

## DIGITAL MARKETING STRATEGY DESIGN IN INCREASING SALES VOLUME AT MSME CHIPS ALJANNAH

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### ARTICLE INFO

#### Keywords:

Marketing Strategy,  
Digital Marketing,  
Sales Volume

### ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) is one of the activities that increase growth, movement, and economic development. Economic development in Indonesia is one important part with the aim of improving the welfare of society. This study aims to how the design of Digital marketing strategies in increasing sales Volume at MSMEs chips Aljannah. Marketing strategy undertaken by SMEs chips Aljannah marketing mix marketing mix strategy is 7P. The method of data analysis in the study is qualitative research with descriptive methods by conducting interviews and observations as primary data and documentation as secondary data. The results of this study show that MSMEs chips Aljannah still apply traditional marketing without any specific marketing strategy and has not involved the role of digital marketing in making sales, digital marketing strategy design that has been prepared is expected to increase sales volume, brand image and expand the reach of consumers MSMEs chips Aljannah. The use of social media is very helpful for Aljannah chips MSMEs in marketing.

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### 1. INTRODUCTION

The increasing economy in Indonesia today makes the competition between every businessman more competitive. Economic development in Indonesia is one important part with the aim of improving the welfare of society. At the present time the development of the Times and technology requires the life of a company to adjust to existing conditions. Thus, more and more companies or SMEs are growing in Indonesia, causing intense competition. Marketing is an activity that aims to introduce a product or service and establish the benefits of the product offered. In marketing, there are many strategies aimed at increasing customer satisfaction and promoting products.

Marketing strategy is a manifestation of a plan in the field of marketing to obtain optimal profits for business people. By implementing a good marketing strategy, a company or MSME can be improved and maintained. This marketing strategy can be widely applied in the field of marketing, including competitive strategy, pricing strategy, product strategy, and service strategy.

In the current era, MSME actors should be able to utilize digital media as one of their product marketing efforts so that consumers are more familiar with the products produced by the MSMEs. Digital technology is one of the main drivers of economic development in the world, especially in the industrial and trade sectors. Social Media is an online medium where users can easily participate and communicate. Facebook Instagram, whatsapp, Facebook and the web, which contains the provision of products and discounts when making purchases in certain quantities. In addition to online sales media, MSME marketing strategies are also carried out offline, namely selling in stores as a place for MSME product businesses.

Micro, Small and Medium Enterprises (MSMEs) is one of the activities that increase growth, movement, and economic development. UMKM Keripik Aljannah is one of the home industries engaged in the food industry located in Bangun Purba Village, Kec. Wake Up, Old Chap. Deli Serdang which was established in 2004 until now (2023). Aljannah chips can already exist in competitive conditions between MSMEs and each other, because they have a very good taste. Aljannah chips MSME owners always strive to be able to maintain their business, because there are many competitors who have the same business.

Research conducted by [1] With the title "Integrated Digital Marketing Optimization in Imago Raw Honey MSME marketing strategy", the results of the study show how Imago Raw Honey MSMEs have explored digital roles ranging from segmentation, targeting, positioning, and marketing mix planning to the installed marketing execution process. Image MSME image Raw Honey products online by optimizing the built-in digital marketing tools. The use of digital media is very helpful for Image Raw Honey MSMEs in

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carrying out their marketing functions effectively and efficiently. Research conducted by [2] Entitled marketing strategy to increase the sales Volume of cheap Ketanon sleepwear store, Tulungagung said that the marketing strategy of cheap Ketanon sleepwear store has a high success rate seen from indicators, product strategy, price strategy and distribution channel strategy, advertising strategy, can increase your sales volume. Research conducted by [3] with the title of analysis of the use of social Media in increasing sales Volume at Home Shop Gibran Collection shows the results that consumers are satisfied with the ease of social media provided Home Shop Gibran Collection. Consumers also expressed confidence in the social media Home Shop Gibran Collection.

## **2. LITERATURE REVIEW**

### **Marketing**

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating and exchanging products, services, and value from one person to another. The role of marketing today is not only to get products and services into the hands of consumers, but also to understand how those products and services satisfy customers and enable businesses to make a profit through repeat purchases [4].

