

## DAFTAR PUSTAKA

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Aaker, D.A. (1996). *Building Strong Brands*. The Free Press.
- Aaker, D.A. (1997). *Manajemen Ekuitas Merek*. Spektrum.
- Alhusain, A. S. (2016). Kendala dan upaya pengembangan industri batik di Surakarta menuju standardisasi. *Jurnal Ekonomi & Kebijakan Publik*, 6(2), 199-213.
- Ananda, Y. P. (2022). Building And Communicating *Brand By Micro, Small And Medium Enterprises (Msmes)*. *Jees: Journal Of Economic Empowerment Strategy*, 5(2), 68-81.
- Anshari, I. N. (2021). Produksi dan Monetisasi Kanal Youtube. In M. Sulhan & Lidwina, M.S. (Eds). *Jagat Komunikasi Kontemporer: Ranah, Riset, dan Realitas*. Gadjah Mada University Press.
- Baalbaki, S.S. (2012). *Consumer Perception of Brand Equity Measurement: A New Scale*. Dissertation of doctor of philosophy, University of North Texas
- Baga, L. M., & Burhanuddin, B. (2022). Strategi Pengembangan Bisnis Bawang Goreng UD. Hj. Mbok Sri di Kota Palu Sulawesi Tengah. *Jurnal Agribisnis Indonesia (Journal of Indonesian Agribusiness)*, 10(2), 246-261.
- Bennett, R., Härtel, C. E., & McColl-Kennedy, J. R. (2005). Experience as a moderator of involvement and satisfaction on brand loyalty in a business-to-business setting 02-314R. *Industrial marketing management*, 34(1), 97-107.
- Chokpitakkul, N., & Anantachart, S. (2020). Developing and validating a scale of consumer-based brand equity for SMEs: evidence from Thailand. *Journal of Small Business and Enterprise Development*, 27(3), 383-404.
- Cretu, A.E., & Brodie, R.J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: a customer value perspective. *Industrial Marketing Management*, 36(2), 230-240.
- Davcik, N. S., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand level investigation. *European Journal of Marketing*, 49(5/6), 760-781.
- Derickson, G. (2019, September 5). *Communicating Powerful 'Reasons to Believe' in Healthcare Marketing*. LinkedIn. Diakses pada 23 Agustus 2022 dari <https://www.linkedin.com/pulse/communicating-powerful-reasons-believe-healthcare-gina-derickson>

- Dewi, I. J. (2009). *Creating & sustaining brand equity: aspek manajerial dan akademis dari branding*. Amara books.
- Fill, C. (2009). *Marketing communications: interactivity, communities and content*. Pearson Education.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Discovery, Creation, and Conversations (Seventh Edition ed.)*. Pearson Education Limited.
- Flew, T., & Smith, R. K. (2021). *New Media: An Introduction. 4<sup>th</sup> Canadian Edition*. Oxford University Press.
- Gahagho, J. (2021). Pemberlakuan Ketentuan Pidana Menurut Undang-Undang Nomor 20 Tahun 2014 tentang Standardisasi dan Penilaian Kesesuaian. *Jurnal Lex Privatum*, 9(10).
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In Denzin, N. K. and Lincoln, Y.S. (Eds.). *Handbook of qualitative research*. (Chapter 6, p. 105-117). Sage Publications.
- Gill, M. S., & Dawra, J. (2010). Evaluating Aaker's sources of brand equity and the mediating role of brand image. *Journal of targeting, measurement and analysis for marketing*, 18, 189-198.
- Heriyoga, R., & Rachmat, B. (2016). Analisis strategi pemasaran UMKM menggunakan pendekatan kualitatif fenomenologi dalam era MEA. *Journal of Business and Banking*, 5(2), 283-298.
- Herjanto, E. (2011). Pemberlakuan SNI secara wajib di sektor industri: efektifitas dan berbagai aspek dalam penerapannya. *Journal of Industrial Research (Jurnal Riset Industri)*, 5(2).
- Hollensen, S. (2015). *Marketing management: A relationship approach*. Pearson Education.
- Humas BSN. (14 April, 2019). *Role Model: Motivator UMKM Terapkan SNI*. Diakses pada 20 Juli 2023 dari <https://www.bsn.go.id/main/berita/detail/10097/role-model-motivator-umkm-terapkan-sni>
- Indonesia. Badan Standardisasi Nasional. (April 30, 2019). *Meraih SNI Tempe untuk pertama di Indonesia, Rumah Tempe Indonesia (RTI) siap mengangkat nama baik tempe di kancah nasional dan global*. <https://www.bsn.go.id/main/berita/detail/10115/meraih-sni-tempe-untuk-pertama-di-indonesia-rumah-tempe-indonesia-rti-siap-mengangkat-nama-baik-tempe-di-kancah-nasional-dan-global>
- Indonesia. Badan Standardisasi Nasional. (2021). *Laporan Akuntabilitas Kinerja Instansi Pemerintahan Direktorat Penguatan Penerapan Standar dan Penilaian Kesesuaian Tahun Anggaran 2021 Badan Standardisasi Nasional*. Diakses pada 18 November 2022 dari [https://bsn.go.id/uploads/download/laporan\\_kinerja\\_2021\\_-\\_direktorat\\_ppspk\\_18022022.pdf](https://bsn.go.id/uploads/download/laporan_kinerja_2021_-_direktorat_ppspk_18022022.pdf)

