

FEASIBILITY STUDY OF MARKETING BERKATUL BLISS AS A LOW-GLYCEMIC FOOD FOR PEOPLE WITH DIABETES

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Received : 01 August 2025

Revised : 11 August 2025

Accepted : 30 August 2025

Published : 24 September 2025

DOI : <https://doi.org/10.54443/morfai.v5i3.4103>

Link Publish : <https://radjapublika.com/index.php/MORFAI/article/view/4103>

Abstract

This study aims to analyze the marketing feasibility of Berkatul Bliss, a healthy snack made from rice bran designed for people with diabetes. Amid increasing demand for functional foods, it is essential to develop local products that are both nutritious and competitive in the market. This research employed a descriptive approach using qualitative and quantitative methods through consumer surveys, focus group discussions (FGDs), and analysis of marketing mix strategies (product, price, distribution, promotion). The results show that Berkatul Bliss possesses high appeal in terms of product quality, packaging, and its functional value as a low-glycemic food. Consumer acceptance was notably positive, especially regarding health benefits, informative packaging, and affordable pricing. The marketing strategy based on local ingredients proved effective in enhancing the product's competitiveness. These findings support contributions to the Sustainable Development Goals (SDGs), particularly SDG 2 (food security), SDG 3 (health and well-being), and SDG 8 (economic growth). The study recommends an integrated and educational marketing strategy as a long-term approach to developing local functional food products.

Keywords: *Berkatul bliss, Low glycemic, Marketing strategy, Functional food, Consumer cceptance*

INTRODUCTION

In the modern food industry, competition among producers is becoming increasingly intense, not only in terms of product quality but also in marketing strategies. This reality demands that producers focus not only on production quantity but also on meeting specific market needs, including the needs of consumers with certain health conditions such as diabetes. The provision of kastengel made from Situbagendit rice bran has been proven to reduce blood sugar levels in diabetic patients (Luthfianto et al., 2022). In Indonesia, the number of people with diabetes has shown an increasing trend every year, in line with changes in lifestyle and consumption patterns. The “Kakatul” beverage, made from rice bran, has been found effective in lowering blood glucose levels in diabetic patients (Marisa et al., 2022). This condition creates opportunities for the development of functional food products, particularly healthy snacks with a low glycemic index.

One of the local food ingredients with great potential to be developed into a healthy product is rice bran, the outer layer of rice produced during the milling process. Rice bran is known to contain high fiber and bioactive components that are beneficial in reducing blood glucose levels. Unfortunately, rice bran has so far been underutilized in the food industry. In fact, using rice bran as the base ingredient for healthy foods can be an innovation that supports food security while increasing the economic value of local commodities. Effective marketing strategies must consider the marketing mix (product, price, place, promotion) (Kotler & Keller, 2016). Creativity, innovation, and marketing strategy are key determinants in attracting consumer interest (Imani et al., 2022). The Berkatul Bliss product was developed as a healthy snack solution that is not only nutritionally functional but also appealing in appearance and taste. Rice bran extract has also been explored as a base ingredient for anti-aging cream due to its bioactive content (R. D. Sari, 2018). Rice bran and dragon fruit skin-based noodles have demonstrated high fiber content that supports healthy eating patterns (Susanti & S., 2024). However, the success of a product is determined not only by quality and innovation but also heavily depends on its marketing strategy. The proper application of marketing strategies including product, price, distribution, and promotion (marketing mix) is the key to winning market competition and ensuring the product is widely accepted by consumers.

