to a wider audience.

SALES ROCIS BREAD COMPANY 2020-2021

Table 1
Sales Rocis Bread Company
Year 2020-2021

Year	Item	Volume Sale
2020	Bread	100
	Pizza	20
	Sugar Milk Coffee	10
	Aren	10
2021	Bread	200
	Pizza	100
	Sugar Milk Coffee	80
	Donat	120

It can be seen from the table above that sales of Rocis Bread have increased from time to time. Based on this, the researchers decided to conduct research on the Roti Rocis company. Researchers are interested in learning how to analyze and evaluate marketing strategies to increase sales for this company. Researchers will examine the company's marketing strategy

B. LITERATURE REVIEW

Data from published sources, which can be used for comparison in scientific journals, can be obtained in this way. Theses, theses, books, magazines, newspapers, and research reports are examples of secondary data.

C. RESEARCH METHODOLOGY

Researchers use various methods to collect data for use in scientific journals so that the discussion in this study can be more easily analyzed. Primary and secondary data sources are used to compose the final product. Here is the method:

1. Field Research (Field Research)

When conducting field research, data and information were collected from the participants. There are two ways to conduct this research, namely:

- a. Observation, which is a method of collecting data by observing research objects or events in the form of humans, inanimate objects, and nature.
- b. An interview is a face-to-face, one-sided, pre-planned method of gathering information that involves asking and answering questions one at a time.

2. Literature Study

Data from published sources, which can be used for comparison in scientific journals, can be obtained in this way. Theses, theses, books, magazines, newspapers, and research reports are examples of secondary data.

3. Data Analysis

An effort or method to process data into information so that the characteristics of the data are understood and can be used to solve problems, especially those related to research or activities to transform data in research into information that can be used later to draw conclusions.

D. RESULTS AND DISCUSSION

Primary data from interviews with the Roti Rocis Company in Graha Bintaro, South Tangerang, as the object of research, will be presented in this section. The Rocis Bread Company in Graha Bintaro, which is owned and operated by Ms. Dini Fabria, is the focus of this descriptive research.

After all relevant information is collected, it is best to use multiple models to get an accurate and comprehensive analysis of the marketing strategy of Roti Rocis company in Graha Bintaro to increase sales turnover by using all this information in a qualitative strategic model. In this case, the model is:

1. Descriptive Analysis

In this section, the results of in-depth interviews with research subjects will be presented. The Rocis Bread Company in Graha Bintaro which is managed by Mrs. Dini Fabria is the subject of this research because she is the leader and owner.

A. The company's products Roti Rocis Graha Bintaro

A wide variety of products are available from Roti Rocis company, such as bread with various fillings and toppings, pizza, coffee, milk, palm sugar, and donuts.

B. Marketing Strategy Implemented by Rocis Bread Company

According to the results of interviews with company leaders at the Roti Rocis Fresh Market Bintaro outlet on June 19, 2022, segmentation, targeting, and positioning are used by Roti Rocis companies in their marketing strategies. Roti Rocis marketing strategy can be further detailed as follows:

1) Segmentation, Targeting and Positioning

Identifying market segments, then identifying the company's target market, and then determining where the company stands in relation to its competitors are some of the first steps in market analysis. Three categories of STP analysis were identified by Kotler and Armstrong (2016):

a) Market Segmentation

Types of consumers and characteristics of market demand can be divided into certain market segments based on the results of interviews with respondents. Kotler and Armstrong (2016) say, market segmentation is broken down into three categories:

1.1 Segmenting Consumer Markets

- **Segmentation based on geography or region**

The geographical segmentation of Roti Rocis Company is based more on cities adjacent to South Tangerang City, such as Gandaria in South Jakarta. Because it's easier to sell it than cities far apart. However, most of Roti Rocis' buyers are residents of big cities such as South Jakarta and South Tangerang, who are looking for the company's signature bread because it is cheap and delicious, so there are many customers.

- **Segmentation by demographic**

With the help of this type of segmentation, one can break down the market based on various demographic factors such as age, gender, marital status, family size, income, race and ethnicity, and many more. In terms of demographics, the Rocis Bread company aims to cover all bases because its bread can be eaten by everyone in this demographic.

- **Segmentation based on psychographics**

Psychological or personality traits, lifestyle, attitudes, interests and values are all taken into account when categorizing buyers in this segment. The Rocis Bread Company is open to everyone, rich or poor, but the majority of its customers come from lower socioeconomic strata due to the low price of its products.

- **Segmentation by behavior**

Customers' buying habits, such as frequency of use, brand loyalty, and desired benefits, are used to divide the market into smaller homogeneous groups. Consumers at Roti Rocis behave in unique ways when ordering bread, according to interviews. Some people buy in portions, while others buy in bulk.

1.2 Segmenting Business Markets

To identify the small businesses that make up this market segment, we looked to local food vendors, such as those selling burgers and toast, as well as traditional market vendors and small retail stores.

