



Implementation of Product Design and Digital Marketing in the New Normal Period to Support the Increase of State Foreign Exchange in Leather Craft Products MJoint Yogyakarta

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Abstract. The Covid-19 epidemic has had an impact on people's life. The enactment of social restrictions, and the fewer people who travel out of the house, cause various activities to be done remotely. This shift in life behavior, has a very significant impact on business people, especially the fashion business. This is also experienced by MJOINT (Mandiri Jogja International) which produces various leather craft products under the name Bucini. No doubt, this pandemic decreased sales turnover by 50%. As a state foreign exchange contributor and active activist who always conducts local community empowerment activities, Bucini's leadership feels the need to conduct research and evaluation by establishing cooperation and partnerships with Ministry of Research, Technology, and Higher Education in the *Matching Fund* 2021 program which among others aims to innovate and create design, so as to produce products that are really desired, needed and cause interest for consumers to buy immediately. However, no matter how good the design and design of the product produced, it will mean nothing if it is not balanced with the appropriate digital marketing strategy. Shifting the *offline* purchase model to *online* requires Bucini leaders to be able to convey product messages through digital messages, both through images/videos and strategic *copywriting* techniques. The achievement of *matching fund* activities in 2021, is the implementation of product design innovation so that the products produced in accordance with market segmentation, recognizing potential market segmentation, overcoming the decline in market share experienced by partners (as a result of Covid 19). So as to increase the welfare and standard of living of the community and ultimately can help increase the country's foreign exchange. The *Matching Fund* program is a government policy for the implementation of Independent Campus and Freedom to Learn. This program increases the opportunities of Ministry of Research, Technology, and Higher Education to collaborate with the Industrial World Business World, direct and mobilize active and creative initiatives throughout the academic community, to innovate, share knowledge and technology with the industrial world, play an active role in improving the welfare of the community

and increasing the country's foreign exchange. Students can carry out Freedom to Learn through their participation in the direct activities of Independent Campus in the industrial world, have experience and creativity in finding problems as well as the process of solving problems.

Keywords: Product Design · Potential Market Segmentation · Digital Marketing · Leather Craft

1 Introduction

Mandiri Jogja Internasional or mostly known as MJOINT began its leather craft products in a garage in the village of Rejowinangun, Kotagede, Yogyakarta, since June 1, 1997 by Rico Yudi Asmoro. Initially, the company sold its products by exporting products to several countries such as America, Japan, the Netherlands, and Australia. As time went on and the company grew bigger, there was a demand for local markets so that the products began to be sold in Indonesia under the BUCINI trademark. MJOINT seeks to empower local potential, including human resources to be able to participate so that it can build a creative economy in accordance with the company's mission, as well as improve the welfare of the community around the company to further contribute to increasing the country's foreign exchange. Therefore, MJOINT cooperates with local residents to support the production process.

It is recorded in the company data, that the turnover before and during the pandemic is as in the following Table 1.

From these data, it appears that the pandemic resulted in a decrease in company turnover by up to 50%. This triggers potential risks. When the company is unable to survive, the company will experience bad loans, layoffs, bankruptcy, and supply and demand drop which in turn has an impact on the decline in the contribution of the country's foreign exchange. This condition forces the company to collaborate with universities to evaluate various things that might be done in an effort to improve the condition of the company's market share so that a significant impact is obtained in maintaining the company's existence in the New Normal period.

For MJOINT, this situation provides an opportunity to carry out digital business by utilizing digital marketing. When compared to traditional marketing, digital marketing offers several advantages and benefits, including:

Table 1. Mandiri Jogja International Turnover Data

Year	Turnover (IDR)
2018	16.712.812.720
2019	19.293.234.715
2020	8.910.942.648

- a. Rapid deployment. Marketing plans utilizing digital media may be implemented extremely fast, even in seconds, and can be properly assessed in real time;
- b. Ease of assessment. The outcomes of marketing initiatives may be promptly understood by employing internet media. Information such as how long the product was watched for, how many individuals viewed it, what % of sales conversions were attributed to each ad, and so on. After having this information, the corporation can determine which adverts are effective and which are not, and therefore they may be rectified promptly for the following period;
- c. Enhanced range. Companies having a broad geographical reach may use the internet to distribute their brand or product all over the world in just a few simple steps;
- d. Cheap and efficient. Digital marketing is significantly less expensive and more successful than traditional marketing. According to Gartner's Digital Marketing Spend Report (2020), small businesses may save up to 40% on digital marketing, and 28% will switch since it has shown to be more successful; and
- e. Create a brand name. Digital marketing assists businesses in developing a strong brand. The existence of cyberspace in conjunction with the existence of a firm brand is critical because customers will conduct an internet search before purchasing a product.

