



BUILDING MARKETING EXPANSION OF MEKARBUANA TOURISM PRODUCTS THROUGH A PUSH AND PULL STRATEGY

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ABSTRACT

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This research aims to determine Mekarbuana's tourism marketing strategy by using a push-and-pull strategy to build its marketing expansion. The results of this research show that there is an increase in the market obtained by Mekarbuana tourism when implementing the push and pull strategy, but it is not too big, this is because the implementation has only been running for two months during its implementation period. The research was conducted using a qualitative single case study method: collecting, presenting, analyzing, triangulating and testing validity and making conclusions and suggestions. The push and pull strategy can be applied in marketing Mekarbuana tourism products and can expand its marketing if Mekarbuana tourism can consistently

implement this strategy.

Keywords: Tourism Marketing; Push Strategy; Pull Strategy; Market increase

INTRODUCTION

The world of tourism is something that has an important influence on the development and development of a country. This is proven by the many developments and developments in the tourism sector in various regions in Indonesia. Therefore, development in the tourism sector is currently being intensively carried out in various regions of Indonesia (Fadhillah Rezkia, 2017).

According to Law Number 10 of 2009 concerning Tourism, it is stated that "Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments." The existence of tourism products is very important to provide quality services to tourists in tourism development efforts. As well as law No. 9 of 1990 and law No. 10 of 2009 concerning tourism: Tourism is an integral part of national development which is carried out systematically, planned, integrated, sustainable and responsible while still providing religious and cultural values. live in society.



Mekarbuana Village as one of the tourist villages in Karawang is expected to provide benefits of economic equality. In West Java Province regional regulation Number 2 of 2022, concerning tourist villages, tourism growth. Tourism growth is expected to develop in all areas of West Java with priority as a superior tourist village.

In the Karawang Regency regional regulation number 3 of 2016: concerning the Master Plan for Regional Tourism Development, as well as the Karawang Regency regional regulation number 18 of 2016: concerning the implementation of tourism management in Karawang district, it is hoped that Karawang district can develop tourism in its area.

Mekarbuana village tourism, Karawang Regency, which consists of various tourist attractions such as natural tourism, namely Mount Sanggabuana, Cigeuntis Waterfall, Bandung Waterfall, Cikoleangkak Waterfall, BatuTumpang Tourism Area, and supporting tourist attractions such as the Tourist Village with its water boom and restaurant, the Love Bridge (Bridge of Love) Mekarbuana Village web source). Provides a positive impact by increasing economic growth in the area, so that the surrounding village community also benefits. In 2018, according to Mekarbuana village head Jaji Maryono, there could be hundreds of visitors per day and even the Mekarbuana village access road could experience traffic jams along 3km (village web source 2018).

The decline in visitors to Mekarbuana tourism was due to the pandemic for 2 (two) consecutive years causing a decrease in income in the tourism sector, both Mekarbuana tourism managed by BumDes and Pokdarwis and artificial tourism managed by local village communities. After the reopening of economic activities in the new normal period, of course Mekarbuana tourism will also try again to open and revive tourism, both natural and artificial, so that tourist visitors will return to visit Mekarbuana. However, the interest of visitors or tourists is not as great as before the pandemic. This is caused by several factors, one of which is the emergence of tourism or recreation areas that have tourism products that are more interesting, unique and have other advantages.

