



Fragrance Product Quality Improvement Assistance In The Creative Home Industry

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ABSTRACT

This home creative industry is a new entrepreneur which makes deo active (deodorizer) in Pisang Candi village, Malang city. Therefore it is necessary to be improved from the aspect of knowledge and skill, so that resulting in a quality fragrance product and able to compete in the market. The problems experienced by this partner are quite significant, such as packaging and less interesting label design, and then do not yet understand information technology to increase sales of fragrance products. the purpose of this program to improve product quality of fragrance products (deo active) like a deodorizer in Pisang Candi Village, Malang City. The method in this program is carried out comprehensively which can inventory the development of mindset in entrepreneurship, provide business facilities and equipment, and marketing through mentoring programs. The results of this program are partner products get better after being designed, the marketing process becomes more effective when through an online marketing system using e-commerce platforms in Indonesia so that increasing sales turnover of product.

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INTRODUCTION

In today's developments in the era of industrial revolution 4.0 and society, 5.0 can help directly provide significant enough to the joints of our daily lives. This development was followed by the development of integrated information technology that changes people's behavior, a higher competitive spirit in generating income. Therefore, not infrequently many job opportunities are available but the quality of human resources is inadequate. In welcoming this aspect, skills and abilities can be used as points in a professional human resource, especially in the smallest scope, namely the creative home industry. With the assumption that every human being can optimize the potential that exists in each of them to always be productive and innovative.

The potential of the creative industry is a small industry that is primarily engaged in fields souvenir or handicraft. The creative industry has an important role in the economy that relies on its creative potential and potential using hand skills and accuracy in innovative seeing opportunities, like making deodorizers deo active which serves to scent to potentially moist objects such as shoes, helmets, sofa, and jacket. This product category can be said to be a competitive advantage for SMEs home industry, where this relies more on hand skills and taste. Other side, can give an idea of how important SMEs are in facing global competition.

Partners of this service program activity are a creative home industry that is just starting a business in Pisang Candi Village, Sukun Dis-

trict, Malang City. This partner are new entrepreneurs who are learning to make deodorizers by themselves, that is, a deodorizer for potentially moist goods. Fragrance products are quite likely to be marketed because many enthusiasts who like fragrances especially on moist goods such as shoes, helmets and jackets. The business that is run is still running one month. Product sales are made through friends to friends (*word of mouth*), sometimes sent to a fitness center. In the last period, the products sold are still around 40 small bottles. As can be seen in picture 1.

Products that have been marketed can be said to still look simple or less attractive and only produce one aroma. This happened because there were many limitations in developing the business, among others, less of knowledge, limited tools in production, limited costs, limited human resources.

Production equipment used and used manually, then the packaging aspect is still very simple or still not very interesting and there are no labels in the packaging. Though the brand element is the most important marketing management factor. Promotions that are done also do not use advertising media, still using the traditional method of word of mouth. While advertising is one of the marketing tools to show and sell products from the company to certain communities (Rakhmat Supriyono, 2010:128).

Identification of problems

Based on an analysis of the situation to partners, the problem was formulated, among others:

1. The development of deo active products is quite the potential to be developed. Quite interesting in the market but the product quality is inadequate, such as packaging and designs that are less interesting.
2. The creative industry has not mastered information technology to increase sales of products and human resources.

Purpose of Activity

The objectives of this activity include:

1. To improve the development of home industry deo-active products in Pisang Candi Malang.

2. To improve product quality through information technology knowledge to increase sales results.

Benefits of Activities

With this activity, It is expected to be able to improve the quality of deo active deodorant products in the cottage industry in Pisang Candi Malang, able to meet the needs of the community, can open jobs for the surrounding community, and increase entrepreneurship motivation to be more creative in making innovative products

THEORY

Community Empowerment Through Assistance

The assistance of this activity is to provide a revitalization of business life to new entrepreneurs to stay productive and always



*Picture 1 .
Previous fragrance products and accessories*

improve the quality of products made. Indirectly, This new home industry entrepreneur is included in the Small Dynamic Enterprise, who already has an entrepreneurial spirit and can accept subcontracting and export jobs (Biljana Angelova, 2011).

The empowerment process is intended to assist partners in gaining power in making a decision and determine the actions to be taken relating to yourself, incidentally reduce the effects of personal and social barriers in acting. This is done by increasing the ability and confidence to utilize its potential.