The notion of marketing is often interpreted as sales. In fact, the definition of marketing is broader than sales activities. Rather, sales are part of the marketing effort. Marketing is the process by which companies create value for their customers and build strong customer relationships to gain value from them [5].

### **Marketing strategy**

Marketing strategy is a form of business plan in marketing to achieve optimal results. The scope of marketing strategies is very wide and includes facing competitors strategies, product strategies, pricing strategies, placement strategies, advertising strategies, etc [6].

A marketing strategy describes how a company effectively differentiates itself from its competitors by leveraging its current strengths and potential to consistently deliver better value to its customers than its competitors [7]. Marketing strategy is the marketing logic applied by a business unit to achieve its marketing goals. The marketing strategy consists of specific strategies according to the target market, product positioning, marketing mix and marketing expenditure levels [8].

### **Marketing Mix**

The marketing mix is the strategy that a company uses to influence consumers to buy the products and services that the company offers. In addition, the marketing mix can be used as a marketing strategy by businesses to achieve their corporate goals by meeting the wants and needs of consumers [9].

The marketing mix is a great marketing tool for businesses that they can control to influence the response of their target audience [10].

### **Digital Marketing**

Digital marketing is also known as digital marketing and in other terms online marketing or internet marketing. Digital marketing is understood as any marketing activities carried out to enable them to communicate with potential customers through online communication channels using devices connected to the internet and digital media with various strategies [11].

Digital marketing is a marketing activity that begins with market exploration, engagement, and execution by utilizing horizontal media. Digital marketing is a very popular strategy today and is used by almost all brands in the world. It is the impact of the growing world of internet and technology that makes it such a promising market [12].

### **Sales Volume**

Sales Volume is the income that a company earns from the sale of the products it produces. Sales Volume is a product that is sold in the form of money in a certain period of time and has a good service strategy [13].

## **3. METHOD**

This type of research is qualitative research involving field research or (field research). This study uses qualitative descriptive research techniques. Based on the elements of your marketing mix, consider strategies that can be applied to your research audience.

This research was conducted on Aljannah chips SMEs located in Bangun Purba Village, Bangun Purba District, Deli Serdang regency. The research was conducted starting from February 2023 until the completion of the study.

### Data types and sources

#### 1. Primary Data

Primary Data is data collected directly by researchers in the field. Primary Data obtained by the author either directly to the speaker or using the interview method [14]. The primary Data of this study are the results of observations, observations, and in-depth interviews between researchers and small business owners chips Aljannah.

#### 2. Data Sekunder

The Data below is data that is not created by the researchers themselves, the data below is usually data obtained from indirect sources such as journals, information, or other publication formats [14]. The Data contained in this study is literature in the form of books, reports, memos, journals.

### Data Sources

#### 1. Internal

Informants, namely parties who are considered to be able to provide information about the design of digital marketing strategies to increase sales volume at Aljannah chips MSMEs.

#### 2. External

Documentar, which comes from documents related to data on the design of digital marketing strategies to increase sales volume at MSMEs chips Aljannah.

### Data collection methods

As in this study using data collection techniques in the form of observation, interviews, and documentation.

#### 1. Observation

Observation is defined as a process of seeing, observing, and observing and systematically recording behavior for a specific purpose. Observation is an activity to find data that can be used to give a conclusion [15]. Observations made in this study, the researchers conducted direct observations on MSMEs chips Aljannah.

#### 2. Interview

In this study, researchers collected the data needed by using interview techniques, namely data collection techniques through oral questions to the owner of MSME chips Aljannah. At the time of asking questions, researchers can talk or face to face directly to the informant.

#### 3. Documentation

Documentation is a record of past events. Documents can be texts, drawings or monumental works of human figures. The documents received consisted of written data from Aljannah chips SMEs, photos of the manufacturing process and product photos.

### Data Analysis Methods

The method of data analysis used in this study is descriptive qualitative. By conducting a literature review related to relevant theories and designing digital marketing strategies with social media optimization, and also designing marketing contents on social media in an effort to increase sales volume and expand MSME market segmentation.