Based on this description, the formulation of the problem is designed as follows:

- a. As in similar industries that face a tight competitive environment, market problems, marketing problems, efficiency problems especially during this pandemic, MJOINT also faces similar problems. What digital marketing model/platform is appropriate for the buying and selling process to occur.
- b. On the other hand, product design, model, style, colour and price also determine the occurrence of market penetration and in accordance with the desired target market. Product evaluation and research needs to be done to produce quality leather products that can support appearance. Furthermore, the implementation of product designs such as what is most in demand by consumers according to conditions, seasons, trending and so on.

2 Purposes of the Matching Fund Program

The research is an implementation one that has a formulation and purpose to solve the problems faced by partners in the leather fashion industry. Through the formulation of the right goals, it is hoped that this activity can provide solutions needed by partners. With a research focus on product marketing empowerment models that are in accordance with market orientation and segmentation, both local and international markets, so that market share can be well maintained, in order to further encourage an increase in the country's foreign exchange in the new normal period.

The contribution of this research to partner institutions/ Industrial World Business World is structured and sustainable through community service activities and advanced research. In detail, the contribution of this research can be described in Table 2.

Table 2. Research Contribution

No.	Research Contribution/Activities
For Partners/Industrial World Business World	
1	The Matching Fund Program helps to overcome the decline in market share experienced by Partners (as the Impact of Covid-19)
2	The existence of partners who involve the surrounding community in the production process is an opportunity for the Matching Fund Program to improve the welfare and standard of living of the community and ultimately increase the country's foreign exchange.
3	The Matching Fund program supports product design innovation so that the products resulted are in accordance with market segmentation
4	The Matching Fund program supports market share expansion using several digital marketing platforms that are in line with the target market
5	Through the Matching Fund program, partners can identify potential market segmentation for each resulting product.
For Lectures	
1	Proving the relationship between the marketing mix (product, price, promotion and place) and consumer buying interest.

(continued)

Table 2. (continued)

No.	Research Contribution/Activities
2	Through the Proposed Matching Fund Program, it is hoped that government policies for the implementation of Independent Campus and Freedom to Learn can increase opportunities for collaboration with Industry.
3	The Matching Fund program is a strategy that can direct and mobilize active and creative initiatives of the entire academic community, to innovate, share knowledge and technology with the industrial world, to play an active role in improving people's welfare and increasing the country's foreign exchange.
4	Matching Fund Program Through training and mentoring carried out until the transfer of social technology from the research team to partner institutions
5	Through the Matching Fund program, students become more experienced, hone their creativity and entrepreneurial spirit
6	Transfer of knowledge, knowhow, skills and science directly
For Students	
1	Implementing Independent Learning through its participation in the direct activities of the Independent Campus in the industrial world
2	Students have experience and creativity in finding problems as well as problem solving processes
3	Students are able to transfer science and techno share

3 Roadmap and Program Design

This digital-based marketing empowerment research for leather products departs from state of the art or conceptualized, systematic, purposeful and sustainable research. Research on digital marketing models, marketing mix and consumer buying interest in leather and market-oriented products begins with the development of information technology that is relevant to product marketing. Various previous research results are used as sources and references in this study.

The research mostly examines common problems faced, including market access, both domestic and international markets, increasingly fierce and intense competition between domestic business entities and competition with business entities from other countries, which forces domestic producers to perform various kinds of activities. Breakthrough in product marketing. This situation has also become even more difficult with the emergence of the COVID-19 pandemic. The pandemic situation has a serious impact on all business people. Economic growth slowed, in some sectors stopped or even negative. Not a few companies that have to close their business. This happened because people's visits to various shops, outlets, stalls and its kinds decreased drastically. Hence, one of the solutions offered to solve marketing problems in these business entities is to build a digital marketing system.