Product diversification is an important strategy in creating competitive advantage in the food industry (Syafi'i et al., 2023). Previous studies have proven that rice bran-based products have potential as low-glycemic functional foods. However, there have been limited studies specifically examining the marketing feasibility of rice bran-based healthy snacks in the Indonesian market. Therefore, this study was conducted to analyze the feasibility of the marketing strategy for Berkatul Bliss as a low-glycemic food product targeted at people with diabetes. This research is expected to contribute not only to the development of healthy food products but also to the empowerment of local ingredients and the achievement of sustainable development goals (SDG 2: food security, SDG 3: health, and SDG 8: local economic growth). The study of marketing aspects is crucial in determining the feasibility of a functional food business project (Rosidah & Rohman, 2024). Thus, this research raises two main problem statements: first, how to formulate an effective marketing mix strategy to increase the attractiveness and competitiveness of Berkatul Bliss; and second, how consumers perceive the concept, benefits, packaging design, and product quality. The answers to these two questions are expected to provide a solid foundation for future sustainable product development and marketing strategies.

METHOD

This study employs a descriptive approach using a mixed qualitative and quantitative method to examine the marketing feasibility of Berkatul Bliss as a low-glycemic healthy snack. The research was conducted at the Culinary Processing Laboratory, Faculty of Vocational Studies, Universitas Negeri Malang, from January to October 2025. The business feasibility study consists of several aspects, one of which is marketing, which serves as the initial key to business validation (Kasmir & Jakfar, 2013). The main focus of the research is to analyze marketing mix strategies (product, price, distribution, and promotion) and evaluate consumer acceptance of the developed product. Promotion, price, and product quality are important variables in studies of repurchase behavior (Permatasari et al., 2022). Data collection techniques include consumer surveys, product trials, and focus group discussions (FGDs) involving participants concerned with healthy eating patterns and individuals with diabetes.

The independent variables in this study consist of two factors: the marketing mix strategy and the level of consumer acceptance. The marketing mix strategy is analyzed through aspects of product (composition, shape, and packaging), price (competitiveness and affordability), distribution (accessibility), and promotion (communication and educational media). In the digital era, marketing strategies must leverage social media to reach a wide target market (Andirwan et al., 2023). Attractive and informative packaging development can enhance the competitiveness of local products (Hariyanto et al., 2022). Meanwhile, consumer acceptance is assessed based on responses to the product concept, health benefits, packaging design, and sensory quality. The OVOP (One Village One Product) model can be adopted to empower MSMEs based on local food products (Ardiansyah et al., 2021). The dependent variables include product appeal covering visual quality, innovation, and brand impression as well as product competitiveness, viewed from distribution, price, quality, and uniqueness compared to competitors. Berkatul Bliss as a low-glycemic snack is established as a fixed control variable in this study. Data analysis is conducted descriptively to evaluate the effectiveness of marketing strategies and to understand consumer preferences for product attributes. Survey data are analyzed using simple statistics, while FGD results are interpreted thematically to illustrate consumer acceptance trends toward the product. Findings from the various data collection techniques are then synthesized to formulate optimal marketing strategy recommendations for the development of Berkatul Bliss in the functional food market.

RESULTS AND DISCUSSION

Marketing Mix Strategy for Berkatul Bliss Products

The marketing mix strategy is a key component in evaluating the feasibility of marketing functional food products such as Berkatul Bliss. The marketing strategy focuses on the combination of product, price, place, and promotion. Marketing mix strategies have been proven to influence the sales growth of MSMEs in various sectors, as shown in the study by Beu et al. (2021). This product is designed as a healthy snack with high functional value, as it uses rice bran a by-product of rice milling that is rich in fiber and bioactive compounds. In terms of product, the superiority of Berkatul Bliss lies in its ability to lower the body's glycemic index, making it relevant for people with diabetes and for communities that are increasingly aware of the importance of healthy intake. The formulation focuses on maintaining a taste acceptable to consumers and a texture that is easy to consume, resulting in a product that is not only healthy but also sensory-friendly. From the price perspective, the pricing strategy for Berkatul Bliss adopts a value-based pricing approach, considering both the health benefits offered and the purchasing power of the target consumers. Prices are not set too high to remain competitive, yet they reflect the quality and functional value

