Niqosiya: Journal of Economics and Business Research
P-ISSN: 2798-6373, E-ISSN: 2807-7660
Vol. 4 No. 2, Juli-Desemeber 2024
https://ejournal.iainponorogo.ac.id/index.php/niqosiya

The Market Potential of Madura Stalls and The Socio-Economic Impact on Local Communities: A Community-Based Islamic Business Study

Ach Alfan Irhamsyah[1]*, Fahrurrozi[2]
[1] Institut Agama Islam Negeri Madura, Indonesia, alfanirhamsyah@gmail.com
[2] Institut Agama Islam Negeri Madura, Indonesia, fahrurrozi@iainmadura.ac.id

Article Info

Article history:
Received September 1, 2024
Revised October 1, 2024
Accepted October 23, 2024
Available online December 28, 2024

*Corresponding author email: alfanirhamsyah@gmail.com

Keywords:
Market Potential, Socio-Economic, Community-Based Islamic Business.

Abstract

Madurese are famous for their nomadic culture and trading skills, with Madurese warungs scattered across Indonesia's major cities. These stalls thrive with small capital thanks to perseverance, solid community networks, and high work ethic. This research explores the potential and social impact of Madurese warungs with a community-based Islamic business perspective, using qualitative methods with purposive and snowball sampling, as well as interviews, observations, and discussions. The results show that the success of Madura warungs depends on the quality of goods, good service, competitive prices, and 24-hour operations. In addition to economic impact, these stalls also increase social interaction, strengthen community ties, and promote inter-ethnic harmony. The findings show that Madurese warung not only contribute to the economy but also strengthen community networks. The research identifies policies to increase positive impacts and address challenges, such as business management training for MSMEs and cooperation with local governments. Thus, Madura warungs can continue to grow and provide greater benefits to local people and the Madura community.

DOI: 10.21154/niqosiya.v4i2.4083
Page: 283-293

Niqosiya with CC BY license. Copyright © 2024, the author(s)

INTRODUCTION

The Madurese community is one of the tribes that live on the island of Madura. The large number of people who occupy the Madura island area, there is a uniqueness that has been recognised by the general public, namely the roaming culture (Puspitasari & Fauzi, 2023). In addition, Madurese are known for their strong trading skills, perseverance, and ability to adapt quickly to market changes. They tend to start businesses with small capital but are able to grow rapidly thanks to their tenacity and solid community networks. Madurese also tend to prioritise community relationships in their businesses (Wafiruddaroin & Rezeky, 2022). It is from the Madurese's persistence in doing business that makes Warung Madura spread widely not only in the Jabodetabek area but also in other big cities such as Bandung, Yogyakarta, Solo, Surabaya, and other big cities. Madurese people are known for their high work ethic, so, over time Warung Madura continues to grow and expand. Because the business runs a community-based business pattern (An Nisa, 2024). Madurese people have strong trading skills, perseverance, and high adaptability to market changes, along with solid community networks, have enabled them to start businesses with small capital and grow rapidly. Therefore, the opinion of (Syamsuddin, 2018) their success overseas as mentioned above, especially in the informal sector, most of them started their business from scratch with modest capital. this is evidenced by the spread of Warung Madura in big cities to remote villages.

So far, the study of the potential social impact of retail businesses with community-based Islamic business strategies has been less accommodated by existing researchers, whereas, such retail businesses have great potential in strengthening the social and economic ties of the community. In addition, these community-based businesses are not only a source of extensive employment, but also provide extensive economic services to the general and local communities (Zed et al., 2024). There is a perception that these retail businesses have a lower economic impact compared to other large businesses, and therefore receive less priority in research. To date, research in the Madura Warung sector has largely revolved around three core dimensions (Abidin et al., 2023). Firstly, research that discusses the strategies of Warung Madura to deal with various business competition (Andriyani, Widiyastuti, Sielavit Anggelina, 2023). Second, research that discusses the challenges that will be faced at Warung Madura, especially in the context of the COVID-19 Pandemic (Gustafsson, 2020). Third, research on the prohibition of 24-hour opening (Supriyanto, Iwan, 2024). Therefore, from the three dimensions above, it can be proven that the study of community-based Islamic business is still not widely explored. The phenomenon that occurs shows that the study of the potential social impact of retail businesses with community-based Islamic business strategies is less accommodated by existing researchers. This is very unfortunate considering that this kind of retail business has great potential in strengthening community-based social and economic ties.