Therefore, empowerment is complemented by the process of mentoring to partners. Definitively, The assistance process is carried out by facilitators or community facilitators in various activities or programs that encourage, move, motivate the community (Midgley, 2014).

Therefore, assistance to improve the quality of deo active fragrance products includes, provide brand label design on the product, nice packaging, information related to digital information technology to increase product sales and increase home industry income.

Entrepreneur

The spirit of entrepreneurship in the current era is, of course, very necessary to develop many aspects such as economic, social, cultural, and other aspects. From these various aspects, the context of entrepreneurship tends to be more towards economic aspects which in general can be said

to improve the welfare of the family economy. Based on some literature says that a country will advance if supported by the growth of small and medium businesses (*home industry*).

The entrepreneurial spirit of each individual often has innovative and creative behavior and likes change, progress, integration, and challenges. Entrepreneurship is a process of doing something new (*creative*), and something different (*innovative*) which is useful and has more value (Hakim, 2010).

The truth, Creativity is an initiative for a product or process that is useful, right, right, and has value for a task which is more is something that is a guideline, instructions, or incomplete guidelines that will guide us to understand, study, or discover something new (Andrian Haro, 2019).

1. Skills

The skills possessed by partners in making fragrances are developed through sustainability in processing or preparing raw materials for fragrances. Then handicraft skills by using your own hands in making a product, or thinking, conceptual, and hand skills possessed by partners in seeing opportunities in entrepreneurship to be able to produce other new products.

2. Knowledge

In this activity, knowledge of partners in making these fragrances can be quite qualified, but other knowledge must also be possessed as an entrepreneur. Such knowledge,

among others:

- a. Knowledge of seeing opportunities in the online market.
- b. Leadership knowledge.
- c. Managerial Knowledge.
- d. Knowledge cooperates.

Knowledge is very strategic for the development of Human Resources, *Knowledge* knowledge is a series of processes to transform data and information into useful knowledge in various interests. The form and ability of human resources in managing knowledge greatly affect the quality aspects that will be generated and ultimately the quality of actions or decisions from the use of that knowledge (Umar Nimran, 2011).

3. Ability

Ability is a person's capacity to perform various tasks on a job. (Stephen P. Robbins & Timonthy A. Judge, 2009:57).

Therefore, in this activity in the context of improving the quality of human resources including skills, knowledge, and abilities. The partners in this activity have an entrepreneurial spirit, thus the mind of human resources in entrepreneurship must master many things and be creative in its implementation.

Fragrant History

The fragrance is a product that is familiar in everyday life. Almost all the time in activities, surely the majority of people often use deodorizers in certain parts for their

convenience. Nevertheless, fragrance certainly has a variety of distinctive aromas, both those devoted to men, women or for unisex (both). Perfume comes from Latin "per fumum" which means through the smoke. Anthropologists have speculated that primitive fragrances began with burning incense made from the sap of trees. Then a variety of scented plants were put into animal and vegetable oils to anoint the body in ceremonies and for pleasure. From 7000-4000 BC, Olive oil and sesame oil are thought to have been combined with fragrant plants to create aromatic ointments. The ancient history of perfume is still shrouded in mystery. However, perfume is an important part of life in ancient times which is reflected in archaeological evidence. Fragrances have been used for thousands of years in religious ceremonies, meditation, healing practices, and cosmetics. Increased use of perfume makes it impossible to make perfume without chemical processes (Berger, 2007).

From some existing literature (Mulyawan, 2012), recorded that Egypt as the first country producing perfume. Perfume at that time was named "Bukhur" which is used to welcome guests and religious rituals. Ancient people have used perfume in every religious ritual and their daily lives for thousands of years ago. The ancient Egyptians used perfume as a way to please the gods. Ancient Egyptians believed that the scent of perfume could make their gods more spiritually clean and make the gods happy so that when

death arrives it will make it easier for their spirits to go to heaven. The perfume they make is generally in the form of powder which is burned and produces fragrance through the smoke. The best fragrances are generally owned by religious leaders and the rich people of Egypt as one of their social statuses.