Based on situational factors, high season conditions, such as Eid al-Fitr or Eid al-Adha, during the month of Ramadan, the month of the birth of the Prophet Muhammad, and the month of Rajab, are the focus of this section. Every year, the company increases production during Ramadan.

1.3 Segmenting International Markets

For now, the company does not yet have an international market segment.

b) Market Targeting

Segmentation analysis shows that the target market for Roti Rocis includes the lower and upper classes of society. The most popular bread is the Family Package Durian Rocis Bread. Because it is quite delicious and can be enjoyed by more than three people.

c) Positioning

The bread baked by the Rocis Bread company is known for its high quality

2. Marketing Mix

The researcher interviewed the owner of the Roti Rocis company after identifying all the segmentation, targeting, and positioning of the company. Company owners and resource persons were interviewed to find out their company's priorities and strategies through the marketing mix, which includes four variables, such as:

a. Product (Product)

As defined by Kotler and Armstrong (2003:337), "product" refers to any item that is placed on the market in an attempt to entice buyers, users, or consumers to buy it.

Rocis Bread Company produces bread with a variety of toppings, for example Cheese, Chocolate, Matcha (green tea), Oreo, Strawberry, Blueberry, Durian, Tuna Mayo, Beef Bolognaise, Chicken Alfredo. By following the guidelines of LPPOM MUI (Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council), Roti Rocis Company has implemented a product strategy that ensures all ingredients used to make bread are halal and that its production system is free from non-halal ingredients.

The packaging of this bread is simple but attractive, and encourages shoppers to give it a try. For Roti Rocis packaging, we use a Paper Launch Box made of cardboard with a printed logo. Few machine technologies are used in the production process, which relies heavily on manual labour. Using a machine, such as an electric oven, can help with the baking process. With gas cylinders, an oven can also be used, but this is the most common. In addition to the manual dough cutter, the large electric mixer holds 10 kilograms of flour. The Rocis Bread Company has established the following bread quality standards:

- 1) When eaten, the texture is soft and creamy.
- 2) When the bread returns to normal (not mushy) after pressing by hand for a short time, it can be considered good.
- 3) A perfectly cooked slice of bread has a brown crust on the outside, which indicates that the bread has been baked properly.
- 4) The ingredients used are halal, and the manufacturing process must be hygienic and clean.
- 5) Baking products do not contain chemical additives, such as food coloring or preservatives.
- 6) Bread must be packed in a way that prevents air from entering the package.

Rocis bread has an expiration date of about 8 hours if in a packaged box and can last up to 5 days when stored in the refrigerator. Bread will be moldy if past the expiration date. As long as the bread is not stored in the warehouse for too long or past its expiration date, Rocis bread will never spoil. As a result, production only occurs when the bakery products in the warehouse run out, which is why this happens.

The Rocis Bread Company is responsible for covering any damage caused by a customer purchasing a product with a bakery product that is defective or damaged in taste, color or appearance of the opened box. If the product is damaged due to the negligence of the company, they will provide a replacement.

Roti Rocis has been around for two years as a brand. The product name is well known in Bintaro and its surroundings thanks to the company's long standing presence. Roti Rocis has another advantage: the company does not use harmful chemicals, preservatives or food coloring in its production, so the food it produces is natural and does not harm consumers.

b. Price (Price)

Regarding pricing, Basu Swastha stated that the price of a product or service is an important factor in determining its market demand. By generating some revenue and profit,

the company will pay for the service. A company's marketing strategy is also influenced by the price of a product.

Before a product is sold, the Rocis Bakery Company evaluates its price to ensure that it is fair and competitive. South Tangerang and its surroundings are taken into consideration when company owners set prices for the products they sell.

Online pre-order and food delivery services such as Gofood and Grabfood are used to sell bread belonging to the Roti Rocis Company. The price of Roti Rocis will not be higher or lower than its competitors in the market. Products are sold at the same price as competitors by the company.

Rocis Bread Company has a list of product price tables as follows:

Table 3

Price of Rocis Bread Products in the Company

Price of Rocis Bread Products			
Bread Products	Price	Pizza Products	Price
Roti Sosis	6.000	Pizza merakyat sosis	12.000
Roman Beef	6.000	Pizza merakyat coklat	12.000
Roman Keju	6.000	Kopi Susu Gula Aren	Harga
Roman Coklat	6.000	Kopi Susu Gula Aren 1 liter	70.000
Roman Pisang Keju	6.000	Kopi Susu Gula Aren 250 ml	15.000
Roman Pisang Coklat	6.000	Donat	Harga
Tiramisu Half	35.000	Donat Black Forest	58.000
Tiramisu Family	69.500	Donat Sandwich	58.000
Durian Family	80.000	Milky Donut raibow	42.000
Durian Half	40.000	Milky Donut Premium	69.000
Beef Bolognese Family	90.000	Milky Donut Classic	42.000
Beef Bolognese Half	44.500		
Roti Rocis Family Tuna	95.000		
Family Beef Bolognese	90.000		
Keju Family	70.000		
Coklat Family			
Oreo Family	70.000		
Blueberry Family			
Strawberry Family	80.000		
Tuna Mayo Family	90.000		
Matcha Family	70.000		

Roti Rocis Family Oppa	102.000	
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Although the cost of raw materials may fluctuate, the original price of Roti Rocis does not. Roti Rocis will not reduce bread size, reduce bread ingredients, or increase prices to prevent customers from switching to competitors if bread ingredients increase. It's not uncommon for customers to switch to a competing bakery if a company reduces the amount of a certain ingredient in their baked goods.