This study is a response to the shortcomings of previous studies that ignored the potential for the development of the Madura warung retail business that is packaged with community-based Islamic business. The community-based Islamic business perspective will explain the subjective viewpoint of the warung madura retail business. Understanding the

subjective perspective allows an action plan to be formulated to overcome the problems faced. In line with this, two questions can be asked: first, what is the potential for the development of warung madura; second, what is the social impact of the existence of warung madura. The answers to these two questions will provide an in-depth understanding that is used as the basis for the formulation of an action plan to discuss the potential and social impact of madura stalls from the perspective of community-based Islamic business.

This research can reveal how the potential of the madura warung retail business plays a role in socio-economics not only profit oriented with a community-based Islamic business perspective that has an impact on community sustainability and benefits the local community. the existence of a business is not only self-interested but related to kinship for the sustainability of a business that is useful for the community. Kinship relations are very important for the sustainability of a community-based business, there are mutual results in doing business together. Thus, an in-depth understanding of the current conditions of modern business and the spread of madura warungs can be the basis for formulating a more solutive action plan for the sustainability of the madura warungs business.

The retail business is one of the businesses with promising market potential, because the retail business itself is a business that provides the needs of the community (Yusrida & Kurniawati, 2021). Potential is something that actually already exists but is still not obtained in hand, to obtain it requires certain efforts. Because, the potential is hidden (Larasati, Jehan, Harianto, Sarma, 2023) Retail is an industry that sells products and services to meet personal and group needs. In addition, Retail can be said to be one of the popular industrial sectors (Wilandari & Permadi, 2021). The retail industry is a strategic industry in its contribution to the economy in Indonesia. The retail industry continues to grow in Indonesia, in addition to creating jobs, this industry makes a major contribution to the national economy (Soekandar & Pratiwi, 2023). As explained by (Ong et al., 2020) the growth of the retail industry in Indonesia continues to show a positive trend. In Indonesia, we encounter many types of retail businesses, ranging from modern to traditional retail. Modern retail is basically the development of traditional retail (Kasmia et al., 2021). This retail format emerges and develops along with the development of the economy, technology, and people's lifestyles which make people demand more convenience in shopping.

The above phenomenon is in accordance with the hypothesis (Tania & Syafrina, 2023). That the current retail business has changed, namely the transition from the concept of local stores to national to international scale stores in the form of a modern world centre. Thus, the potential of the retail business in Indonesia is quite large, the retail business has the second largest contribution to the formation of *Gross Domestic Product* (GDP).

Warung Madura is a form of small business that sells basic goods sold at retail. (Amelia & Hardiansyah, 2022) making it easier for consumers to buy goods that are easily accessible. Warung Madura has quite an impact on both economic turnover and labour absorption (Purmadani, 2024). Warung Madura often offers daily necessities at relatively low prices, allowing buyers to bargain until they reach an agreement (Dilly et al., 2024). It also attracts consumers from across the region. This boosts local economic activity as the circulation of

money happens within the community. In addition, Madura warungs generally source products from local suppliers, which supports the economy of the surrounding area.

However, the rapid development of Madurese stalls is not only influenced by economic factors, but also closely related to the amount of social capital owned by Madurese stall owners (Aginta Hidayat, 2024). Madurese warung owners usually have a strong social network within their community. They often invite relatives or family to be involved in the business, which not only strengthens family ties but also ensures a trusted and loyal workforce. Thus, the success of Madurese warung is not only driven by the right economic strategy, but also by strong social support from the surrounding community.

Islam instructs humans to spread out on earth (work) to seek wealth (sustenance), among the ways to seek sustenance is by doing business, this perception is in accordance with the opinion of (Ahyani et al., 2022). Explaining that business is one of the economic activities that has a very important role for the life of mankind in order to fulfil their needs. Etymologically, business means where a person or group is busy to make a profit or profit for himself or the group. However, these profits must be in accordance with sharia principles, which have been stated in the Al-Qur'an letter al-Baqarah verse 275 which explains the sale and purchase that is legalised and it is not allowed to take excessive profits or called usury (Ariyadi, 2018). In Islam, there is a policy that prohibits selling goods that are not really owned, and goods that are not clear how to obtain them or the production process. In addition, it is forbidden to sell goods that have been damaged, and sell goods that have no benefit (Abdulloh, 2021). Thus, Islam does not just let someone do a business as they please to achieve their goals and desires, but Islam provides a boundary between what is allowed and what is not allowed, what is right and what is not right, and what is halal and what is haram (Zainur Ridho et al., 2023).

