

Mix Mobilization Model as A New Marketing Strategy in the Pandemic Era



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Abstract: The crisis due to the Covid-19 pandemic should be able become the momentum for the Indonesian people to make changes. Mainly by developing new habits that are in line with technological advances. The Covid-19 pandemic must be seen as an opportunity so that the Indonesian economy is more globally competitive with the demands of technological progress. The Covid-19 pandemic has made Indonesians master virtual learning as well as running an online business. Learning online and running a business also digitally. Social media has emerged as the dominant digital media platform in contemporary society. The rapid development of social media has driven changes in the way people interact. The use of social media has a huge influence on public relations, marketing. Therefore, the concept of mobilization is their strategy to reach consumers with an increasingly networked platform, (Pradhan & Kumar, 2015). With the use of social media as a new marketing tool that helps consumers to get information and interact with others on the Web. The concept of online mobilization mix, which is abbreviated as SHARE, is storytelling, hype, actionable, relevant, and emotional. In the new model of the business world, entrepreneurs are asked to ride the tide, not against it, as today, many startups can take advantage of successful unicorns by intelligently mobilizing their business to netizens to promote their business Implementation of Mobilization and Orchestration strategies, by mobilizing the use of technology to match supply with the demand for various agricultural products more optimally from the farmers. In the hyperconnected era, extraordinary greatness is no longer required, but sufficient mobilization skills (Online Mobilization Mix, SHARE, which is sufficient to mobilize). Based on the results obtained, it can be explained that the R-Square effect value is 0.791, meaning that the orchestration variable can explain the Mix Mobilization Model of 79.1%, and the remaining 20.9% is influenced by other variables not included in this study

KEYWORDS: Mix Mobilization, Orkestrasi, Story, Hype, Actionable, Relevant, Emotional

1. INTRODUCTION

Social media has emerged as the dominant digital media platform in contemporary society. The rapid development of social media has driven changes in how people interact with groups of people who share the same ideology, the quality of the information they share, or the opportunity to acquire and share ideas. The use of social media has a huge influence on public relation and marketing. Therefore, the concept of mobilization is their strategy to reach consumers with an increasingly networked platform, (Pradhan & Kumar, 2015).

The development of social media has completely changed the business landscape (Calderro, 2018), with the use of social media as a new marketing tool that helps consumers to get information and interact with others on the Web.

Mobilization occurs due to the 6 pillars of technology, namely super apps, broadband network, cloud computing, artificial intelligence, big data, and the internet of things. Mobilization has anatomy starting from the existence of trigger factors, the occurrence of accidents, then the emergence of framing so that it causes participation and movement, then produces outcomes and negotiations.

The concept of online mobilization mix, which is abbreviated as SHARE, is storytelling, hype, actionable, relevant, and emotional. In the new model of the business world, entrepreneurs are asked to ride the tide, not against it, as nowadays, many startups can take advantage of the successful unicorn by intelligently mobilizing their business to netizens to promote their business. With the development of this new world, students or alumni of a university, as intellectuals, should be able to change their business communication style so that they can be received better and succeed in this era of the covid 19 pandemic, and in the future, they will no longer be able to use conventional methods. The traditional approach to business communication, (Kasali, 2020)

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This must also be followed by the world of education where the criteria that must be possessed in the present and future are to improve and implement a curriculum that uses a technology platform, by understanding and understanding this era of disruption, it takes the ability to master AI (artificial intelligence). College students and Alumni who want to be successful today who can take advantage of social media assets that are not owned alone and are driven together to achieve common business goals by mobilizing, through the use of technology pillars, namely super apps, broadband networks, cloud computing, artificial intelligence, big data, and the internet of things. The online mobilization mix concept, abbreviated as SHARE, is a marketing technique for the disruptive digital era and orchestration (disruptive digital era management).

