

Digital Marketing Assistance and Local Product Innovation: Development of the Village Micro Business Sector in Ponorogo

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Abstract

Competition in the snack industry has its own attraction for manufacturers which has a big impact on consumers in choosing products. This level of competition does not only occur among large companies, but also in the small and medium enterprises (MSMEs) sector, as for effective ways to conduct business competition that attracts the attention of consumers by utilizing digital marketing. This strategy is very relevant to be applied in the era of the industrial revolution 5.0 The implementation of this service activity aims to explore the application of digital media as an appropriate marketing tool in business competition that is able to strengthen the competitiveness of culinary MSMEs in villages in Ponorogo. This community service using the ABCD (Asset Based Community Development) method to carry out community service based on strength and potential method that uses a thematic approach consists of three primary stages, namely the socialization, mentoring, and evaluation monitoring stages. The results of this activity show that the use of digital marketing as a promotional tool by one of the local MSMEs, Anna Snack in Nampan Village, is still limited. However, with the implementation of digital marketing strategies through platforms such as e-commerce and social media, there has been a significant increase in the understanding and skills of MSME actors. This activity has proven to have a positive impact in increasing marketing targets and strengthening the image of snack MSMEs on social media, which contributes to increased sales. The use of digital media as part of the MSME marketing strategy can continue to be developed to have a positive impact on global economic growth

Keywords - Assistance, digital marketing, MSME product innovation

Abstract

Persaingan di industri makanan ringan memiliki daya tarik tersendiri bagi produsen yang berdampak besar bagi konsumen dalam memilih produk. Tingkat persaingan ini tidak hanya terjadi di kalangan perusahaan besar, tetapi juga di sektor usaha kecil dan menengah (UMKM), adapun cara efektif melakukan persaingan usaha yang menarik perhatian konsumen dengan memanfaatkan digital marketing. Strategi ini sangat relevan untuk diterapkan di era revolusi industri 5.0 Pelaksanaan kegiatan pengabdian ini bertujuan untuk mengeksplorasi penerapan media digital sebagai alat pemasaran yang tepat dalam persaingan bisnis yang mampu memperkuat daya saing UMKM kuliner di desa-desa di Ponorogo. Metode pengabdian kepada masyarakat ini menggunakan ABCD (Asset Based Community Development) dengan pendekatan pengabdian tematik yang terdiri dari tiga tahapan utama, yaitu tahapan pemantauan sosialisasi, pendampingan, dan evaluasi. Hasil dari kegiatan ini menunjukkan bahwa pemanfaatan digital marketing sebagai alat promosi oleh salah satu UMKM lokal, Anna Snack di Desa Nampan, masih terbatas. Namun, dengan penerapan strategi digital marketing melalui platform seperti e-commerce dan media sosial, telah terjadi peningkatan pemahaman dan keterampilan pelaku UMKM yang signifikan. Kegiatan ini terbukti memberikan dampak positif dalam meningkatkan target pemasaran dan memperkuat citra UMKM jajanan di media sosial, yang berkontribusi pada peningkatan penjualan. Pemanfaatan media digital sebagai bagian dari strategi pemasaran UMKM dapat terus dikembangkan untuk memberikan dampak positif bagi pertumbuhan ekonomi global

Kata kunci - Pendampingan, pemasaran digital, Inovasi produk UMKM

INTRODUCTION

Nampan Village is one of the villages in Ponorogo where the majority of its residents are farmers. The women are also involved as farmers and housewives. The existence of many abundant natural products from the village is a good business potential for its residents, like many other villages in Ponorogo, Nampan village has business potential in the form of MSMEs (Micro, Small, and Medium Enterprises) from its abundant natural products and local flavor heritage. In the midst of global economic dynamics and ongoing digital transformation, it is important for MSMEs in Tampan Village, Ponorogo to be able to compete effectively in an increasingly competitive market. According to May Shinta, in her writing, it is stated that if there are more business actors in the market, then the greater the level of competitiveness in the market. (Retnowati dkk., 2022) Nampan Village is a place for a variety of Micro, Small, and Medium Enterprises (MSMEs) from various fields, such as culinary, fashion, and services. However, the majority of MSME players in the snack sector still rely on traditional marketing techniques, which are no longer as effective as in today's digital age. However, advances in digital technology offer new opportunities for MSMEs to promote their products via the internet, with social media as one of the most potential digital marketing instruments. (Suhada Setiawan, 2025)

