

Digital Marketing Strategy with APIK Website-Based Registration and Training to Improve UMKM Performance in Jarangan Village, Pasuruan Regency

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Article History: Received November 5, 2025; Received in revised from Nvember 25, 2025:
Accepted Desember 15, 2025; Published; Desember 30, 2025

How to Cite this Article: Nisrinaa Hisanah Faatin, et al. 2025. *Digital Marketing Strategy with APIK Website-Based Registration and Training to Improve UMKM Performance in Jarangan Village, Pasuruan Regency* Turath: Journal of Islamic Economics and Heritage Studies. 2, (2) (December. 2025), 216–229.
DOI: [10.15642/turath.2025.2.2.216-229](https://doi.org/10.15642/turath.2025.2.2.216-229).

Abstract: Digital transformation is a crucial step for UMKM to enhance competitiveness, particularly in Jarangan Village, Pasuruan Regency. This article discusses the digital marketing strategy implemented through the APIK website by the Pasuruan Regency Cooperative Office. The research aims to evaluate the effectiveness of training and assistance provided via this digital platform in improving UMKM performance. The method employed a participatory approach involving UMKM identification, product registration on the APIK website, and digital marketing training. The findings reveal that the APIK website simplifies administrative processes while enhancing digital literacy among UMKM operators, enabling them to optimally utilize e-commerce platforms, social media, and SEO. The training also promotes operational efficiency and expands the market reach of UMKM. The implications emphasize the importance of digitalization in strengthening UMKM competitiveness and supporting local economic growth. This study contributes to the fields of economics and business by presenting a replicable strategic model for digital empowerment in other regions.

Keywords: UMKM; Digital Marketing; APIK Website.

Introduction

In an era of increasing competition, UMKM must improve their marketing strategies in order to survive. UMKM actors are required to keep up with the times so that they are not left behind by information (Hidayat et al., 2020). The UMKM sector in Indonesia is also still underdeveloped due to the lack of financial literacy of business actors and simple bookkeeping that is not implemented by UMKM actors. Most UMKM owners still do not realize the importance of financial records and bookkeeping. The ability to prepare simple bookkeeping is very influential on business

development. Business conditions and developments, including company profits and losses can be identified by preparing simple bookkeeping (Rahmatulloh et al., 2024). The complex and complicated bookkeeping process is often used as an excuse for business actors not to do it. Business actors also feel that they do not have enough time and many activities in the business are more prioritized (Sidharta et al., 2023). Another mistake often made by UMKM owners is combining personal and business assets. This will have fatal consequences because without realizing it, business profits can be used for personal needs.

Jarangan Village is located in Pasuruan Regency, precisely in Rejoso Subdistrict, approximately 1 km from Rejoso Subdistrict and 5 km from Pasuruan City. Jarangan Village has a population that mostly works in the agriculture and fisheries sectors. This is because the village is located in a coastal area where most of the land is in the form of ponds. The economy of Jarangan Village is dominated by the agriculture and fisheries sectors. The fertile soil and favorable climate allow the residents to cultivate various types of agricultural commodities such as rice, corn, and vegetables. In the fisheries sector, the village utilizes the abundant marine products for local consumption and trade. Some residents are also involved in small and medium enterprises, such as handicrafts, seafood processing businesses, and local trade. UMKM products, such as presto milkfish, shrimp rengginang, shrimp nuggets, seaweed syrup and others have great growth potential due to the uniqueness of the products offered. Meanwhile, handicraft products are not only marketed around the Pasuruan region but also reach a wider market in East Java.

Jarangan Village boasts a variety of flagship products with significant development potential. Its aquaculture products, including shrimp, milkfish, and seaweed, are processed into high-value goods such as shrimp paste, fish crackers, and milkfish presto. Additionally, the village's access to marine resources enables the production of dried fish, fish floss, fish nuggets, and seaweed-based beverages, which can be marketed both locally and nationally.

