

Marketing Communication Strategy Through Events In Increasing Brand Awareness Sentrum Space

Ardhi Mulia Rahmat Wijaya^{*}, Sumadi²

¹Management Undergraduate Student Islamic University of Indonesia

² Management Lecturer Islamic University of Indonesia

Corresponding Author : 20311079@students.uii.ac.id

Abstract

This research is entitled marketing communication strategies through events in increasing Sentrum Space brand awareness. Researchers conducted research on the marketing team at Sentrum Space. This research aims to identify, surface and assess the impact of implementing marketing communication strategies in growing brand awareness at Sentrum Space. This research was conducted on the basis of the digital marketing phenomenon, especially in terms of marketing communications in the coffee shop industry, which is widely implemented by competitors in the same industry. This research uses a qualitative approach with observation and interview methods with representative units of analysis to provide information and data relevant to the research topic. This research resulted in findings that marketing communication strategies through events can provide significant benefits in increasing Sentrum Space brand awareness by providing a platform to introduce the brand to a wider audience and create awareness of the products or services offered. Strong brand awareness helps differentiate Sentrum Space from competitors, where consumers tend to choose brands they know and trust. Events enable direct interaction with potential customers, building closer and deeper relationships, and reaching wider market segments. However, marketing communications and creativity that were less than optimal meant that its distribution was not widespread. The use of social media Instagram was deemed less effective in helping to carry out the event..

Keywords: Digital marketing, Marketing communication strategy, Brand awareness, Brand image

INTRODUCTION

Coffeeshops have become trendsetters in Yogyakarta and an important part of the millennial lifestyle. Initially, cafe culture was considered elite and accessible only to the rich, while lower classes preferred more affordable coffee shops. However, now cafe culture has developed into a popular culture enjoyed by all social groups. This reflects a change in mass culture, where cafes are no longer exclusive to the few, but have become places that are accessed and enjoyed by all levels of society, regardless of social or economic background.

Drinking coffee has always been commonplace in this community, coffee lovers come from various age groups in various regions in Indonesia, from teenagers, adults, to the elderly. This makes coffee a daily drink that is enjoyed by Indonesian people of all ages. This coffee consumption not only occurs when drinking coffee at home, but also when drinking coffee in coffee shops with the increasingly widespread lifestyle, especially among young people, many People today think that visiting cafes complements their lifestyle and enriches the lives of their visitors (Syahira and Thamrin, 2023).

Initially, coffee shops were only used as a place to enjoy a cup of coffee or tea. However, with developments and increasingly complex and endless customer needs, coffee shops have developed to become what they are today. The history of this modern cafe actually comes from America and is fast in service and presentation. Food is usually served on a plate or also called "ready on the plate" and the term for service is American service. This cafe is classified as a casual restaurant, and some cafes are open 24 hours a day. Currently this cafe is very popular among young people, including campus students, because it has a homey atmosphere where you can work by buying existing products or relax in the coffee shop (Setiawan, 2023).

Companies need to carry out marketing that can increase their market share. The strategy developed by a company must be in accordance with its vision and mission so that it can easily achieve the goals it wants to achieve in business competition. The most important thing in marketing activities is sales. Sales are a source of profits generated by the company. In carrying out business activities, companies must carry out activities that can support sales of their products. These activities can be carried out through product innovation, advertising and pricing. With the increasing number of coffee shops in big cities, competition in the food and beverage industry is getting tighter (Sani, 2021).

Marketing communication strategy is a sustainable creative step taken by a company to achieve its highest marketing goals and achieve maximum customer satisfaction. Marketing communication strategy is how a company uses, maintains and strives to achieve its mission, goals and objectives through harmony between the various goals to be achieved,

capabilities possessed, as well as opportunities and threats faced in the market (Rahmawati, 2022).

Marketing communications strategy is the planning, implementation, and management of an organization's communications with consumers and other target groups. The function of marketing communications in the marketing mix is to achieve different communication goals for different consumers. In its activities, marketing communication strategies have many opportunities to motivate consumers to make purchases with the various products offered. Marketing communication strategies include elements such as advertising, direct sales, sales promotions, and public relations to communicate something to consumers and stakeholders (Prayitno, 2021). A target market selects one or more consumer segments that are the focus of marketing and advertising efforts. Companies must have the courage to focus their efforts on certain consumer segments and leave other consumer segments behind (Arumsari, 2023).

