

Rambak Product Differentiation Training and Mentoring to Improve Branding in Kandangasapi Subdistrict

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Abstract

To increase the potential of small businesses in Kandapi Village, Panggungrejo District, Pasuruan City. In community service activities, students strive to improve the quality and marketing of the product "Rambak Ibu Ulfah", this local business is 20 years old. This product differentiation activity includes: creating new packaging designs, innovating flavor variants, and implementing online marketing through social media platforms. The results of this activity include online marketing training, creating promotional content, and establishing an outlet at the Business Center of SMKN 1 Pasuruan. The evaluation showed a positive response to product innovation. From the results of the product differentiation activities that have been carried out, the profit obtained reached IDR 56,000 from the sale of 30 small-packaged rambak and 15 large-packaged rambak. In addition, this activity was able to create branding for rambak products by providing elements of the Pasuruan City logo to attract consumers from all walks of life outside the city.

Keywords: Differentiation, Branding, Rambak

Abstrak

Untuk meningkatkan potensi usaha kecil di kelurahan kandangasapi, kecamatan Panggungrejo, Kota Pasuruan. Dalam kegiatan pengabdian masyarakat, mahasiswa berupaya meningkatkan kualitas dan pemasaran produk "Rambak Ibu Ulfah", usaha lokal ini sudah berumur 20 tahun. Kegiatan differensiasi produk ini meliputi: pembuatan desain kemasan baru, inovasi varian rasa, serta implementasi pemasaran online melalui platform media sosial. Hasil dari kegiatan ini mencakup pelatihan pemasaran online, pembuatan konten promosi, hingga pendirian outlet di Business Center SMKN 1 Pasuruan. Evaluasi menunjukkan respon positif terhadap inovasi produk. Dari hasil kegiatan diifereinsiasi produk yang telah dilakukan, keuntungan yang diperoleh mencapai Rp. 56.000 dari hasil penjualan 30 rambak kemasan kecil dan 15 rambak kemasan besar. Selain itu, kegiatan ini mampu menciptakan branding produk rambak dengan memberikan elemen logo Kota Pasuruan untuk menarik konsumen semua kalangan di luar kota.

Kata Kunci: Difirensiasi, Branding, Rambak

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a crucial role in regional economies, contributing to economic equality. According to data from the Central Statistics Agency (BPS), there were approximately 64 million MSMEs operating in Indonesia at the end of 2024 (Hapsari et al., 2024). Based on this data, MSMEs are the foundation of the Indonesian economy and contribute significantly to job creation and the country's GDP. With a value of

IDR 8,573.89 trillion, MSMEs contribute nearly 61% of Indonesia's GDP. Furthermore, MSMEs employ nearly 97% of the Indonesian workforce, demonstrating their importance in job creation. This demonstrates that these businesses are the backbone of the Indonesian economy and play a crucial role in the country's efforts to reduce unemployment.

According to the Statistics Indonesia (BPS), East Java's MSMEs will reach approximately 9.7 million by 2024. Based on this data, MSMEs are the backbone of East Java's economy and significantly drive the province's growth. MSMEs contribute more than 59% to East Java's economy. In East Java, MSMEs are crucial for employment absorption and regional economic expansion.

Pasuruan City is one of the regions contributing to the development of MSMEs in East Java. Pasuruan City is transforming its concept into a Medina city, striving to enhance the religious tourism sector, which is considered to have significant potential for attracting tourists (Firdaus & Setiadi, 2024). One of the areas, Kandang sapi Village, also has significant economic potential, as it is adjacent to the central square of Pasuruan City and is close to religious tourism. One of the superior products widely produced by the local community is rambak, or skin crackers. This product has significant market potential, both locally and nationally.

Rambak itself is a type of snack made from dried cowhide and processed into a crispy texture (Setiawan et al., 2020). Its savory and crunchy taste is a special attraction for utilizing cowhide as a food product (Indriastiningsih & Anwar, 2025). Rambak crackers are usually made from cow or buffalo skin which is processed into savory and crispy skin crackers (Adhar & Mashuri, 2021). Rambak skin crackers are snacks made from cow or buffalo skin through the stages of plucking the hair, cleaning the skin, boiling, drying, and identifying rambak crackers. frying after frying rambak crackers are ready to serve after being soaked in spices for raw rambak crackers (Azizah et al., 2018). The rambak business has effective value and is feasible to continue running (Aini & Fatmawati, 2017). Usually raw crackers or fried crackers (shrimp crackers) are sold in plain plastic packaging. Now many people are using it as a business opportunity because it tastes good, is addictive, and is very popular.