## 4. RESULTS AND DISCUSSION

### Business Development

At the beginning of development in 2010, MSMEs chips Aljannah not yet known by the public because it is still a small business, arguably sideline to increase revenue. However, in 2017 the business began to grow and be known by many people from the beginning to wear ordinary plastic packaging and there is no brand name now to wear plastic standing pouch and thick plastic to maintain its durability and wear the brand Aljannah. Ms. Fatmawati gained a lot of knowledge because she learned self-taught to develop innovation.

The level of sales at MSMEs Aljannah chips showed an increase every month, although now many competitors from other chips products but did not beat the taste of chips made from flour, sweet potatoes, and bananas. Because raw materials are now limited, making MSMEs overwhelmed looking for raw

materials because the demand for products is too much but limited raw materials. However, Ms. fatma always strive to meet consumer demand and provide the best service.

Table 1. Aljannah chips sales Volume in 2022 in January – December

No	Month	Sales volume chips Aljannah 50 gr (pcs)	Aljannah chips sales Volume 100 gr (pcs)	Price (Rupiah)
1.	January	9000	200	Rp. 19.000.000
2.	February	13.500	150	Rp. 27.750.000
3.	March	11.250	250	Rp. 23.750.000
4.	April	12.000	300	Rp.25.500.000
5.	May	12.000	275	Rp. 25.375.000
6.	June	15.000	180	Rp. 30.900.000
7.	July	12.750	375	Rp. 27.375.000
8.	August	13.500	450	Rp. 29.250.000
9.	September	14.000	300	Rp. 29.500.000
10.	October	11.100	275	Rp. 23.575.000
11.	November	16.500	425	Rp. 35.125.000
12.	December	11.700	550	Rp. 26.150.000

It can be seen from Table 1.1 that MSME sales of Aljannah chips have been up and down from January to December. The decline was experienced because it depends on the demand for products on the market and limited raw materials.

Meanwhile, other chip entrepreneurs experience the same thing caused by limitations in raw materials because farmers prefer to sell their farmers' results to agents because of the large number of farmers' results. Thus, many entrepreneurs chips do not meet customer demand.

Table 2 Matrik SWOT

EXTERNAL	INTERNAL	STRENGTHS	WEAKNESSES
		Internal Strength	Internal Weakness
		1. The price offered is very affordable 2. Good taste and savory 3. Thick packaging 4. Has good durability	1. Promotion that has not been maximized 2. Not registered with BPOM and NIB 3. Marketing through social media is not yet available 4. HR marketing personnel to be improved
<b>OPPORTUNITIES</b>	<b>STRATEGI SO</b>	<b>STRATEGI WO</b>	
External Opportunities	(It allows MSMEs to grow faster)	(Exploit existing opportunities to overcome weaknesses)	
1. Old customer loyalty 2. Good relationship between MSMEs and consumers 3. Clear market and consumer segments 4. Have a good image in the eyes of consumers	13 Provide quality products and good service to maintain customer loyalty for long 23 Maintain good relationship with customers 33 Maintaining the image of MSMEs that have been viewed favorably by consumers	1. Utilizing a good relationship with consumers to help promote products that have not been maximized 2. Seize the opportunity of old customer loyalty in winning the competition with many competitors 3. improvement of young human resources 4. pay attention to product quality and pay attention to customer claims	
<b>THREATS</b>	<b>STRATEGI ST</b>	<b>STRATEGI WT</b>	
Threats	(Use your powers to avoid threats)	(Minimize weaknesses and avoid threats)	

- |   |  |   |
|---|--|---|
| 1. Many similar competitors are emerging              | 1. Strive harder to continuously improve the quality of products owned                             | 1. The more intensively promote products to be able to compete with competitors in marketing their products |
| 2. It's easy to move customers                        | 2. Provide good service to minimize customers who easily switch options and minimize good products | 2. Improve the quality of marketing human resources in competition with competitors                         |
| 3. Lack of marketing personnel who inform the product |  |   |
| 4. Unstable economic situation                        |  |   |