Marketing communications is an integrated effort by all marketing tools to convey messages about the existence of a product or service to the public. The concepts commonly used to convey messages are the promotional mix and the marketing mix. Marketing mix is usually often used as the main form of advertising. Marketing mix is usually used as the main form of advertising. Brand Awareness refers to the ability of a brand to appear in consumers' minds when they think of a particular product category, and how easily its name appears. Brand awareness is a fundamental aspect of brand equity. From a consumer's point of view, a brand has no value until consumers are aware of its existence. Achieving Brand Awareness is a big challenge for new brands. Maintaining high Brand Awareness is a challenge faced by all brands. (Silviani, & Darus, 2021).

Events are currently an effective means of communication in carrying out promotional activities. Events are a means of communication, advertising and marketing carried out by many small and medium companies as well as large companies and business people. Activities carried out by events include activities such as advertising, product announcements, press conferences, and image building in order to gain cooperation and trust from outside the company. The purpose of the event itself is simply a way for organizations and businesses to communicate, attract potential audiences, and benefit both parties. (Muslim et al., 2023)

With increasingly sophisticated technology and the emergence of various innovations in modern times, more and more coffee shops are emerging and developing. Interest in coffee consumption in Indonesia has increased significantly in several periods, meaning that interest in coffee consumption is increasing and opening up wider business opportunities for business people. Ultimately, this promising business opportunity will

influence the proliferation of cafes and coffee shops in Indonesia. Therefore, strategies are needed to increase customer satisfaction. This can be a concern in implementing various strategies to achieve sales targets by increasing satisfaction. One of the promotions carried out is by holding events. (Imamah & Iradawaty, 2022).

Events are actually a special form of public relations business. In principle, an event will give authority to human resources to design an event that aims to bring both material and non-material benefits to the coffee shop and target consumers. Events are a strategic communication and marketing tool that has been widely used by coffee shops. Examples of events that can be held at a coffee shop include workshops, karaoke nights, art exhibitions and several other activities that could be held at Sentrum Space.

Sentrum Space was built by 3 people who united and worked together, namely Revo Suladasha, Eri Kuncoro and Ardan Fardi. The Sentrum Space building was built on an area of 5,500 square meters with a modern minimalist concept with a fun and comfortable layout with various complete facilities with direct views of the rice fields. Sentrum Space has carried out marketing activities through creating events or events related to marketing carried out by Sentrum Space. Sentrum Space is also a combination of several entities or tenants from various creative to culinary industries, such as Geulish Pretzel, Arintax Rocks, Dandelion Decoration, Tuna Sate, Estimon, Evermos at Sentrum Market, Deus Ex Machina, The Original Gelato, RWFeedco, Donut Racing, Manis Legit, Agres, Kilomantra Indonesia, and others. Sentrum Space is not only a place to hang out or eat food, but also as a working space for carrying out productive activities, such as doing assignments, office work or expressing ideas.

Objectives

Based on the background above, This research aims to :

1. To identify and analyze the marketing communication strategies that have been implemented by Sentrum Space.
2. To evaluate the effectiveness of the strategy implemented by Sentrum Space in increasing brand awareness.
3. To assess the impact of the marketing communication strategy implemented by Sentrum Space on brand image and consumer perception.

THEORETICAL STUDY

Marketing Strategy

In marketing strategy, understanding and dividing the target market into smaller segments allows for a more effective approach. Marketing strategies must align company

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resources with consumer needs and adapt to competitors' strategies. External analysis identifies opportunities and threats, while internal analysis reveals the company's strengths and weaknesses. Customer analysis helps understand your audience, increasing loyalty and long-term profits. Important elements in marketing strategy include targeting, positioning, branding, product development, innovation, relationships, and alliances. Targeting selects key market segments, positioning builds a unique image, branding manages brand identity, product development creates products that meet customer needs, innovation introduces new ideas, relationships maintain customer relationships, and alliances partner with other companies for mutual benefit.

Marketing Communication

Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell. The word "Marketing Communication" has two main elements, namely: Communication: The process by which thoughts and understanding are conveyed between individuals, or between organizations and individuals. Communication is the process of conveying messages which are the sender's ideas or information through a medium to the recipient so that they are able to understand the sender's intentions. Marketing: A collection of activities in which companies or other organizations transfer values (exchange) information about products, services and ideas between themselves and their customers (Firmansyah, 2020).

The marketing communication strategy commonly used by business people is the advertising strategy or advertising mix. Types of advertising strategies that can be used include advertising, personal selling, sales promotions, public relations, and direct marketing. This is done to increase business income (Silviani, 2021).

Brand Awareness

Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a particular product category. Brand awareness represents the presence of a brand in the minds of consumers. This can be decisive in some categories and usually plays an important role in brand equity (Abimanyoe et al., 2021).

Brand Awareness is the ability of consumers to recognize or remember a brand, allowing them to associate it with a particular product category. Therefore, consumers automatically recognize the brand and are able to describe brand elements without help (Sutrisno et al., 2022).