In terms of innovation, Jarangan Village strives to diversify its products by processing aquaculture and marine resources into frozen food items with high added value. The village is also renowned for its handicrafts, including mangrove root-based artworks and eco-friendly construction materials, which hold potential for international markets.

Moreover, the services and trade sectors are thriving, with businesses such as workshops, tailoring, and general stores catering to the daily needs of local residents. With its rich array of products and potential, Jarangan Village has significant opportunities to further develop its local economy, especially with the support of digital marketing strategies.

In addition, Jarangan Village also faces challenges in developing its UMKM (micro, small, and medium enterprises). One of the main issues is the lack of utilization of digital media as a marketing tool. The limited use of digital marketing by UMKM can be attributed to several interrelated factors, such as a lack of digital knowledge and skills among business owners. Digital marketing refers to the promotion done through online digital media. It includes interactive and integrated marketing, enabling producers, market intermediaries, and potential consumers to interact with one another. With digital marketing, businesses can more easily meet the needs and desires of potential consumers (Syukri & Sunrawali, 2022).

Many UMKM owners do not fully understand how to use digital platforms such as social media, websites, and e-commerce to promote their products. They may also be unfamiliar with digital marketing strategies such as content marketing. As a result, they tend to rely on traditional marketing methods that have limited reach and are less effective compared to the broader and more measurable scope of digital marketing (Sidharta et al., 2023). Additionally, limited access to resources and digital infrastructure also poses a challenge. Many UMKM owners do not have sufficient budgets to invest in digital technologies, such as marketing software, paid advertising services, or hiring experts in digital marketing (Fuad et al., 2024). Consequently, they struggle to fully leverage digital platforms to their advantage.

Alongside the challenges of utilizing digital media for marketing, Jarangan Village is also receiving support through an initiative from the Pasuruan Regency Cooperative Office with the introduction of the APIK website. This platform is designed to assist UMKM owners in overcoming digitalization challenges, particularly regarding registration and training. Through the APIK website, the registration process for training becomes simpler and more efficient, allowing UMKM owners to sign up online without the need to visit the location in person. The website also offers access to various training programs aimed at enhancing digital literacy, including the use of social media, e-commerce platforms, and digital marketing strategies.

With this platform, participant data is managed centrally and securely, reducing administrative errors. Additionally, the training offered through the APIK website is expected to enhance the digital skills of UMKM owners, enabling them to use digital technology more effectively to market their products to a broader audience. The implementation of this strategy aims to accelerate the digital transformation of UMKM in Pasuruan Regency, strengthen marketing capabilities, and ultimately improve the competitiveness of UMKM products in both local and regional markets.

The implementation of the APIK website provides several benefits for UMKM in Jarangan Village. One major advantage is the ease of access to more affordable training. UMKM owners can now participate in training from any location, unaffected by distance or time constraints, allowing them to enhance their knowledge and skills without incurring significant costs. Additionally, the training offered through this website helps UMKM improve their digital literacy, particularly in using social media, e-commerce platforms, and more effective digital marketing strategies.

The use of digital technology also makes UMKM operations more efficient. Processes that were previously manual can now be automated, such as order management and customer interactions. UMKM also have the opportunity to expand their business networks and collaborate with other enterprises, whether through joint promotions or product development. This strategy not only enhances the competitiveness of UMKM but also strengthens the overall economy of the village. It provides entrepreneurs with the opportunity to market goods and services digitally (Ikerismawati et al., 2023).

Research Method

Before heading to the stages carried out, the following Roadmap is used in this Community Service:

Figure 1. Roadmap Service to the Community



The methods used for digital marketing registration and training based on the APIK website in Jarangan Village by Community Service Students in collaboration with the Pasuruan Regency Cooperative Office include lectures, Q&A sessions, and controlling. The lecture method is used to explain the registration procedures, benefits, and

advantages of digital marketing through the APIK website. The Q&A method allows participants to provide feedback on the material presented. Controlling is conducted to assist business owners during registration or if any issues arise. The tools used for this activity include laptops, projectors, and simple bookkeeping modules.