of the product. This is important because consumers today tend to weigh the balance between price and benefits when making purchasing decisions. Affordable pricing aims to attract consumers from among those with diabetes. Price, as an element of the marketing mix, plays a crucial role in driving sales volume (Haryanto *et al.*, 2022). This strategy also aims to create the perception that locally produced, nutrient-rich products can be accessed by all segments of society, not just premium consumers. The distribution aspect of the marketing mix is designed with a multichannel approach. Berkatul Bliss is distributed through both offline and online channels to reach a wider market. Direct sales are conducted through MSME partners, local souvenir shops, and health food outlets. Meanwhile, online channels focus on marketplaces, social media, and the product's official website. This system allows the product to reach consumers in various regions without geographical limitations while providing flexibility in purchasing. Effective distribution not only increases accessibility but also strengthens the product's position in the local market as a regional flagship product. Promotion is a vital element in Berkatul Bliss's marketing strategy, particularly in building awareness and educating consumers about the importance of consuming low-glycemic foods. The promotional strategy includes the use of social media, nutrition counseling for diabetes communities, free sampling, and collaborations with health influencers and local MSMEs. Promotion is also carried out through informative packaging that lists ingredient composition, health benefits, and the "Healthy Local Food" campaign logo. This educational promotional approach is designed to increase consumer loyalty, build the product's image as a trusted functional snack, and encourage changes in consumption behavior toward a healthier and more sustainable diet.

Consumer Acceptance Level

The level of consumer acceptance toward the Berkatul Bliss product serves as an important indicator in assessing its market feasibility from the demand perspective. This assessment was conducted through a combination of quantitative and qualitative approaches, including consumer satisfaction surveys, focus group discussions (FGDs), and direct product testing. In a survey conducted among potential consumers, most respondents stated that they liked the concept of a healthy snack based on rice bran, especially due to its health benefits relevant to diabetes management. They also expressed appreciation for the product's natural ingredients and minimal artificial sweeteners, as claimed. Taste, texture, and health benefits were the main considerations in consumer acceptance. Suciati & Rustiana (2022) indicated that public acceptance of food products is greatly influenced by a combination of sensory characteristics and health perceptions. From a visual and packaging perspective, Berkatul Bliss received positive feedback. The informative packaging design, featuring low glycemic claims, nutritional values, and illustrations of natural ingredients, was considered effective in building consumer trust. As suggested by Warsito & Sa'diyah (2019), packaging that clearly conveys health messages tends to increase the purchasing power of functional products. The placement of the logo, along with the choice of green and brown colors associated with healthy food, strongly supports this perception. The packaging was also considered practical and suitable for on-the-go consumption.

In addition, sensory testing covering taste, aroma, texture, and aftertaste showed that Berkatul Bliss was well-received. Consumers noted that the product's texture was crunchy, not overly sweet, and did not leave a bitter or unpleasant aftertaste an issue often found in rice bran-based products. The combination of ingredients such as honey, oats, and dried fruit successfully masked the distinct rice bran flavor without eliminating its benefits. Respondents expressed satisfaction with the product's texture and composition. Consumer satisfaction is an important indicator in evaluating product and service quality (Ramadhan *et al.*, 2023). This aligns with Kurniawan *et al.* (2020) who found that blending ingredients with neutral flavors and natural sweetness can improve the acceptance of legume- and high fiber based products. The Focus Group Discussion conducted with a group of mothers with diabetes and members of a healthy food community provided further insights, revealing that this product holds strong social value. FGD participants stated that the product not only meets the need for healthy snacks but also reflects support for local ingredients and efforts to promote a healthy lifestyle.