The downstream/commercialization plan for research collaboration that is expected to result from this research is a digital marketing model that is suitable to be applied to entrepreneurs producing fashion products with standard quality up to export quality. The model intended is a model that is efficient, easy to understand, easy to use, effective, flexible and provides an effective means of communication between sellers and buyers with several language choices.

The plans for the adoption of science and technology from universities for research collaborations that can overcome the problems faced by partners include the application of information technology in the form of digital marketing, the concept of a marketing strategy that is tailored to the needs of online marketing and the characteristics/innovation of the resulting product. In this context, the concept of product design is also applied that meets consumer needs and market demands, both domestically and internationally, while still paying attention to the company's vision and mission as a Green Industry by implementing an environmentally friendly system.

The adoption of science and technology from universities as described above is also a solution or answer to the problems faced by partners today, namely marketing and product design. Broadly speaking, the stages that have been and will be carried out by researchers are described in a road map presented in Fig. 1 above. Based on this Fig. 1, researchers have conducted several relevant studies, both basic and applied researches.

Business plans for the start-up built by student universities in collaboration with Industrial World Business World and by students in collaboration with alumni and Industrial World Business World under the supervision of lecturers include (a) how to manage digital-based marketing systems including system maintenance and upgrades in accordance with technological developments and changes in the business environment, (b) a product development strategy that always adapts to market needs without leaving the company's vision and mission as a green industry, and (c) continuous improvement in business management.



Fig. 1. Research Road Map

4 Methods and Program Implementation

The main focus of this research is solving digital marketing problems and developing products according to market needs, domestic and international. Digital marketing development is a business model that is most suitable for technological developments, market developments, business environment developments, changes in consumer behaviour, and is also suitable to be applied during a pandemic. It is hoped that this business model will not only be a short-term solution, but also be a mainstay in managing the business in the future, so that this model will not only make the company exist, but also be able to make the company win the competition with any business entity at any market level.

Development research refers to Borg and Gall (Pratiwi et al., 2020) the steps of development research are: (a). Research and data collection; (b). Planning; (c). Product development; (d). Initial product trials; (e). Initial product refinement., (f). Wider field testing; (g). Refinement of the product of field test results; (h). Final product trial; (i). Revision or improvement of the final product; (j). Dissemination and implementation. Data obtained by several methods as follows:

- a. Interview with partners.
- b. Focus group discussion with partner entrepreneurs. The questions that became the subject of the FGD were what caused the problem, looking for a solution to the problem, designing a solution and implementing it.
- c. Field observations.

In detail, the program implementation steps are presented in Table 3.

Table 3. Program Implementation Method

Fields	Implementation Methods
Design Innovation Product	<ul style="list-style-type: none"> – Evaluate partner products/outputs, suitability with market segmentation, and consumer tastes – Conducting procurement and a series of trainings to hone creativity and product innovation referring to market segmentation and tastes. – Provide assistance to the design of the results of innovation and product development. – Evaluate and provide assistance on product design innovations that are produced based on market response.
Management and Finance	<ul style="list-style-type: none"> – Prepare budgets and calculate product prices based on production costs and all costs incurred in these products. – Carry out a series of training and assistance in the preparation of organizational and financial structure and design.
Digital Marketing	<ul style="list-style-type: none"> – Conducting research and evaluation on the marketing system used lately. – Conducting procurement and a series of trainings for digital advertising including copywriting, image and video editing. – Conducting a series of trainings on the use of several digital marketing platforms in accordance with product design, price and market segmentation. – Assisting in the use of digital marketing with the main platforms based on Facebook (FB, Instagram, WhatsApp Business) – Provide assistance in the use of digital marketing with the main platform based on Google (Google My Business, various marketplace platforms, websites, use of the Google Play application, YouTube) – Evaluating digital marketing methods implemented with the Matching Fund program

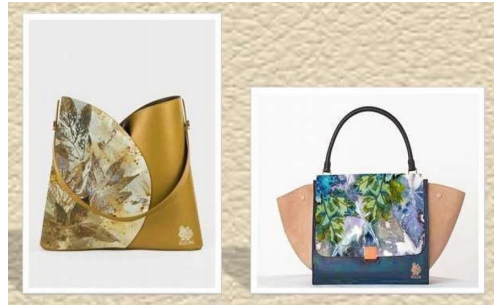


Fig. 2. Results of Bucini's-MJoint Creativity with the Slow Fashion Concept

5 Activity of Product Design Innovation

5.1 Areas of Product Design Innovation

The activity begins with evaluating partner products/outputs, suitability with market segmentation, and consumer tastes. Furthermore, a series of trainings were conducted to hone creativity and product innovation referring to market segmentation and tastes. Although training has been carried out, assistance is also provided for the design of the results of innovation and product development. Then, evaluation and assistance were held on product design innovations that were produced based on market response. Recommend our products compared to other factory/industrial products.