The community service activity aimed at empowering UMKM in Jarangan Village consists of three stages. First, data collection of UMKM through social visits and analysis of their marketing practices. Second, registration of UMKM products on the APIK website. Third, marketing training, practice sessions, and controlling by the Pasuruan Regency Cooperative Office, which is held at the Jarangan Village Hall.

Results

Analysis of UMKM Data in Jarangan

Micro, small, and medium enterprises (UMKM) are productive and autonomous business units operated by individuals or organizations across all economic sectors. The definition of UMKM is outlined in the 1945 Constitution and reinforced by TAP MPR No. XVI/MPR-RI/1998 on Economic Policy in the Framework of Economic Democracy. This document recognizes UMKM as a critical component of the people's economy, holding a strategic position, function, and potential to establish a more advanced, equitable, and balanced national economic order. Over time, the definition of UMKM has evolved. Law Number 9 of 1999 provided an initial foundation for defining UMKM. However, this definition was later refined through Law Number 20 of 2008 Article 1 on Micro, Small, and Medium Enterprises to reflect the dynamic growth and development of this sector (Apriani et al., 2024).

The analysis of UMKM data in Jarangan Village aims to understand the condition of micro, small, and medium enterprises (UMKM) in the area, including their potential, challenges, and specific needs in adopting digital marketing strategies. By identifying these aspects, stakeholders can develop tailored programs that effectively address existing gaps and empower UMKM to thrive in the digital era.

Despite the importance of digital marketing and understanding of financial literacy, it turns out that there are still groups of UMKMs that have very minimal access to digital marketing and financial literacy (Sidharta et al., 2023). UMKM in Jarangan Village are commonly referred to as POKLAHSAR (Management and Marketing Teams). These teams have various branches and names, and they are managed and supported by the Department of Fisheries and the Department of Cooperatives. The UMKM potential in Jarangan Village is substantial. We, as

Community Empowerment students, have conducted various surveys at UMKM locations such as Dusun Jarangan, Dusun Bandaran, and Dusun Pade'an, where these UMKM teams are actively involved in their production processes. There are 13 UMKM in Jarangan Village that produce goods made from milkfish or aquaculture fish, such as bandeng presto, shrimp paste, fish cakes, nuggets, crackers, and rengginang. Additionally, there are beverages made from mangrove fruit, round noodle snacks, and handicrafts from recycled waste.

Table 1. Jarangan village UMKM analysis

Problem	Impact	Solution
Lack of utilization of digital media for marketing	UMKM products are not widely known, limited sales, and low competitiveness	Digital marketing training, use of social media and e-commerce, and content marketing strategies
Limited digital knowledge and skills among UMKM owners	Difficulty in utilizing technology, less effective marketing processes	Training programs and workshops on digital technology use and online marketing
Dominance of traditional marketing methods	Limited marketing reach, inability to compete with products marketed digitally	Implementation of digital marketing and broader online promotion, such as advertising campaigns and digital marketing

The results of this analysis provide a comprehensive overview of the needs and challenges faced by UMKM in Jarangan Village. This serves as a valuable reference for designing targeted digital marketing training and assistance programs that enhance the competitiveness of local businesses in the digital marketplace.

Registration of UMKM Jarangan to APIK Website Platform

The registration of UMKM in the APIK website platform is an important step in supporting the digital transformation and improved marketing of UMKM in Jarangan Village. In today's digital era, integrating technology into business operations has become a crucial factor for competitiveness. For UMKM (micro, small, and medium enterprises), embracing digital tools is essential to adapting to market