SWOT Analysis

SWOT analysis is a method that identifies internal and external factors to determine the strengths, weaknesses, opportunities and threats faced by an organization. Strengths refer to valuable or unique resources possessed by an organization that enable excellent performance and help managers achieve strategic goals. Weakness refers to a lack of resources or skills that prevents an organization from achieving its strategic goals. Opportunities are conditions in the external environment that can help an organization achieve or exceed its goals, while threats are external conditions that can hinder the achievement of these goals (Ratnawati, 2020).

SWOT analysis allows companies to formulate business strategies to defeat competitors and win the competition. By knowing internal strengths and weaknesses, as well as understanding competitors' strengths and weaknesses, companies can develop more effective strategies. This helps companies exploit opportunities and overcome threats in the market, thereby increasing the possibility of winning business competition (Sundari et al., 2022).

Event Organizer

Event Organizer (EO) is a provider of professional organizational services and is a group of people who organize events, with many divisions of tasks within each member related to the same event objectives (Rahmaputri, 2022).

Event Organizer is the party who operates and organizes events at the request of customers. Event Organizing is the art of organizing and managing. The event referred to in promotional media is a series of activities organized by the brand owner so that there is interaction between customers and products in a particular activity (Nugraha et al., 2023).

RESEARCH FRAMEWORK

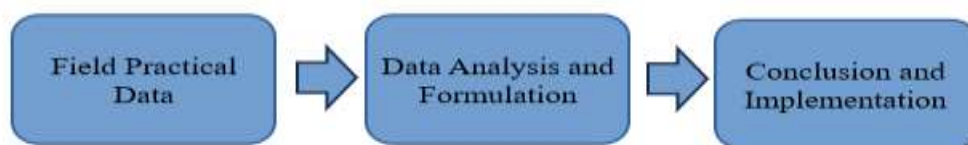


Figure 1. Research Framework

1. Field Practical Data : This stage aims to collect the necessary information directly from the source, namely through observation, interviews, surveys, or other methods in the field.
2. Data Anlysis and Formulation : This stage aims to interpret the data that has been collected, look for patterns and relationships, and formulate findings that can provide insight or solutions to research problems.
3. Conclusion and Implementation : Summarize the results of the entire research process to provide a complete and clear picture of the main findings and research implications

RESEARCH METHODS

In this research, the researcher carried out an internship for 4 months at Sentrum Space, especially in the marketing division, using a qualitative approach involving descriptive methods and participant observation. Data was collected through in-depth interviews with the marketing team, participant observation at marketing events, and analysis of related documents. Interviews were conducted freely to explore more in-depth data from marketing managers, employees and customers of Sentrum Space. This research also uses SWOT analysis to identify strengths, weaknesses, opportunities and threats related to marketing communication strategies. Data is analyzed thematically and narratively, with categorization to understand the effectiveness of marketing strategies in creating brand awareness. Conclusions are drawn to provide practical recommendations for developing marketing communications strategies at Sentrum Space.

RESULT AND DISCUSSION

Result

Event Marketing Communication Strategies at Sentrum Space

The Event Marketing Division is responsible for marketing activities for Sentrum Space events. The responsibility of the event marketing division is to take care of all activities related to event marketing. Sentrum Space event marketing activities in this case include planning event promotion ideas to support the success of an event. Technological developments mean that business actors need to adapt, especially in the event marketing process. Sentrum Space uses event marketing strategies to build brand awareness and increase consumer involvement through direct interaction.

In the digital era which is increasingly developing rapidly, marketing communication strategies are very important for Sentrum Space in strengthening brand awareness. One of the efforts made by Sentrum Space is by holding events. Each event held has different

objectives that are in accordance with the concept of the event, but in general each event has the same marketing objectives.

SWOT Analysis

Sentrum Space's marketing strategy refers to SWOT analysis. SWOT is an abbreviation for a company's internal environment which includes its strengths and weaknesses, as well as the external environment which includes opportunities and threats in the business world.

The formation of this SWOT model is based on minimizing weaknesses and threats while increasing the strengths and opportunities that exist in the company. Knowing these two factors can help internal and external companies determine the right strategy in making policies and decisions. Identification of marketing strategy factors at Sentrum Space can be divided into two factors, namely internal factors and external factors. Based on the author's findings, the following is a SWOT analysis of the marketing strategy carried out by Sentrum Space:

- 1) Strength
 - a) Instagrammable and aesthetic place concept: Sentrum Space offers a comfortable and unique place to hang out with lots of interesting photo spots for social media content.
 - b) Strategic and spacious location: Occupying an area of 5,500m² with a modern minimalist retro design, Sentrum Space is suitable for holding various events with facilities such as an amphitheater and open communal space.
- 2) Weakness
 - a) Lack of creativity and innovation from management: Lack of innovation and creativity in management can make it difficult for Sentrum Space to compete and adapt to market changes.
 - b) Social media is less creative and innovative: Sentrum Space's social media management is less attractive with an untidy Instagram feed and rarely uploads Instagram stories, so it doesn't attract attention.
- 3) Opportunities
 - a) Collaborating with MSMEs: Collaboration with Instakicksyk creates a unique concept that has the potential to attract customer attention and expand market reach.
 - b) Organizing events: Marketing strategies through events can build brand awareness effectively, increasing the effectiveness of events in achieving marketing goals.
- 4) Threat

- a) Increasing competition: Increasing competition in the cafe industry requires creativity in marketing strategies to remain competitive.
- b) Changing consumer trends in the food and beverage industry: Changing trends influenced by social factors, lifestyle and culinary innovation require adaptation to meet consumer needs and expectations.

DISCUSSION

Based on the identification of data analysis that has been carried out through a descriptive participatory observation approach, the author who underwent an internship at Sentrum Space found that event marketing is an effective means of increasing brand awareness. Observations and interviews show that event activities allow Sentrum Space to interact directly with consumers, which in turn helps increase brand awareness among a wider audience. This strategy includes the use of social media, collaboration with MSMEs, as well as utilizing strategic and Instagrammable locations to hold events.

Several events organized by Sentrum Space, such as blood donation events and shoe washing workshops, have succeeded in attracting the attention of consumers. Blood donation events, for example, not only help increase the availability of emergency blood but also encourage consumer participation through marketing strategies with food discount vouchers and promotions on social media. The shoe washing workshop, which collaborates with several small businesses, provides a platform for participants to exchange ideas and experiences and introduce Sentrum Space to the wider community.

Collaboration events with Rassa Coffee Eatery and Instakicks yk also demonstrate the effectiveness of event-based marketing strategies. By offering vouchers and discounts, this collaboration succeeded in expanding market reach and creating added value for customers. Based on observations and interviews, it was found that consumers tend to visit Sentrum Space when there are events taking place, because these events are considered useful and provide positive new experiences.

However, Sentrum Space sales tend to decline when there are no events being held. This is caused by a lack of creativity in social media and limited human resources in the marketing team. By designing events that focus on experience and interaction, as well as strengthening digital marketing strategies, Sentrum Space can increase brand awareness more consistently and effectively.

CONCLUSION

Based on the results of observations and analysis, it can be concluded that the marketing communication strategy carried out by Sentrum Space through social media such

as Instagram and TikTok, as well as the events held, has shown effectiveness in increasing brand awareness. Sentrum Space uses social media platforms to post interesting content, share photos and videos of products, events and cafe atmosphere, and interact with followers. Apart from that, Sentrum Space holds various events such as workshops, art exhibitions, live music, and community involvement, as well as collaborating with other business actors. Promotions through daily or weekly discounts and online orders via the Grab application are also part of their marketing strategy.

Sentrum Space has succeeded in increasing brand awareness through the events they hold, which allow direct interaction with consumers. This marketing event is considered effective, because it has been proven to be able to attract more visitors and increase sales. Using special hashtags on social media and providing merchandise such as Sentrum Space logo stickers also helps strengthen brand awareness. However, sales tend to decline when there are no events taking place, which is caused by a lack of creativity on social media and limited human resources in the marketing team. Therefore, Sentrum Space needs to increase creativity and consistency in digital marketing strategies to maintain and increase brand awareness on an ongoing basis.

RECOMMENDATION

Based on the results of observations, the author provides suggestions that might be used as consideration for Sentrum Space to improve and optimize its marketing strategy. First, marketing strategies through events have proven effective in increasing brand awareness and attracting consumer interest. With the development of information technology and trends in public access to events, event-based marketing strategies can be used as the main reference in formulating Sentrum Space's marketing strategy. Using innovative and creative events will not only strengthen brand awareness but can also differentiate Sentrum Space from its competitors. Thus, Sentrum Space needs to continue holding events that are interesting and useful for consumers to maintain and increase its presence in the market.

Second, Sentrum Space needs to increase its human resources, especially in the management and marketing teams. The addition of a competent management team will help Sentrum Space to further develop and implement more effective and efficient marketing strategies. A larger and more diverse management team will enable Sentrum Space to create more creative and innovative content on social media as well as run more interesting events. Apart from that, with additional human resources, Sentrum Space can focus more on developing a consistent digital marketing strategy, so that it can maintain consumer interest

even when there are no events taking place. This will help Sentrum Space to remain competitive and relevant in the increasingly competitive Food & Beverages industry.

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