



## Socialization of Strategies for Building MSME Businesses by Following Digitalization Promotion Trends in a Village

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**Abstract.** *Micro, Small, and Medium Enterprises (MSMEs) are a vital pillar of the national economy, significantly contributing to employment, innovation, and regional economic development. However, in the ever-evolving digital era, many MSMEs have yet to optimally utilize digital promotional technologies and trends, leading to limited market reach and business growth. This community service activity aims to improve MSMEs' understanding and skills in building and developing their businesses through digital-based promotional strategies. The methods used in this activity include interactive outreach, hands-on training, and mentoring focused on the use of social media, online marketplaces, and other relevant digital platforms. The activity was conducted in collaboration with the MSME community using a participatory approach, enabling participants to actively engage in learning and directly apply the materials provided. The results of the activity indicate that participants showed a significant increase in knowledge and awareness regarding the importance of digital branding, designing attractive and effective promotional content, and utilizing various digital tools to expand market access. Additionally, many participants expressed greater confidence in managing digital platforms to promote their products and services independently. This increase in digital literacy is crucial in helping MSMEs remain competitive and adaptive to market changes brought about by technological advances. By equipping MSMEs with relevant digital promotion skills, this initiative contributes to the broader goal of supporting the growth of resilient, sustainable, and innovative small businesses. In the long term, such community-based empowerment efforts are expected to foster economic resilience and inclusiveness in the face of ongoing digital economic transformation.*

## 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) continue to play a vital role in driving Indonesia's national economic growth. Their significant number and contribution to gross domestic product and employment position MSMEs as a strategic sector that requires continued empowerment. However, in the face of global economic dynamics and rapid developments in information technology, many MSMEs have not been able to make adequate adjustments, particularly in digital-based marketing and promotion. This is despite the fact that

the current digital era has brought significant changes in consumption patterns and market behavior, with the internet and social media becoming primary tools for building business relationships, marketing products, and shaping a business's image (Nuvriasari et al., 2018). The reality is that most MSMEs, particularly those in rural areas or those with limited access to technology, still face obstacles in understanding and implementing effective digital promotion strategies. Lack of digital literacy, technical training, and limited resources are key barriers preventing them from competing in the era of digital transformation (Agustin et al., 2023). Meanwhile, current marketing trends are moving towards a digital-first approach, where consumers are more attracted to products that are actively and consistently present in the digital space, particularly through social media and e-commerce platforms. This phenomenon creates an urgency for targeted and applicable strategic interventions for MSMEs to ensure they are not left behind in the current of business modernization. One effort that can be undertaken is through community service activities that focus on education and mentoring on digital promotion strategies. These activities are highly relevant because they address real needs on the ground while simultaneously encouraging a transformation in the mindsets of MSMEs to be more adaptive and innovative (Evangelista et al., 2023).

This empowerment-based approach not only conveys theory but also ensures that participants gain practical skills that can be immediately applied in their daily business operations. The socialization of business building strategies through digital promotion was implemented in response to the weak digital capacity of MSMEs in managing modern product marketing (Arini Rizki Udayani & Tatik Suryani, 2019). The activity material covers a basic understanding of digital branding, the use of social media such as Instagram and TikTok as marketing tools, and techniques for creating engaging content to increase consumer engagement. Furthermore, the training also touches on other important aspects such as marketplace utilization, digital business account management, and online customer response techniques. With a participatory training method and a focus on hands-on practice, it is hoped that participants will have a contextual and sustainable learning experience (Marjukah et al., 2021).

Furthermore, this activity also opened a dialogue between facilitators and participants so that they could jointly find solutions to the various obstacles they encountered in marketing their products digitally. Through this collaborative approach, MSMEs not only gained new knowledge but also felt more confident in facing digital promotion challenges that previously seemed complex and confusing. This simultaneously fostered a spirit of independence and a willingness to continuously learn and experiment with promotional strategies that suited the

characteristics of their respective businesses. The importance of this activity is further emphasized when considering how the COVID-19 pandemic has drastically changed the face of the business world, where digitalization is no longer an option but a necessity (Novitasari et al., 2021). These changes have accelerated the transition of businesses to the digital realm and forced all business actors, including MSMEs, to adapt or be left behind. In this context, strengthening the capacity of MSMEs in digital promotion strategies has become a pressing agenda. Without the ability to adapt, MSMEs will miss out on market opportunities that now rely heavily on a strong digital presence (Siregar, R. Y., Syahputra, R., dan Sinaga, 2021).

