

Analysis of Promotional Costs to Increase Revenue at Saung Koffie Hideung Karawang

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ABSTRACT

One way that can support the company's operational sustainability is through promotion. Promotion is a marketing effort made by companies to introduce, convince, and influence consumers to be interested in buying the products or services offered. By promoting the company, the company can increase revenue because it is able to attract consumers to buy the products offered. The purpose of this study is to understand the various types of promotional costs are able to increase revenue at saung koffie hideung. The method in this research is a qualitative method. This research was conducted in Karawang Regency. The research location is in Tegalwaru Subdistrict, Cintalaksana Village. Information in this study was obtained through primary data collected through the process of interviews, observation, and documentation. Promotion costs can provide good benefits for income, which initially the income received per month was only IDR100.000.000,- but after promoting on social media and the costs incurred were high, the income reached IDR150.000.000,- or increased by 50% every month, hence the promotion costs. Based on the results and discussion that saung koffie hideung has carried out various promotions on social media and conducting events at saung koffie hideung. Of the various promotions carried out, the highest promotion was in November-December with each promotional cost incurred of IDR7.450.000 and IDR7.950.000 or up 18% due to using promotions in the form of instagram social media through the @hallokrw account, using content creator which is specialized in making advertisements. The way of promotion carried out by saung koffie hideung shows that promotion has a good effect in increasing.

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1. INTRODUCTION

In the southern part of Karawang, especially in Mekarbuana Village, Tegalwaru District, there is a protected area that also functions as a tourist area. It is important to preserve the environment, including the natural resources found in this area.

Environmental sustainability which includes natural resources, artificial resources, as well as historical and cultural values is the capital owned by natural tourism in Mekarbuana Village. An important factor in this case, one of which is spatial planning in accordance with Law No. 26 of 2007 concerning Spatial

Planning which outlines a well-planned spatial structure and pattern. The purpose of spatial planning of Karawang Regency is to utilize spatial resources efficiently, effectively, and optimally, and in accordance with the spatial planning of regions, provinces, and, with the hope of improving the quality of life towards a prosperous Karawang Regency. Tegalwaru District is designated as a protected area, namely an area that protects its subordinate and local areas, natural disaster-prone areas, nature preservation and cultural heritage areas, geological protected areas, and other protected areas. In addition, considering its geographical condition in the southern part of Karawang with the presence of mountains, Tegalwaru District is also designated as a water catchment [1].

The tourism potential owned by Mekarbuana Village is very promising. The tourist area in Mekarbuana village, Tegalwaru District, Karawang Regency, is in the southern part of the regency. One of the main tourist attractions in southern Karawang is Mount Sanggabuana which has an altitude of 1,074 meters above sea level. The name Sanggabuana comes from the word "Sangga" which means nine, indicating the place where the nine wali who are also called wali songo gather. The Sanggabuana Mountain Forest currently has the status of a protected area, which requires proper management in accordance with its function as a water catchment area in Karawang Regency. Local residents should get a positive impact from the growth of Sanggabuana tourist attractions, for example making local residents workers at tourist sites so that they can be empowered [2].

Mekarbuana Village has a variety of expanded tourism potentials, including Tourist Village, Bandung Waterfall, Cigentis Waterfall, Mount Sanggabuana, Love Bridge, Empang Sari, and Sempur Peak. This village is also known for its distinctive natural products such as coffee, bananas, bamboo, mangosteen and quality turubuk [3].

The survival of the company can be supported by one of the business strategies, namely promotion. Promotion is a form of

company business in marketing with the aim of introducing products, influencing views, and persuading consumers to buy the product. The company's revenue can be increased by promotions because consumer interest is built to buy the products offered [4].