**Discussion**

**Marketing strategy in increasing the sales Volume of MSME chips Aljannah**

In general, marketing strategy is very important for companies, especially MSMEs where marketing strategy is one way to achieve company goals and earn profits. Aljannah chips MSMEs market their products using a Marketing Mix Marketing Strategy. The following is the marketing mix marketing strategy carried out by UMKM Keripik Aljannah in increasing sales volume before digital marketing :

1. Product

There are several things that need to be considered in the product, namely quality, packaging, halal, and service. To determine the level of good quality and will support the product on the market, in this case Aljannah chips products are superior to other chips products, because of the selected raw materials obtained into chips that have a good taste, crispy and delicious. The production process is carried out by frying pre-molded chips with a sprinkle of salt and seasoning recipe. Furthermore, after the initial process such as mixing, stripping and washing, then seasoning and additional salt and flavoring and then fried, after cooking and then drained and then the packaging process. The packaging used is a thick plastic standing pouch to maintain product durability. Aljannah chips business products are trying to create new innovations in their products so that the results are better than other manufacturers and can satisfy consumers.

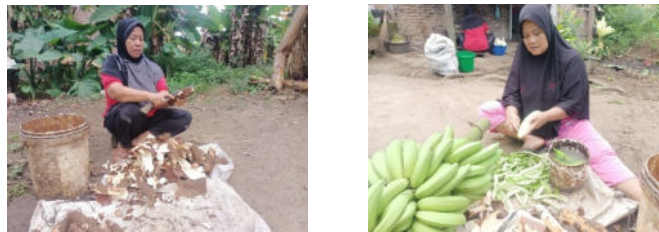


Figure 1 parsnip and Banana peeling process



Figure 2 Onion Cake Kneading



Figure 3 grating of bananas and tubers



Figure 4 The Process Of Making Sambel For Spicy Yam



Figure 5 Aljannah Chips Frying Process

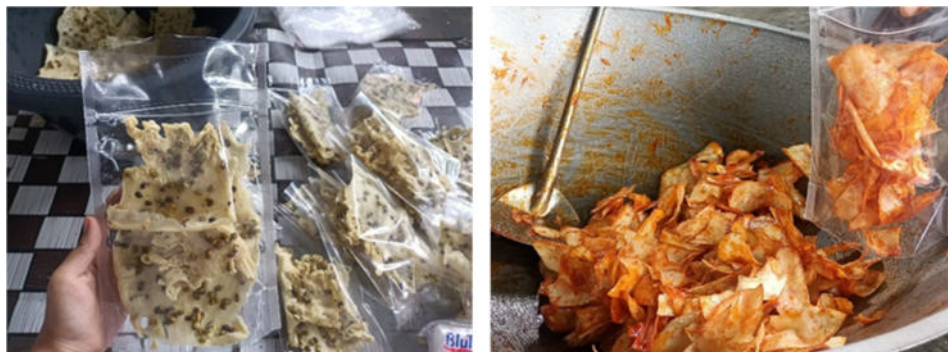


Figure 6 Packaging Process

The product strategy carried out by Aljannah chips SMEs in developing their products is :

a. Create logo and brand

Logos and brands are one of the identifying marks on a product. Logos and brands used by MSMEs chips Aljannah Aljannah accompanied by product names.

b. Making wrappers

Wrapping is very important to maintain the durability of the product. The wrapper used by small businesses is thick standing pouch packaging so that the contents are maintained crispness. Aljannah chips packaging is very transparent, outside the packaging there are logos and product names produced by Aljannah chips SMEs.

2. Price

The application of marketing strategies for MSME chips Aljannah in terms of price by looking at market prices and comparing the price of an item first with the price of the same item with its competitors. Aljannah chips MSMEs in determining prices by calculating costs in terms of production and raw materials by improving the quality of these products.