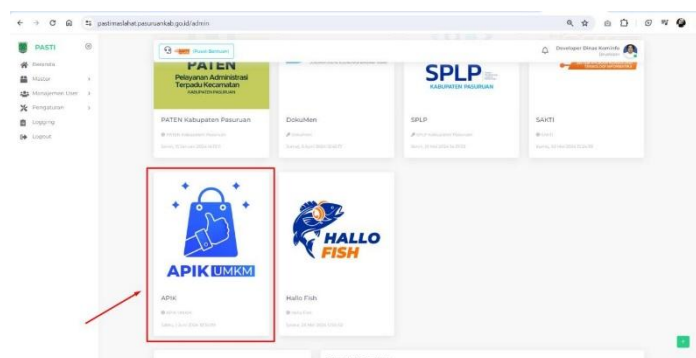
demands, enhancing efficiency, and reaching a broader customer base. The digital transformation of UMKM is not just about adopting new technologies but also involves a shift in mindset towards leveraging online platforms for sustainable growth (Hasanah & Kamilah, 2022).

The APIK platform is specifically designed to facilitate UMKM in utilizing digital technology for market expansion. The registration process begins with identifying UMKM, gathering essential data such as business name, address, owner contact information, and verifying business legality. Following this, documents like business licenses and tax identification numbers are collected to ensure compliance. In addition to simplifying the administrative process, the APIK platform introduces UMKM to the initial practices of digitalization. Through this system, business owners begin to understand the significance of an organized online presence for boosting customer trust and business efficiency. This reflects APIK's commitment to fostering comprehensive digital inclusion for rural entrepreneurs like those in Jarangan Village.

The registration of UMKM on the APIK website platform begins with the process of identifying the UMKM to be registered. The first step is open the link at <https://apik.pasuruankab.go.id/>, to gather basic information about the UMKM, such as the business name, address, type of business, and data of the owner or manager, including contact information like phone number and email address. Next, the legality of the business is verified to ensure that the UMKM has the appropriate business licenses or other relevant documents.

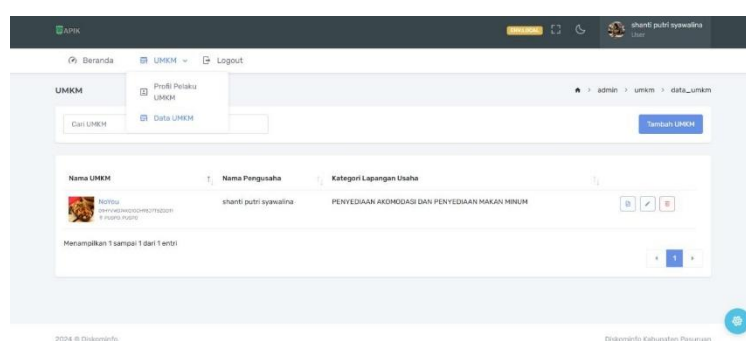
Following this, an assessment of the UMKM's needs and potential is conducted, including evaluating the products or services offered, target market, and challenges in digital marketing. Supporting documents, such as copies of business licenses and tax identification numbers (NPWP), are collected to complete the registration. The UMKM must then select the appropriate category and sub-category on the APIK platform to be properly classified and easily found by potential consumers.

Figure 2. APIK website display



Registration is done online by filling out the registration form on the APIK website with the collected information and documents. After the form is submitted, the APIK team will verify the provided information. If all information and documents are complete and valid, the UMKM registration will be approved, and the UMKM will be listed on the APIK platform.

Figure 3. UMKM successfully registered



This identification process ensures that registered UMKM have accurate and complete information, allowing them to fully utilize the features and services provided by the APIK platform.

Digital Marketing Training and Mentoring for Jaringan UMKM

Digital marketing is a technique that uses digital platforms to promote products or services and interact with customers. Business owners can implement marketing strategies that include targeted market segments, marketing activities, and how those activities are executed, along with the resources used. The goal of this strategy is to create, communicate, and deliver products that provide value to customers (Kusumawati et al., 2022). One of the rapidly growing marketing strategies today is digital marketing, which utilizes digital media and the internet to promote products.