One way to strengthen the position of competitive MSMEs, especially those engaged in the food sector, is to implement digital marketing media. In addition, digital marketing is able to introduce products, increase interest in buying from consumers and be able to optimize turnover and maintain a sustainable business. (Widagdho dkk., 2024) Digital marketing media has become an important tool in marketing strategies in today's digital era. By utilizing online platforms such as social media, websites, and digital advertising (e-commerce), MSMEs are able to connect to a wider market, increase brand visibility, and expand the reach of potential customers. However, the use of digital marketing media in the context of MSMEs in rural areas is still not widespread and often faces challenges such as limited accessibility and digital skills. (Syukri & Sunrawali, 2022).

In addition to its low cost and ease of use, social media also allows for direct interaction with potential buyers. Social media is an interactive platform that is able to generate, promote and increase business revenue through effective dialogue. Therefore, understanding and applying social media in the marketing strategy of snack MSMEs in Nampan Village is becoming increasingly important in facing the challenges of the current digital era. (Novitasari, 2022) Therefore, this community service activity aims to strengthen the potential of resources in nampan village through the explicit and implementive local business of MSMEs through digital marketing media to support and strengthen the competitiveness of food MSMEs in Nampan Village, Sukorejo District, Ponorogo Regency. By identifying effective digital marketing strategies and overcoming existing obstacles, not only that, in this mentoring the service team will provide ways to innovate MSME products so that they become sustainable and growing businesses. It is hoped that culinary MSMEs in Tampan Village, Ponorogo can increase their competitiveness, expand market share, and overall, improve the economic welfare of the local community.

METHOD

The object of this service was carried out in Nampan village with one of the local businesses that has complete resource potential, namely Anna Snack MSMEs. This MSME is engaged in local snack products, namely tempeh chips and banana chips, this Anna Snack MSME is owned by a housewife who has been producing since 2019 until now. For now, workers from MSMEs are still limited to owners, because MSMEs are not able to provide large capital (Suhada Setiawan, 2025) This lack of capital also affects the expansion of product marketing which is still limited to local, so through the availability of resources in MSMEs, Anna Snack needs assistance from the service team in order to increase profits so that the value of capital and welfare for the residents of Nampan village can increase.

Therefore, the potential-based community service method in Nampan village can be strengthened through Asset Based Community Development (ABCD) or can be interpreted as doing

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community service based on strength and potential.(Kobayashi dkk., 2020) The inventor of this method, John McKnight, taught a very good aphorism, No Body Has Nothing. Or in Islamic circles, it is widely known that the statement of *likulli syai'in maziyyah* or everyone has advantages. The ABCD approach allows the community to build their village with the strength that already exists in the community without depending on help from outsiders according to thematic approach. In the thematic approach carried out by the community service team that focuses on digital marketing, this thematic is a continuation of the previous service carried out by the Suyoto et al service team which was then completed by this advanced service team.(Suyoto Arief dkk., 2024)., the planned activities will include direct observation in the field and interviews with snack MSME owners in Nampan Village, Ponorogo. The focus of these observations and interviews will be on two important things: the number of weekly sales and the estimated number of orders and buyers who come to the MSMEs. The implementation of this community service is as follows:

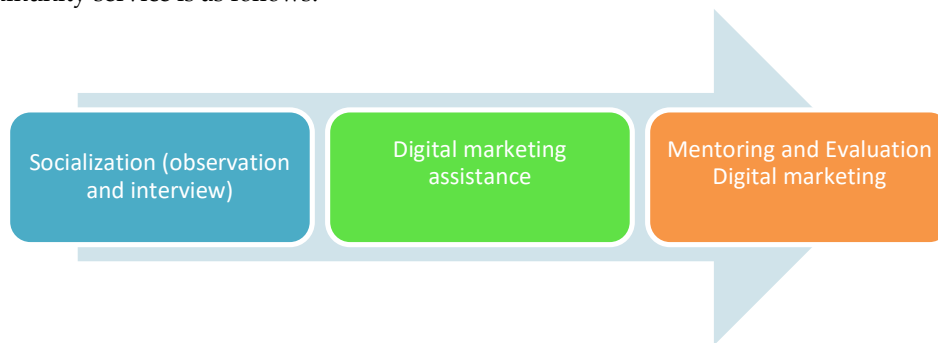


Figure 1.
method of implementation of Community Service

The first steps is socialization about digital marketing. This activity consists of two important aspects of activities, namely; First, observation was carried out to directly record the sales results per week from culinary MSMEs that are the subject of service activities. This steps is the basis for the service team to measure the effectiveness of this service practice, so that at the next stage there is a change in income after the assistance is carried out. This data will be recorded systematically to obtain an accurate picture of the sales performance of the MSMEs. The interviews will be conducted by Product MSME owners to get more information about the estimated number of visitors who come each week. The interview will cover topics such as customer visit patterns, product preferences, as well as the challenges faced in marketing their products.

In the second stage, the Community Service team will provide direct assistance to culinary MSME owners regarding the use of social media, especially the creation and management of Instagram accounts. During the mentoring, the Community Service Team will explain in detail the concept and marketing strategy using e-commerce media, namely Shopee, as well as provide practical examples to increase the visibility and attractiveness of tempeh chips MSMEs on the platform. With this activity method, it is hoped that MSMEs in Tampan Village, Ponorogo can increase their sales through the implementation of effective marketing strategies using e-commerce media. In addition, the direct guidance provided by the Service Team will help MSMEs to better understand and implement the concept of digital marketing in their businesses.

The third stage is monitoring and evaluation (MONEV), in this activity the service team monitors marketing activities that have been carried out by MSMEs through digital platforms and evaluations of the effects of digital marketing activities carried out so that they have an impact on the profits obtained by MSMEs

RESULT AND DISCUSSION

a. Observation and Problem Identification Stage

Observation of MSMEs will be carried out in March 2025 through direct visits to business locations. This activity aims to identify various problems faced by business actors, especially in running and developing their businesses. Observation is carried out thoroughly by paying attention to aspects of operational, marketing, and business development strategies. This step was taken to obtain a clear picture of the obstacles faced, so that appropriate solutions can be formulated to improve the performance of MSMEs in the region. The results of the observation show that Anna Snack MSMEs in Nampan Village still face obstacles in utilizing digital media as a means of promotion. The lack of use of digital platforms results in the products offered being less widely known, so that the market potential has not been maximized. In fact, in today's digital era, technology-based marketing is very important to increase competitiveness and reach a wider range of consumers. Therefore, efforts to improve digital literacy and online media-based promotion strategies are steps that need to be prioritized so that Anna Snack MSMEs are able to develop and compete in an increasingly competitive market. (Suhada Setiawan, 2025) As a solution to these problems, the community service team provides digital marketing assistance through the creation of social media accounts such as whatsapp business, Facebook, Instagram shopee, tiktik shop for MSMEs anna snack in Nampan Village.

b. Assistance in the use of Digital Media and the creation of an E-Commerce (Shopee) account

The assistance was carried out to ensure that MSME business actors understand the process of creating accounts from social media and its potential use as a promotional tool. This e-commerce was chosen because of its popularity and ease of use in sharing photos and videos, as well as its ability to reach a wide range of consumers. The service team applies to the third of partners, but the optimization of the partner's role is adjusted from the availability of partner resources for the operationalization of social media, such as Anna snack MSME partners using e-commerce such as Shopee as an advertising and promotion medium. (Wijayantini dkk., 2024)

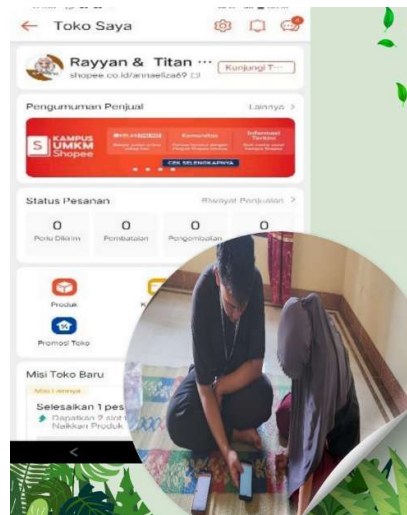


Figure 2.