Based on initial observations and a review of empowerment activities conducted in Kandang sapi Village, previous community service programs focused on increasing production capacity and providing simple equipment, such as fryers, dryers, and product hygiene training. There were no integrated activities that emphasized product differentiation strategies and strengthened branding based on the identity of a religious city that aligned with Pasuruan City's positioning as a city of Medina. Furthermore, the utilization of digital marketplaces and the optimization of strategic outlets such as school cooperatives, religious souvenir centers, and sales points around the town square area had not been systematically developed. The novelty of this community service activity lies in its holistic approach that integrates product variant differentiation, the development of visual branding that reflects Pasuruan City's identity as a religious tourism destination, the utilization of digital platforms such as marketplaces like TikTok and Shopee for market expansion, and a distribution strategy based on strategic locations for education and tourism. This integration provides added value because it not only improves the physical quality of the product but also builds a broader image and market access, areas that have not been comprehensively addressed in community service activities in this region.

Competition is a key factor influencing the success or failure of a company or small business owner (Prasetia, 2021). Therefore, to compete in this market, all business owners, both large and small, must be able to adapt quickly to change (Mustaan & Hamdi, 2021). One of the challenges faced by rambak entrepreneurs in Kandangsapi Village is the limited variety of products they offer. Most entrepreneurs still produce rambak in conventional shapes and flavors, making them less able to attract consumers in the wider market. Furthermore, a lack of knowledge about marketing strategies and product innovation is a barrier to increasing business competitiveness.

Given these issues, mentoring focused on product differentiation is necessary. With product differentiation, consumers will be more attracted because the goods produced by the company are perceived as different, with a wide variety of choices in terms of taste, color, shape, and packaging presented or perceived as unique by consumers. This, in turn, attracts consumers to purchase products produced by companies that implement product differentiation (Wulandari & Murniawaty, 2019). Product differentiation aims to motivate companies to differentiate their products from competitors (Ngaisah et al., 2020). One way to think of product differentiation is as a way to change production to make it more attractive. This is done so that, despite having the same type of product, the products purchased and sold are slightly different from those purchased and sold by other entrepreneurs (Ernawati & Ali, 2024). Through mentoring programs, entrepreneurs can be provided with an understanding of various forms of innovation, from variations in flavor and packaging to more modern and attractive presentation methods and to enhance branding.

Developing a distinctive brand for a company's goods or services is a difficult and strategic process known as "product branding" (Amelia & Riofita, 2024). A company uses its product brand to stand out from competitors, foster client loyalty, and instill a strong sense of value in the minds of customers (Listyorini et al., 2024). Dedication and long-term understanding of the brand identity and values that it wants to communicate to consumers are necessary to create a successful product brand (Lesmini et al., 2024). In addition to indicating the quality of a product and making it easier to find products, brands can also offer legal protection if registered under a product copyright (Krisnawati, 2021). One of the most important assets of a business is a great brand because it can foster relationships with customers, competitive advantages, and business success.

Therefore, this activity of mentoring the differentiation of rambak products is expected to be able to encourage an increase in the quality and selling value of rambak products in Kandangsapi Village, while at the same time strengthening the position of local MSMEs in facing increasingly dynamic market competition.

METHOD

Implementation of community service in the form of training and mentoring on product differentiation for business actors. Mrs. Ulfah is a business partner located on Jl. Djagalan RT 07 RW 02, Kandangsapi Village, Panggungrejo District, Pasuruan City, East Java. Generally, Mrs. Ulfah sells rambak in plastic packaging that does not have a product identity. This business was developed by her and her family, without any assistance from outside parties. The community service was carried out for 2 months. Because the target partner's product currently does not have beautiful packaging, an attractive design will attract consumers' interest to learn

more about the product and increase the likelihood that consumers will choose it after comparing it with other similar products. The stages of community service are as follows:

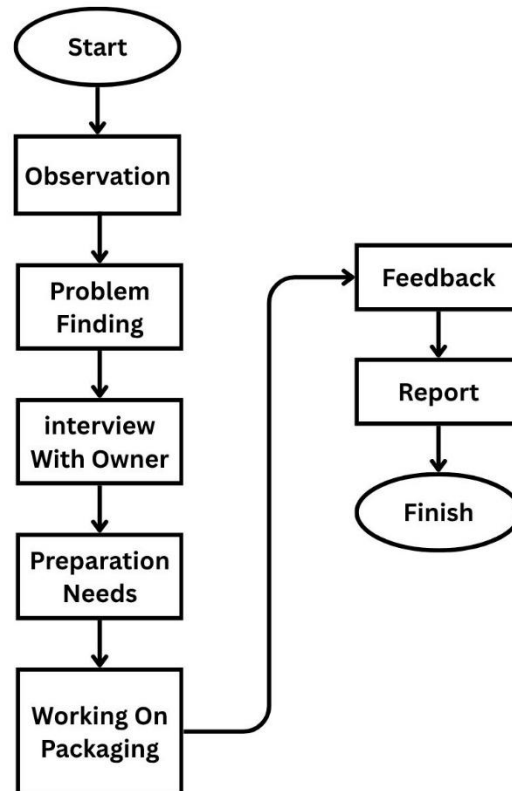


Figure 1. Community Service Activity Process

The stages in the implementation process can be explained as follows:

1. Observation and preparation. The first step in careful activity planning by the community service team to ensure smooth and successful implementation is observation and preparation. At this stage, the community service team coordinates with the community service partner, in this case, Mrs. Ulfah, the owner of the Rambak business, and conducts surveys and interviews. The results achieved at this stage include identifying the needs and potential of the community service partner, establishing the goals and objectives of the community service project implementation, and fostering collaboration between the two parties. Community service projects can have a beneficial and sustainable impact on the community where they are implemented, if carefully planned.
2. Implementation phase. The plans created during the preparation phase are put into action during the implementation phase. The community service team's current tasks include developing visually appealing packaging concepts and flavor variations, assisting supermarkets with marketing, offering training on creating visually appealing content, and setting up additional social media accounts to promote Rambak products and increase their visibility. Community service projects can have a significant impact if they are well-planned, closely monitored, and effectively communicated to partners.
3. Evaluation stage. To ensure the success rate of the activity reaches 90% or even 100%, the evaluation stage of the implementation of community service is very important to determine the extent to which objectives have been achieved, how far the

implementation is progressing, and what impacts have been generated. After the completion of this community service project, partners provide reviews or feedback as part of the evaluation process. Feedback is given in the form of comments after the use of attractive product packaging, flavor variations, and perceived benefits.

RESULT AND DISCUSSION

RESULT

The community service program was implemented by a team of students and lecturers from Universitas PGRI Wiranegara Pasuruan for two months from August to October 2024. This activity began with a survey and interview with the owner of the rambak product, Mrs. Ulfah. The owner of the rambak business "Mrs. Ulfah" has been running this business for 20 years after the death of her late husband. Seeing the abundant potential in Kandangsapi Village, namely rambak products, this became an initiative to start a rambak production business. During the business, obstacles faced included returns of goods due to changes in the quality of rambak and a target market that was still stuck among older people.



Figure 2. Survey of rambak owners' locations

As part of the community service program, the program assisted MSMEs in marketing their products by providing the latest packaging designs and flavors that appeal to teenagers and adults, utilizing social media. Preparation and design requirements for the packaging concept were developed using Canva. The sticker packaging will be divided into two categories: a large package measuring 18 x 24 cm and a small package measuring 6 x 6 cm. Furthermore, the packaging will be prepared in the form of a standing pouch measuring 18 x 24 cm, with a flavor variant including the addition of a balado flavor to attract young consumers. The packaging design incorporates branding for the rambak product, including several elements such as the product name, product variant, the Pasuruan City logo, flavor variants, and ingredients, as well as the slogan "Teman nyemil" (Snacking Friend) to attract consumers of all ages. This will establish the branding of the Kandangsapi Village rambak product outside of Pasuruan City/Regency.