The price strategy applied by MSME chips Aljannah is to set with 2 prices with a wrapper of 50 grams at a price of Rp. 2.000,- for packaging weighing 100 grams at a price of Rp. 5.000,-. The pricing strategy carried out by UMKM Keripik Aljannah is to set the selling price according to the total cost of expenses and results received by UMKM, this cost includes materials and other business operating costs such as employee salaries, transportation, and so on. For example, in the process of making 48 products, requires Rp. 150,000 for materials, and Rp. 50,000 for operational costs. Then the production costs incurred by SMEs chips Aljannah is Rp.200.000. If you want a profit of 20% then how to determine the selling price of the product is :

$$200,000 + (20\% \times 200,000) = 240,000 \text{ per 48 products}$$

So, the selling price of the product is

$$240.000 : 48 = 5.000$$

furthermore, by conducting market research, the goal is to be able to see the needs and problems faced by the target audience.

3. Place

UMKM Keripik Aljannah is located in Bangun Purba Village, Bangun Purba District, Deli Serdang regency. The sales channel used by MSME chips Aljannah is to use direct sales because they do not yet have online media for sales, for direct sales, resellers come directly to the house in Bangun Purba village or the owner of MSME chips Aljannah comes directly to the stalls to deposit products.

4. Promotion

In the face of competition, currently MSMEs chips Aljannah promotion only directly. The promotional activities carried out by MSMEs chips Aljannah using personal sales and sales promotion through resellers. Mrs. Fatmawati directly serves buyers from her home, and she has several resellers located in several villages and districts so that consumers are easier to order Aljannah chips MSME products, Mrs. Fatma also offers her products directly or personally selling to consumers.

5. People

Every company or MSME must have people who move and run their business activities. Aljannah chips MSMEs also have reliable people in their respective fields such as stripping, mixing, frying, and marketing. They are placed accordingly in their respective fields in order to be responsible for their work.

6. Process

The service process is a procedure that usually has stages ranging from the beginning of the purchase of products to customer satisfaction or customer disappointment. Things like this really need to be considered because it concerns the satisfaction of a customer.

7. Physical Evidence

The physical evidence of Aljannah chips MSMEs includes physical facilities such as a point of sale located in the owner's own house, production cleanliness, neatness, and comfort of the production site and the appearance of employees.

**The design of Digital marketing strategy that should be in MSME chips Aljannah to increase the sales Volume of MSMEs chips Aljannah**

1. Product

In terms of MSME products, Aljannah chips can maintain existing products, but must be further developed to be superior to its competitors.

2. Price

In terms of MSME prices, Aljannah chips have standard prices and discounts for customers and resellers and give bonuses to customers.

3. Place

In terms of MSMEs, Aljannah chips can make social media so that their products can be known to many people. With the existence of social media, MSME chips Aljannah can build relationships with consumers directly, through social media consumers can also communicate directly related to the products sold. Aljannah chips SMEs can also reach more people or consumers who know and are interested in buying the products offered. Marketing through social media is not affected by geographical conditions, because

ads and accounts for sales can be seen by anyone who is accessing the internet. With the internet, entrepreneurs can market their products inside and outside the country easily and cheaply.

Here's a social media design that can be used by Aljannah chips MSMEs:

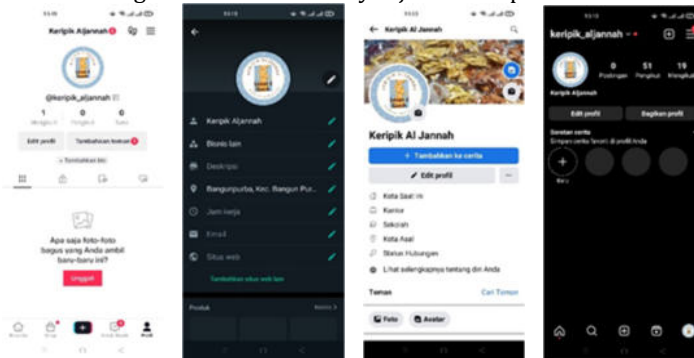


Figure 7 Social media account creation

Aljannah chips SMEs can market their chips products through the above social media accounts so that they can be known to many people.