Most participants even suggested marketing the product in fitness centers, pharmacies, and organic stores to reach a broader target market. However, there were several inputs noted for future product development. Some respondents suggested introducing flavor variations such as chocolate, matcha, or vanilla to expand consumer preferences. Additionally, they proposed offering multiple packaging sizes, including smaller packs for trial purposes or for children's consumption. These inputs indicate that although the initial acceptance level was relatively high, ongoing consumer feedback remains essential as a basis for future product diversification strategies. Positive responses were also reflected in repurchase intentions. This aligns with the findings of Wijaya *et al.* (2023), who identified a relationship between product and service quality with consumer satisfaction and loyalty. Overall, consumer acceptance of Berkatul Bliss showed highly promising results. The high repurchase interest, functional

product value, and favorable packaging perception signal that this product has strong growth potential. This proves that local food innovations packaged with a modern and educational approach can be widely accepted by consumers and are capable of competing with similar products that have entered the market earlier.

Product Appeal and Competitiveness in the Functional Market

The appeal of Berkatul Bliss as a healthy rice bran based snack lies in its integration of local raw material innovation with functional claims as a low glycemic food. In the growing functional food market, consumers tend to choose products that are not only delicious but also have proven health benefits. This makes products like Berkatul Bliss more competitive than conventional snacks. Berkatul Bliss has the potential to compete in the functional market due to its health value. Similar findings were identified by Khotimah & Abadi (2023) in their feasibility study of local health-based products. Rice bran, as the main ingredient, has been scientifically proven to contain fiber and bioactive compounds that can help lower the glycemic index of foods, which is particularly important for people with diabetes. This uniqueness serves as the product's main selling point (unique selling proposition). Visually, Berkatul Bliss packaging is designed to be modern and attractive, combining natural colors and a minimalist design that highlights a healthy and eco friendly impression. The packaging includes clear nutritional information and benefit claims, which play a key role in attracting buyers at first glance. In terms of pricing, Berkatul Bliss is positioned competitively, offering a benefit to cost ratio perceived as fair by consumers. The combination of affordable pricing and health benefits creates a high perceived value.

The competitiveness of Berkatul Bliss is also supported by its strong local orientation. The use of local raw materials such as rice bran supports the economic empowerment of farmers and small businesses, which is a strength within the circular economy context. Traditional flavors are combined with modern presentation. This strategy of merging traditional value and innovation has been proven to increase repeat purchase interest (Manumpil *et al.*, 2021). Compared with similar imported products, Berkatul Bliss has advantages in terms of raw material availability, local distribution flexibility, and greater cultural sensitivity. These factors strengthen Berkatul Bliss's position in an inclusive and sustainable functional food ecosystem, while opening opportunities to expand into health oriented markets such as health communities, hospitals, nutrition clinics, and organic product outlets. Adaptation to consumer preferences is carried out through digital promotion strategies. Sari & Utomo (2021) found that digital promotion significantly influenced purchasing decisions during the pandemic. By leveraging this advantage, Berkatul Bliss has the potential to become a pioneer in the rice bran-based healthy snack segment in Indonesia and strengthen the local brand's presence in the domestic functional market competition.

Implications of Marketing Strategy on Sustainability and the SDGs

The marketing strategy for Berkatul Bliss products is not solely focused on commercial aspects but also directly and indirectly supports sustainable development efforts as outlined in the Sustainable Development Goals (SDGs). The principle of comprehensive feasibility strengthens an inclusive business strategy. Herlianto & Pujiastuti (2009) emphasize that all aspects of feasibility studies must reinforce one another to ensure business sustainability. In this context, there is a strong link between the applied marketing approach and the three main SDG pillars that are the focus of this research, namely SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), and SDG 8 (Decent Work and Economic Growth). From the perspective of SDG 2 (Ending Hunger and Improving Food Security), the development of Berkatul Bliss as a rice bran-based snack product is a smart strategy to revitalize local food sources that have not been fully optimized.