The definition above is based on one of the provisions in Islamic business which is stated in a hadith which says *"Al-Muslimuna 'ala shurutihim illa sharthan harrama halalan aw ahalla haraman"* (Muslims are bound by the business agreements they make, except for agreements that prohibit the halal or legalise the haram) (Ihwanudin & Beladiena, 2020). From this understanding, Islamic-based business (sharia) refers to business activities carried out by individuals or groups in compliance with the principles of Islamic law. Every method of obtaining and managing profits must follow the provisions of sharia law, sharia law explains and regulates what belongs to individuals, public property, and state property, what others / the state can regulate and what others / the state cannot regulate (Nurhasanah, Arfah, 2023). Ensuring that all aspects of business are conducted in accordance with religious regulations regarding halal and haram. This is especially true in areas where religious and cultural norms have a significant influence on individual behaviour in business (Nurhasanah, Arfah, 2023).

Speaking of community-based businesses, business is an economic activity that involves the exchange of goods and services between producers and consumers, of course, with the aim of making a profit. (Yusniar Nur Syarif Sidiq, 2020) The community is one of the important factors in running a business. thus, they are able to preserve strong ties with their community of origin for the same purpose (Sulistyowati et al., 2024). Communities that

communicate will come together in a positive crowd to build something profitable (Hogan, 2022). This community-based business is a business institution owned by the community to realise the welfare of the community. This community-based business institution is located in a place but is connected to a wider neighbourhood (Megawati et al., 2019).

In addition, community-based businesses can play a role in maintaining environmental sustainability as they are more likely to adopt environmentally friendly practices that are in line with their community values. Thus, community-based businesses provide not only economic but also social and environmental benefits for the sustainability of their communities.

METHOD

A qualitative research approach was adopted in this study. Informants were selected through purposive and snowball sampling methods (BERG, 2021; Liamputtong, 2011), while more in-depth data was obtained through discussions, observations and interviews (Ciesielska & Jemielniak, 2017). The direct observation method was also adopted with a focus on Madura warungs in various regions in Indonesia. Interviews were conducted with business owners of madura stalls and madura stall workers and collaborated with workers who had stopped working. Meanwhile, discussions were held with experts in business science, especially retail business. This study obtained verbal consent before participating in the research and had a relatively small sample size and the use of specific research locations. Interpretation of the findings in this study was incorporated using literature analysis, utilising various sources such as Mendeley, semantic scholar, google scholar and others to strengthen arguments and conclusions, this approach will likely provide avenues for future research to develop relevant research paradigms.

RESULT AND DISCUSSION

In an effort to understand the factors that drive the development of Madura warungs, interviews were conducted with several warungs owners to gain in-depth insights into the business strategies they implement. Based on the results of these interviews, several keys to success were found that enable Madura warungs to remain competitive amidst intense competition. The following are the main findings from these interviews:

Based on the results of the interviews, the potential for the development of Madura warungs lies in efforts to maintain the quality of goods and services and competitive prices, so that customers are still interested in shopping at these warungs compared to other business ventures. In addition, a unique strategy used is operational consistency by being open for 24 hours, which allows Madura warungs to fulfil consumer needs at any time. This strategy contributes significantly to the rapid development of Madura warungs, as it provides easy access and continuous service to customers. Thus, retailers must be able to provide better service quality than competitors (Kusdibyo et al., 2016). Thus, being able to compete with other businesses and attract consumers on an ongoing basis.

Warungs as a habit of Madurese people in improving the economy is also supported by the fact that as a society living in modern times like today, of course, often requires wider accessibility to the need for products to be sold with a long enough period of time (Farqi et al., 2024). To be open 24 hours requires strong stamina for night watches, besides that concentration must be maintained, because it is feared that there are human errors such as miscalculation, misseeing goods, and other errors that will cause losses to both buyers and sellers (Wahyudi, 2024).