Encouraging MSMEs to survive and grow in the digital era is not just about technology, but also about collective efforts to build an empowerment ecosystem that supports shifts in mindset and the acquisition of new skills (Hamid, 2022). Community service is a crucial tool for bridging this gap by providing concrete solutions that are direct, easy to understand, and based on local needs. These activities are expected to create MSMEs that are not only digitally literate but also able to effectively integrate technology into every line of business. Therefore, the dissemination of digital promotion strategies is not a one-time initiative, but rather part of a long-term process toward empowering more independent, innovative, and competitive MSMEs. If these activities are carried out sustainably and expanded, their contribution to national economic resilience and local community empowerment will be even more significant. Changes that begin with a single MSME community can develop into a collective movement toward inclusive and equitable digital-based economic independence.

Advances in digital technology have transformed the way businesses operate, including in the Micro, Small, and Medium Enterprises (MSMEs) sector. In Indonesia, MSMEs are experiencing rapid growth thanks to the increasingly widespread use of e-commerce and social media platforms. Various digital platforms such as Shopee, Tokopedia, Bukalapak, and social media platforms like Instagram, TikTok, Facebook, and WhatsApp Business are now the primary means for MSMEs to introduce their products, conduct marketing, and communicate with consumers. This technology simplifies the buying and selling process, accelerates customer interaction, and enables broader product marketing without the need for a physical store. Many MSMEs even start their businesses online, capitalizing on promotions through social media and marketplaces. This phenomenon demonstrates that digitalization facilitates market access, reduces barriers to entry, and creates equitable opportunities, even for communities in remote areas. Therefore, the role of e-commerce and social media is crucial in supporting the dynamic, competitive, and future-oriented growth of MSMEs.

## **2. LITERATURE REVIEW**

In the context of the increasingly rapid development of information technology, the role of e-commerce and social media has become increasingly vital in driving the progress of the Micro, Small, and Medium Enterprises (MSMEs) sector (Edwin Kiky Aprianto, 2021). MSMEs that previously relied on conventional promotional methods are now shifting and adapting to digital systems to expand their market reach. The use of digital media is no longer merely an alternative but has become a key element of modern marketing strategies (Nofrialdi, 2021). This digital technology enables businesses to introduce their products to a wider audience efficiently, cost-effectively, and in real-time. Online trading platforms such as Shopee, Tokopedia, and others have opened up significant opportunities for MSMEs to sell products without geographical limitations (Lupi & Nurdin, 2016). MSMEs no longer need physical stores to reach consumers outside the city or even abroad. Integrated payment systems, logistical support, and user-friendly interfaces further simplify transactions while increasing customer trust. This significantly reduces geographical barriers and facilitates rapid and measurable business expansion. Meanwhile, social media platforms such as Instagram, Facebook, and TikTok provide flexible and interactive promotional spaces. Through social media, MSMEs can build brand narratives, display engaging visual content, and interact directly with potential customers (Riptiono, 2022). The presence of features like direct messages, comments, and live streaming creates more intimate communication between businesses and consumers. This personalized approach not only increases consumer trust but also strengthens brand or product loyalty (Devi & Yasa, 2021).

