

ABBREVIATIONS AND SYMBOLS

Abbreviation	Name	First time used at page
PDB	Gross Domestic Product	1
SMEs	Small and Medium Enterprises	1
TS	Ti Sukamenak	1
KPBS	Cooperative of South Bandung Farmers	3
BPS	The Central Bureau of statistics	6
KUKM	Cooperative of Small and Medium Enterprises	6
Dirjen	General Directorate	9
BPPKI	Center for Study and Development of Communication and Information	11
CMCS	Center of Middle Class Study	26
AEC	Asean Economic Community	26
AFTA	Asean Free Trade Agreement	26
STP	Segmenting, Targeting, and Positioning	36