Table 1. Promotion Fees and Revenue in 2022

Month:	Promotion Fee	Income
January	IDR 6,950,000	IDR 140,000,000
February	IDR 4,250,000	Rp 100.000.000
March	IDR 5,950,000	IDR 120,000,000
April	IDR 5,950,000	IDR 115,000,000
May	IDR 3,600,000	IDR 100,000,000
June	IDR 5,350,000	IDR 135,000,000
July	IDR 5,950,000	IDR 120,000,000
August	IDR 6,950,000	IDR 100,000,000
September	IDR 5,950,000	IDR 130,000,000
October	IDR 5,800,000	IDR 150,000,000
November	IDR 7,450,000	IDR 140,000,000
December	IDR 7,950,000	IDR 150,000,000

Source: Saung Koffie Hideung (data processed by the author, 2023)

Based on table 1 that has been presented, it can be explained that revenue will increase if the promotional costs incurred are high. In December, promotional costs incurred were high and the revenue received by the company also increased, when compared to May a very distant comparison because promotional costs incurred were low and the income received was not too high. The promotional costs incurred by the black koffie saung are advertising costs, content creator fees, capcut application fees, and event costs.

Based on previous research by Yusuf, a study on the analysis of promotional costs

on revenue at hotels willing to stop by in Cibitung, using a form of qualitative descriptive research. From the results of the research, promotional costs have a significant and strong impact on increasing revenue at hotels willing to stop by Cibitung [4].

Based on the above background, the phenomenon that occurred the researcher was interested in researching further about promotional costs to increase income and conducted a study with the title "Analysis of Promotion Costs to Increase Income at Saung Koffie Hideung Karawang".

2. LITERATURE REVIEW

2.1 Definition of Promotion Fee

Bee Setiyaningrum [4], revealed that promotional costs are marketing procedures, in addition to personal sales, advertising and publications that can provide stimulation regarding consumer purchases and the effectiveness of distributors, such as coupons, demonstrations or contests, displays or exhibitions, and other non-routine sales efforts.

2.2 Promotional Cost Indicator

According to Fandy Tjiptono and Gregorius Chandra (2016:67), there are three indicators that exist in the cost of the promotion:

- 1) Promotion fee
- 2) Advertising costs
- 3) Costs related to the promotion process

2.3 Definition of Income

Revenue is the amount of money earned by a company from its activities. Revenue growth is an important indicator in measuring the acceptance of a product or service from a company. Steady revenue growth and increased profits are considered important for companies looking to attract stock investors ([5]. Revenue is often also referred to as revenue. Revenue and profit (*gains*) is part of total income (*income*). Generally, revenue comes from the sales (products and services) of the company, which is reflected in gross inflows (*gross inflows*) [6].

2.4 Revenue Indicators

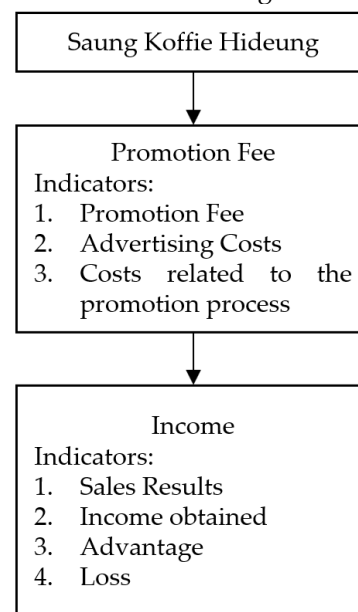
According to Martani (2014) there are four indicators of income as follows:

- 1) Sales results
- 2) Income earned
- 3) Advantage
- 4) Loss

FRAME MIND

Saung Koffie Hideung is a tourist attraction located at Puncak Sempur, Citalaksana Village, Tegalwaru District, Karawang Regency. Saung Koffie Hideung was established in December 2021, with 22 employees. Saung Koffie Hideung is a tourist attraction and restaurant located on the top of Sempur so that it gives a comfortable impression, with good views and views of the Sanggabuana mountains.

The promotional media used by the black koffie saung is one of the social media instagram using social media promotion tools to introduce the black koffie saung to the wider community, including people outside Karawang. Promotional media is also able to attract tourists to visit the black koffie saung, from the way the promotion carried out by the black koffie saung is also able to increase the income received every month. For more details, Saung Koffie Hideung can illustrate the frame of mind chart in figure 1 below.



Picture 1. Research Paradigm
Source: Saung Koffie Hideung 2022 - Dates

3. METHODS

The method used in this study uses a qualitative method. This research was conducted in Karawang Regency. The location of the research is in Tegalwaru District, Cintelaksana Village. The data used in this study is original data or primary data, namely through the process of interviews, observations, and documentation. Direct interviews with respondents were conducted by asking several questions. Interviews are conducted with business owners and consumers to obtain data information relevant to the relevant research topic as well as documentation for data collection techniques by recording events or situations at the research site using images or photos to support the research being conducted. The time for the research is November-December 2023.