- Indonesia. Badan Standardisasi Nasional. (2022). *Laporan Akuntabilitas Kinerja Direktorat Penguatan Penerapan Standar dan Penilaian Kesesuaian BSN 2022*. Diakses pada 20 April 2023 dari [https://www.bsn.go.id/uploads/download/laporan\\_kinerja\\_dir\\_ektorat\\_ppspk\\_2022.pdf](https://www.bsn.go.id/uploads/download/laporan_kinerja_dir_ektorat_ppspk_2022.pdf)
- Irmayanti, V., & Palawa, M. R. (2023). Penguatan *Branding* Melalui Sertifikasi Standar Nasional Indonesia Pada CV Rapoviaka Simple. *Muqaddimah: Jurnal Ekonomi, Manajemen, Akuntansi dan Bisnis*, 1(2), 183-193.
- Ishak, A. A. (2015). Totalitas Implementasi Rumusan Continuous Improvement Untuk Peningkatan Daya Saing Produk UMKM. *Sustainable Competitive Advantage (SCA)*, 5(1).
- Isharyadi, F., Suminto, S., & Wibowo, A. (2018). Persepsi Masyarakat Terhadap Produk Bertanda SNI di Kota Denpasar, Banjarmasin, Mataram dan Manado. *Jurnal Standardisasi*, 19(1), 71-78.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity – Global Edition*. Pearson Education Limited.
- Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive Marketing*, 5(1), 7-20. <https://doi:10.1057/palgrave.im.4340213>
- Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers.
- Kartajaya, H. (2007). *Hermawan Kartajaya on brand*. Mizan Pustaka.
- Kirmani, A., & Rao, A. R. (2000). No pain, no gain: A critical review of the literature on signaling unobservable product quality. *Journal of marketing*, 64(2), 66-79.
- Kliatchko, J. G. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1), 133-160.
- Kliatchko, J. G., & Schultz, D. E. (2014). Twenty years of IMC. *International Journal of Advertising*, 33(2), 373-390. <https://doi:10.2501/ija-33-2-373-390>
- Kotler, P., & Pfoertsch, W. (2010). *Branding Ingredients*. *Ingredient Branding*, 1-13. [https://doi:10.1007/978-3-642-04214-0\\_1](https://doi:10.1007/978-3-642-04214-0_1)
- Kotler, P., & Keller, K. (2021). *Marketing Management (15th global edition)*. Pearson Education Limited.
- Larceneux, F., Benoit-Moreau, F., & Renaudin, V. (2011). Why Might Organic Labels Fail to Influence Consumer Choices? Marginal Labelling and *Brand Equity* Effects. *Journal of Consumer Policy*, 35(1), 85-104. <https://doi.org/10.1007/s10603-011-9186-1>
- Lehmann, S., Liedtke, N., Rothschild, P., & Trevino, E. (2020). *The future of brand strategy: It's time to 'go electric'*. *McKinsey & Company*. Diakses pada 1 Mei 2023 dari <https://www.mckinsey.com>

com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-brand-strategy-its-time-to-go-electric.