The conclusion from the results of the interview above, shows that the potential for the development of Madura stalls depends on two main factors: maintaining the quality of goods and services and offering competitive prices. this makes consumers still interested in shopping at this shop. besides these two main factors, as for the uniqueness of Madura stalls, namely by opening 24 hours, this is also one of the efforts in improving or maintaining the sustainability of Madura stalls.

In addition to the economic impact, the existence of Madura stalls also has a positive social impact on the surrounding community as explained by the owner of this business. That is, this Madura warung provides the best service to consumers, especially the completeness of the products that are already available, making it easy for consumers to shop for their daily needs without having to go far to other stalls because Madura warung is ready to serve for 24 hours, he said. Thus, warung Madura not only functions as a trading centre, but also as a supporter of the welfare of the local community by providing easy and fast access to various products needed by the surrounding community.

Warung Madura is located close to residential areas, so residents can easily buy needed items such as food, drinks and fuel such as petrol when Pertamina is closed (Rizkiyusrillah, 2023). This is especially important around campuses and boarding houses, where many students and boarders often need services at night, they see these stalls provide easy access to needs outside of regular working hours (Bella Septiana, 2024).

From this social impact, it can also increase social interaction in local communities, strengthen social ties, and strengthen the identity of Madurese communities in various areas of big cities and rural areas and promote inter-ethnic harmony (Kristina, 2024). This shows that Madurese stalls play an important role in supporting the daily lives of neighbouring communities, both economically and socially.

As for the impact on local communities or ethnic Madurese, as stated by Fahrurrozi, the owner of a community-based Islamic business or known as Warung Madura, shows that his business also has a positive impact on local communities. Warung Madura opens job vacancies, establishes ties between ethnic Madurese, and makes the local economy more viable in fulfilling their needs. Thus, Warung Madura not only contributes to the economy, but also to the social and quality of life of local communities.

Madurese often invite their relatives or family to join in the business they run. Based on the principle of *"Taretan Dhibi'"* which means "Own Brother." This principle, as explained by (Hidayat et al., 2023) that this principle is used mainly by migrants from Madura to avoid disputes or competition in doing business with fellow ethnic Madurese overseas. even though

they are from different villages, they are one ethnicity. This principle also encourages co-operation and mutual support in running a business, which is basically to strengthen the stability and success of the business as well as mutual prosperity.

Table 1. Number of Madura Warung Employees

Total Warung	Warung Madura in Banten		Madura Warung in Bekasi	
	Residents of Madura	Banten residents	Residents of Madura	Bekasi resident
1	2 People	0	2 People	0
2	2 People	0	2 People	0
Total	4 People	0	4 People	0

Source: Processed research data

The table 1 shows the distribution of Madurese stalls in the two regions of Banten and Bekasi. For each region, the data is divided based on the ethnic origin of the owner or manager of the stall. In Banten, there are two Madurese stalls managed by two Madurese people each, so that a total of 4 Madurese people manage the stalls in Banten. And there are no Banten residents involved in the management of Madurese stalls in the region. In Bekasi, there are also two Madurese stalls, each managed by two Madurese, making a total of 4 Madurese who manage stalls in Bekasi. There are no Bekasi residents involved in the management of Madurese stalls in the region. This table provides a clear picture of the role of Madurese in establishing and managing Madurese stalls in Banten and Bekasi, and shows the absence of participation of local residents in the management of these stalls.

Based on the above phenomenon, Madura warungs have a significant positive impact on local communities and ethnic Madurese. These stalls not only open up jobs and strengthen the relationship between ethnic Madurese, but also improve the economy of local communities, so that they are better able to fulfil their needs. Thus, Madura stalls contribute not only to the economy, but also to social aspects and improving the quality of life of local communities.

This research highlights that the potential for Madura warungs to thrive lies in several key factors. First, Madura warungs maintain the quality of goods as well as providing good service and competitive prices, which attracts customers to keep shopping there. Second, the unique strategy used is operational consistency by being open for 24 hours, allowing Madura warungs to fulfil consumer needs at any time. Such as providing the best service by providing complete products that make it easy for consumers to shop for daily needs without having to go far. This strategy contributes significantly to the development potential of Warung Madura by providing easy access and sustainable services to customers, so that it is able to compete with other businesses and attract consumers continuously. In addition, Warung Madura also opens job vacancies by inviting relatives or family to run a business, establishing a relationship between Madurese ethnicities, and improving the economy of the local community.