Implementation of Mobilization and Orchestration strategies, by mobilizing technology to meet supply and demand for various agricultural products more optimally from farmers. In the hyperconnected era, extraordinary greatness is no longer needed, but sufficient mobilization skills (Online Mobilization Mix, SHARE, which is sufficient to mobilize). Meanwhile, to carry out the orchestration requires leadership in new ways. Mobilization itself will replace the marketing methods that we know, such as the concept of marketing mix, and orchestration are ways to drive new businesses with various new business models.

The progress of digitalization has changed how consumers respond to these changes and new emerging phenomena. Digitization is changing consumer habits and should change how we work, produce, and market products, where businesses no longer have to control and own everything. Just do the orchestration.

The presence of the industrial revolution 4.0 places us in a new era, a connected society or even a hyperconnected society, which changes many things. Not only has consumption behavior changed, but also marketing, public relations communication, business processes, to business models, and leadership.

The coronavirus that causes Covid-19 has infected Indonesia for one year, since March 2, 2020. Where since the first moment until now, the outbreak has claimed many lives that have been lost, of which the number has reached Active cases: 2,093,995 infected covid 19 virus, and as many as 1,842,457 people have been declared cured while those that led to the death of 56,729 people, (covid 19)

COVID-19 as a global pandemic has significance for various aspects of the life of society, nation, and state. Of the various aspects affected, the economic, political, and social aspects are interesting to observe. At the economic level, the COVID-19 pandemic has had a significant impact on the national microeconomy and macroeconomy in the context of micro-economy, for example, industry players or providers of goods and services, whether we like it or not, have to suffer considerable losses due to a decrease in demand as a consequence of the social restriction policies carried out by the government. At a further level, large-scale industry players have to reduce or even stop their operations due to the decline in demand.

Research purposes

The purpose of the research to be achieved is to test and analyze as well as examine: How is the influence of Mix Mobilization and Orchestration Models as New Marketing Strategies in the Pandemic Era.

2. LITERATURE REVIEW

2.1. Marketing 4.0

Marketing 4.0 can literally be interpreted as a marketing approach in which it combines or integrates online and offline, namely what happens between entrepreneurs and their customers. Marketing 4.0 is a marketing approach in the modern era that refers to digital behavior patterns that prioritize technology in their approach. This digital era is often known as the 5 A framework, namely aware, appeal, ask, act, and advocate. (Kertajaya, 2019). Digital marketing is the use of the Internet and other interactive technologies to create and connect conversations between businesses and specific consumers.

2.2. Mix Mobilization

Mix mobilization is a new approach in an industry based on the industry 4.0 revolution, with 6 pillars, namely Internet of things (IoT), cloud computing, big data Analytics, Artificial Intelligence and Broadband Infrastructure. Thus, the 6 pillars serve as a medium for humans to orchestrate and mobilize each other. Mix Mobilization or online mobilization mix known as SHARE, consists of; story, Hype, Actionable, Relevant and Emotional, which can be used to mobilize. SHARE is a mobilization mix that turns ideas and opinions into influential and viral mass movements. **Story:** It is mobilization driven online through a strong narrative. Through mobilization, each activity is turned into a narrative (story). A good narrative (story) will create participation from netizens who are connected to various social media platforms. **Hype:** Creating issues that can be moved so that they develop and become public, by advancing the positioning of the products being marketed. **Actionable:** Actionable is a way of carrying out activities by involving the public, in various humane ways in offering products to consumers/netizens. **Relevant:** Relevant is creating a narrative that is related to the conditions that occur, so that the condition can be used as an opportunity to mobilize the product to be marketed. **Emotional:** Is a narrative that is built through messages that are very touching to consumers so that they make consumers interested in the product. **Product orchestration:** It is a collaborative approach or the creation of several ecosystems to sell products or perform value creation through collaboration and creation.

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2.3 Theoretical framework

This research framework is based on several results of a study of some literature on the Mobilization mix model and also studies related to digital marketing in the 4.0 era. The digital era requires farmers to master several pillars of technology to support their business activities. Based on several studies, it is hoped that farmers in several districts in Aceh will be able to better understand competencies related to digital technology so that they can apply them through orchestrating agricultural products through mix mobilization models. Therefore, the purpose of this study is to test the hypothesis.