One proof of the tomb of Pharaoh Tutankhamun many large pots are containing the best perfume fragrance that is buried with his body, even his body was covered in perfume. This custom became a tradition in ancient Egypt where every grave in ancient Egyptian society at least there is a barrel of fragrances. The ancient Egyptians greatly valued and upheld perfume, where the container for storing perfume was made from the best ingredients and made beautifully. It also seems to carry over to this moment where the best perfumes are designed with high taste in beautiful bottles. This habit was transmitted to the Greeks and Romans later when they came to Egypt and found fragrances that made them feel better when wearing and smelling the scent. They even use perfume when bathing in their public baths.

Whereas liquid perfume was first recorded in history made by an ancient Egyptian woman named Tapputi around 2000 BC. The development of Islam also influenced perfume. This is because the command of the Prophet Muhammad SAW so that every man uses a fragrance when they want to pray Friday. Noted some prominent Islamic scientists like Jabir

Ibnu Hayyan, Al Kindi until Ibnu Sina or Avicenna contributed to developing the material and processing of perfume. Ibnu Hayyan is a chemist who successfully developed the distillation technique, filtering, and evaporation which results in more perfume liquid.

Al Kindi who is a chemist through his book *Book of the Chemistry of Perfume and Distillations* explain 100 recipes for fragrance oils, ointments, medicines, and various aromatherapy and 107 methods and tools to make them. While Ibnu Sina succeeded in developing a distillation process or a faster distillation process to extract the perfume liquid which has finally been used until now. The floral-scented perfume was also introduced to European society through trade with notes on *Pepperers Guild of London*, 1179 M which states that Europeans entered into transactions of perfume and spice ingredients with Muslim traders.

New Europeans could make perfume in 1221 that the nuns from the church *Santa Maria Delle Vigne Florence* succeed to make the first perfume recipe. In the 16th century, a Frenchman was named *Catherine de' Medici* called Rene brought all the recipes for making Italian perfume to France. Rene even built a secret tunnel that connects the laboratory with his residence for safety for none of the perfume recipes can be stolen from him. The French state itself began to cultivate flowers from the 14th century and made perfume one of their main industries. The South of France is an area where various flowers are cultivat-

ed. And since the 16th century, perfume is widely known in mainland Europe and is widely used by rich people as a status symbol and to cover up their body odor because of the habit of rarely bathing. This fact shows that perfume has its place and status in society that has not changed since ancient times.

Nowadays, deodorizer is known in various circles of society as clothes deodorizer. Nevertheless, from time to time the fragrance experienced a lot of diversification of functions used in various needs such as air freshener, motorcycle deodorizer, car deodorizer, laundry deodorizer, and others according to the needs of the user of the deodorizer.

Fragrance

In general, deodorizers are known in various circles of society as clothing deodorizers. Nevertheless, from time to time the fragrance experienced a lot of diversification of functions used in various needs such as air freshener, motorcycle deodorizer, car deodorizer, laundry deodorizer, and others according to the needs of the user of the deodorizer.

Therefore, this service program highlights home industry products, namely doe active. The name deo active was chosen by the partners because in the raw material the product contained antiseptic which aims to get rid of bacteria. Raw materials used by partners use chemical raw materials that are already on the market, among others,

a) Fragrance Substances

Fragrance substances derived from essential oils or made synthetic. Atsiri oil, or commonly known as eterik oil (*aetheric oil*), essential oil, volatile oil, and aromatic oil, is vegetable oil in the form of thick liquid which is volatile so it gives a distinctive aroma. Atsiri oil is a basic ingredient of natural fragrance or rubbing oil (for treatment). In trade, distillates of Atsiri oil is known as a perfume seed (*Ambar Pratiwi, 2018*). Fragrance substances used by partners are included in the category of essential oils with various variants of aroma.

b) Ethanol

Ethanol (alcohol) is a liquid that is colorless and has a specific odor, then flammable and evaporates. Its character can mix with water in any comparison. This means the use of ethanol in this perfume product as a solvent for deodorizing agents (Endah, at.al. 2007). In general, ethanol belongs to single-chain alcohol, with a chemical formula C_2H_5OH and empirical formula C_2H_6O . Ethanol is a constitutional isomer of dimethyl ether. Ethanol is often shortened to EtOH or "Et" which stands for ethyl group (C_2H_5) (*Myers, 2007*). As a definition, the use of ethanol in this fragrance product uses 70% as a medium to mix or dilute other ingredients.

c) Antiseptics

Antiseptics are antibacterials that fight pathological flora mechanically, chemical or a combination of both, with the aim of killing,

inhibiting or reducing the number of microorganisms. This antiseptic is used as a bacterial cleanser and speeds up the drying process because it has a stable concentration. Such a condition according to SNI-06-2588-1992 as follows. As can be seen in Table 1.