The collaboration between e-commerce and social media is a complementary strategy. Promotions through social media can be directed to online store links, which then facilitate direct purchases. In other words, social media serves as a medium for disseminating information and building awareness, while e-commerce serves as the venue for actual transactions. This integration has been proven to significantly increase promotional effectiveness and sales conversions for MSMEs. Furthermore, the use of digital platforms also offers the advantage of marketing budget efficiency. While in the past, MSMEs had to spend large sums on print advertising or physical promotions, now they can simply utilize digital promotional features, which are relatively lower in cost and can be tailored to specific market segments. Digital platforms enable targeting based on location, age, interests, and user behavior patterns, allowing for more focused promotional strategies and maximizing impact. Another benefit of digitalization is improved service and product quality. The presence of consumer review features encourages MSMEs to maintain quality, increase responsiveness, and innovate

according to market expectations. Open interaction between customers and businesses through comments, ratings, and feedback is a crucial benchmark for managing brand reputation. Thus, technological adaptation contributes to a more responsive and competitive business culture. However, to maximize this potential, adequate digital competency is required from MSMEs. Unfortunately, most MSMEs still encounter difficulties in operating digital platforms professionally. A lack of understanding of digital marketing strategies, visual content management, and the use of social media algorithms is a real obstacle. Therefore, the role of training institutions, educational institutions, and the government is crucial in providing education, mentoring, and facilitation to improve MSME digital literacy comprehensively. Broadly speaking, the role of e-commerce and social media has transformed the way MSMEs conduct business, not only in marketing but also in building brands, establishing relationships with consumers, and designing long-term business strategies. Digital transformation has become a key force in driving MSMEs to grow faster, reach wider markets, and increase competitiveness sustainably. With the support of an increasingly inclusive digital ecosystem, Indonesian MSMEs have great potential to become important pillars of a resilient and adaptive national economy. In line research previous: (Agustin et al., 2023), (Octavina & Rita, 2021),(Adam et al., 2023), (Amilia et al., 2024), (Marwanto et al., 2023).

### **3. RESEARCH OF METHOD**

This community service activity was held online using the Zoom Meeting application on May 10, 2025. The aim of the activity was to provide understanding and practical skills related to strategies for building MSME businesses through the utilization of digital promotion trends. The activity was initiated by CV Odis Olah Data as the organizer, involving speakers from academics and experienced digital marketing practitioners. A total of 56 participants participated in the activity, consisting of students and MSMEs from various business backgrounds.

The activity was divided into several main stages, starting with the preparation stage, which included designing materials, distributing invitations, and setting up the technical setup of the online platform. The material was designed to be practical, covering topics such as social media promotion strategies, digital branding, and using marketplaces as product distribution channels. The session opened with remarks from the organizers, followed by an interactive presentation of the material. Participants were also given the opportunity to discuss, ask questions, and participate in hands-on activities such as creating a business account, creating simple promotional content, and simulating e-commerce transactions.

To ensure active participant engagement, various interactive features were utilized, such as polls, chat boxes, and small group discussions. Following the training session, participants were asked to complete an online evaluation form to provide feedback on the effectiveness of the activity. This evaluation provided input for improving and developing similar activities in the future. Despite being conducted virtually, this activity still managed to have a positive impact with its practical, participatory approach, and focus on direct application in participants' businesses.

#### **4. RESULT AND DISCUSSION**

##### **Result**

A community service activity themed "Socialization of Strategies for Building MSME Businesses by Following Digital Promotion Trends" was held virtually on May 10, 2025, by CV Odis Olah Data. The goal of this activity was to provide participants with knowledge and practical skills regarding digital strategies for marketing MSME products through social media and e-commerce platforms. A total of 56 participants, consisting of students and MSME owners, enthusiastically participated in the activity.

Based on the results of the initial assessment and interactions with prospective participants before the activity, it was discovered that most of them still had a limited understanding of how to use digital media to support their businesses. Many MSME owners still market their products traditionally, such as selling directly to neighbors or relying solely on offline networks. They do not yet understand the importance of a digital presence in expanding their market reach. In fact, some do not have social media accounts for their businesses or are unaware of how to utilize them optimally.

Similarly, regarding e-commerce, the majority of MSME owners have not yet utilized marketplaces like Shopee, Tokopedia, and similar platforms to sell their products. Many find the registration and management process for online stores too complicated. On the other hand, the students, despite being quite familiar with digital technology, were unfamiliar with how to transform social media accounts into productive business assets. Most of them only used digital platforms for entertainment or personal communication, not for commercial purposes.