Based on the theoretical and empirical studies above, the conceptual framework for this research is structured as follows:

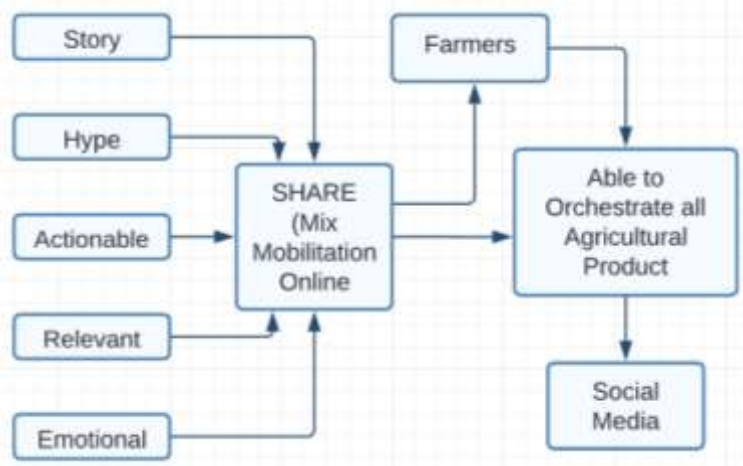


Figure 2.1. Research Conceptual Framework

2.4. Formulation of research hypotheses

Based on the formulation of the problem, the hypotheses of this study are:

H_{o1} = Mix Mobilization (SHARE) does not affect the ability to orchestrate agricultural products through social media

H_{a1} = Mix Mobilization (SHARE) affects the ability to orchestrate agricultural products through social media

3. RESEARCH METHODS

3.1. Approach

This study uses a quantitative approach that is to analyze the numbers that will be processed statistically.

3.2. Research Variables and Indicators

The research variable is an attribute or nature or value of a person, object or activity that has a certain variation determined by the researcher to be studied and concluded (Sekaran & Bougie, 2017). There are two interrelated variables in this study, namely the independent variable and the dependent variable. For the independent variable in this study is the variable (SHARE) - Online mobilization mix, with several dimensions consisting of indicators: Story, Hype, Actionable, Relevant, and Emotional, while the Bound Variable is Orchestration, with indicators: 1. Marketplace, 2. Youtube, 3. Facebook, 4. Instagram, 4. Whatsapp, 5. TikTok.

3.3 Population and sample

Population

For this study, the population is all SME entrepreneurs in Aceh Province. Sampling is non-probability sampling using the method, namely sampling technique, namely purposive sampling, which means taking samples based on the goal, namely selecting samples of entrepreneurs who have done orchestration and mobilized their products online in Aceh with social media such as youtube, Instagram, Facebook and so on.

3.4 Locus and Focus

The location of this research was conducted in Aceh Province, covering several areas, including Lhokseumawe, Langsa, Takengon, Banda Aceh, Bireun, Sigli and Piodoe Jaya. The focus of research is the object or what is the point of attention of a study. The focus in this research is on how entrepreneurs can orchestrate their products with the concept of mixed mobilization.

3.5 Data collection technique

In collecting data, the technique that the author uses in this research is interviews and questionnaires. Interviews are a method used in collecting data by communicating directly from data sources, namely by asking orally several questions related to this research, and the Questionnaire is a data collection technique by distributing questionnaires by giving a number of inquiries related to variables and characteristics of the study to the respondents the source of the data in written form. The questionnaire is designed with several structured statements, and by providing alternative answer choices to respondents in the form of Likert

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measurements, namely for 1 (one) to strongly disagree, 2, (two) indicate disagree, 3 (three) indicate neutral, 4 (four indicate agree and 5 (five) with the meaning strongly agree, Sugiyono (2015).