Assistance in using a Shopee account

Creating a Shopee account is the first step to expanding the reach of marketing digitally. This process begins by registering an account using data relevant to the MSME entrepreneur, such as store name, address, contact number, and information on the product to be sold. After the account is successfully created, the store profile is optimized to look professional and attractive to potential buyers. This includes using a representative profile photo, a clear store description, and

including information about the service and sales policies. With the Shopee account, it is hoped that MSME products can be easier to find by consumers and increase sales opportunities significantly.

At this operational stage of the Shopee account, in order to increase competitiveness and expand marketing reach, Anna Snack MSMEs in Tampan Village, Ponorogo, assisted in training on the use of Shopee accounts. This training aims to equip business actors with the necessary skills in utilizing digital platforms as a means of promotion and sales. This activity was held as a follow-up to the results of previous observations which showed that Anna Snack MSMEs still face limitations in the use of digital media. (Robby Aditya & R Yuniardi Rusdianto, 2023)

The Assisting begins with a basic introduction to the Shopee platform, including the main features available to sellers. Participants were taught how to create a Shopee account with detailed steps, from the registration process to account verification. After the account is successfully created, participants are trained to optimize the store profile to look professional and attractive. This includes using an attractive logo, choosing a memorable store name, and writing a store description that is informative and relevant to the product being sold. Furthermore, the training focuses on effective product upload techniques. Participants were taught how to take attractive product photos with good lighting and clean backgrounds. In addition, they also get guidance in writing clear product descriptions, including information about the ingredients, flavor, and durability of the product. Competitive pricing and strategies for providing discounts and promotions were also conveyed to attract more consumers.

The Assisting It also includes an explanation of the "Shopee Ads" feature that allows MSMEs to market their products more widely through paid advertising. Participants were taught how to set advertising budgets, choose the right keywords, and monitor campaign results to measure the effectiveness of promotions. In addition, the "Shop Vouchers" and "Flash Sale" features were also introduced as a strategy to attract buyers in large quantities. In closing, partners are given guidance on good customer service at Shopee. They are taught how to respond to buyers' inquiries quickly and politely, handle complaints professionally, and keep store ratings high. These steps are expected to help Anna Snack MSMEs build customer trust and increase sales in a sustainable manner. With this training, Anna Snack MSMEs are expected to be able to optimize the use of Shopee as an effective digital platform to increase the visibility of their products. It is also hoped that this training will have an impact on other business actors who want to develop their businesses, this will be a significant first step in business development and increase the competitiveness of Anna Snack MSMEs and other MSMEs in an increasingly competitive market that has an impact on other business actors who want to develop in their business midwives

c. Assistance in the use of mass media channels as advertising and promotion media

In addition to standardizing the use of WhatsApp through shopee MSMEs, anna snack is also assisted in optimizing the use of WhatsApp and Tiktok as an effort to increase digital marketing and expand consumer reach, including conducting training on the use of WhatsApp as a promotional and advertising medium. This training aims to provide an in-depth understanding of effective WhatsApp marketing strategies, so that Anna Snack MSMEs can optimally utilize the platform to increase sales. The training began with an introduction to WhatsApp's main features that can support promotional activities. Participants were introduced to the WhatsApp Business application which has a variety of additional features, such as business profiles, product catalogs, and auto-reply features. By using WhatsApp Business, Anna Snack MSMEs can include store information, operating hours, and product lists with clear photos and prices. This aims to ensure that potential customers get complete and easily accessible information. Furthermore, participants are trained to create attractive promotional content through mass media such as WhatsApp. They are taught how to write persuasive promotional messages, using friendly but professional language. In addition, participants also received guidance on the use of visual media such as

images and short videos that display products in an attractive way. This strategy is expected to attract potential customers and increase sales significantly.