4. Promotion

In terms of MSME promotion, Aljannah chips can add to their promotion by using social media by creating instastory or posting feeds with discount content so that potential consumers are interested in buying it. MSMEs chips Aljannah can also create content as interesting as possible in order to help potential consumers understand the products sold by MSMEs chips Aljannah. Promotions that can be done by Aljannah chips MSMEs are :

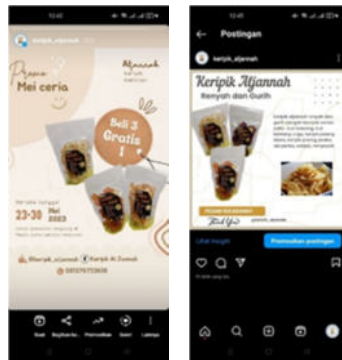


Figure 8 Instagram Stories and instagram feed promotion

Instagram Instagram chips can choose Aljannah SMEs as a promotional Medium because instagram has many advantages compared to other social media. One of them is to introduce products and update products, because instagram has a wide range so quickly to attract consumers. Instagram also has many benefits, one of which is to encourage information on discounts and promotions and establish interaction with potential buyers.

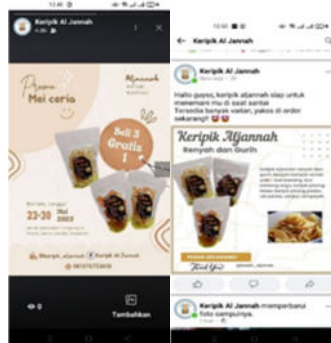


Figure 9 Facebook Stories and Facebook feeds



Facebook is one of the social media that can be used to promote the business of MSME chips Aljannah. Facebook also has many advantages, namely easy to buy and sell transactions, easy to spread the word, easy to create special groups for businesses, and easy to interact with consumers. To increase the sales volume of MSMEs, Aljannah chips can also be made by creating interesting content and containing good captions that are easy to understand in promoting products so that potential consumers are interested in buying.



Figure 10 promotion via tiktok

Another social Media that is trend and viral today is Tiktok. Many content creators and entrepreneurs promote their products through Tiktok. Tiktok is one of the applications to make videos and spread a variety of short videos in a vertical format, the main thing is to just scroll the screen up and down. Currently Tiktok is the social media platform that has the most active users and is the most visited. Therefore, Tiktok can be a huge opportunity for Aljannah chips MSMEs in expanding their market reach, and can attract new customers who can increase sales turnover. The benefit of tiktok is that it can trigger someone to create various works of one of its interesting content. Aljannah chips SMEs can promote their products through the Tiktok application, because Tiktok can reach a wider audience, keep businesses relevant to viral trends, provide a large selection of ad formats, and more cost-effective advertising. This can help MSMEs chips Aljannah create a global marketing strategy.



Figure 11 promotion through wa business.

Promotion by using WA Business will make MSME chips Aljannah easy to interact with customers, because WA Business provides sorting features, and can reply to messages quickly so that MSMEs chips Aljannah easier to deal with product orders and customer complaints. WA Business also provides a feature to reply to messages automatically or auto reply and catalog features. This feature is one of the mainstays of business people or businesses.

5. People

In terms of MSMEs, Aljannah chips need employees who are able to promote products sold by MSMEs, Aljannah chips so that MSMEs are known by many people. employees need to improve again for neatness in dressing in order to attract consumer interest.

6. Process

In terms of the MSME process, Aljannah chips can be faster in the process of responding to customer complaints.

7. Physical Evidence

In terms of physical evidence, MSME chips Aljannah to better prepare product stock to meet customer demand. Pay attention to cleanliness, neatness of product sales in the owner's own home, and provide a waiting area for consumers who buy directly Aljannah chips MSME products.

## 5. CONCLUSION

In implementing marketing strategies, Aljannah chips SMEs apply marketing mix marketing mix 7p strategy which consists of product strategy, price strategy, Place strategy, promotion strategy, People, Process, and physical evidence. By using a marketing strategy using 7P can increase sales of MSME chips Aljannah. Marketing strategy using the 7p method is the basic thing that becomes the center of attention of potential customers in buying a product. Digital marketing design can increase sales, increase the company's brand image and expand the reach of consumers to various regions.

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