3.6 Data Analysis

The method used to analyze the data is the SEM, PLS method according to Santoso (2011), SEM is a multivariate analysis technique that is a combination of factor analysis and regression analysis (correlation) which aims to examine the relationships between variables that exist in a model, both it is between indicators and constructs, or relationships between constructs in SEM analysis or structural equation models using the SEM-PLS tool.

4. RESULT AND DISCUSSION

4.1 Measurement Model (Outer Model)

The analysis of the measurement model (Outer Model) aims to evaluate the construct variables studied, namely the validity (accuracy) and reliability (reliability) of a variable, including: (1) Internal consistency/composite reliability, (2) Convergent validity (Convergent Validity/Average Variance Extracted/ AVE), and (3) Discriminant Validity (Discriminant Validity).

1. Validity and Reliability Test

(1) Validitas Konvergen

Convergent validity is the extent to which a measure is positively correlated with alternative measures of the same construct. To assess an indicator of a construct variable is valid or not is seen from the value of the outer loading. If the value of outer loading >0.7 , then an indicator is valid¹⁴. The results of the convergent validity test for all variables are described below. Based on the validity test for all indicators of Story, Hype, Actionable, Relevant, Emotional, which are dimensions of Mix Mobilization Online, it was found that they have standard loading values greater than 0.60. Therefore, it can be said that all indicators are valid. The results of the second order test found that all of these dimensions are significant as formers of Mix Mobilization Online.

2. Reliability Test

The reliability test aims to ensure that the instrument used is a reliable, consistent, stable and dependable instrument. The reliability test in this study used three tests, namely Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). The results of the reliability test are shown in Table 4.1 below:

Table 4.1. Construct Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<i>Story</i>	0.871	0.905	0.663
<i>Hype</i>	0.883	0.909	0.634
<i>Actionable</i>	0.848	0.898	0.690
<i>Relevant</i>	0.839	0.889	0.689
<i>Emotional</i>	0.830	0.881	0.596

Cronbach's Alpha is a reliability measure that has a value ranging from zero to one (Hair et al., 2010). According to Eisingerich and Rubera (2010) the minimum reliability level of Cronbach's Alpha is 0.70. Based on the data shown in Table 4.8, it can be explained that the overall Cronbach's Alpha value is > 0.70 . Thus it can be concluded that all variables have a high level of reliability.

Viewed from the side of internal consistency to assess the consistency of results across items on the same test. This test uses the Composite Reliability value. A constructed variable is said to be reliable if the composite reliability value is > 0.6013 . Based on the data shown in Table 4.8, it can be explained that the overall composite reliability value is > 0.60 . Thus it can be concluded that all variables in this study have a high level of reliability.

Furthermore, the reliability of the variables is also seen from the side of the Average Variance Extracted (AVE). The AVE value measures the amount of variance that can be captured by the construct compared to the variance caused by measurement errors. A good AVE value should be > 0.5 . Based on the data shown in Table 4.8, it can be explained that the overall AVE value is > 0.50 . Thus it can be concluded that all variables in this study have a high level of reliability.

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4.1.4.2 Structural Model (Inner Model)

Structural Model Analysis (Inner model) aims to test the research hypothesis. There are three parts that are analyzed in this structural model, including: (1) Collinearity (Collinearity/ Variance Inflation Factor/VIF), (2) Testing the significance of the structural model path coefficient (Structural Model Path Coefficient), (3) Determination Coefficient (R-Square).

a. Collinearity (Collinearity/ Variance Inflation Factor/VIF)

Collinearity testing is to prove the correlation between latent variables/constructs is strong or not. The model poses a problem from the methodologies point of view if there is a strong correlation because it has an impact on the estimation of its statistical significance. This problem is called collinearity. The value used to analyze it is by looking at the value of the Variance Inflation Factor / VIF. If the VIF value is > 5.00, it means that there is a collinearity problem, and vice versa if the VIF is < 5.00. The calculation results of the VIF value of the inner model.

Based on the VIF value shown in Table 4.16, it can be explained that all variables in this study are free from multicollinearity.