During the activity, participants received material on the importance of business digitization, utilizing social media for branding and promotion, and strategies for managing an online store. The activity consisted of presentations, simulations, and a two-way Q&A session. Speakers provided technical guidance on creating an Instagram Business account, developing

product narratives, uploading promotional content, and creating a catalog on the marketplace platform. Participants were also encouraged to practice using their own devices.

After participating in the training, there were significant changes in the participants' understanding and skills. Results of an online evaluation survey showed that more than 87% of participants felt they had gained new knowledge about digital promotion strategies. Many MSMEs immediately created business social media accounts and began uploading their products. Some participants even started setting up online stores and trying to sell their products on e-commerce platforms they had never used before.

Students also demonstrated a shift in mindset. They expressed an interest in developing small businesses online. The material presented was deemed relevant to current needs and opened up new opportunities for those looking to start a business early. They understood not only how to promote but also the importance of building a brand and creating a strong visual identity for their business through digital media.

Participants also gained a better understanding that social media promotion is not just about posting product images, but also about conveying the right message, creating visual consistency, and communicating with potential customers. Many participants realized that digital marketing strategies require planning, creativity, and an understanding of consumer behavior. This new knowledge has opened their minds to managing their businesses more professionally. This activity also had a positive impact on increasing participants' confidence in using technology. If they were previously hesitant or afraid of making mistakes, after participating in this training, they felt more prepared and confident to try. Learning methods that emphasize hands-on practice have been proven to reduce psychological barriers to learning technology, especially for MSMEs who are unfamiliar with the digital world.

Quantitatively, the participants' response to this activity was very positive:

- Around 91% of participants stated that the material presented was very useful and broadened their knowledge.
- 84% of participants stated that they were ready to apply the knowledge gained in their businesses.
- Meanwhile, 76% suggested that further training be conducted with more in-depth topics, such as paid digital advertising, copywriting techniques, and promotional content optimization.

Several participants even suggested that future training be conducted in a hybrid format, a combination of online and offline, so they could interact more closely with the presenters and receive more intensive guidance. This demonstrates the high enthusiasm of the participants and the significant need for similar training among MSMEs and students.

Throughout the activity, participant participation was very active. They enthusiastically asked questions, provided feedback, and participated seriously in all simulations. This intense interaction demonstrated that the participants were not merely present but were truly engaged in the learning process. This indicates that the material delivery method used was quite effective in igniting participants' enthusiasm for learning.

Overall, this activity produced very satisfactory results. Participants not only gained new knowledge but also demonstrated behavioral and attitudinal changes in facing the challenges of digital promotion. They became more open to technology, understood the strategic value of digital media in building businesses, and began implementing small things they hadn't previously considered, such as scheduling posts, selecting engaging product photos, or using relevant hashtags on social media.

Based on the overall results, this community service activity can be concluded as successful in improving participants' digital literacy in the context of entrepreneurship. Its practice-based, participatory approach, and relevance to field needs, made this activity not only informative but also transformative. This type of training is crucial for addressing the challenges facing MSMEs in the digital era, while also equipping students, the younger generation, with technology-based entrepreneurial skills.

Going forward, similar programs need to be developed sustainably, with broader coverage and more specific materials tailored to the needs of participants. With support from various parties, community service activities like this can strengthen the MSME digital ecosystem in Indonesia and encourage the development of independent, adaptive, and competitive entrepreneurs in the information technology-based economy.

## **Conclusion**

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting the national economy, particularly in creating jobs and stimulating economic activity. With the advancement of information technology, MSMEs are required to adapt to various changes, particularly in marketing and product promotion, which are shifting towards digital. The use of social media and other digital platforms presents both an opportunity and a challenge that MSMEs must respond to effectively.

This community service program is implemented as a tangible contribution to improving the digital capacity of MSMEs and university students. Through interactive online training, participants are provided with insights and hands-on practice on business development strategies based on digital promotion trends. This activity includes an explanation of the importance of digital transformation, an introduction to various online promotional media, and practice in creating engaging digital content to market products more effectively.