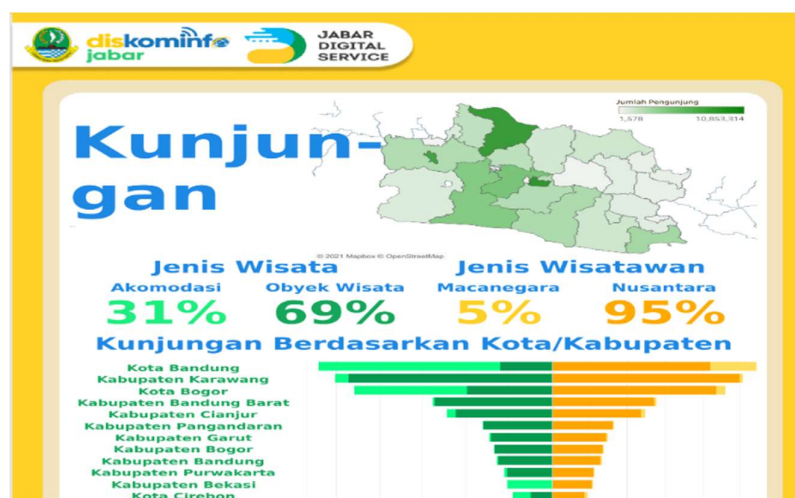


Figure 1. Graph of West Java Tourist Visits
Source: Internet (Diskominfo Jabar)

Based on the above, Mekarbuana tourism needs to develop a comprehensive marketing strategy for its tourism products and prioritize the desires, hopes and needs of visitors or tourists. There needs to be various kinds of tourism product innovations that can increase the existence of Mekarbuana tourism in the eyes and minds of tourists so that tourists don't just visit Mekarbuana once but always want to visit this tourist attraction. The natural beauty of Mekarbuana tourism, both from Mount Sanggabuana and Curug Cigentis, needs to be further developed so that it can become an Argo Ecotourism object that provides its own attraction. The coffee plantations on Mount Sanggabuana can be one of the natural tourism eco-tourism developments, but of course they need better arrangement and development so that they can be used as part of a beautiful natural tourist attraction.



Figure 2. Mekarbuana Nature Tourism and Tour Packages
Source: Internet (Disparbud Karawang)

The current Mekarbuana tourism products that already exist and are running are natural tourism, namely Mount Sanggabuana, Curug Cigeuntis, Curug Bandung, Curug Cikoleangkak, BatuTumpang Tourism Area, and supporting tourist attractions such as the Tourist Village with its water boom and restaurant, the Love Bridge (web source Mekarbuana Village). Current tourism products based on data and observations show that sales of tourism products are going well, only during the pandemic there has been a drastic decline, both natural and artificial tourism. The data attached below is based on the results of an interview with the chairman of Pokdarwis, Mr. Ferry.

Table 1. Mekarbuana Tourism Visitor Report

No	Bulan	Tahun : 2021		Tahun : 2022		Tahun : 2023	
		Wisata		Wisata		Wisata	
		Alam	Buatan	Alam	Buatan	Alam	Buatan
1	Januari	178	0	125	78	175	178
2	Februari	245	67	234	108	234	108
3	Maret	76	45	543	98	543	98
4	April	89	123	345	123	345	123
5	Mei	0	0	234	98	234	98
6	Juni	0	0	123	87	423	187
7	Juli	0	0	234	145	334	245
8	Agustus	0	0	123	234	123	234
9	September	0	0	123	129	123	129
10	Oktober	234	0	235	127	235	127

11	November	156	89	105	234	105	234
12	Desember	120	87	236	215	236	215
TOTAL		1094	411	2705	1676	3110	1976

Sumber : Pokdarwis Mekarbuana 2023

There is a decline in Mekarbuana tourist visits, so managers must analyze and know the causes of this decline, not only the impact of the pandemic, but even after the pandemic ended, it turns out that Mekarbuana tourism marketing has not returned to its original state as before, so it is necessary to have a concept and implementation of a marketing strategy. others in marketing a tourism product so that an increase in visitors can be created.

Marketing strategy has an important role to achieve business success. This can be done if the company wants to increase sales of the products it produces. By implementing the right marketing strategy through exploiting opportunities to increase sales, the company can be maintained or improved. With this, the implementation of modern marketing has a significant role in increasing company profits. Marketing strategies must be able to provide a directed and clear picture of the activities carried out by the company in exploiting opportunities and opportunities in several target markets. (N Sumarni, 2023).

One of the strategies that has been implemented in Trans Studio Bandung's tourism marketing strategy research (Naura, 2019) states that implementing a push and pull strategy through new ride events can actually attract visitors again after a long period of decline in visitors to the tour. So in this research Mekarbuana tourism tries to apply the same strategy in expanding its market.