4. RESULTS AND DISCUSSION

The author carried out research in Cintelaksana Village, Tegalwaru District,

Karawang Regency, which is in West Answer province. The purpose of this study is to understand the various types of promotional costs incurred by Saung Koffie Hideung whether they are able to maintain income or decrease income, after the research is carried out, the promotional costs are able to increase income at Saung Koffie Hideung.

4.1 Promotion Fee

The purpose of this promotional cost analysis is to understand the amount of costs that the company spends in implementing the promotion. The amount of promotional costs will have an impact on the company's revenue volume. Promotional costs are investments made by companies to convey information from sellers to buyers with the aim of changing buyers' attitudes and behaviors, so that those who previously did not know the product become buyers, and still remember the company's products. The data on the development of promotional costs incurred by the black koffie saung is in the following table:

Table 1. Data on the Promotion Cost of Saung Koffie Hitam 2022

Month	Promotions	Costs incurred	Income Earned	Presented
January	CapCut App	IDR 350,000	IDR 140,000,000	20%
	Feed instagram selebgram	IDR 350,000		
	Famflate instagram selebgram	IDR 400,000		
	Conten creator	IDR 2,500,000		
	Upload info di @hallokrw (1 upload)	IDR 350,000		
	Event (1 kali event)	IDR 3,000,000		
Total Promotion Cost		IDR 6,950,000		
February	CapCut App	Rp 350.000	Rp100.000.000	23%
	Feed instagram selebgram	Rp 350.000		
	Conten creator	IDR 2,500,000		
	Upload info di @hallokrw (2 uploads)	Rp 700.000		
	CapCut App	Rp 350.000		
Total Promotion Cost		IDR 4,250,000		
March	Conten creator	IDR 2,500,000		

	Feed instagram selebgram	Rp 350.000	Rp120.000.000	20%
	CapCut App	Rp 350.000		
	Upload info di @halokrw (1 upload)	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (1 kali event)	IDR 2,000,000		
Total Promotion Cost		IDR 5,950,000		
April	Conten creator	IDR 2,500,000	Rp115.000.000	19%
	Feed instagram selebgram	Rp 350.000		
	CapCut App	Rp 350.000		
	Upload info di @halokrw (1 upload)	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (1 kali event)	IDR 2,000,000		
Total Promotion Cost		IDR 5,950,000		

Table 2. Data on the Promotion Cost of Saung Koffie Hitam 2022 (Continued)

May	Conten creator	IDR 2,500,000	Rp100.000.000	27%
	Feed instagram instagram	Rp 350.000		
	CapCut App	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
Total Promotion Cost		IDR 3,600,000		
June	Conten creator	IDR 2,500,000	Rp135.000.000	25%
	Feed instagram selebgram	IDR 350,000		
	CapCut App	IDR 350,000		
	Upload info di @halokrw (1 upload)	Rp 350.000		
	Famflate instagram selebgram	Rp 300.000		
	Event (1 kali event)	IDR 1,500,000		
Total Promotion Cost		IDR 5,350,000		
July	Conten creator	IDR 2,500,000	Rp120.000.000	20%
	Feed instagram selebgram	IDR 350,000		
	Head Head	Rp. 350.000		
	Upload info di @halokrw (3 uploads)	IDR 1,050,000		

	Famflate instagram selebgram	Rp 400.000		
	Event (1 kali event)	IDR 2,000,000		
Total Promotion Cost		IDR 5,950,000		
August	Conten creator	IDR 2,500,000	Rp100.000.000	14%
	Feed instagram selebgram	Rp 350.000		
	CapCut App	Rp 350.000		
	Upload info di @halokrw (1 upload	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (2 kali event)	IDR 3,000,000		
Total Promotion Cost		IDR 6,950,000		

Table 3. Data on the Promotion Cost of Saung Koffie Hitam 2022 (Continued)

