

Academy of Management Annals <onbehalf@manuscriptcentral.com> 15.12 (23 menit yang lalu)

kepada saya

30-Jun-2021

Dear Dr. Wijaya:

Your document entitled "CREDIT MARKETING BASED ON TRADITIONAL VILLAGE COMMUNITIES TO INCREASE REVENUE IN VILLAGE CREDIT INSTITUTION IN BALI PROVINCE" has been successfully submitted online and is will be given full consideration for publication in the Academy of Management Annals.

Your submission ID is ANNALS-2021-0115.

Please mention the above submission ID in all future correspondence or when calling the office for questions. If there are any changes in your street address or e-mail address, please log in to Manuscript Central at <https://mc.manuscriptcentral.com/aomannals> and edit your user information as appropriate.

You can also view the status of your submission at any time by checking your Author Center after logging in to <https://mc.manuscriptcentral.com/aomannals>.

Additionally, as a matter of protocol, the Academy of Management runs all submissions through the iThenticate/Cross Check system. CrossCheck is a powerful software tool on the AOM Manuscript Central publication platform that enables "screening" of submissions for matching text. CrossCheck screens all submissions to ensure the originality of written work before publication by detecting overlap and similar text in submitted manuscripts.

Thank you for submitting your proposal to the Academy of Management Annals.

Sincerely,

Academy of Management Annals Editorial Office
<https://mc.manuscriptcentral.com/aomannals>

Cover letter

June 14, 2021

Dear Editor of Academy of Management Annals,

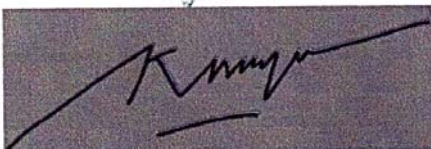
I am submitting a manuscript for consideration of publication in **Academy of Management Annals**. The manuscript is entitled "*CREDIT MARKETING BASED ON TRADITIONAL VILLAGE COMMUNITIES TO INCREASE REVENUE IN VILLAGE CREDIT INSTITUTION IN BALI PROVINCE*".

It has not been published elsewhere and that it has not been submitted simultaneously for publication elsewhere.

The study focuses on the marketing management. The current experiment exposed the step of determining marketing strategies to control the market area for better sales and revenue. The aim of this study is to : to find out how LPD market the credit services based on the Traditional Village community. The type of data used in this study is qualitative data which was collected through in-depth interviews with key LPD informants and village communities. Descriptive-qualitative is used to analyzes the data using a marketing strategy approach. Results indicated that social marketing invites marketers to strike a balance between profit, satisfying consumer and the interests of society. It also showed that the role of the leaders, village community institutions and LPD management members are able to advance the LPD.

Thank you very much for your consideration.

Yours Sincerely,



I Wayan Kandi Wijaya

Ngurah Rai University

Email: kandiwijaya131@gmail.com