The previous research aims to find out and analyse how marketing strategies at

Madura stalls increase sales (Rofiki, 2022). This research shows that Azzam's Madura stall was able to survive for three years in the midst of fierce competition. From this research, it has similarities with the current research, namely it was found that Madura stalls use competitive strategies such as maintaining the quality of goods, providing good service, competitive prices, and 24-hour operations. These strategies help them survive and compete in the midst of many similar businesses. In addition, previous research showed that Azzam's Madura warung has been stable for three years, signalling long-term success in its business. However, the current study focuses more on the potential and development strategies of Madurese warung in general, without mentioning the specific duration or stability of the businesses studied.

This research can improve social interactions and strengthen community networks, especially among ethnic Madurese. This is because Madurese warungs play an important role in maintaining the availability of daily necessities, making it easier for consumers and improving the quality of life for local communities. In addition, ethnic Madurese are known for their strong entrepreneurial spirit. This tradition is passed down from generation to generation. Thus, families or communities support each other in running businesses. This research shows how Madurese warung, as a traditional business entity, remains relevant and adaptive in the face of economic change and modern competition. In terms of ideological perspective, this research reflects the values of gotong royong and togetherness inherent in Madurese culture. This allows Madurese warung to remain competitive, while still maintaining their integrity and cultural entity.

Warung Madura contributes significantly to the local economy through competitive prices and quality goods, which attracts a large number of customers. In addition, by creating jobs, Madura warungs help reduce unemployment and provide economic opportunities for the local community. In the social aspect, Madura warungs strengthen social relations between ethnic Madurese and the surrounding community, building stronger social ties and a sense of togetherness in the community. However, the presence of Madurese warungs can also create intense competition for other small businesses that may find it difficult to compete in terms of prices and operating hours. The dominance of Madurese ethnicity in these warungs can lead to social inequality if other ethnicities feel less involved in the existing economic opportunities.

Based on the research results that show the potential for the development of Madura warungs, several policies and actions can be implemented to increase the positive impact of these warungs and overcome some of the existing challenges such as, business management training, increased security and convenience from the local government, cooperation with local government and so on. By implementing these policies, it is expected that Madurese warung can continue to grow and have a greater positive impact on the local economy and community.

CONCLUSION

This community-based Islamic business phenomenon highlights the uniqueness of Madurese people's strong nomadic culture and trading skills, high adaptability, and perseverance in business. Warung Madura, with its solid community network and high work ethic, has become widespread in big cities and rural areas. This research provides insights into how community-based retail businesses, such as Warung Madura, can strengthen the social and economic ties of local communities. Warung Madura plays an important role in providing easy and quick access to various products needed by the surrounding community, as well as creating jobs that help reduce unemployment.

This study adds to the understanding of the dynamics of community-based retail businesses, especially in the context of Madura warungs, which operate based on Islamic business principles. This research shows that Madura warungs do not only aim for economic profit but also pay attention to the social welfare of their communities. This research confirms that the community-based Islamic business model applied by Madura warungs is effective in creating economic and social stability. This concept and model are relevant in maintaining a balance between economic interests and social values in business.

This research suggests there is an ongoing experiment to understand more about the social and economic impacts of Madura warungs. The researcher suggests that future studies focus on further exploration of community business strategies and their impact on local communities. Madura warungs contribute significantly to the local economy and strengthen social networks. The success of Madura warungs lies in maintaining the quality of goods, good service, competitive prices, and 24-hour operations. This business model shows that with strong social support from the community, warung Madura is able to grow rapidly and provide economic and social benefits to the community.

REFERENCES

Abdulloh, M. (2021). Mas'uliyah, Al-Kifayah, and Honesty in Retail Business (Case Study of MBS Madiun Teguhan Jiwan Madiun). *Niqosiya: Journal of Economics and Business Research*, *1*(1), 66-77.