In the training organized by the Department of Cooperatives and SMEs of Pasuruan Regency based on the APIK website, participants will learn the fundamentals of digital marketing and how its application can improve the performance of UMKM. The digital marketing training organized by the Department of Cooperatives and SMEs of Pasuruan Regency begins with an introduction to the basic concepts of digital marketing and its role in enhancing the performance of UMKM. Digital marketing refers to the use of digital platforms and tools to promote products and services online. This includes various techniques and strategies, such as the use of social media, email marketing, SEO (Search Engine Optimization), and paid advertising on the internet.

This introduction aims to provide a basic understanding of how digital marketing can be used to improve the performance of UMKM in Desa Jarangan. Through this training, UMKM actors are expected to understand effective ways to utilize digital technology to expand market reach, increase sales, and strengthen their brand. The Department of Cooperatives and SMEs of Pasuruan Regency provides assistance to help UMKM in Desa Jarangan implement digital marketing strategies, so they can optimize their digital potential and achieve better results in their businesses.

The training was delivered by Dian Hafida Fitriani Almaniq, S.E., M.E., from the Department of Cooperatives and SMEs of Pasuruan Regency, who introduced the basic concept of digital marketing to the participants. In this session, participants gained an understanding of how to leverage digital platforms to improve the performance of UMKM amidst increasingly competitive market conditions.

Figure 4. Digital Marketing Training and Mentoring for UMKM



The material presented includes the basic understanding of digital marketing, which involves using digital channels such as social media, email, search engines, and

websites to promote products and services. With digital marketing, UMKM can reach a broader audience, increase product visibility, and interact more effectively with customers compared to traditional marketing methods.

Dian Hafida also explained how digital marketing helps improve cost efficiency for UMKM, simplifies customer interaction, and enables the use of digital analytics tools to measure campaign effectiveness. Additionally, marketing personalization through customer data was introduced as a strategy to increase the relevance of marketing messages and encourage customer loyalty.

This training aims to strengthen UMKM's marketing capabilities through a deeper understanding of digital marketing, and to help them seize the opportunities available in the digital market to achieve greater success.

Discussion

Digital marketing has emerged as a vital strategy in today's digital era, particularly for micro, small, and medium enterprises (UMKM) aiming to expand their market reach and enhance competitiveness. In Jarangan Village, the Department of Cooperatives and SMEs of Pasuruan Regency has implemented the APIK website as a strategic initiative to support the digital transformation of local UMKM. This initiative seeks to empower UMKM by providing them with the necessary knowledge and tools to effectively utilize digital marketing, thereby enhancing their business performance in an increasingly competitive landscape. The APIK platform-based training serves as a crucial component in equipping UMKM operators with essential digital marketing skills, enabling them to navigate the complexities of online business environments. Effective digital marketing strategies include understanding target markets, selecting the right platforms, creating relevant content, optimizing for search engines, and maintaining ongoing customer interaction (Zanubiya et al., 2023).

According to Hollebeek and Macky (2019), digital marketing involves promotional activities that leverage digital channels to reach target audiences, increase brand awareness, and facilitate broader, more measurable interactions with consumers (Hollebeek & Macky, 2019). Digital marketing encompasses various strategies, including the use of social media, search engine optimization (SEO), email marketing, and paid online advertising, all aimed at maximizing marketing outreach and efficiency. Chaffey and Smith (2017) further emphasize that digital marketing enables UMKM to access wider markets with greater cost efficiency compared to

traditional marketing methods, making it an essential tool for small businesses striving to grow in competitive markets (Oktora et al., 2024).

The implementation of the APIK website aims to streamline the registration and training process for UMKM. This digital platform allows UMKM operators to register online and gain access to a wealth of training materials related to digital marketing, such as utilizing social media platforms, optimizing for search engines, and leveraging e-commerce solutions. The training sessions, led by Dian Hafida Fitriani Almaniq, S.E., M.E., from the Department of Cooperatives of Pasuruan Regency, introduce participants to fundamental digital marketing concepts. These sessions focus on how digital technologies can enhance operational efficiency and extend market reach for UMKM. The curriculum covers practical approaches to using various digital platforms for product promotion, customer engagement, and brand building, providing UMKM with the skills needed to thrive in the digital marketplace.

