

DAFTAR PUSTAKA

- Arroyabe, M. F., Arranz, C. F. A., Arroyabe, I. F. de, & Arroyabe, J. C. F. de. (2024). The effect of IT security issues on the implementation of industry 4.0 in SMEs: Barriers and challenges. *Technological Forecasting and Social Change*, 199. <https://doi.org/10.1016/j.techfore.2023.123051>
- Barbosa, B., Shabani Shojaei, A., & Miranda, H. (2023). Packaging-free practices in food retail: the impact on customer loyalty. *Baltic Journal of Management*, 18(4), 474–492. <https://doi.org/10.1108/BJM-10-2022-0386>
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998–2015. <https://doi.org/10.1108/BFJ-01-2019-0011>
- Bettels, J., Haase, J., & Wiedmann, K. P. (2020). Shaping consumer perception: effects of vertical and horizontal packaging alignment. *Journal of Consumer Marketing*, 37(4), 423–431. <https://doi.org/10.1108/JCM-05-2019-3231>
- Briand Decré, G., & Cloonan, C. (2019). A touch of gloss: haptic perception of packaging and consumers' reactions. *Journal of Product and Brand Management*, 28(1), 117–132. <https://doi.org/10.1108/JPBM-05-2017-1472>
- Cheong, C. W. H., Lee, M. H., & Weissmann, M. A. (2020). Credit access, tax structure and the performance of Malaysian manufacturing SMEs. *International Journal of Managerial Finance*, 16(4), 433–454. <https://doi.org/10.1108/IJMF-08-2019-0308>
- Framita, D. S., & Maulita, D. (2020). Peningkatan Penjualan Melalui Pengemasan, Labelling dan Branding Produk di Desa Sukaratu Kecamatan Cikeusal Kabupaten Serang. *BERDAYA: Jurnal Pendidikan Dan Pengabdian Kepada Masyarakat*, 2(3), 107–118. <https://doi.org/10.36407/berdaya.v2i3.254>

- Gupta, S., Gallear, D., Rudd, J., & Foroudi, P. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*, 112, 210–222. <https://doi.org/10.1016/j.jbusres.2020.02.033>
- Kadam, R., Rao, S., Kareem Abdul, W., & Jabeen, S. S. (2019). Impact of cultural intelligence on SME performance: The mediating effect of entrepreneurial orientation. *Journal of Organizational Effectiveness*, 6(3), 161–185. <https://doi.org/10.1108/JOEPP-12-2018-0101>
- Kauppinen-Räsänen, H., van der Merwe, D., & Bosman, M. (2020). Global OTC pharmaceutical packaging with a local touch. *International Journal of Retail and Distribution Management*, 48(7), 727–748. <https://doi.org/10.1108/IJRDM-05-2019-0164>
- Kaur, H., & Kaur, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87. <https://doi.org/10.1108/APJBA-06-2018-0101>
- Lesmini, L., Firdaus, M. I., & Rifni, M. (2024). ADMA: Jurnal Pengabdian dan Pemberdayaan Masyarakat Sosialisasi Strategi Packaging dan Branding untuk Meningkatkan Daya Saing Produk. 4(2), 375–386. <https://doi.org/10.20812/adma.v4i2.3353>
- Lestari, A., & Siswantini, S. (2019). Social Media Branding Strategy in StartUp Business. *Journal of Secretary and Business Administration*, 3(1), 1. <https://doi.org/10.31104/jsab.v3i1.72>
- Mario Dhava Ferdiansyah, Panji Bagus Ramadhan, Dynda Tri Widyastuti, Nur Lathifa Meida, Moch. Rizky Ramadhan, Kusuma Wardhani M, & Eka Restu Justitiani. (2022). Pengembangan UMKM Jamu Dusun Sumberdadi, Jombang Melalui Re-Branding Identitas Logo Njampi . *Jurnal Pengabdian Kepada Masyarakat* , 1(2).
- Maziliauske, E. (2024). Innovation for sustainability through co-creation by small and medium-sized tourism enterprises (SMEs): Socio-cultural sustainability benefits to rural destinations. *Tourism Management Perspectives*, 50. <https://doi.org/10.1016/j.tmp.2023.101201>

- Mundiyah, A. I., Septiadi, D., Nabila, S., Sari, N. M. W., & Zeamita, N. M. (2020). REBRANDING PRODUK KERIPIK JAMUR TIRAM UNTUK PENINGKATAN PENJUALAN PADA UMKM SPORAMUSHROOM. *Jurnal Pengabdian Kepada Masyarakat MEMBANGUN NEGERI*, 4(1), 77–83. <https://doi.org/10.35326/pkm.v4i1.549>
- Muntazori, A. F., Listya, A., & Qeis, M. I. (2019). Branding Produk UMKM Pempek Gersang. *Jurnal Desain*, 6(03), 177. <https://doi.org/10.30998/jd.v6i3.4252>
- Primadewi, A., Anwar, T. M., Yustin, Y., Sani, A. H., & Fauzi, M. (2020). PENGUATAN PEMASARAN PRODUK UMKM ASHFA MADU BOROBUDUR MELALUI STRATEGI PRODUCT BRANDING. *JURNAL PENGABDIAN KEPADA MASYARAKAT*, 26(3), 154. <https://doi.org/10.24114/jpkm.v26i3.17683>
- Rambabu, L., & Porika, R. (2020). Packaging strategies: knowledge outlook on consumer buying behaviour. *Journal of Industry-University Collaboration*, 2(2), 67–78. <https://doi.org/10.1108/jiuc-10-2019-0017>
- Sari, R., & Dewi, R. (2020). Inovasi Kemasan Sebagai Daya Tarik Produk Aneka Kue Khas Aceh Pada UMKM Usaha Kue Bungong Jaroe (Vol. 4, Issue 1). *Teknologi, I., & Palcomtech, B. (n.d.). Strategi Creative Branding UMKM pada Pempek Sulthan 99 Palembang 1* Intra Swadaya Hidayat, 2 Eko Setiawan, 3 Maria Veronica, 4 Setia Pramono.*