Rice bran, which is often considered waste from rice milling, is now processed into a snack with high functional value. In this case, product marketing not only promotes the final product but also conveys an important message about food diversification based on local resources. This effort contributes to national food security, particularly by increasing the economic value of local agricultural products and reducing dependence on imported food ingredients. In addition, the promotional strategy for Berkatul Bliss, which emphasizes nutritional value, low glycemic index, and suitability for people with diabetes, is a concrete representation of contributions to SDG 3 (Ensuring Healthy Lives and Promoting Well-being for All at All Ages). Non-communicable diseases such as diabetes mellitus remain a growing public health issue in Indonesia. By offering a healthy food alternative, Berkatul Bliss marketing directly participates in educating the public about the importance of choosing snacks that are safe for health, particularly in the context of blood sugar control. This educational effort is part of the product's marketing communication strategy, implemented through social media, informative packaging labels, and collaborations with health communities.

This strategy also integrates public health communication aspects, not only selling products but also conveying healthy lifestyle values through digital promotional channels. It reflects a transformation from traditional marketing to more impactful social marketing. According to Nurhadi (2023), sustainability aspects are crucial in improving production performance and business feasibility. For example, delivering educational content such as “rice bran for diabetes” or “understanding the glycemic index” in Berkatul Bliss digital campaigns fosters collective awareness toward healthy lifestyles while strengthening loyalty among health-conscious consumers. On the other hand, from the perspective of SDG 8 (Promoting Inclusive Economic Growth and Decent Work), the product’s marketing strategy impacts local economic empowerment. The use of rice bran as raw material opens opportunities for rice farmers and millers to gain added value from their production. Moreover, the product’s production chain involves MSMEs in packaging, design, distribution, and digital promotion. Thus, the marketing approach helps develop a sustainable local economic ecosystem where every stakeholder benefits economically from the product’s development and marketing.

Berkatul Bliss’s promotional strategy, which highlights storytelling about the origin of ingredients, hygienic production processes, and commitment to public health, is able to create brand value that is not only economic but also ethical. The product becomes a symbol of socially responsible local innovation. This approach also expands the market segment, not only for people with diabetes but also for general consumers adopting healthy lifestyles as part of modern living. It is also important to note that the implemented marketing strategy contains educational elements that align with SDG 4 (Quality Education). Promotional content providing information on nutritional benefits and the glycemic index serves as an educational tool not only for consumers but also for culinary industry players and culinary students. This project has also been integrated into learning activities in the D4 Culinary Arts Program at Universitas Negeri Malang, fostering sustainability awareness early among vocational students. Overall, the Berkatul Bliss marketing strategy reflects an integrated approach combining innovation, sustainability, and social impact. This product is not merely a commodity but also an agent of change that strengthens the connection between health, local economy, and food resource preservation. By integrating SDG values into its marketing strategy, this research demonstrates that marketing practices are no longer solely about selling products, but also about creating sustainable impacts for the wider community.

Socio-Economic Impact on Local Communities

The development and marketing of Berkatul Bliss products have brought significant impacts on the empowerment of local communities, particularly in the agricultural sector and home industries. As a main ingredient, rice bran has long been overlooked as a food material with economic value. By making it the primary component of the product, this research has encouraged the creation of a new value chain rooted in local wisdom. Rice farmers and milling operators, who previously discarded or sold rice bran at low prices, can now earn additional income through further processing. The product is developed using local materials sourced from nearby farmers. Riza & Yuliani (2022) show that the use of local ingredients can boost village economies and enhance the competitiveness of MSMEs. Not only on the upstream side, but the product’s marketing strategy also involves local creative industry players, such as packaging designers, small-scale printing businesses, and local distribution service providers. This opens up new job opportunities in the informal sector and encourages active participation from MSME groups. Another social impact is the involvement of students and the academic community in the product development and promotion process, strengthening collaboration between educational institutions and the community.

In addition to the economic benefits, the sustainability-oriented marketing strategy also raises local community awareness of nutritional value and the importance of healthy consumption patterns. Promotional programs conducted through local exhibitions, educational sessions at health centers, and healthy food campaigns in schools have helped foster a collective spirit to support local products with functional added value. Community involvement in the entire process from raw material production to product information dissemination indicates that Berkatul Bliss is not merely a commercial product but also a tangible tool for socio-economic empowerment. This concept aligns with a participatory economic model, where profits do not only circulate among producers but are distributed to the local communities that form part of the product’s value chain.