The adoption of digital marketing strategies via the APIK website offers significant advantages for UMKM. By leveraging digital platforms, UMKM can transcend geographical limitations, reaching consumers beyond the local market. This expanded reach translates into greater brand visibility and potentially higher sales. Digital marketing also facilitates more direct interactions with customers through channels like social media and email, which can strengthen customer relationships and foster loyalty. According to Syukri et al. (2022) found that digital marketing is more cost-effective than traditional approaches, allowing UMKM to allocate their budgets more efficiently (Syukri & Sunrawali, 2022).

Despite its many advantages, the adoption of digital marketing in Jarangan Village is not without challenges. UMKM face obstacles such as limited digital literacy, constrained budgets for paid advertisements, and inadequate access to reliable internet infrastructure. These challenges hinder the ability of UMKM to fully capitalize on digital marketing opportunities. To address these issues, the Department of Cooperatives of Pasuruan Regency offers continuous support through the APIK platform. This support includes guidance on how to effectively use digital tools and analytical software to measure the performance of marketing campaigns, ensuring that UMKM can optimize their strategies for better outcomes.

Furthermore, digital marketing introduces advanced analytical tools that help UMKM understand consumer behavior and evaluate marketing strategy effectiveness in real-time. This capability not only improves decision-making but also allows

businesses to tailor their strategies to meet customer needs more effectively, fostering stronger customer relationships.

Additionally, the APIK platform's user-friendly interface has significantly eased the transition for UMKM to integrate digital marketing into their operations. By leveraging step-by-step guidance and automated tools, the platform helps businesses streamline their marketing campaigns and analyze performance metrics efficiently. These features empower UMKM to make data-driven decisions and optimize their marketing efforts.

One success story that highlights the impact of this training involves an UMKM specializing in milkfish processing. After participating in the digital marketing training, this business experienced a 40% increase in online sales within just three months. This outcome demonstrates the substantial benefits that effective digital marketing strategies can have on business growth (Oktora et al., 2024). By utilizing digital marketing, UMKM not only see an increase in sales but also achieve stronger brand recognition in broader markets, which is crucial for long-term sustainability.

The synergy created through APIK's initiatives extends beyond individual businesses, fostering collaboration among UMKM operators. Through shared learning sessions and cooperative marketing efforts, UMKM in Jarangan Village are building a stronger community network that collectively enhances their market presence. This collaborative approach amplifies the impact of digital marketing, enabling small businesses to achieve greater visibility and competitiveness.

The integration of the APIK website by the Department of Cooperatives and SMEs of Pasuruan Regency has proven to be an effective method for helping UMKM in Jarangan Village embrace digital marketing as a core aspect of their business strategy. The combination of training and ongoing support enables UMKM to extend their market reach, enhance operational efficiency, and achieve cost savings. As a result, digitalization through platforms like the APIK website becomes a key driver of success, enabling UMKM to sustain growth and competitiveness in the digital age.

Conclusion

The implementation of a digital marketing strategy through the APIK website in Jarangan Village has proven to be a strategic step in enhancing the competitiveness of UMKM. The primary findings of this study highlight how the training and assistance provided have effectively improved the digital literacy of UMKM operators, expanded market reach, and increased operational efficiency. By leveraging digital platforms

such as e-commerce, social media, and SEO, UMKM have not only enhanced product visibility but also optimized overall business management.

This initiative demonstrates the importance of collaboration between local governments and UMKM in driving digital transformation. Providing accessible platforms like APIK enables UMKM to reach broader audiences while streamlining business operations. With these successes, the strategy can be adopted in other regions facing similar challenges, further strengthening local economies and enhancing the competitiveness of small businesses.

Moving forward, continued efforts are necessary to strengthen digital infrastructure and expand training coverage to ensure more significant and sustainable impacts. By addressing these aspects, initiatives like APIK can serve as a replicable model for empowering UMKM and fostering community-based economic growth in the digital era.

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