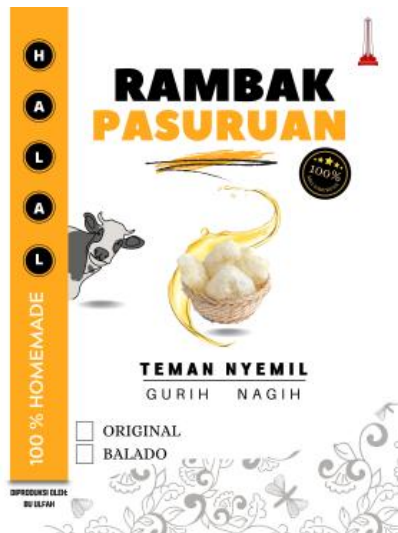


Figure 2. Large Front Packaging



Figure 3. Large Rear Packaging



Figure 4. Small Packaging

The packaging process is carried out in stages, starting with attaching small and large stickers to the packaging, cutting the pork rind into smaller pieces, then placing them in jars to be sprinkled with Balado seasoning. Shaking is then done. Finally, the packaging is packaged in plastic bags. Premium packaging is sold for 15,000 rupiah per piece, while small packaging is sold for 3,000 rupiah per piece. The total for large packaging is 15 pieces, and for small packaging is 30 pieces. The following is a general overview of profit acquisition.

Table 1. Overview of profit generation.

Small Packaging Raw material cost per packaging: Rp2,000 Packaging + sticker cost: Rp1,500 Operating cost: Rp1,500 Total cost per small packaging = Rp5,000 Production quantity: 30 packages Total cost per small packaging: $30 \times \text{Rp}5,000 = \text{Rp}150,000$	After product differentiation and branding improvements, the selling price was set as follows: Selling price of small packaging = Rp3,000 Selling price of large packaging = Rp15,000 Revenue from small packaging $30 \times \text{Rp}3,000 = \text{Rp}90,000$ Revenue from large packaging $30 \times \text{Rp}15,000 = \text{Rp}450,000$
Large Packaging Raw material cost per packaging: Rp5,000 Packaging + sticker cost: Rp1,500 Operating costs: Rp1,500 Total cost per large packaging = Rp8,000	Total Revenue $\text{Rp}180,000 + \text{Rp}165,000 = \text{Rp}450,000$

Production quantity: 30 packages

Total cost of large packaging:

$30 \times \text{Rp}8,000 = \text{Rp}240,000$

Other costs: Rp4,000

Total Production Cost

$\text{Rp}150,000 + \text{Rp}210,000 + \text{Rp}4,000 =$

$\text{Rp}394,000$

Profit = Total Revenue – Total Costs

Profit = $\text{Rp}450,000 - \text{Rp}394,000$

Profit = $\text{Rp}56,000$



Figure 5. Rambak Product Differentiation Training and Mentoring

The next step was to create social media accounts for Instagram, TikTok, Shopee, and Tokopedia for online ordering. The next activity involved creating video content for online marketing. The training included creating an Instagram feed, creating Instagram and TikTok accounts, and creating posters using Canva. Another marketing strategy employed was visiting the Business Center at SMKN 1 Pasuruan. The products sold during offline marketing attracted a large number of students, teachers, and lecturers.



Figure 6. Product Marketing to Lecturers



Figure 7. Product Marketing to Teachers

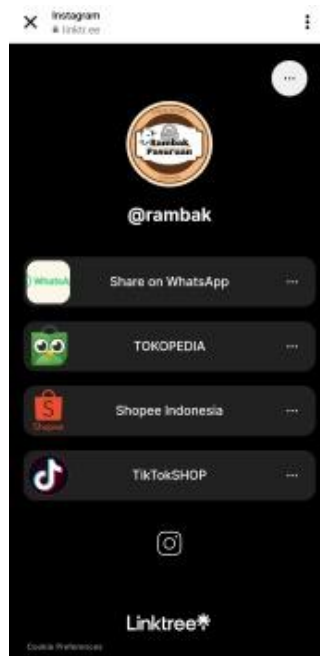


Figure 8. Marketing Through Online

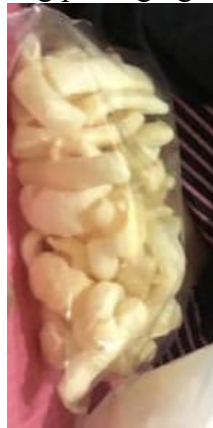
The results of the differentiation of pork rind products carried out by comparing before and after the implementation of differentiation are as shown in the table below.