The peculiarities applied by Bucini MJoint are the use of eco-print on original (genuine) leather, using natural dyes and carrying the concept of slow fashion in the bag design, where the creation of this original leather bag design takes geometric shapes such as rectangles, circles, triangles, and so on. The result of this creativity and creativity are presented in Fig. 2 below.

Design is a framework/product design to be made. This design is very influential on the production process and maintenance. As we know that the main function of the bag is to carry equipment that supports activities outside the house. Nevertheless, the development of mode and fashion shows that bags also function in adding aesthetic value, appropriateness, and even social prestige/class. It takes creativity, inventiveness and initiative, as well as innovation in designing it. Fig. 3 below illustrates the results of the evaluation of innovation and product design (Table 4).

The following Fig. 3 is the flow of thought that forms the basis for producing.

Design Thinking is a human-centered approach to innovation that integrates people's needs as users, technological possibilities, and corporate success criteria. Design Thinking is based on a strong desire to understand the people for whom a product or service is intended. This allows the designer to watch and empathize with the target user. There are five stages in Design Thinking, including:

- **Empathize:** at this stage, the thing to do is to empathize. Conduct research or inspiring studies to build knowledge about what users think, the function of the designed product and the value of beauty for its appearance. That is, the designer must be able to put himself in the user's point of view.

Table 4. Product Design and Innovation Evaluation Results

No.	Activities	Implementations	Activity Implementation Result	Constraint	Completion Plan
1	Evaluate partner products/outputs, suitability with market segmentation, and consumer tastes	22 September–16 October 2021	Resulting products that are of interest to the target market (local, regional, national, international) Resulting products that are comfortable to use by consumers	No	Done
2	Conducting a series of trainings to hone creativity and product innovation referring to market segmentation and tastes	22 September–16 October 2021	Yield products that are of interest to the target market (local), regional, national, international) Yield products that are comfortable for consumers to use	No	done
3	Provide assistance to the design other results of innovation and product development	22 September–16 October 2021	Provide assistance in conducting training activities and product innovation practices (labelling and eco-print)	No	Done
4	Evaluate and provide assistance on product design innovations that are produced based on market response	22 September–16 October 2021	After the innovative product has been marketed, an evaluation of the response is carried out according to the target market	No	done

- Define: is the stage where the designer and the team look for solutions by changing the business model from fast to slow fashion by simplifying the shape of the bag,

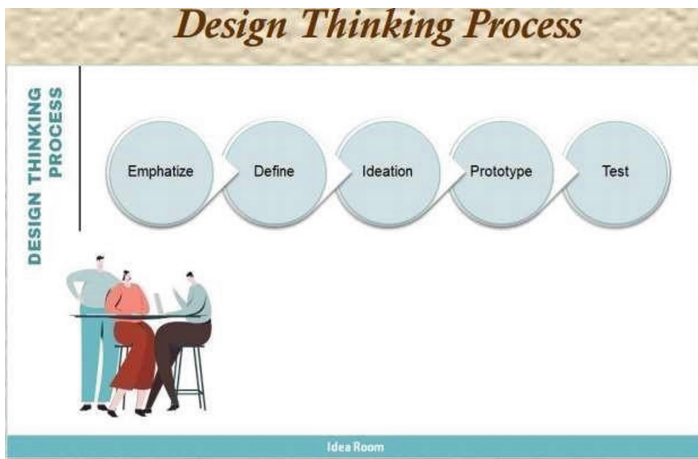


Fig. 3. Thinking Space and Flow of Mind in Creating Designs

such as using minimal design elements so that the bag can be used at various events at once.