Abidin, Z., Sakinah, Firmansyah, F., Cholid Wardi, M., Haryanto, R., Handayani, S., & Prasojo, Z. H. (2023). Islamic business development of Madurese-owned ethnic-based grocery stores: A study from Indonesia. *Cogent Economics and Finance*, *11*(2). https://doi.org/10.1080/23322039.2023.2275974

Aginta Hidayat, M. et al. (2024). *Bargaining for Good Fortune: An Ethnography of Social Mobility of Madurese Migrant Traders in Jakarta*.

Ahyani, H., Putra, H. M., Slamet, M., Mutmainah, N., Huda, M., Azhar, A., Huda, M., Azhar, A., Kota, S., Nurul, R. A., & Kota, H. (2022). *Company Standardisation and Islamic Business Environment in Indonesia*. *8*(01), 10-20.

Amelia, P., & Hardiansyah, M. A. (2022). The Impact of Alfamart Minimarket on Traditional Stalls. *Journal of Sociology and Humanities Education*, *13*(2), 295. https://doi.org/10.26418/j-psh.v13i2.53882

An Nisa, M. (2024). *No Title*. History of Madura Warung that Threatens Minimarket Business in Bali.

Andriyani, Widiyastuti, Sielavit Anggelina, V. N. (2023). Peel Through the Strategy of Madura Grocery Stores to Face. *Aktiva Journal of Management and Business*, *3*(4), 9-16.

Ariyadi, A. (2018). Business in Islam. *Hadratul Madaniyah Journal*, *5*(1), 13-26. https://doi.org/10.33084/jhm.v5i1.158

Bella Septiana, E. D. et al. (2024). *No Title*.

Dilly, A., Raffane, Y. S., & Namotemo, H. (2023). Perception and Impact of Indomaret's Existence on Traditional Stalls in West Halmahera Regency. *Entrepreneur: Journal of Business Management and Entrepreneurship*, *4*(1), 154-166. https://doi.org/10.31949/entrepreneur.v4i1.3581

Farqi, A. F., Nindia, Y., Revizal, S., & Aji, W. (2024). *Analysis of the 24-hour Madura Warung Phenomenon in the Perspective of Solidarity and Modern Economic Development in Tegalboto Village, Sumbersari,*. *3*.

Gustafsson. (2020). Machine Translated by Google Since January 2020 Elsevier has established a COVID-19 resource centre with free information in English and Chinese on the novel coronavirus COVID- 19. The COVID-19 resource centre is hosted on Elsevier Connect. *Elsevier Journal of Business Research*.

Hidayat, U. S., Hariyanto, D. W., & Susanto, I. W. (2023). Looking at collective entrepreneurship and strategic management in Madura shops. *Implementation of Management & Entrepreneurship*, *3*(2), 52-60. https://doi.org/10.38156/imka.v3i2.204

Hogan, H. (2022). *No Title*.

Ihwanudin, N., & Beladiena, A. N. (2020). Modern Retail Business Philosophy in the Islamic Economy in Indonesia. *MISYKAT: Journal of Al-Quran Sciences, Hadith, Shari'ah and Tarbiyah*, *5*(2), 35. https://doi.org/10.33511/misykat.v5n2.35-52

Kasmia, K., Sarjan, A., & Hamzah, A. (2021). The Effect of Business Ethics and Modern Retail Business Management Strategies on Traditional Retail Performance in Watampone. *Al-Tsarwah Scientific Journal*, *4*(2), 101-134. https://doi.org/10.30863/al-tsarwah.v4i2.2362

Kristina, A. (2024). *'Warung Madura' SOCIAL-ECONOMIC INDEPENDENCE AND VALUES* (Issue March).

Kusdibyo, L., Leo, G., & Kunci, K. (2016). *Service Quality to Increase Customer Satisfaction and Loyalty in Retail Business*.

Larasati, Jehan, Harianto, Sarma, M. (2023). *INTRODUCTION Nagan Raya Regency is one of the regencies on the south-west coast of Aceh Province with Suka Makmue as its capital. The district was definitively formed based on Law No. 4 of 2002, on 2 July 2002*. *15*(2), 71-78.