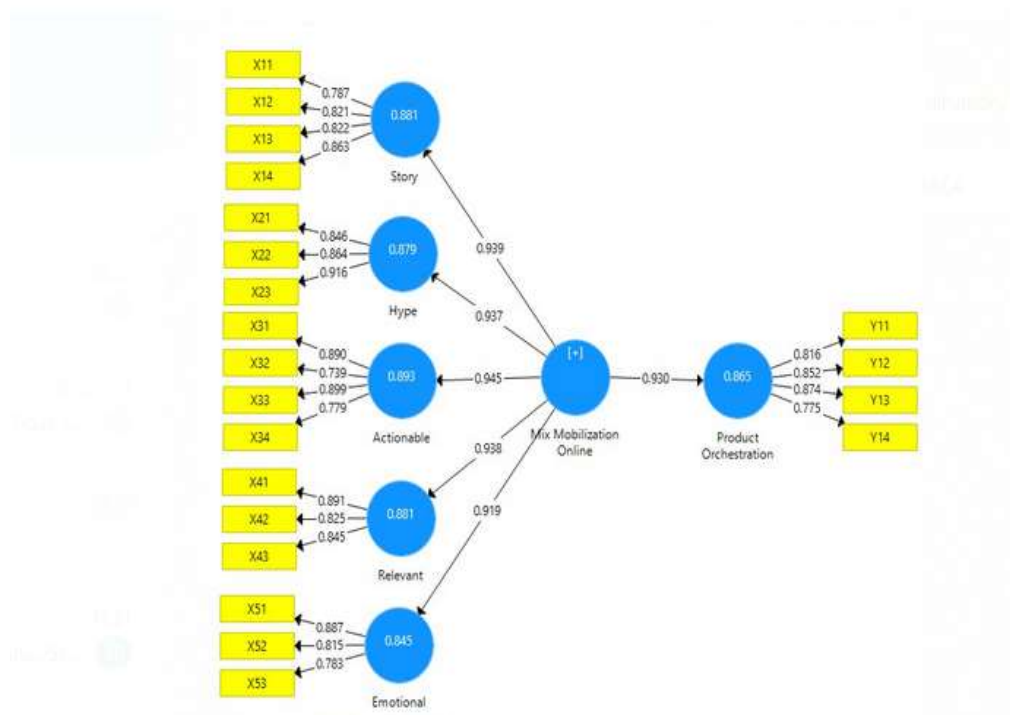


Figure 4.1. Substructure Path Coefficient Significance Test

Table 4.2. Moderation Effect

Moderation Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Mix Mobilization Online -> Actionable	0.945	0.946	0.008	111.793	0.000
Mix Mobilization Online -> Emotional	0.919	0.921	0.009	98.350	0.000
Mix Mobilization Online -> Hype	0.937	0.938	0.009	106.000	0.000
Mix Mobilization Online -> Product Orchestration	0.930	0.930	0.011	84.044	0.000
Mix Mobilization Online -> Relevant	0.938	0.939	0.011	83.881	0.000
Mix Mobilization Online -> Story	0.939	0.938	0.013	74.071	0.000

TEST RESULTS

The Effect of Online Mobilization on Product Orchestration

Based on the data shown in Table 4.2, it can be explained that online Mix Mobilization has a significant effect on the Orchestration Product. This can be seen from the coefficient value of 0.930 with a significant value of 0.000 (significant at the 1% level). This finding shows that the Mix Mobilization Model can affect the Orchestration of agricultural products in Aceh Province.

b. Coefficient of Determination (R-square)

The purpose of R-square analysis is to evaluate the prediction accuracy of a model. Evaluating how variations in the value of the dependent variable are affected by variations in the value of the independent variable in a path model. The higher the R-square

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value, the better the independent variable in explaining the dependent variable. It can also be seen from the probability value of R-square, ie if the value is significant P-Values <0.05 then the R-square is classified as good (the independent variable is quite good in explaining the dependent variable). Based on Figure 4.1 above, it can be explained that the R-square value of 0.945 indicates a strong research model, R-square of 0.945 indicates a moderate research model.