- Lindawati, L. (2018). Kekuatan Cerita dalam Bisnis Sosial. *Jurnal Studi Pemuda*, 7(2), 100-110.
- Louhenapessy, B. B., Anggundari, W. C., Prasetya, B., Yopi, Y., Kristiningrum, E., Darmayanti, N. T. E., ... & Anggraeni, P. (2022, November). Consumer preferences towards the selection of products market with the national standard of Indonesian (SNI). *In AIP Conference Proceedings* (Vol. 2664, No. 1, p. 040009). AIP Publishing LLC.
- Majasoka, L., Sumarwan, U., & Muflikhati, I. (2020). Perilaku Konsumen Gula Pasir: Keterkaitannya dengan Pengetahuan Label, Bauran Pemasaran, dan Kesadaran Merek. *Jurnal Ilmu Keluarga & Konsumen*, 13(3), 289-302.
- Mäläskä, M., Saraniemi, S., & Tähtinen, J. (2011). Network actors' participation in B2B SME branding. *Industrial Marketing Management*, 40(7), 1144-1152.
- Melyndah, A. (2020). *Analisis Dampak E-commerce terhadap Peningkatan Pendapatan Usaha Mikro Kecil dan Menengah (Studi Kasus Pada Usaha Mikro Kecil Dan Menengah yang Bergabung di Rumah Kreatif BUMN Telkom Kota Palu)* [Skripsi]. Universitas Tadulako.
- Mesin Laundry Kanaba. (2022). *Company Profil Kanaba Mesin Laundry*. [Video]. Diakses pada 1 Mei 2023 dari <https://www.youtube.com/watch?v=AbvtLy4sm4U>
- Moisescu, O. (2006). *A Conceptual Analysis of Brand Loyalty As Core Dimension of Brand Equity*. University Library of Munich, Germany.
- M'zungu, S., Merrilees, B., & Miller, D. (2019). Strategic and operational perspectives of SME brand management: A typology. *Journal of Small Business Management*, 57(3), 943-965.
- Pari, F. (2020). *Pendekatan Strukturasi Adaptif dalam Komunikasi Inovasi Standar Nasional Indonesia di Kalangan Usaha Mikro Kecil Menengah* [Tesis]. Institut Pertanian Bogor.
- Parris, D. L., & Guzman, F. (2023). Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, 32(2), 191-234.
- Patoding, A. A., & Muzammil, O. M. (2023). The Influence of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on Purchase Intention Towards Bear Brand's Consumers. *Dinasti International Journal of Digital Business Management*, 4(2), 370-380.
- PT PMC Teknikindo. (2018). *Teknik Mencanting Batik oleh Astoetik*. [Video]. Diakses pada 18 Mei 2022 dari <https://www.youtube.com/watch?v=lsYwifNKn3A>

- Putri, E. H. (2018). *Integrated Marketing Communication (IMC) dalam Pengembangan Brand Identity Usaha Kecil Konveksi dan Sablon Lokal (Studi Kasus Tentang Integrated Marketing Communication (IMC) dalam Proses Pengembangan Brand Identity Usaha Kecil Konveksi dan Sablon Trendkill Apparel dan One Clo\*\*ing di Salatiga)* [Tesis]. Program S2 Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gadjah Mada (UGM) Yogyakarta.
- Pratiwi, L. R., Putri, L. F., Wati, D. F., & Wulandari, R. (2023). Re-Branding Produk Sebagai Daya Tarik Pemasaran pada UMKM Jamu di Dusun Kedurus Kabupaten Sidoarjo. *Jurnal Abdinus: Jurnal Pengabdian Nusantara*, 7(2), 588-596.
- Rahadi, D. R. (2017). Transformasi Inovasi Bisnis Keluarga Dalam Mendukung Ekonomi Kreatif. *Jurnal Ecoment Global*, 2(1), 1-11.
- Rosiawan, M., Singgih, M. L., & Widodo, E. (2018). The benefit attributes of the Indonesian National Standard (SNI) product. In *SHS Web of Conferences* (Vol. 49, p. 01003). EDP Sciences.
- Santoso, Y., & Resdianto, R. (2007). Brand sebagai kekuatan perusahaan dalam persaingan global. *Business Management Journal*, 3(2).
- Sastryawanto, H. (2016). Penyusunan Rencana Aksi Daerah Penumbuhan dan Penguatan (RAD-PP) Usaha Mikro, Kecil dan Menengah (UMKM) Kabupaten Pasuruan. *Jurnal Ilmiah Sosio Agribis*, 16(2).
- Satria, H. W. (2018). Brand marketing communications micro, small and medium enterprises (SMEs) in Indonesia (resonance pyramid brand implementation study on radio magno). *KnE Social Sciences*, 433-451.
- Saville, R., Satria, H. W., Hahidumardjo, H., & Ansori, M. (2020). Youth social networking service (SNS) behavior in Indonesian culinary activity. *Journal of Distribution Science*, 18(4), 87-96.
- Schultz, D. E., Tannenbaum, S., & Lauterborn, R. (1993). *Integrated marketing communications: Pulling it together and making it work*. Lincolnwood, IL, NTC Business Books.
- Setianto, W. A. (2008). Konvergensi Media Periklanan dalam Konstelasi Perkembangan Teknologi Media. *Jurnal Ilmu Sosial dan Ilmu Politik*, 12(2), 237-256.
- Setianto, W. A. (2021). Transformasi Model Periklanan: Dari Era Pre-industrial Hingga Era Interaktif Global. In M. Sulhan & Lidwina, M.S. (Eds). *Jagat Komunikasi Kontemporer: Ranah, Riset, dan Realitas*. Gadjah Mada University Press.
- Setiawan, H., Budiarto, D., Soejono, F., & Pranata, L. (2019). Pelatihan Pemahaman Penerapan Manajemen Mutu SNI ISO 9001: 2008. *Jurnal Abdimas Musi Charitas*, 3(1), 37-45.
- Setyawati, A. (2022, July). Akselerasi Transformasi Era Society 5.0 Akibat Perubahan Perilaku Konsumen Pasca Covid-19 dan Dampaknya