Rocis Bread Company only produces twice every three days, three times every four days, three times every two days, and twice every three days. Bread production will be temporarily suspended for one day if the company still has bread in the warehouse. Dough for bread weighs 80 kilograms a day, and the company makes a lot of it. Every day, Rocis Bread Company is able to sell around 200 packs of bread to customers. After selling bread until tomorrow, the company will have enough bread in its warehouse to make more bread the next day, and so on.

Every day during Ramadan, businesses can produce more bread than usual. Customers can use cash or bank transfer to make payments.

c. Place/Distribution (Place)

Place is a container used to sell products. Having the right location is critical to the marketing mix as it allows the most efficient use of marketing resources while also ensuring that the products being sold are accessible to the people who need them.

Rocis Bread production and distribution sites are located in several locations place, namely at the owner's house Ibu Dini and 2 other Roti Rocis outlets. Ibu Dini's houses in Graha Bintaro, Fresh Market Bintaro Jaya, and Gandaria, South Jakarta are all Rocis Roti production sites, which make it easy for customers to come to the production site and buy products.

The company will sell Roti Rocis to customers who buy in bulk if it has several warehouses rather than individuals. No matter how sliced it is, the Rocis Bread delivery service remains the same. Roti Rocis stores its bread in a cool, dry warehouse to prevent mold growth on bread stored there, as required by law. However, Roti Roci's storage bin was not large enough to hold more than 200 kilograms of bread dough, so the company was unable to produce more bread.

Customers can come directly, call, whatsapp, Gofood, and Grabfood to place an order. There are many ways to send products to customers who live outside the area, namely through JNE, Tiki, JNT, etc.

d. Promotion (Promotion)

Promotion is a way for companies to introduce their products to the wider community so that they can be more targeted to consumers. Promoting is also a method by which sellers and buyers exchange information to influence the attitudes and behavior of potential customers, in the hope that those who were previously unfamiliar with the product will become customers and remember the brand.

Word of mouth promotion, participation in government-organized regional fairs, workshops in other rural and urban areas, training during comparative studies, and

promotion of youth organizations. Participation. The purpose of promotion in the marketing mix is to disseminate information to the target market (consumers) in order to influence, persuade, or remind them to use the product.

The promotion of the Roti Rocis company is very important for the success of its products. Customers may become more interested in the product as a result of this activity. They do an excellent job of being honest, treating everyone fairly, and avoiding defamation.

E. CONCLUSIONS AND SUGGESTIONS

The following conclusions can be drawn from the research and analysis that has been carried out:

1. On the product side, Rocis Bread Company has been selling quality bread products and different flavors from competitors. Keeping Roti Rocis customers loyal to buy bakery products from the company.
2. In terms of price, pricing is done according to the market to ensure that the products sold are affordable for everyone. Despite the rising cost of bakery ingredients, the company maintains the same or sometimes lower prices for bakery products than its competitors.
3. In terms of location, in every branch and house, Rocis Bread Company makes bread because of its adequate and strategic location as well as being affordable and easily accessible by the public. In terms of bread storage, Rocis Bread company has warehouses that are well ventilated and locations that are not too humid to keep bread safe.
4. Roti Rocis is promoted through word of mouth, social media, labels on the packaging surface, and incentives for customers who often buy products that are well known to many people.
5. In terms of physical facilities, the company's warehouse is large enough to facilitate bread production, and there is ample parking space for customers who want to buy bread from production facilities or outlets.
6. A number of Roti Rocis strategies to increase sales turnover, including segmentation, targeting, positioning, and marketing mix strategies, have been implemented well although not yet fully implemented.

SUGGESTIONS

The product marketing strategy of Roti Rocis company has been observed by researchers, and there are several suggestions related to Roti Rocis to help the company grow, namely:

1. Innovating existing bakery products starting from labels or product presentations to make them more attractive, adding variants of trending bread flavors.
2. Along with the expansion of the company's Roti Rocis sales market which includes more customers in various regions, Roti Rocis can stay afloat and earn higher profits.
3. Add social media promotions such as Instagram ads or Facebook ads, along with other social media platforms and participation in exhibitions or events, to increase customer turnover and sales.
4. Expansion of bread storage warehouse to meet the increasing demand for bread from customers.

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