Push strategy or push marketing is a digital marketing strategy for push products to relevant markets. The goal is to search for and find potential consumers who are interested in the products offered. This strategy focuses on bringing the products offered to potential consumers, so it can be said that this strategy is more aggressive and proactive in getting potential consumers. In this case, generally businesses that use this strategy aim to take advantage of short periods of time to try to generate sales quickly. Push marketing strategies are generally used to increase and secure product sales expenditures. Push marketing relies on advertising methods such as social media ads or direct messages to consumers. (Kotler :2017).

Based on previous research from Alma (2022), it is known that by implementing the push, pull and pass marketing strategy, customers can have more trust and understand that service quality is part of one way to attract customers to become loyal.

Based on the background description above, this research will focus on:

What is the Mekarbuana tourism marketing strategy?

Is the Push and Pull Strategy able to expand Mekarbuana tourism marketing?

Research was conducted at the Mekarbuana tourist attraction with the management of Bumdes Buanamekar, by implementing the concept of push and pull strategies in expanding its marketing reach with the aim of whether Mekarbuana tourist visitors experienced an increase or not.

METHOD

The research method used is a qualitative method with implementation of push and pull marketing strategies in Mekarbuana tourism. This research analyzes in depth the application of this strategy using triangulation analysis.

Research Object

The object of this research is Mekarbuana Tourism which is managed by Bumdes Buana Mekar and the Mekarbuana Tourism Awareness Group located in Mekarbuana Village, Tegalwaru District, Karawang Regency.

Data Collection

The data collection method in this research used observation methods, in-depth interviews with Bumdes administrators, Pokdarwis and documentation and literature studies and analyzed using technical triangulation and source triangulation.

Data Analysis

Analysis using technical triangulation and data source triangulation.

According to Sugiyono (2011), qualitative data processing techniques can combine various existing data collection techniques and data sources. The use of triangulation is to track differences between data obtained from one informant (the information provider) and other informants. The triangulation technique includes three things, namely: method triangulation, data source triangulation and theory triangulation.

Framework of Thought

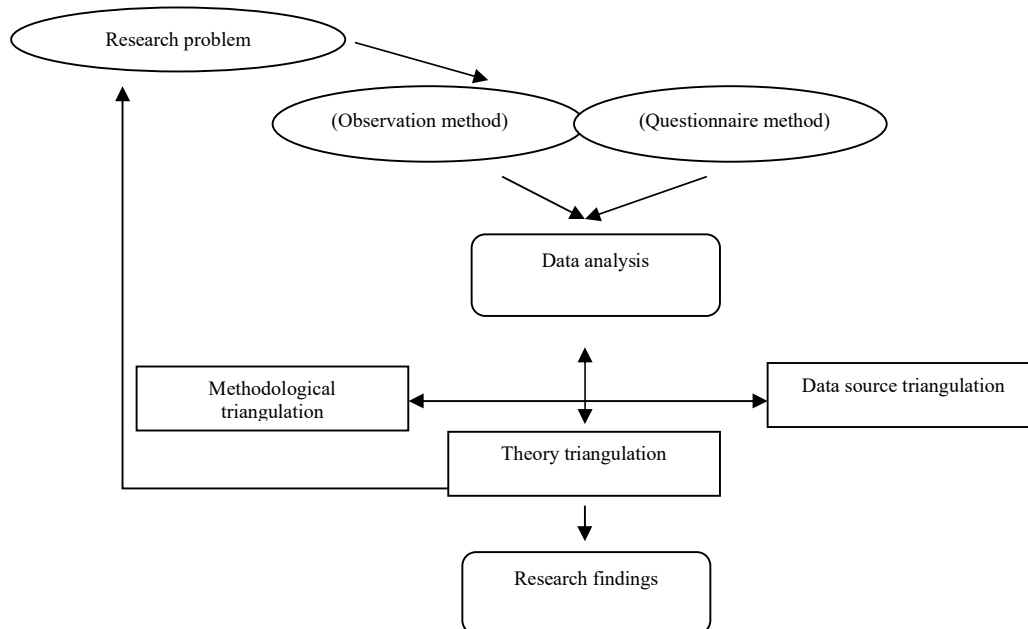


Figure 3. Framework of Thought

RESULTS AND DISCUSSION

Mekarbuana Tourism Marketing Strategy

Mekarbuana Village has the title of MasKaRa (champion village community) because of its ability to create innovations in the form of KoSa products (sanggabuana coffee) as one of the typical Karawang souvenir products when visiting Mekarbuana tourism. Tourism development is being intensified referring to the development of the creative economy. The tourism potential of Mekarbuana Village is very large but there is a lack of tourism management and development.

