

BUKTI KORESPONDENSI ARTIKEL JURNAL NASIONAL BEREPUTASI

Judul : Inovasi Produk dan Keunggulan Bersaing pada Kerajinan Tradisional: Peluang dan Tantangan

Jurnal : SOLUSI : Jurnal Ilmiah Bidang Ilmu Ekonomi

Penulis : Evan Marcellino Gendra^{1)*};Veronika Kusdiartini²⁾; Citra Rizkiana³

No	Perihal	Waktu
1.	Bukti Konfirmasi submit artikel yang disubmit	Maret 2026
2.	Bukti konfirmasi review dan hasil review pertama	April 2026
3.	Bukti konfirmasi artikel accepted dan published	Juni 2026

1. Bukti konfirmasi Submit artikel (31 Maret 2026)

The screenshot shows the 'Solusi' journal submission dashboard. The top navigation bar includes 'Back to Submissions'. The main content area is divided into 'Workflow' and 'Publication' tabs. Under 'Publication', there are sub-tabs for 'Submission', 'Review', 'Copyediting', and 'Production'. The 'Submission' sub-tab is active, displaying 'Submission Files' and 'Pre-Review Discussions'.

Submission Files

File Name	Submitted	Type
53576 EVAN - AL.pdf	March 31, 2026	Other
53575 EVAN - Manuscript SOLUSI 2 (1).docx	March 31, 2026	Article Text

Pre-Review Discussions

Name	From	Last Reply	Replies	Closed
Comments for the Editor	8evanmarcell8	-	0	☐
Pre-Review	bunga26	8evanmarcell8	4	☐

2. Bukti Konfirmasi Review & Review Pertama

a. Review (6 Mei 2026)

The screenshot shows the 'Solusi' journal submission dashboard with a 'Notifications' modal window open. The notification states: 'Your submission has been sent for review' dated 2026-05-06 08:55 AM. The notification text reads: 'Dear EVAN MARCELLINO GENDRA, I am pleased to inform you that an editor has reviewed your submission, Inovasi Produk dan Keunggulan Bersaing pada Kerajinan Tradisional Teng-Tengan: Peluang dan Tantangan, and has decided to send it for peer review. An editor will identify qualified reviewers who will provide feedback on your submission. This journal conducts double-anonymous peer review. The reviewers will not see any identifying information about you or your co-authors. Similarly, you will not know who reviewed your submission, and you will not hear from the reviewers directly. You will hear from us with feedback from the reviewers and information about the next steps. Please note that sending the submission to peer review does not guarantee that it will be published. We will consider the reviewers' recommendations before deciding to accept the submission for publication. You may be asked to make revisions and respond to the reviewers' comments before a final decision is made. If you have any questions, please contact me from your submission dashboard. Bunga Aditi'.

Notifications

Your submission has been sent for review

2026-05-06 08:55 AM

Dear EVAN MARCELLINO GENDRA,

I am pleased to inform you that an editor has reviewed your submission, Inovasi Produk dan Keunggulan Bersaing pada Kerajinan Tradisional Teng-Tengan: Peluang dan Tantangan, and has decided to send it for peer review. An editor will identify qualified reviewers who will provide feedback on your submission.

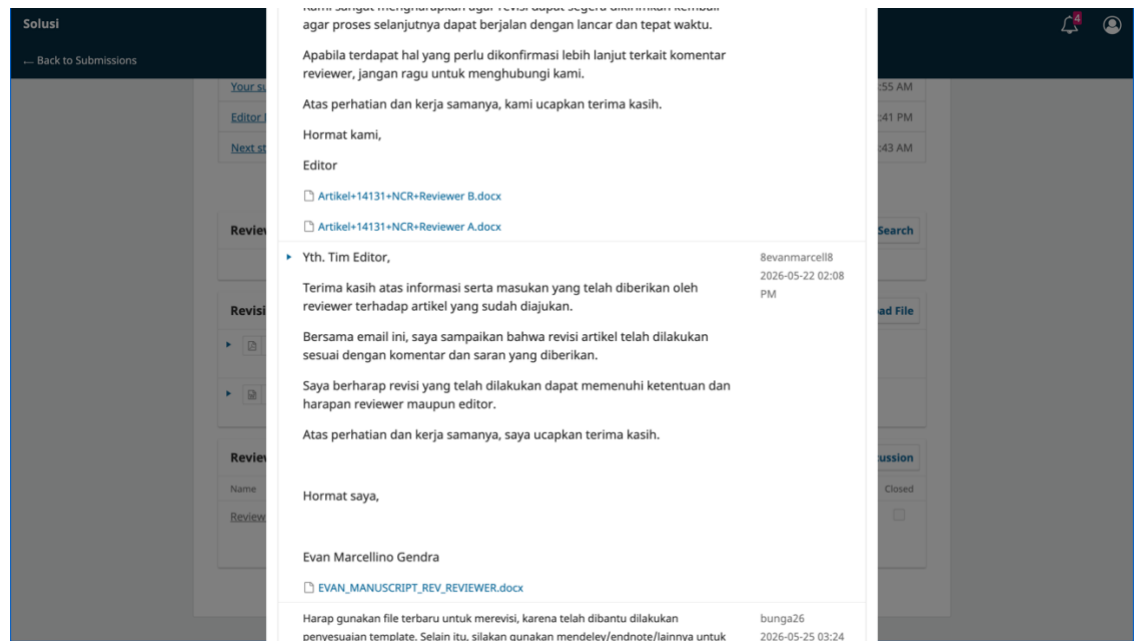
This journal conducts double-anonymous peer review. The reviewers will not see any identifying information about you or your co-authors. Similarly, you will not know who reviewed your submission, and you will not hear from the reviewers directly. You will hear from us with feedback from the reviewers and information about the next steps.