The effectiveness of this antiseptic is influenced by physical-chemical factors such as contact time, temperature, concentration, pH, clean equipment, water, and bacterial attack.

d) Fixatives.

fixatives are a natural or synthetic binder used to reduce the rate of evaporation and increases stability when added to perfume components. Compounds that bind to perfumes include 1,2 butanediol, 3-ethoxy-1-propanol,

limonene, di propylene glycol, 2- (2-hydroxypropyl) -1-propanol, 3,3-oxybis-2-butanol (Iswara, et.al, 2014). In general, good binders are used in perfumes are binding agents which have a vapor point higher than a vaporizer point, odorless or fragrant. The addition of the binder substance to fix the odor and prevent components that can evaporate, especially perfumers do not evaporate too quickly and can be maintained in a longer period (Ketaren 1975).

Therefore, the composition of raw materials used by these home industry partners is 20: 65: 5: 10 percent units (%) on a 100% scale. The details are as follows. As can be seen in Table 2.

Table 1

SNI Diterjen Sintetik Cair Pembersih Tangan

No	Test Type	Requirements
1.	substance active	Min 5,0%
2.	pH	4,5-8,0
3.	Emulsion liquid	Stable
4.	Additional substance	According to regulations

Source: Center of Industrial Standardization (accessed online)

The raw materials mentioned above are chemicals that are used as deo active deodorizers. The percent ratio is converted to units of milliliters (ml) with a capacity of 100 ml bottles.

MATERIAL AND METHOD

Pre-Assistance Production Cost Analysis

As can be seen in Table 3.

Problem Solving Framework

From the problems that have been described above, there are several solutions, among others:

1. Assistance program to partners in improving product quality such as assistance in making attractive label designs, making nice packaging.

2. Provides additional knowledge about internet-based information technology (*online*) to increase sales of products and human resources.

Post-Mentoring Production Cost Analysis

The above table is a table after mentoring with the planned implementation method. As can be seen in Table 4.

Target

The target of this service program is a home industry made by housewives. The location of this service program is located in the Pisang Candi village, Malang City.

Method of Implementation

The development of a creative home industry deo active fragrance product is car-

Table 3

Name	Percentage
Fragrance substances	20%
Ethanol	65%
Antiseptics	5%
Fixatives	10%
Total	100%

ried out with several approaches together, among others:

1. This activity is carried out to the community by using learning media and assistance, planning and monitoring and evaluation of all program activities.
2. This activity is carried out relating to human resources, raw materials, production processes, marketing-based online. As can be seen in picture 2.

Furthermore, the above method is implemented into three stages, among others:

1. Product development and marketing,
2. Production process,
3. Monitoring and evaluation.

Implementation Flow

This is the implementation flow, as can be seen in picture 3.

The flowchart above is a flow of activities in the application of appropriate technology for the manufacture of deo deodorizers. The flow is steps that are generally applied by home-based creative industries

RESULTS AND DISCUSSION

Product Assistance

In this activity, the product assistance process is carried out among others:

1. Socialization related to fragrance products.
The process of socialization in this activity is explained related to fragrance products. Even though partners only have one product, they can make more than one product

Table 4

Bahan	Volume	Satuan	Biaya	Total Biaya
Etnol	32,5	lt	49.000	1.592.500
Zat Pewangi (bibit)	1000	ml	400	400.000
Bonol	500	pcs	2.500	1.250.000
Suker	500	ml	563	281.250
Dua	500	ml	1.000	500.000
Fixatives	5000	ml	54	270.000
Total Biaya Produk				Rp 4.293.750

and previously only pack 15 ml, now a 100 ml pack. Then, do a market survey-based online (internet) to determine the variants of the scent on the fragrance.

2. Product diversification.

In this activity, mentoring fragrance products to partners is to add aroma variants to provide added value to the products produced by partners. Variants of aroma, among others, as can be seen in picture 4.

- a. Apple,
- b. Blue Maldives
- c. Lavender
- d. Green Leaf
- e. Coffee

Production Process Assistance

Definitively, a product is a product or service that can be offered to a market and can satisfy a desire or need (Kotler, et.al. 2008). In this activity, the products made by this home industry are deo active deodorizers. Based on observations, these deodorizers are made and used for potentially moist items such as helmets, shoes, jackets, sofas, bags, etc..