- **Ideation:** is the process of generating broad ideas/ideas about certain models or functions. The innovation focus should be based on the user perspective, their needs and insights. The foundation of this process is: each team member is free to express ideas without being evaluated, each idea must be documented, the collaboration of designers with the team spurs diverse ideas. The method that is often used in the Ideation stage is brainstorming, the implementation of which includes the following activities: sketching the bag design, perfecting the selected bag design image and then making a pattern.
- **Prototype:** commonly referred to as a prototype, is the initial form of a design. In design thinking, prototypes are made before development or before the design results are mass produced. Its application in the manufacture of bag products, includes pattern making, cutting, sewing and assembling. The purpose of the prototype is to speed up the final execution of the product design by taking into account the feasibility of the target object or user.
- **Test:** in making trial bag products, it can be done in a simple way, namely asking someone to use the product and asking about the comfort of the user.

Broadly speaking, the process of making leather bags is described in Fig. 4 below.

5.2 Managements and Finance Field

The implementation of training and assistance the preparation of organizational structure and design and finance became the beginning of activities in the field of management and finance. Furthermore, training was held for budgeting and calculating product prices based on productions cost and all cost incurred in these products. This training is important, so that business people can manage their company's finances, conduct profit and

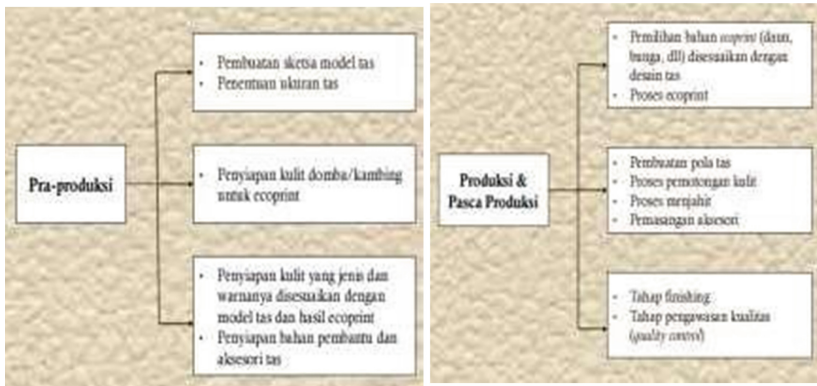


Fig. 4. Stages of Bag Making

loss analysis so that they can plan finances both equipment investment, product expansion, repayment of accounts payable to reserve funds in the form of business savings (not personal savings). The following Table 5 is the result of the evaluation in the field of management and finance.

5.3 Digital Marketing Fields

As the spearhead of a business organization, marketing methods are the mainstay of every business entity. The initial stage of digital marketing activities is carried out by conducting research and evaluation of the marketing system used so far. Furthermore, procurement and a series of trainings for digital advertising include making copywriting, editing images and videos. Supported by various kinds of training related to digital marketing, product outputs are expected to be absorbed in the market, in order to further increase business turnover.

The impact of the prolonged pandemic has changed one’s habits, including shopping, whether shopping for basic or secondary needs. It takes skill, understanding and patience in using a digital marketing platform, because there are so many media processes that can be used in digital marketing. For local and national scale, Facebook products including Instagram and WhatsApp still occupy the top rank in terms of users, next followed by Google products include websites, landing pages, YouTube, and so on.

Proper research is needed on what media will be used to market products in accordance with the target market. It could be different products, designs, prices, lead to different market segmentation. If this happens, then the answer must be that the digital marketing media used will be different. Table 6 below is the result of the evaluation of digital marketing activities.

This digital marketing method has many advantages compared to conventional marketing methods, including:

- It doesn’t really need a physical store to display products, just a virtual store that automatically it cuts the cost of building physical investment, saves on labour usage,

Table 5. Management and Financial Evaluation Results

No.	Activities	Implementations	Activity Implementation Result	Constraint
1	Prepare a budget and calculate product prices based on production costs and all costs incurred in these products	22 September–16 October 2021	The budget calculation includes inputs (raw material costs, taxes, etc.), processes (processing costs), outputs to outcomes (meaning the selling price of the product).	No
2	Carry out a series of training and assistance in the preparation of organizational and financial structures and designs.	22 September–16 October 2021	Assistance to the organization, in order to have optimal and rational management capacity human resources	No

and automatically saves electricity fuel usage. Meanwhile, the physical store relies on people/guests/buyers coming,

- The virtual store through digital marketing and appropriate advertising methods, is present in front of potential consumers. This is what is called as proactive services. There is no need to wait for consumers who need products, but as if ‘seducing’ potential consumers to immediately buy our products. The consequences of ‘seducing’ are played by the use of images, videos and proper copywriting, resulting in a call to action in the form of a buy/shop or enter a basket, then immediately process the purchase transaction by transferring funds equal to the product price plus shipping costs.