September	Conten creator	IDR 2,500,000	Rp130.000.000	21%
	Feed instagram selebgram	IDR 350,000		
	AppCapcut	Rp 350.000		
	Upload info di @halokrw (1 upload)	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (1 kali event)	IDR 2,000,000		
Total Promotion Cost		IDR 5,950,000		
October	Conten creator	IDR 2,500,000	Rp150.000.000	25%
	Feed instagram selebgram	Rp 350.000		
	CapCut App	Rp 350.000		
	Upload info di @halokrw (2 uploads)	Rp 700.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (1 kali event)	IDR 1,500,000		
Total Promotion Cost		IDR 5,800,000		
November	Conten creator	IDR 2,500,000	Rp140.000.000	18%
	Feed instagram selebgram	Rp 350.000		
	CapCut App	Rp 350.000		
	Upload info di @halokrw (1 upload)	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (2 kali event)	IDR 3,500,000		

Total Promotion Cost		IDR 7,450,000		
December	Conten creator	IDR 2,500,000	Rp150.000.000	18%
	Feed instagram selebgram	Rp 350.000		
	CapCut App	Rp 350.000		
	Upload info di @halokrw (4 uploads)	Rp 350.000		
	Famflate instagram selebgram	Rp 400.000		
	Event (2 kali event)	IDR 4,000,000		
Total Promotion Cost		IDR 7,950,000		

Data Source: Saung Koffie Hideung (data processed by the author, 2023)

Based on tables 2, 3, and 4, it can be explained that the highest promotional cost incurred by the black koffie saung in November-December is IDR 7,450,000 to IDR 7,950,000 or an increase of 18% from the previous month, the increased promotional cost in November-December is an effort to take advantage of the holiday season and attract visitors. After several promotions by the black koffie saung, the income received by the black koffie saung experienced an increase in income from October & December. In October, there was an increase in income, which amounted to IDR 150,000,000,- one example of Saturday, October 8, 2022, which

coincided with the weekend holidays. In November there was a slight decrease in income, but in December the income received was high at Rp 150,000,000,- due to the Christmas and New Year holidays and many visitors to stay and visit the black koffie hut.

4.2 Promotional Activities Carried Out

Saung koffie hideung uses social media as a means to promote his business, through Instagram and the capcut application to process photos and videos that will be shared on social media. The following are the promotional activities carried out by the black koffie saung.

Table 4. Promotional Activities carried out by Saung Koffie Hideung 2022

No	Promotions carried out	Location	Time	Costs incurred
1	Upload info on Instagram @hallokrw	Instagram @hallokrw	1 upload	IDR 350,000
2	Pamphlet Instagram	Instagram Celebgram	01 Jan - 1 Feb	IDR 400,000
3	Capcut app (edit photos and videos)	CapCut App	01 Jan - 1 Feb	IDR 350,000
4	Feed Instagram	Instagram	01 Jan - 1 Feb	IDR 350,000

Data Source: Saung Koffie Hideung (data processed by the author, 2023)

Based on table 5, it can be explained that the promotional activities that have been carried out by Saung Koffie Hideung include conducting online promotional activities such as managing *insta stories* and Instagram feeds that contain information about the latest products and discounts that are being held at Saung Koffie Hideung, Saung Koffie Hideung uses the Capcut application to process photos and videos whose results are shared on

Instagram. In addition, saung koffie hideung collaborated with Gudang Garam, to attract visitors, saung koffie hideung held live music sponsored by Gudang Garam. The collaboration resulted in *feedback* for the black koffie hut and Gudang Garam. The collaboration was carried out by Gudang Garam offering its products to black koffie huts and opening *a stand* at the black koffie hut.

4.3 Revenue

Income is an important element in a business, because in doing business, you definitely want to know how much income

each month will continue to increase or there will be a decrease, here is the data on Saung koffie black income received in 2022.

Table 5. Saung Koffie Hideung Revenue Data 2022

Moon	Monthly Income Received	Consumers who visit
January	Rp 140.000.000	100
February	Rp 100.000.000	99
March	Rp 120.000.000	80
April	Rp 115.000.000	90
May	Rp 100.000.000	85
June	Rp 135.000.000	110
July	Rp 120.000.000	95
August	Rp 100.000.000	85
September	Rp 130.000.000	90
October	Rp 150.000.000	100
November	Rp 140.000.000	120
December	Rp 150.000.000	200

Data Source: Saung Koffie Hideung (data processed by the author, 2023)

Based on table 6 above, it can be explained that the monthly income received has increased, a high increase is received in October & December due to the year-end holidays, but there can be a slight decrease in income in February, March, and September but the decrease does not last long and the decrease in income is not so large. For the following months, the income received increased again.