Overall, this program demonstrated positive results across three main aspects: increased participant understanding, a shift in attitudes toward digital media use, and readiness to apply digital marketing strategies to their businesses. Prior to the program, most participants did not fully understand the benefits of using digital platforms for business purposes. MSMEs generally still rely on traditional methods such as word-of-mouth promotion or direct sales in their local communities. Meanwhile, most students have yet to see the potential of digital media as a tool for building a business.

Through this training, participants were introduced to creating business accounts on social media, basic content production techniques, and an introduction to e-commerce as a distribution channel. A post-training evaluation showed a significant increase in participants' understanding, particularly regarding how to manage business accounts, select marketing strategies, and develop content tailored to target consumer characteristics.

Furthermore, this training successfully changed participants' perceptions about the use of digital media. Many MSMEs who previously felt less confident using social media for promotion have now begun to create business accounts and upload products independently. Students have also begun to adopt a technology-based entrepreneurial mindset and are more open to digital business opportunities. This shift in attitude demonstrates that a practice-based learning approach can build confidence and generate new motivation for managing a modern business.

The level of participants' readiness to implement digital strategies was also a crucial aspect of the training's success. More than 80% of participants stated their readiness to use social media and e-commerce as primary tools for promoting and marketing their products. Some MSMEs even began implementing the promotional techniques they learned just days after the training. This demonstrates that the program is not only informative but also transformative.

However, the implementation of this activity also encountered several challenges, such as limited internet signal, participants' lack of experience using digital platforms, and differences in understanding among participants. To address these challenges, the committee

provided supplementary materials in the form of video tutorials and practical guides that could be accessed at any time. Furthermore, participants were directed to form small groups to help each other understand the material presented.

From the perspective of empowering MSMEs, this training is highly relevant in the context of digital-based business development. MSMEs, which previously faced limited market access, can now reach a wider range of consumers through the internet. Social media platforms like Instagram, Facebook, and TikTok, as well as marketplaces like Shopee and Tokopedia, have opened up significant opportunities to expand their business reach with relatively low promotional costs. Thus, this activity not only introduced technology but also empowered participants to be more independent and adaptive in facing changing times.

Involving students in this activity also has strategic value. They not only become participants who gain knowledge but also have the potential to become agents of change in society. Students exposed to MSME digitalization training can help their surrounding communities, mentor small business owners, or even start their own digital businesses. This demonstrates that this community service program not only has short-term impacts but also has long-term potential in building a broader digital entrepreneurship ecosystem.

Overall, this community service activity was able to have a tangible impact on improving participants' digital literacy and practical skills. The implementation of a practice-based training approach tailored to participants' needs proved effective in increasing individual capacity, including knowledge, attitudes, and skills. The success of this activity reinforces the importance of synergy between academics, practitioners, and the community in driving digital transformation in the MSME sector.

Going forward, such training needs to be further developed with a sustainable approach, such as thematic follow-up training, intensive mentoring, or collaboration with local digital communities. The digital transformation of MSMEs is not an instant process, but rather a continuous effort. Therefore, this initial success needs to be reinforced with continued support to achieve broader and more sustainable benefits.

## **5. CONCLUSION AND SUGGESTIONS**

This online community service activity has significantly contributed to improving digital literacy and business promotion skills for the participants, who comprised MSMEs and students. Through socialization and training on digital promotion strategies, participants gained new insights into the use of social media and e-commerce platforms as a means of business development. Positive changes occurred in participants' knowledge, attitudes, and readiness to

utilize digital media as part of their marketing strategies. This demonstrates that a practical approach with applicable materials is highly effective in equipping participants to face business challenges in the digital era. Furthermore, student involvement adds strategic value to this activity, as they can become agents of change, expanding the program's impact in their local communities. As a follow-up, it is recommended that this program be developed through follow-up activities such as phased training, technical assistance, and the development of digital-based practical guides. The program's reach should also be expanded by involving more MSMEs, including those from remote areas. Sustainable collaboration between academics, the business world, and government agencies is also needed to create a stronger MSME digital ecosystem. Furthermore, regular evaluation of the program's long-term impact is crucial to ensure its effectiveness can be continuously improved.

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