

## REFERENCE

- Budiman, H., Nurlaela, E., Rahmat, D., & Akhmaddhian, S. (2020). The Application of Criminal Sanctions on the Distribution of Alcoholic Drinks. In *Journal of Morality and Legal Culture* (Vol. 1, Issue 1, p. 7). <https://doi.org/10.20961/jmail.v1i1.44740>
- Corniani, Margherita. (2008). Push and Pull Policy in Market-Driven Management. *Symphonya. Emerging Issues in Management*. 10.4468/2008.1.05corniani.
- Herawati, A., Sarwani, S., Listyawati, L., Kamariyah, S., & Widiarto, D. S. (2023). Strengthening spice coffee SMEs based on digital marketing for sustainable business improvement. In *Abdimas Jurnal Pengabdian Masyarakat Universitas Merdeka Malang* (Vol. 8, Issue 2, p. 336). Universitas Merdeka Malang. <https://doi.org/10.26905/abdimas.v8i2.8982>
- Hervinaldy, H. (2021). *INDONESIAN ECONOMIC DIPLOMACY IN STRENGTHENING COFFEE EXPORTS IN THE UNITED STATES MARKET 2012-2017*. In *Journal of Islamic World and Politics* (Vol. 5, Issue 1, p. 143). <https://doi.org/10.18196/jiwp.v5i1.7396>
- Ismoyowati, D., Wuryandani, S., Shinta, A. N., & Amalia, A. R. (2021). Innovation of coffee shop during pandemic COVID-19: Bottled coffee drinks in demand. In *E3S Web of Conferences* (Vol. 316, p. 2015). EDP Sciences. <https://doi.org/10.1051/e3sconf/202131602015>
- Maulana, R., Cahyono, U. J., & Muqoffa, M. (2021). Spatial distribution in the emergence of coffee shops in Surakarta. In *IOP Conference Series Earth and Environmental Science* (Vol. 778, Issue 1, p. 12031). IOP Publishing. <https://doi.org/10.1088/1755-1315/778/1/012031>
- Nurlatifah, H., Imam, S., & Nova, F. (2020). Intention the Role of Halal Awareness, Religious Orientation and Consumer Motive Toward Purchase Intentions, Case: Muslim Consumer in Indonesia. <https://doi.org/10.2991/aebmr.k.200520.057>

Rahardjo, B., Akbar, B. M. B., Iskandar, Y., & Shalehah, A. (2020). Analysis and strategy for improving Indonesian coffee competitiveness in the international

market. In BISMA (Bisnis dan Manajemen) (Vol. 12, Issue 2, p. 154).

<https://doi.org/10.26740/bisma.v12n2.p154-167>

Utoyo, A.W. (2018). The Significance of Enjoy Jakarta Logo as a City Branding Strategy for Tourism in Indonesia. 143-151. doi: 10.1007/978-981-13-0487-3\_17

Wachdijono, W., Febriyanti, B., Wibowo, S. N., & Wahyuni, I. T. (2022). The relationship between consumer loyalty and time of innovation through coffee shop product innovation variables. In Research Trend in Technology and Management (Vol. 1, Issue 1, p. 13). <https://doi.org/10.56442/rttm.v1i1.2>