After interviews were conducted with 30 visitors to the black koffie saung including generations X, Y, Z, it can be said that many visitors are interested in visiting the black koffie saung because they want to see the natural beauty and the curiosity of visitors because they see on social media

including Instagram that the beautiful scenery and the promotions carried out are able to attract the interest of visitors. According to one of the visitors to the black koffie saung, that the black koffie saung is able to attract visitors to visit the place and after coming to the black koffie saung the fact that the ones on social media are the same as those on social media, and the food offered by the black koffie saung is still affordable and not too expensive. Many visitors say that they want to go back there because of the meaning, rides, and natural beauty can relieve work stress etc. However, visitors complained about the access to the trip to the black koffie hut. The following is data on visitors to the black koffie hut in 2023:

Table 6. Saung Koffie Hideung Visitor Data 2022

Moon	Number of Visitors
January	100
February	99
March	80
April	90
May	85
June	110
July	95
August	85

September	90
October	100
November	120
December	200

Sumber Data: Saung Koffie Hideung, 2022

Table 7 shows that the decrease in visitors in March was 80 visitors due to the occurrence of the month of Ramadan. However, the decline did not last long, in December there was an increase in visitors by 80%, namely to 200 visitors.

After an interview with the Karawang Regency Tourism & Culture Office which was interviewed directly by Mr. Kusna Wildan Priyana of the Tourist Destination Development Subcommittee, said there are 5 tourist attractions in South Karawang that are in demand by visitors, including Cigentis Waterfall, Bandung Waterfall, Bukit Kembar Puncak Pinus, Green Canyon Loji, and Tourist Village. For now, the potential in South Karawang is the immigration of birds from abroad found on Mount Sanggabuana and many photographers from Indonesia are visiting South Karawang. Comparison of South Karawang with others because South Karawang is located in the mountains and many visitors visit South Karawang tourism,

many tourist attractions in South Karawang have not been included in the Regional Original Income (PAD) and one of them is the peak of Sempur. However, for now, the only tourist attractions that have entered the regional original income (PAD) are Cigentis Waterfall and Greencanyon. The Tourism & Culture Office has the original development of destinations, infrastructure facilities to see what facilities and infrastructure are lacking in South Karawang. The facilities that have been provided by the Tourism & Culture Office are in the form of tickets such as using the executing system, it is a form of facility provided by the Culture & Tourism Office for tourist attractions in South Karawang. For the peak of the sempur that still belongs to Perhutani, the Tourism & Culture Office has not been able to build facilities and infrastructure and cannot manage optimally and optimally because the regulations must first make a cooperation agreement with Perhutani.



Picture 1 MSME Observation 2023

Sumber : Saung Koffie Hideung

The results of this study show that promotional costs can have a good impact on the income received by Saung Koffie Hideung, because the greater the promotional costs incurred by Saung Koffie Hideung, the higher the income received every month.

DISCUSSION

Promotion Fee

To maintain consumer interest and increase the income of the black koffie saung carries out a form of promotional activities that are included in the six promotional

indicators, namely: promoting through social media, namely Instagram, making pamphlets, holding events every month, uploading information through @hallokrw. The first form of promotion is promoting through social media, namely Instagram. Instagram, known by its abbreviation IG in Indonesia, is a social media platform that allows users to share photos and videos, as well as create short stories using the *stories*. Instagram provides a forum for users to record, save, and share memes in the form of photos or videos, making it a top choice for various portraits. In addition, Instagram also

facilitates communication between users, various information, and even provides business account features to support business activities [7].

Saung koffie hideung has a personal Instagram account with a @saungkoffiehideung account managed by *content creators*, in order to promote saung koffie hideung and provide info to consumers who want to find information about saung koffie hideung and usually many consumers place an order in advance to the saung koffie hideung insatgram account.