Table 2. Results of Rambak Product Differentiation

Differentiation Activities	Before Differentiation	After Differentiation
Packaging innovation	The product is packaged in plastic in various sizes, priced between Rp. 2,000 and Rp. 15,000, without any label, making it less well-known.	The product is packaged using a standing pouch with a new, more attractive design for Rp. 15,000. Furthermore, the labeling in the form of a sticker on the small package, priced at Rp. 3,000, makes the product more contemporary and carries the branding of the rambak business owner, "Ibu Ulfah."



Big packaging



Small packaging



Big packaging



Innovation of new flavor variant "Balado"	Rambak products only have one original flavor variant so they are less popular with young people.	The new "balado" flavor innovation with a specific spicy and savory taste so that it suits the taste buds of young people, increasing market opportunities among young people.
Design Training	The owner of the rambak business, "Mrs. Ulfah," is still unfamiliar with using technology, so the design model has not yet run optimally.	Introducing the functions and features of several design applications helps the training process, making it easier for business owners to develop more attractive designs.
Pelatihan Pemasaran	Produk dipasarkan dengan menitipkan produk rambak ke toko ataupun warung serta pasar umum yang ada disekitar kelurahan kandasapi.	In offline marketing, products can start to enter the Business Center at SMKN 1 Pasuruan. Meanwhile, in online marketing, products already have accounts on Instagram, TikTok, Shopee, and Tokopedia.

This community service activity has had a positive impact on the SMEs producing rambak products in Kandangsapi Village. Creating a packaging design that builds branding by providing the Pasuruan City logo and several other elements that make it easier for consumers to recognize the rambak product. This makes the rambak SMEs more widely known, both by the people around Pasuruan and from outside the city. This impact is in line with the Community Service activities carried out by Ernawati and Ali (2024), Wulandari and Murniawaty (2019) and Ngaisah (2020) that product differentiation influences competitive advantage, if product differentiation is perceived well then competitive advantage will be perceived well too.

DISCUSSION

The community service program was implemented for two months (August–October 2024) with a focus on product differentiation and branding strengthening for rambak MSMEs in Kandangsapi Village. The intervention results showed significant changes in product aspects, brand identity, and digital marketing strategy.

1. Product Differentiation as a Competitive Advantage Strategy

Differentiation is a strategy to create meaningful differences so that products have unique value in the market (Afiyati et al., 2019). In the context of rambak MSMEs, differentiation is achieved through:

- Variations in packaging size
- Adding a balado flavor variant
- Modern packaging design

Scientifically, changes in size and packaging increase perceived value. Products are no longer perceived as ordinary commodities, but as products with clear market segmentation.

2. Branding and Brand Equity Building

Branding is the process of building identity and perception in the minds of consumers (Aaker, 1997) explains that brand equity is formed from brand awareness, brand associations, perceived quality, and loyalty. In this activity, branding is realized through:

- A distinctive product logo
- Integration of the Pasuruan City visual identity
- Consistency of color and typography
- More comprehensive product information

Recent research by (Foroudi, 2019) shows that visual identity has a significant influence on brand recognition and customer trust in MSMEs. Interpretatively, packaging changes are not only aesthetic but also a strategy to build perceptions of professionalism and quality.

3. Digital Marketing and Market Expansion

Digital transformation through Instagram, TikTok, Shopee, and Tokopedia is part of a digital branding strategy. Recent research by (Dwivedi et al., 2021) shows that social

media plays a crucial role in increasing brand awareness and customer engagement for small businesses. In this community service activity, MSMEs:

- Create Instagram feed content
- Create simple promotional videos
- Manage marketplace accounts
- Interact with consumers directly

Scientifically, two-way interactions through social media increase consumers' emotional attachment to a brand. This has the potential to generate repeat purchases and word of mouth marketing.

CONCLUSION

Based on the results of the implementation of community service activities for MSMEs producing rambak products in Kandang sapi Village, partners have understood the importance of attractive packaging to improve branding. In addition, partners have understood how to market online through various established social media, starting from how to upload product photos and create stories. With the implementation of this community service program, the impact felt by the partners is an increase in profits or profits and an increase in the public who are aware of rambak products with the latest packaging. In order to reach a wider audience, it is hoped that partners can manage Instagram more actively in the future by following the latest trends and collaborating with the village to develop local products.

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