Observation results show that Mekarbuana tourism does not fully reflect the 5A tourism principles. However, the development of existing destinations is carried out with Activities and Amenities. This is demonstrated by the innovation of the Amenities tourism product in the form of KoSa souvenirs (Sanggabuana Coffee). Meanwhile, activities include camping, climbing Mount Sanggabuana, and coffee education. And for Attraction Mekarbuana has been able to create a durian people's party attraction

The 5A principle in development should be all elements, but Mekarbuana has only been able to create 3 principle elements, this is due to the lack of capital and human resources, according to the statement of the head of Bumdes, Mr. Dedi, in his interview with researchers.



Figure 5. KoSa Souvenirs

Based on the results of the research above in the form of developing souvenir products, of course Bumdes must try to market the Mekarbuana tourism product concept as a whole. The right marketing strategy is one way to successfully market tourism products. The development of a tourism marketing strategy is also needed so that tourism products can be marketed appropriately. Determining Segment, Positioning and target market must be arranged in such a way. In previous research, through SWOT analysis by researchers, it was found that Bumdes Buanamekar needed to improve all existing elements in its organization, both in terms of tourism marketing and organizational arrangements, as well as improving the tourism product as a whole.

Mekarbuana's tourism marketing strategy has not been created in a comprehensive and integrated manner so that market expansion is still only on a local and domestic scale. Preparing a marketing strategy is very necessary for Mekarbuana tourism, because so far Buanamekar's business in running Mekarbuana tourism has only run according to business directions without a clear, detailed and structured marketing concept plan that is definite and sustainable. In the results of this research, the researcher created a concept for a Mekarbuana tourism marketing strategy with a push and pull strategy with the aim of expanding its market reach.

Mekarbuana Tourism Push and Pull Strategy

The existence of tourism can continue if all forms or concepts of tourism products meet the expectations and desires of consumers, in this case tourists. The 5A tourism principles can support, support and develop tourism itself.

The right marketing strategy is of course expected to increase sales and increase tourist visitors in this case as a tourism business. According to SA Chayadi (2021) the push and pull strategy can be applied to a service company or others, in this case the culinary business studied used this strategy and found that innovation in digital promotions and innovation in menu variants could increase visitors. This is what researchers want to try to apply to Mekarbuana tourism.

Push strategy or push marketing is a digital marketing strategy to push products to relevant markets. The goal is to search for and find potential consumers who are interested in the products offered. This strategy focuses on bringing the products offered to potential consumers, so it can be said that this strategy is more aggressive and proactive in getting potential consumers. In this case, generally businesses that use this strategy aim to take advantage of short periods of time to try to generate sales quickly. Push marketing strategies are generally used to increase and secure product sales expenditures. Push marketing relies on advertising methods such as social media ads or direct messages to consumers.

Pull Strategy or Full Strategy is known as marketing in creating products or services through brand value that can be provided to consumers and can be accepted by consumers by continuing to remember the brand image that we have. In this strategy we must be able to create brand loyalty and ensure that customers continue to come back to us.

Based on the results of interviews with Bumdes Buanamekar as the tourism manager and information provided by the Karawang Regency tourism office, we need to create a strategy concept using push and pull strategies for marketing Mekarbuana tourism products.

In accordance with previous research by Martin (2019), the push and pull strategy is able to provide comprehensive information about our business products. To enhance Mekarbuana tourism, a combination of push and pull marketing strategies can be effectively applied. First, offering diverse tour package products tailored to suit tourists' needs and interests is essential. These packages could include unique options such as camping ground experiences, coffee education tours, and religious tour packages like the Sanggabuana Ngaruwat. By providing such targeted products, Mekarbuana can appeal to a wider range of tourist preferences. In addition, promoting these packages through consistent online or digital media

can help reach broader audiences and improve brand visibility. This strategy can be strengthened by personalized advertising, enabling Mekarbuana to tailor marketing efforts directly to different customer segments, which helps build stronger connections with potential visitors.