Picture 2 Forms of Promotion Media Social, Instagram
 Source: <https://www.instagram.com/saungkoffiehideung>, 2023

The Saung Koffie Hitam Instagram account provides information about Saung Koffie Hideung to consumers who want to visit Saung Koffie Hideung, such as informing consumers of the operating hours of Saung Koffie Hideung. The latest information such as there will be the latest rides provided by the

black koffie saung, and provide information when discounts are being made.

The second form of promotion is to hold events every month such as live music events and other events that collaborate directly with Gudang Garam in order to attract consumers and maintain consumer

interest so that they continue to visit the black koffie saung and do not feel bored to always visit the place. The next form of promotion is to make a famplate on social media to spread various information about black koffie saung. And the last form of promotion is to upload information on @hallokrw Instagram account to attract consumers to visit the black koffie hut.

To attract tourists to visit the black koffie hut, of course, the black koffie hut must provide its own characteristics that are able to provide pleasure to visitors to always enjoy tourist attractions ([8]). Of the various promotions carried out, the highest promotion was in November-December with promotional costs incurred of IDR 7,450,000 and IDR 7,950,000 respectively or an increase of 18%. After the What are the efforts made by Saung Koffie Hideung to attract visitors and be able to increase income, namely by promoting on social media, conducting events every month and providing live music in every wekeend, with such a way the visitors will continue to increase.

After the black koffie saung spends promotional costs, it can have a good impact on the income received every month because the greater the promotional costs, the more income received by the black koffie saung will also increase.

Saung koffie hideung for now has not done offline promotional media, currently only focusing on online media promotion. This is because online promotion is considered more profitable compared to offline promotion which requires high costs for exhibitions, billboard installation, and brochure distribution. Meanwhile, online promotion only depends on the cost of *content creators*, the cost of uploading Instagram info only and the distribution of pamphlets on the Instagram platform.

Income

Promotion costs can provide good benefits for income, which at first the average monthly income received is Rp. 100,000,000,- but after doing promotions on social media and the costs incurred are high, the income almost gets Rp. 150,000,000,- or up 50% every

month, from the various promotions carried out the highest promotion and resulting in additional income is promotion in the form of social media through Saung's official Instagram account Koffie Hideung and the Hallokrw Instagram account, by using a special content creator for the creation of advertisements, and promotional activities are carried out on social media because more people know about Saung Koffie Hideung on social media and look for information about Saung Koffie Hideung on social media, such as this month whether there is a discount at the restaurant or is there live music and the promotion is able to attract consumers. The way of promotion carried out by the black koffie saung shows that promotions have a good effect in increasing income.

5. CONCLUSION

From the results and previous discussions, the author can draw the following conclusions:

- 1) Based on the results of the analysis of promotional costs, the promotion methods have been carried out by Saung Koffie Hideung which includes advertising on the official Instagram social media @saungkoffiehideung, uploading info on @hallokrw accounts and conducting events every month and collaborating with PT. Salt Warehouse.
- 2) Promotional/advertising media that has been carried out or issued by Saung Koffie Hideung can increase visitors every month, many people know Saung Koffie Hideung through social media Instagram and TikTok.
- 3) Based on the results of the analysis of the income received by the black koffie saung before the promotion was held and after the promotion was carried out was very different, before the promotion on social media the income received was Rp. 100,000,000,-, after the promotion on social media there was an increase of up to 50%.

namely Rp. 150,000,000-, Therefore, the higher the promotional costs incurred by the black koffie saung, the higher the income received by the black koffie saung.

Implication

From the discussion and conclusion, there are suggestions that the author provides, including:

- 1) Saung Koffie Hideung should collaborate with influencers and bloggers to further introduce and promote Saung Koffie Hideung on their platform. So that it can attract customers who do not know about black koffie saung and can strengthen promotions on social media.
- 2) To maintain and attract visitors, it is better to provide discounts every

month on a regular basis and upgrade the promotion methods carried out by the black koffie saung so that it is widely known by a wide range, especially outside the city of Karawang, and that way to further increase visitors.

To anticipate the decline, in addition to using promotions on social media, it is better for Saung Koffie Hideung to promote through direct media by distributing brochures, installing billboards, participating in exhibition activities, and asking visitors to Saung Koffie Hideung to provide hashtags on Instagram, TikTok, and other social media, so that they are better known outside the city of Karawang and minimize the promotional costs incurred.

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