

## REFERENCES

- Ali, M. (2016). Konsep makanan halal dalam tinjauan syariah dan tanggung jawab produk atas produsen industri halal. *AHKAM: Jurnal Ilmu Syariah*, 16(2), 291-306.
- Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: Potential issues for policy-makers. *Procedia-Social and Behavioral Sciences*, 121(19), 3-25.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Ary, D., Jacobs, L. C., Irvine, C. K. S., & Walker, D. (2018). *Introduction to research in education*. Cengage Learning.
- Cant, M. C., Strydom, J. W., Jooste, C. J., & du Plessis, P. J. (Eds.). (2009). *Marketing management*. Juta and Company Ltd.
- Dang, T. (2014). The success of applying marketing mix 4Ps in Vietnamese dairy industry: Vinamilk—a typical case.
- Ehmke, C., Fulton, J., & Lusk, J. (2005). *Marketing's four P's: first steps for new entrepreneurs*. Purdue University, Purdue Extension.
- Han, H. J., & Lee, J. S. (2008). A study on the KBS TV drama Winter Sonata and its impact on Korea's Hallyu tourism development. *Journal of travel & tourism marketing*, 24(2-3), 115-126.
- Hanaki, T., Singhal, A., Han, M. W., Do Kyun Kim, & Chitnis, K. (2007). Hanryu sweeps East Asia: How winter sonata is gripping Japan. *International Communication Gazette*, 69(3), 281-294.
- Hunt, S. D., & Arnett, D. B. (2004). Market segmentation strategy, competitive advantage, and public policy: Grounding segmentation strategy in resource-advantage theory. *Australasian Marketing Journal (AMJ)*, 12(1), 7-25.
- Ismail, R. M. (2015). Global issues and challenges for the halal food industry. In *Paper presented on China (Ningxia) International Cooperation Forum on Halal Food Certification on September*.

- Jo, C., Cho, S. H., Chang, J., & Nam, K. C. (2012). Keys to production and processing of Hanwoo beef: A perspective of tradition and science. *Animal frontiers*, 2(4), 32-38.
- Kartajaya, K. P. H., Den Huan, H., & Liu, S. (2003). Rethinking Marketing. *PT. Prenhallindo, Jakarta, Indonesia*.
- Kim, K. H., Kim, Y. S., Lee, Y. K., & Baik, M. G. (2000). Postmortem muscle glycolysis and meat quality characteristics of intact male Korean native (Hanwoo) cattle. *Meat Science*, 55(1), 47-52.
- Kim, R. B., & Boyd, M. S. (2004). Identification of niche market for Hanwoo beef: Understanding Korean consumer preference for beef using market segment analysis. *International Food and Agribusiness Management Review*, 7(1030-2016-82550), 46-64.
- Kotler, P., & Armstrong, G. (2005). Manajemen Pemasaran, jilid I dan II. *Jakarta: PT. indeks*.
- Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. Prentice Hall.
- Mathew, V. N. (2014). Acceptance on halal food among non-Muslim consumers. *Procedia-Social and Behavioral Sciences*, 121, 262-271.
- Nadube, P. M., & Didia, J. U. D. (2018). Market targeting and strategic positioning. *International Journal of Marketing Research and Management*, 8(1), 32-45.
- Nurrachmi, R. (2018). The global development of halal food industry: a survey. *Tazkia Islamic Finance and Business Review*, 11(1).
- Pride, W. M., & Ferrel, O. C. (1991). *Marketing seventh ed*.
- Ries, A., & Trout, J. (1986). *Positioning: The battle for your mind* (Vol. 1). New York: McGraw-Hill.
- Rudiana, D., & Komarlina, D. H. L. Market Segmentation, Targeting Strategy And Positioning Strategy Performance Effects To The Tourists Satisfaction (Research In Pangandaran Beach Pangandaran District).
- Seabrook, J. (2012). Factory girls: Cultural technology and the making of K-pop. *The New Yorker*, 8.

- Singh, M. (2012). Marketing mix of 4P's for competitive advantage. *IOSR Journal of Business and Management*, 3(6), 40-45.
- Smith, W. R. (1956). Product differentiation and market segmentation as alternative marketing strategies. *Journal of marketing*, 21(1), 3-8.
- Soon, J. M., Chandia, M., & Mac Regenstein, J. (2017). Halal integrity in the food supply chain. *British Food Journal*.
- Stanton, W. J. (2006). Dasar-dasar Manajemen. *Jakarta: Mandar Maju*.
- Vanany, I., Maarif, G. A., & Soon, J. M. (2019). Application of multi-based quality function deployment (QFD) model to improve halal meat industry. *Journal of Islamic Marketing*.
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries. *Journal of Islamic Marketing*.
- Wright, W., & Annes, A. (2013). Halal on the menu?: Contested food politics and French identity in fast-food. *Journal of Rural Studies*, 32, 388-399.
- 박성수. (2017). 내국인 무슬림 공동체에 대한 선교적 이해: 이슬람의 한국 선교 (Da'wah): 어제와 오늘. *Muslim-Christian Encounter*, 10(1), 133-171.
- 최락인. (2018). 이슬람 국가와의 교류 및 관광정책에 관한 연구. *예술인문사회융합멀티미디어논문지*, 8, 903-912.
- 통계청. (2019). 년 장래인구의특별추계를 반영한 세계와 한국의 인구현황 및 전망, 2019.

[http://kosis.kr/statHtml/statHtml.do?orgId=101&tblId=DT\\_2FF002F&conn\\_path=I2](http://kosis.kr/statHtml/statHtml.do?orgId=101&tblId=DT_2FF002F&conn_path=I2), number of immigrants based on religion

<http://monthly.chosun.com/client/news/viw.asp?ctcd=E&nNewsNumb=201810100052>, number of Muslim in South Korea by the high priest

[http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp\\_1587617430407100](http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp_1587617430407100), number of foreigners living in South Korea

[http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp\\_1583877796619100](http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp_1583877796619100), number of visitors

[http://www.kmta.or.kr/kr/data/stats\\_import\\_beef\\_country.php](http://www.kmta.or.kr/kr/data/stats_import_beef_country.php), imported beef consumption

[http://www.kmta.or.kr/kr/data/stats\\_slaughter.php](http://www.kmta.or.kr/kr/data/stats_slaughter.php), regular hanwoo beef consumption

<http://www.koreaislam.org/자주하는-질문/>, number of Muslim by KMF