- Terhadap Ekonomi Kreatif (Studi Pelaku UMKM Kota Malang). In *Seminar Nasional Riset Ekonomi dan Bisnis*, Vol. 1, No. 1.
- Setyawati, S. M. (2019, 18 Desember). *Penyakit-penyakit Pemasaran (Marketing Diseases) pada Usaha Mikro Kecil dan Menengah (UMKM) di Indonesia* [Orasi Ilmiah]. Pengukuhan Jabatan Guru Besar Tetap Bidang Ilmu Manajemen Pemasaran Fakultas Ekonomi dan Bisnis, Universitas Jenderal Soedirman.
- Sidorchuk, R. (2015). The Concept of " Value" in the Theory of Marketing. *Asian Social Science*, 11(9), 320.
- Sukoco, S. A. (2018). *New Komunikasi Pemasaran teori dan aplikasinya*. Pustaka Abadi.
- Susanto, A. B., & Wijanarko, H. (2004). *Power branding: Membangun merek unggul dan organisasi pendukungnya*. Mizan Pustaka.
- Susanto, D. A., Suseno, H., Kristiningrum, E., & Nugraheni, A. (2022). The impact of the Covid 19 pandemic on the performance of SNI certified SMEs. In *AIP Conference Proceedings* (Vol. 2664, No. 1, p. 040002). AIP Publishing LLC.
- Susanto, D.A., Isharyadi, E., Aliyah, N. (2016). Faktor-Faktor yang Memengaruhi Usaha Kecil Menengah dalam Menerapkan Standar secara Konsisten. *Jurnal Standardisasi*. 18 (2): 129-138.
- Spence, M., & Essoussi, L. H. (2010). SME brand building and management: an exploratory study. *European Journal of Marketing*, 44(7/8), 1037-1054. <https://doi.org/10.1108/03090561011047517>
- Tania, S. (2021). Personalisasi dalam Periklanan Digital. In M. Sulhan & Lidwina, M.S. (Eds). *Jagat Komunikasi Kontemporer: Ranah, Riset, dan Realitas*. Gadjah Mada University Press.
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of marketing*, 70(1), 50-64.
- Tybout, A. M., & Sternthal, B. (2005). Brand positioning. In *Kellogg on branding: The marketing faculty of the Kellogg School of Management* (pp. 11-26). John Wiley & Sons, Inc.
- We Are Social. (2022). *Digital 2022 Global Overview Report*. <https://www.slideshare.net/DataReportal/digital-2022-global-overview-report-january-2022-v05>
- Wibowo, A. (2018). Pengetahuan Masyarakat DKI Jakarta Terhadap Produk Bertanda SNI. *Jurnal Standardisasi*, 20(2), 119-128.
- Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31)
- Yin, R. K. (2009). *Case study research : design and methods*. 4th ed. Sage.