The Assisting also highlights the importance of building good interactions with customers through WhatsApp. Participants were taught how to compose friendly greeting messages, respond quickly to customer inquiries, and handle complaints professionally. In addition, they are trained to take advantage of the "Broadcast" feature in order to send promotions to many customers at once without having to create groups that have the potential to disrupt customer convenience. (Riwoe & Mulyana, 2022) As part of the marketing strategy, participants are also equipped with knowledge about an effective promotional messaging schedule. They are taught to set the right time so that promotions are not considered distracting, such as sending messages in the morning or evening when customers are more relaxed. The use of the "WhatsApp Status" feature was also introduced as an effective way to display the latest product information, attractive promos, or customer testimonials visually and informatively. With this training, Anna Snack MSMEs are expected to be able to use WhatsApp as an effective promotional medium to reach customers more personally. Optimal use of WhatsApp is expected not only to increase sales, but also to build closer relationships with customers, thereby creating sustainable loyalty to Anna Snack products.

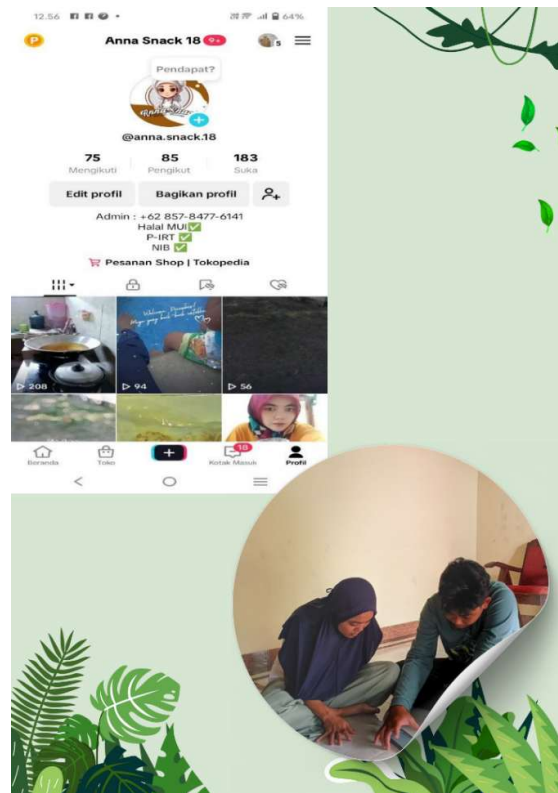


Figure 3.

Assistance in creating and managing mass media accounts

The next stage, namely the use of TikTok shop as a marketing and promotional medium. This assistance begins with an introduction to TikTok as a short video-based platform that is very popular among internet users. Business actors are provided with knowledge about how TikTok Shop works, from creating a seller account to the steps to link products into promotional videos. This training also highlights the importance of optimizing TikTok Shop profiles by including attractive store descriptions, professional logos, and complete product catalogs with clear photos

and prices.(Pusposari dkk., 2024) In addition to the technical aspect, business actors are also trained in creating creative and attractive promotional video content. They were taught how to make short videos that showcase Anna Snack products in an interesting way, such as taking advantage of viral trends, visual effects, and music that is popular on TikTok. Business actors also get tips on how to compose a persuasive promotional narrative by highlighting the advantages of the product, such as distinctive taste, attractive packaging, or quality ingredients used in making snacks. This training also discusses effective marketing strategies on TikTok Shop. Participants were taught about the use of the "Live Shopping" feature which allows sellers to interact directly with customers while promoting products in real-time and honestly. This strategy is considered effective to build customer trust and encourage spontaneous purchase decisions.

As part of the training, business actors are taught to take advantage of the "Analytics" feature on TikTok Shop to monitor the performance of promotional videos and understand audience behavior. By understanding this data, Anna Snack MSMEs can identify trends that consumers like, adjust content strategies, and improve the effectiveness of their marketing campaigns. By participating in this training, Anna Snack MSMEs are expected to be able to optimally utilize TikTok Shop as an innovative and effective promotional medium. Through a creative content-based marketing strategy, Anna Snack MSMEs have the opportunity to increase the visibility of their products, attract new customers, and ultimately drive sustainable sales growth.