Table 6. Result of the evaluation of digital marketing activities

No.	Activities	Implementation	Activity Implementation Results	Constraints	Completion Plan
1	Product Design Field Test	10 September 2021	Consumers are more interested in the results of eco-print innovation designs on leather that have been applied to bags and shoes products	Production in large quantities requires large equipment. So that big capital is needed for the procurement of furnaces, boilers, bairns/buckets	Proposed a grant for equipment procurement through the National Research and Innovation Agency
2	Product Marketing Method Field Test	10 September 2021	It was concluded that the method of using Digital Marketing used was not in accordance with the blue print platform, so that brand awareness and consideration did not succeed in getting the desired results.	Marketing officers do not yet have adequate skills and strategies in carrying out Digital Marketing	Training on the use of Digital Marketing was carried out, starting from the beginning, namely editing images so that they could really invite shopping eyes for the internet users
3	Training on the importance of Digital marketing and basic training on making online advertisement (eye catching)	10 September 2021	The training participants understand that in digital marketing, it is necessary to prepare an awesome strategy, starting from the images that will be displayed, copywriting, and advertising methods that are suitable for the products	The training is carried out offline and online for participants who took part in the online training, this activity experienced a bit of a problem, due to the training videos which were difficult to share via zoom.	<ul style="list-style-type: none"> - Materials in the form of videos have been distributed to training participants, to study - Provided discussion forums and questions and answers through WA groups.

(continued)

Table 6. (continued)

No.	Activities	Implementation	Activity Implementation Results	Constraints	Completion Plan
4	Still image design/editing	12 September 2021	The trainees have design and image editing skills	Training participants need to increase their activity, so that their creation can be varied (not monotonous)	The participants have to see the posts/ads/edits/designs/circulating often, so that they can increase the variety of creativity
5	Online advertising training, motion picture editing	6 October 2021	Participants understand the importance of eye-catching in digital advertising so that consumers who know about Bucini's products from internet facilities are interested (able to make shopping eyes)	Participants need to practice often so that their creations are diverse, right on target, interesting and immediately CTA (Closing) is done	The assistances are carried out continuously
6	Training compiling copy writing and determining selling methods (hard/soft)	6 October 2021	Participants can do copywriting according to the desired advertising model	It takes creativity to compose words and sentences, so that advertisements are not monotonous	Continuous training is carried out, and always accompanied by the trainers, both in terms of taking photos, editing images and compiling copywriting
7	FB accounts ownership training, fanpage, ID, WA Business features), GMB accounts, youtube	7 October 2021	FB, IG, WA business and FB fanpage accounts for the use of FB ads have been implemented and owned	Their response is still too slow. It is indicated by the number of comment and inboxes from potential customers (both viaFB/IG) which are Ignored (not immediately responded/answered) by the Customer Services.	Active customer response is very much needed in using the digital marketing platform. Because competitor are more visible and open easily. If customer service is slow respond, consumers can easily switch to buying products from competitors. This has explained to Bucini Customer Service

(continued)

Table 6. (continued)

No.	Activities	Implementation	Activity Implementation Results	Constraints	Completion Plan
8	Facebook ads training	7 October 2021	Training FB ads based on the FB blueprint. Differences in the use of brand awareness, consideration, and conversion. Understanding the different uses of those three, as well as the strategies needed to use the three advertising objectives		
9	Google ads (adsense) training	8 October 2021	Training to understand the different google platforms with FB, both in the use of GMB and YT	Innovation and creativity in ad editing, advertising objectives and advertising strategies are still low	Frequent practice and mentoring is needed all the time
10	Practice online advertising	8 October 2021	Carrying out FB ads	There are still frequent mistakes, both in selecting advertising objectives, targeting consumers, determining CTA, and calculating the area of the advertising target compared to the advertising budget	Frequent practice of using FB ads must be carried out so that participants are skilled in using the advertising objectives and strategies use in each products.

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