Education- and Health-Based Marketing Strategy Model

One of the key innovations of the Berkatul Bliss marketing strategy is its education- and health-based approach. Instead of relying solely on conventional persuasive advertising, this product’s marketing strategy focuses more on disseminating information and improving public nutrition literacy. This model aligns with the principles of educational marketing and social marketing, which place educational value at the core of consumer interaction. The

promotional strategy is complemented by educational content on the health benefits of rice bran. Yudha et al. (2022) indicate that integrating product quality with educational promotion enhances consumers' positive perceptions. In practice, this strategy is implemented through three main channels: (1) social media, (2) educational packaging labels, and (3) collaborations with health communities. Social media is used not only to promote the product but also to share infographic content on glycemic index, healthy consumption tips, and testimonials from diabetes patients who have benefited from consuming the product. The product packaging is also designed to include nutritional information, consumption suggestions, and a QR code linking to related educational articles or videos.

Furthermore, collaboration with healthcare service centers, such as community health centers (puskesmas) or diabetes communities, enables promotional activities in the form of nutrition counseling, product sampling, and health dialogues. This model expands market reach in a more inclusive way and builds trust in the product.

This strategy is not only effective from a marketing standpoint but also has a dual effect as a promotive intervention in the public health sector. Consumers buy the product not only for its taste or price but also because of their understanding of its health benefits. In the long term, this approach can increase consumer loyalty while building a strong brand image as a health-conscious product. Education also helps improve customer loyalty. Wulandari (2022) states that food product quality greatly determines customer satisfaction and loyalty in the culinary sector. Therefore, the education- and health-based marketing strategy model applied to Berkatul Bliss can be replicated for the development of other functional food products, especially those targeting vulnerable groups or consumers with special needs such as people with diabetes. This approach broadens the meaning of marketing from being merely transactional to becoming an instrument of social change.

CONCLUSION

Based on the results of the analysis and discussion, several key points can be concluded as follows:

1. The marketing mix strategy (product, price, distribution, and promotion) implemented in the development of Berkatul Bliss has proven effective in building appeal and enhancing the product's competitiveness in the functional food market. An approach emphasizing health benefits, informative packaging, and competitive pricing has successfully reached the right consumer segment, particularly individuals with diabetes and nutrition-conscious communities.
2. Consumer acceptance of Berkatul Bliss is very high, especially in terms of taste, packaging design, health benefits, and functional value. Feedback from surveys and FGDs indicates that this product is highly marketable and has strong potential for repeat purchases.
3. Berkatul Bliss possesses strong competitiveness as a healthy snack product made from local ingredients. The uniqueness of rice bran as the main ingredient, along with a sustainability and health narrative, provides a competitive advantage that has not been widely utilized by similar products in the market.
4. The marketing strategy applied has not only had an economic impact but also contributed socially through local community empowerment, MSME involvement, and collaboration with the health sector. This demonstrates that the product can serve as a tool for community-based participatory economic empowerment.
5. A marketing approach that prioritizes education and health has become a significant added value. This strategy not only expands market share but also serves as a public nutrition education instrument, ultimately contributing to the achievement of SDG 2 (food security), SDG 3 (health), and SDG 8 (economic growth).

Thus, Berkatul Bliss is worthy of being further developed and marketed more broadly as one of the leading and sustainable local functional food innovations. This research also serves as a model for developing local ingredient-based products that support public health while simultaneously empowering the local economy.

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FEASIBILITY STUDY OF MARKETING BERKATUL BLISS AS A LOW-GLYCEMIC FOOD FOR PEOPLE WITH DIABETES

Chintya Paramita Puspita **et al**

Ilmiah, 8(2), 1003–1013.