Organizing new and engaging events can also play a crucial role, as consistently introducing fresh attractions and events helps sustain tourist interest. Moreover, enhancing facilities and infrastructure contributes to a more fulfilling visitor experience. This includes not only adding essential amenities but also creating unique attractions, such as wading pools and photo spots that offer memorable and Instagram-worthy moments for guests. Lastly, allowing tourists to order tickets and tour packages via an application can streamline the booking process, making it convenient and accessible, and likely increasing tourist satisfaction and ease of access to Mekarbuana's offerings.

The main goal of a push marketing strategy is usually to gain product exposure, and this applies to both new and existing products, especially important for newly launched products where creating visibility is a top priority. In many cases, consumers are not aware of or actively seeking the product, with appropriate and persistent 'pushing', awareness and understanding of the product will become more established, ultimately helping to create demand for the product.

In other words, this type of marketing strategy hopes to one day find the amount of time between a customer discovering a product and purchasing that product. To achieve this, companies use aggressive, wide-reaching advertising to make the biggest and most immediate impact they can on customers.

Push marketing strategies are usually used to release products and increase sales. Marketing is driven primarily on traditional advertising means such as television commercials or direct offers.

In fact, while every company seeks to connect and cultivate relationships with customers or customers, Push marketing is more concerned with guaranteeing direct sales than creating brand loyalty. Building a brand identity and building a loyal customer base applies more to the title "Pull Marketing". Thus, we can use both push and pull marketing to increase the company's market share and build a more perfect and outstanding marketing strategy with the best effect in terms of increasing revenue and profitability.

Some of Mekarbuana's tourist attractions that can be used as a push and pull strategy include:

Mekarbuana Village possesses substantial natural potential, including Mount Sanggabuana, Curug Cigentis, Curug Bandung, and scenic rice fields, along with well-organized camping areas like Cigolosor. These landscapes serve as a significant draw for tourists, as natural tourism remains one of the primary attractions promoted by Mekarbuana, sustaining its identity as a tourist village in Karawang. According to the 5 A tourism concept, specifically the aspect of attractions, visitors can engage in more than just mountain climbing, camping, or rock climbing. They can also enjoy the waterfalls by bathing in rivers and under waterfalls. This experience can be further enriched by incorporating spiritual activities, transforming Sanggabuana into a more holistic and unique destination.

In addition to natural attractions, Mekarbuana Village boasts a variety of local culinary specialties. Signature items such as Turubuk, Sanggabuana Coffee, Loji durian, mangosteen, and banana chips offer a taste of the region's rich culinary heritage. Sanggabuana coffee has become a culinary icon, featured in premium packaging and as a base for treats like coffee cakes and coffee puddings. This focus on local flavors adds depth to the tourist experience, making culinary exploration another compelling reason for tourists to visit Mekarbuana.

Mekarbuana also has extensive plantations producing coffee, durian, turubuk, mangosteen, and bananas. The produce from these plantations not only supports the local economy but also offers amenities and souvenirs that tourists can bring home, enriching the visitor experience with unique, locally-sourced items.

In terms of artificial tourism, Mekarbuana Village has developed several facilities, including a tourist village, villas, and camping grounds such as Cigolosor. These facilities provide additional tourist attractions and amenities, diversifying the village's offerings and supporting its tourism appeal. With the application of a targeted marketing strategy by Bumdes Buanamekar as the managing body, Mekarbuana Village has witnessed an increase in visitor interest. This growth is evident in recent visitor report data over a two-month period, reflecting the positive impact of these strategic initiatives.