Table 4.10. Coefficient of Determination

	R Square	R Square Adjusted
Mix Mobilization	0.945	0.930

Based on the data shown in Table 4.20, it can be explained that the R-Square effect value is 0.945, meaning that the orchestration variable is able to explain the Mix Mobilization Model by 94.5% and the remaining 5.5% is influenced by other variables not included in this study.

5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Conclusion Implementation of the Mix Mobilization Model as a new Marketing strategy in the Pandemic Era online marketing in businesses in various creative industries businesses is very important, considering that it has been mentioned that online media greatly benefits because of the level of effectiveness and efficiency, From the results of research and discussion described in the chapter previously, then these findings can be concluded as follows:

1. The role of implementing the Mix Mobilization Model as a Marketing Strategy in this era of the online marketing pandemic in various industries with creative products from the home industry plays a very good role, in the application of online marketing, both offline and online marketing, offline making product catalogs from color houses, marketing in the store or in stores and online. Online, marketing through all kinds of social media, in online marketing, there are several human resources who play a role in handling social media, such as Facebook, Twitter, Instagram, other social media. Online marketing plays a full role in supporting the mix mobilization model as a new strategy in the pandemic era, this means that the role of online marketing in the company's marketing strategy is very vital, for today. If you want to achieve more sales targets, the company must implement online marketing, seen from now on all people (consumers) have used online media in their daily lives.
2. Online marketing media is increasingly favored by consumers compared to conventional marketing, in the midst of an increasingly rapid rush of information, the birth of social media platforms is increasingly loved because of its access to real time and faster information. Mobilization here is the use of interconnected social media resources by sharing and shaping methods for marketing purposes product.

5.2 Suggestion

Suggestions Based on previous research and current research, the researchers provide suggestions that might be used as consideration for further researchers:

1. The Mix Mobilization model as a marketing strategy in the pandemic era, it is hoped that the application of online marketing can be informed more widely about the benefits and uses, so that many people with various creative industries who are still in the lower middle class will be motivated to market their products using existing internet technology.
2. For further researchers, I suggest to do research regarding online marketing from the failure side, and compare it from the success side, by identifying those who are successful in implementing online marketing and looking for business units that fail to implement online marketing.
3. For home industry creative industry developers who are just building According to the author, after conducting this research, the application of online marketing is very useful to support marketing, introduce products to a wider market.

1.3 Research Implication

This research is able to make a useful contribution to the progress and development of science both theoretically and practically, especially in order to find the right model in orchestrating Agricultural Products in the Covid-19 Pandemic Era as well as in making and formulating policies and decision making for Farmers. in responding to conditions in the Covid 19 Pandemic Era.

5.3.1 Theoretical Implications

This research has produced several theoretical implications, namely as follows:

The results of this study can strengthen theories, references and support the results of previous studies, where this study found that the Mix Mobilization Model has an effect on orchestrating Agricultural Products in Aceh Province

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1. The results of this study can add references and develop theories where in previous general research found that mix mobilization had a positive and significant impact on orchestrating agricultural products in Aceh Province during the covid 19 pandemic.

The results of this study also contribute to the formation of a model of Mix Mobilization for the orchestration of agricultural products in Aceh Province and add scientific references in the field of Marketing Management.

5.3.2 Practical Implications

This research has produced several practical implications, namely as follows:

1. Model of Orchestration of Agricultural Products through Mix Mobilization, Farmers in Aceh can apply the results of this research in order to increase sales of agricultural products in the Covid 19 Pandemic Era, to support and strengthen this model can be done through social media.
2. This research will also motivate the Farmers and provide direction to generate new ideas on how to increase their income through the sale of their agricultural products.
3. In particular, the results of this study are useful as a practical guide for policy makers in formulating strategies in the context of community economic empowerment.

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