During the mentoring process, the first activity carried out was:

1. Product labeling

Previously, so far the partners selling their products did not use brand labels, in other words only using names “deo active” which is printed using paper and glue. Therefore in this process is to provide la-



Picture 2

bel design to partners and teach how to apply it. The steps are as follows:

- a. Installation of CorelDraw software on partner laptops.
- b. Open the design file given.
- c. Teaching tools on using the software if you want to add another aroma at a later time by partners.
- d. Providing packaging materials and stickers attached to the product.

2. Box of packaging and stickers

The raw materials in the partner products change from the previous one which is the addition of packaging boxes and stickers. In this service, activity is to help partners in making packaging boxes according to product size. Be-

sides, the size of the contents of the deodorizer also experienced changes that initially partners use the size of 15 ml and then become 100 ml. Thus, the results of making attractive boxes and stickers can improve the quality of products produced by the home industry partners.

quality of products produced by the home industry partners. As can be seen in picture 5.

The bottle packaging that turns into 100 ml uses a black spray bottle with HDPE plastic material that keeps the deodorizer for a long time. The packaging process is still using the manual method with the availability of improvised tools. It can be said, that partners maximize the use of existing equipment such as cutting molds and stickers without cutting



Picture 3
Flowchart of Implementation

machines.

HR Assistance

Quality human resources (HR) are human resources capable of making or creating something not only comparative value but also competitive value, generative, innovative using intelligence, creativity, and imagination. It can be said, do not use crude energy such as raw materials, soil, water, muscle power, and so on. Therefore, human resources, in this case, come from the people themselves who are empowered so that it becomes a strength (Winardi, 2009).

1. Skills

Technical assistance for partners, one of which is focusing products to be marketed in

the online market. The process of photographing products using a white background along with some international scale product photos and taking pictures from several angles to show the advantages of a product.

2. Ability

- a. Technically, partners can master production equipment, such as the use of software, the art of folding boxes, processing internet-based information technology, Trading techniques in the online market.
- b. In humanitarian terms, the partners currently have one employee who helps with the work of producing these fragrances. Partners do support and motivation for their employees to con-



Picture 4

tinue their enthusiasm in finding halal fortune. The partner does not always impose all his work on his employees, rather, the employee only helped ease the work done by partners. Furthermore, partners plan to add more employees to help the process of selling their products.

Managerially, the basic management undertaken by partners is archiving between inputs and outputs, managing planned schedules, fill in the documents of sales, and financial results as a whole carried out by partners. In the bookkeeping aspect, which at first the partners still use manual recording using books, Now partners have started switching to using computer software with Microsoft Excel programs.

As can be seen in picture 6.

Because in the view of partners related to bookkeeping in a context by the accounting standard is very complicated, therefore the picture above is the content fields which according to partners are easy to understand and can be operated using the excel program. So that partners can analyze and evaluate the results of sales.

Product Marketing Assistance

Marketing that has been done by partners is offline or in-person (*direct-selling*). Partners sell their products by depositing fragrance products to target places according to the product categories sold namely Gym fitness and mouth to mouth. The system used in the direct selling method is to use a consign-



Picture 5
The packaging process

ment system (the owner entrusts the product to the seller).

The direct selling method is still being carried out, but there are additional marketing methods, namely online. Online here using e-commerce platforms available in Indonesia such as Shopee, Tokopedia, and Bukalapak. This is done with the aim of attracting new customers and being able to meet the needs and desires of consumers

Online marketing activities, among others:

- a. Create a partner product add a column on the online store
- b. Accompanying product photo activities and editing photos to make them look attractive and able to compete in the online market.
- c. Registering the product to an online store

- d. Promotion

As can be seen in picture 7

- e. Steps to create an online store

The steps to create an online store on the e-commerce platform are as follows, as can be seen in picture 8.

Registering e-commerce that has been circulating is very easy and does not burden the users. Nearly the majority of e-commerce in terms of registration takes approximately 2 hours. After registering at the intended e-commerce, the next step is uploading the items to be sold on the platform. Then, After the product to be sold has been uploaded on the platform, The next step is to promote the platform. This promo is done so that the products



Picture 6
Example of a bookkeeping column for partners

sold are the top when consumers search for words that match the product title being sold in the product search column. Doing so will have an impact on the reputation of the products and stores that have been opened. This is the same as selling offline, which requires a promotional fee to introduce the product being sold.