Megawati, V., Pratono, A. H., Mulya, T. W., & Prima, D. A. (2019). Community-based Entrepreneurship: A Business Model for Asset and Infrastructure Management. *Journal of Infrastructure & Facility Asset Management*, *3*(2). https://doi.org/10.12962/j26151847.v3i2.5885

Nurhasanah, Arfah, E. M. O. (2023). The Concept of Istikhlaf in Islamic Business Ethics *Nurhasanah1,a,. *Al-Muqayyad*, 140-150.

Ong, J. O., Sutawijaya, A. H., & Saluy, A. B. (2020). MODERN RETAIL BUSINESS MODEL INNOVATION STRATEGIES IN THE INDUSTRIAL ERA 4.0. *Scientific Journal of Business Management*, *6*(02), 201-210. https://www.cnbcindonesia.com

Purmadani, M. (2024). *No Title*.

Puspitasari, F. N. C., & Fauzi, A. M. (2023). Social Capital of Madurese Grocery Store Traders in Overseas. *Paradigma*, *12*(1), 241-250. https://ejournal.unesa.ac.id/index.php/paradigma/article/view/56391

Rizkiyusrillah, M. (2023). *No Title*.

Rofiki. (2022). *Analysis of Marketing Strategies in Increasing Sales Volume at Warung Madura "Azzam." 1*(2), 72-76.

Soekandar, A. J., & Pratiwi, P. (2023). Innovation Diffusion for Small Retail Business Sustainability: A Digital Marketing Strategy. *Scientific Journal of Management, Economics and Business*, *2*(1), 81-99. https://doi.org/10.51903/jimeb.v2i1.596

Sulistyowati, E., Rumpoko, H., & Budiyanto, E. (2024). Analysis of Variables Affecting Consumer Purchasing Decisions at Madura Warung. *Executive Journal*, *20*(02), 282-292. https://doi.org/10.60031/jeksekutif.v20i02.368

Supriyanto, Iwan, K. dwi V. (2024). *No Title*.

Syamsuddin, M. (2018). Overseas Madurese in the Special Region of Yogyakarta. *Aplikasia: Journal of Applications of Religious Sciences*, *18*(1), 1. https://doi.org/10.14421/aplikasia.v18i1.1378

Tania, R. P., & Syafrina, Y. (2023). The Vibrancy of Retail Business in Padang City: Lifestyle Changes in the 1990s. *Chronology Journal*, *5*(2), 548-557. https://doi.org/10.24036/jk.v5i2.712

Wafiruddaroin, M., & Rezeky, S. M. (2022). Socio-cultural Dynamics of Madurese Grocery Merchant Community in Pamulang District, South Tangerang City. *Muqoddima Journal of Sociological Thought and Research*, *3*(2), 119-130. https://doi.org/10.47776/10.47776/mjprs.003.02.05

Wahyudi. (2024). *Implementation of Sales and Stock Information System Development at Warung Madura 24 Jam Web-Based with Laravel*. *4*, 10406-10414.

Wilandari, A., & Permadi, Y. A. (2021). Evaluation of Marketing Strategies for Traditional Small-Scale Retail Businesses in Purwokerto City during the Covid-19 Pandemic. *Journal of Business Administration*, *1*(1), 1-8. https://doi.org/10.31294/jab.v1i1.296

Yusniar Nur Syarif Sidiq, N. R. (2020). Classification Method for Determining the Level Increase of East Bandung SMEs with Naive Bayes Algorithm in Community-Based JURAGAN System. *Journal of Informatics and Computer Technology*, *03* (01), 24-31.

Yusrida, H., & Kurniawati, T. (2021). The Effect of Emotional Intelligence and Interpersonal Communication on Student Learning Outcomes in Retail Business Management Subjects. *Ecogen Journal*, *4*(1), 89. https://doi.org/10.24036/jmpe.v4i1.11036

Zainur Ridho, Siti Aisyah, & Abdul Mannan. (2023). Implementation of Islamic Business Ethics in Madura Speciality Satay SMEs. *ILTIZAMAT: Journal of Economic Sharia Law and Business Studies*, *2*(2), 88-99. https://doi.org/10.55120/iltizamat.v2i2.1378

Zed, E. Z., Novianti, A., Naomi, G., Michael, J., & Nuraulia, R. (2024). Governance and Business Growth: Managerial Assistance to Improve Madura Warung MSME Business. *NGABDI: Scientific Journal of Community Services e-ISSN:*, *2*, 128-135.