Please note that sending the submission to peer review does not guarantee that it will be published. We will consider the reviewers' recommendations before deciding to accept the submission for publication. You may be asked to make revisions and respond to the reviewers' comments before a final decision is made.

If you have any questions, please contact me from your submission dashboard.

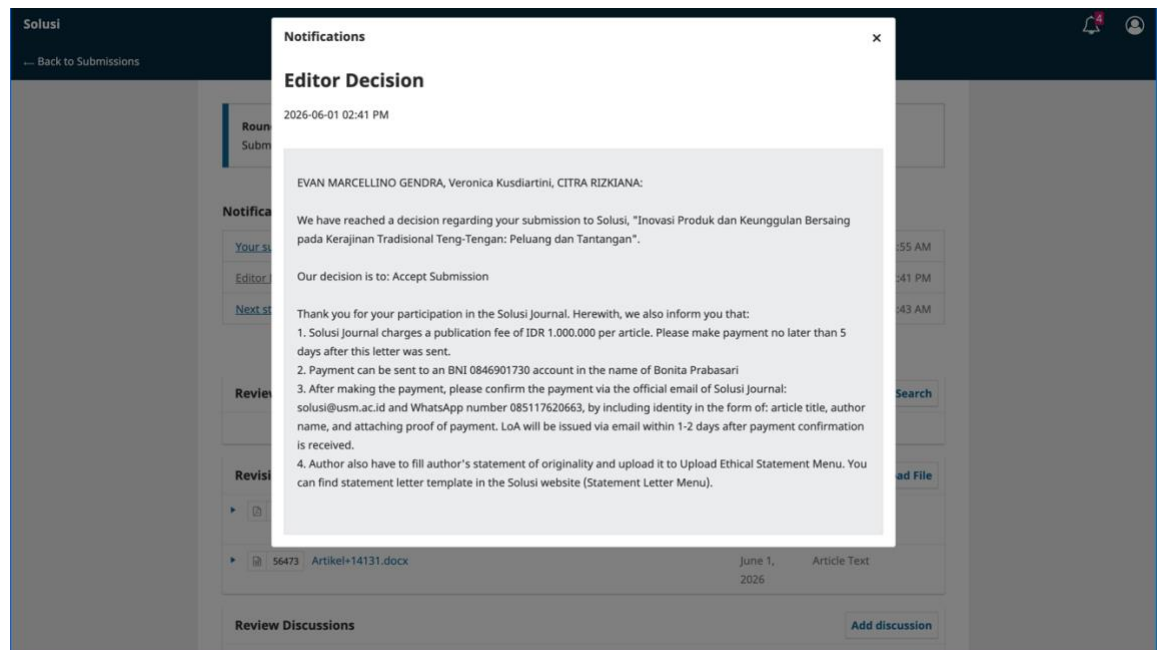
Bunga Aditi

b. Review Pertama (6 Mei 2026)



3. Bukti Konfirmasi Accepted dan Published

a. Accepted (1 Juni 2026)



b. Published

Inovasi Produk dan Keunggulan Bersaing pada Kerajinan Tradisional: Peluang dan Tantangan

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DOI: <https://doi.org/10.26623/sjsi.v24i2.14131>

Abstract

Penelitian ini mengkaji kontribusi inovasi produk dalam menciptakan keunggulan bersaing pada industri kerajinan tradisional Teng-Tengan di Kota Semarang. Di tengah penurunan minat konsumen terhadap produk tradisional, studi ini menegaskan pentingnya inovasi yang tetap menjaga nilai serta identitas budaya sebagai strategi untuk mempertahankan keberlangsungan usaha. Penelitian dilakukan dengan pendekatan kuantitatif yang melibatkan 206 responden. Hasilnya menunjukkan bahwa secara simultan inovasi produk berpengaruh signifikan terhadap keunggulan bersaing. Selanjutnya secara parsial, diversifikasi dan keunikan produk memberikan pengaruh positif dan signifikan, dengan diversifikasi sebagai faktor yang paling dominan. Sementara itu, kreativitas produk

 PDF

Published
2026-06-01

Issue
[Vol. 24 No. 2 \(2026\): April](#)

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