d. Assistance in product development and innovation

The next stage is product innovation assistance, so that tempeh chips and banana chips products in MSMEs are still attractive and in demand by consumers. The assistance began with an analysis of tempeh chips and banana chips products that had been produced previously. The accompanying team reviews aspects of taste, texture, packaging, and durability of the product. The results of the analysis show that even though the product has a distinctive taste, there is still an opportunity to add flavor variants to attract more consumers. Therefore, the accompanying team recommends innovation by presenting new flavor variants such as sweet and spicy tempeh chips, barbeque, and balado, as well as banana chips flavored with chocolate, cheese, matcha palm sugar and taro.(Bowo Santoso & Algi Ardiyansyah, 2023) In addition to innovations in taste, mentoring also includes training on more hygienic and efficient production techniques and providing options for different types of product pieces to make them more attractive. Participants were trained to use high-quality raw materials, such as well-fermented tempeh and bananas with variants such as bananas Kepok bananas, plantains, horn bananas, Ambon bananas, and feather plantains. that has an optimal level of maturity. Frying techniques with the right temperature and the use of quality oil are also emphasized to produce crispy, not excessively oily, and have longer durability

In the packaging aspect, Anna Snack MSMEs are given guidance to develop more attractive and informative packaging designs. The new design includes the use of striking colors, clear product labels, and easy-to-read composition and expiration date information. In addition, the use of environmentally friendly packaging was also introduced as a step to support market trends that are increasingly concerned about sustainability issues.(Zahra dkk., t.t.) This assistance also highlights marketing strategies based on product innovation. Participants were taught how to promote tempeh chips and banana chips through social media with creative content that highlighted the uniqueness of the taste and new packaging. In addition, they are given training on how to make attractive promos, such as bundling packages or discounts for purchases in certain quantities to attract a wider range of consumers.(Fakhriyyah dkk., 2022) As the final stage, this innovative product is tested in the local market by directly involving consumers. With the results received, it becomes the basis for evaluation to improve taste, packaging, and marketing strategies.

e. Monitoring and Evaluation

In the final stage of the assistance carried out by the service team on the monitoring of activities on the shopee MSME anna snack account to ensure a quick response to interactions with shopee, tiktok and whatsapp users, such as incoming messages and comments after a series of activities were carried out, at the end of March 2024 an evaluation of all service activities was carried out. The results of the evaluation showed an increase in skills in digital marketing which had an impact on increasing sales by 12%. Shopee tiktok and whatsapp accounts are then handed over to MSME actors to be further managed and in order to be developed more widely as time goes by, power service signifies the competition and welfare of MSMEs in Papan Village, Ponorogo.

Table 1.

Comparison of MSME Conditions Before and After the Assistance Program	
Before being accompanied by the Community Service Program	After being accompanied by the Community Service Program
MSME business actors are still very dependent on traditional marketing methods as a way to market their products.	MSME business actors can already do marketing through social media and E-commerce
The lack of knowledge of MSME actors regarding the use of digital media as an effective means of promotion is one of the obstacles faced.	MSME Business Actors have gained a better understanding of the benefits of digital media as an effective means of promotion in today's digital era.
MSME business actors are still not skilled in utilizing social media and E-commerce platforms.	MSME business actors are now skilled in utilizing social media and E-commerce as a product promotion medium, including through photo and video content.
The initial income earned by MSMEs usually only reaches an average of Rp 600,000-800,000 per month.	After the implementation of the service program, the sales of MSME actors increased by around 12%.
There has been no product innovation carried out by MSME business actors so far.	After the existence of the business assistance program, it can bend product innovation for the sake of business sustainability so that it remains stable and increasing.

CONCLUSSION

From the results of service activities, it is known that the use of digital media in product promotion by Anna Snack MSMEs still has shortcomings. However, the implementation of digital marketing strategies has proven to be able to improve the skills and understanding of Anna Snack MSME actors in utilizing digital media as a means to strengthen their business competitiveness. The assistance which includes the creation of social media accounts for businesses and training in uploading content has had a positive impact on increasing the visibility and image of Anna Snack MSMEs on social media. This impact can be seen from the increase in MSME sales in Tampan Village by around 10%. Thus, digital marketing methods have proven to be effective in strengthening the competitiveness of MSMEs. It is hoped that MSMEs can continue to develop sustainably so that they can compete in the global market

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