Table 2. Mekarbuana Tourism Visitor Report

No	Bulan	Tahun : 2022		Tahun : 2023		Tahun : 2024	
		Wisata Alam	Wisata Buatan	Wisata Alam	Wisata Buatan	Wisata Alam	Wisata Buatan
1	Januari	125	78	175	178	205	208
2	Februari	234	108	234	108	234	308
3	Maret	543	98	543	98	120	78
4	April	345	123	345	123	345	323
5	Mei	234	98	234	98	234	198
6	Juni	123	87	423	187	523	287
7	Juli	234	145	334	245	534	345
8	Agustus	123	234	123	234	323	334
9	September	123	129	123	129	823	429
10	Oktober	235	127	235	127	835	445
11	November	105	234	105	234	-	-
12	Desember	236	215	236	215	-	-
TOTAL		2660	1676	3110	1976	4176	2955

Sumber : Pokdarwis Mekarbuana 2024

In implementing marketing strategies, businesses must weigh both the strengths and weaknesses of each approach to optimize their outcomes. Although companies aim for successful outcomes through various strategies, not all desired goals may be fully achieved, as each strategy carries specific advantages and disadvantages.

The push marketing strategy provides several benefits, such as developing effective sales and promotional distribution channels, enhancing consumer

awareness and product exposure, and driving product demand. By aligning production levels with demand, businesses can manage inventory efficiently. Additionally, if a product garners high demand, companies can benefit from economies of scale, reducing per-unit production costs. However, this strategy also has drawbacks. A robust, proactive sales team is essential to foster connections with retailers and distributors, which can be resource-intensive. Push marketing also suffers from fluctuating accuracy in demand forecasting, which can lead to inefficiencies. Furthermore, the focus on one-time purchases rather than fostering long-term relationships with customers makes push marketing efforts costly and often short-lived, reducing potential for sustained loyalty.

On the other hand, the pull marketing strategy is advantageous for building direct consumer relationships and fostering loyalty. This approach empowers companies to directly influence customers' purchase decisions, improving brand loyalty and equity by emphasizing the unique values associated with the brand. Pull marketing also facilitates real-time consumer feedback, helping companies refine products to meet consumer expectations and preferences. However, this strategy requires a loyal customer base to function effectively, which can be challenging to establish in competitive markets where customers often compare alternatives. Generating high demand can also be difficult without substantial brand loyalty, and a considerable marketing effort is required to ensure customers actively seek out the product.

Overall, both strategies require careful consideration of the business's goals, target market, and available resources. The choice between push and pull strategies often depends on market conditions and the specific objectives of the business, where balancing customer engagement and efficient resource allocation is critical for sustained competitive advantage.

So we can conclude that the push strategy refers to 'pushing' our products or services to consumers with a high level of interest in the business. Instead, engaging strategies are used to persuade customers to consider our products or services and build a relationship with our brand for the future.

This means that in implementing the push and pull strategy in Mekarbuana tourism, managers must pay attention to what visitors expect and want, and give visitors satisfaction with the tourism service so that visitors can receive it well, which in the end is hoped that tourist visitors will be able to return to visit Mekarbuana tourism.

CONCLUSIONS

Based on the research findings, several conclusions can be drawn regarding Mekarbuana tourism. First, the push and pull marketing strategies are effectively applicable to Mekarbuana's tourism efforts, highlighting the importance of online or digital promotions as an essential channel for informing potential visitors about tourism products and offerings in Mekarbuana. The presence of natural and artificial attractions has proven effective in sparking tourists' curiosity, encouraging them to make a decision to visit. Additionally, strong collaboration between tourism managers, the local community, and tourists plays a significant role in creating a sense of warmth and connection, often leading to repeat visits.

An essential outcome of these efforts is the establishment of a unique Mekarbuana tourism brand that emphasizes its pristine natural beauty and rural charm, elements that are particularly appealing to urban residents seeking a retreat. To strengthen Mekarbuana's appeal further, tourism managers must build partnerships with various stakeholders—including local communities and government bodies—and focus on maintaining positive relationships with tourists. This should be supported by consistent digital advertising and personalized promotional efforts to create a lasting impression on potential visitors. Continuously improving the attractiveness of tourist attractions and maintaining cleanliness, comfort, and safety for visitors will reinforce Mekarbuana's appeal, ensuring it remains a welcoming and desirable destination.

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