This activity is carried out to optimize product sales owned by partners. In addition to partners marketing their products offline, now venturing into internet-based online media in e-commerce, among others, shopee, bukalapak, tokopedia in the hope of being able to increase sales results.

Referring to the above activities related to knowledge, partners are given tips to be able to increase their turnover in sales through an

online system. Just like direct sales, which has a promo fee, but the online platform also uses a promo fee with the aim that the products sold appear at the top of the product search page conducted by consumers.

Then, to be able to continue the promotion system to customers online, then record all buyer data such as the customer's mobile number, then the customer number is stored and continued ad promos to these customers using the Whatsapp application platform. So the customers online will do a repeat order or share promos given by partners to those customer relations. In the sense that the promo ad continues to run and always puts a message to every customer.

Efforts to assist in improving the quality of deo active fragrance products in the cottage



Picture 7

industry play an important role in increasing the economy and creativity of the community. With the addition of an online marketing system, partners get more results than before. Usually, the average partner able to sell 40 bottles of product per month has now increased to around 70 bottles per month with a selling price of IDR 30,000. As can be seen in picture 9.

The chart above shows a comparison between direct and online sales. In June to July 2019, partners consistently sell their products in a direct way with a consignment system that is sold on average or approximately 35 to 40 bottles, but when it penetrated into the online market in August the sales results increased to around 70 bottles per month. The selling price of the product per bottle is IDR 30,000, thus

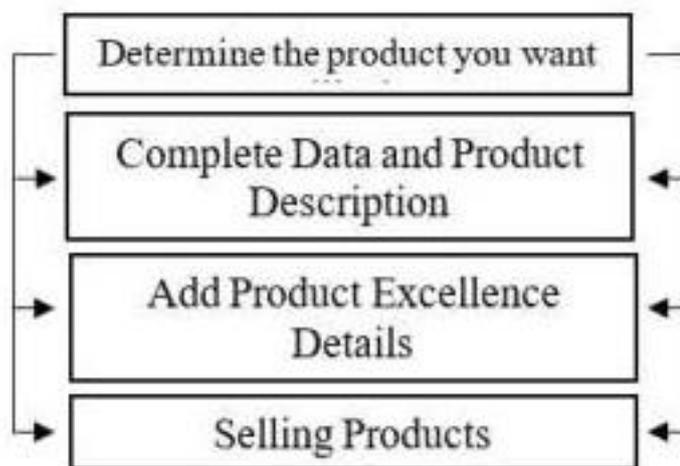
the estimated total turnover generated by partners, among others. As can be seen in table 5.

Although the increase has not been significant, the process of assisting to improve the quality of deo active deodorizer products is very much needed for the home industry partners.

CONCLUSIONS AND RECOMMENDATIONS

Based on some of the descriptions above related to this service program, then there are conclusions, among others:

1. The assistance process to improve the quality of deo active fragrance products in the cottage industry is very helpful for partners in solving problems. Enthusiastic partners during the mentoring process took



Picture 8

an active role such as, listening and following fully when at the training session.

2. In training activities operate design applications for partner products. Partners are very interested in using it because it makes the products they make better than before. So that partners become more enthusiastic in making products more intensive again and passion for selling more actively.
3. The human resource system that is implemented can be understood by partners and partners note several points which according to partners are important to do and sustainable, starting from product development, human resource motivation, and the production process to be more efficient
4. Online-based sales are very helpful for partners, because according to partners easier to use and able to reduce some of the cost of spending.

Recommendation

As for suggestions on the results of this program, among others:

1. The current condition of partners that have not yet been fulfilled is the organization of Human Resources to complement other developments besides improving product quality.
2. This dedication activity can be continued in various other disciplines to be able to provide opportunities in entrepreneurship.



Picture 9
Sales Chart

Period	Selling Cost	Total Sales	
		Qty	Onset
Juni 2019	Rp. 30.000	39	Rp. 1.170.000
Juli 2019	Rp. 30.000	40	Rp. 1.200.000
Agustus 2019	Rp. 30.000	70	Rp. 2.100.000

*Table 5
Comparison of turnover per period*

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