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Polbeng Business Expo Chapter II (Case Study on Kue Mak Ulfa and Es Jagung Lumer MSMEs)

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Abstract

Exhibitions serve as an effective medium for commercial communication by introducing products and services while strengthening relationships between businesses and consumers. In the digital era, integrating exhibitions with social media promotion has become an essential strategy for improving the competitiveness of Micro, Small, and Medium Enterprises (MSMEs). This project aims to implement social media as a promotional medium for Kue Mak Ulfa and Es Jagung Lumer MSMEs during their participation in the Polbeng Business Expo Chapter II in 2025. The project was conducted through several stages, namely preparation, implementation, accomplishment, and reporting. The preparation stage included selecting MSME tenants, conducting location surveys, and planning digital marketing activities. The implementation stage involved creating MSME business profiles, producing 30 promotional videos and 30 product catalogs, publishing promotional content on Instagram, Facebook, and WhatsApp for one month before the exhibition, creating QRIS payment systems, and preparing financial reports and financial ratio analyses. The results indicate that the integration of digital marketing and exhibition activities successfully enhanced the visibility of both MSMEs, strengthened brand awareness, and increased consumer purchasing interest. Furthermore, the promotional content enabled the businesses to reach a wider audience beyond the exhibition venue, while QRIS implementation simplified the payment process and improved customer convenience. Overall, this project demonstrates that consistent social media promotion combined with exhibition participation is an effective strategy for supporting MSME marketing performance and business development in the digital era.

Keywords: MSMEs, Polbeng Business Expo, Social Media, Promotional Media, Kue Mak Ulfa, Es Jagung Lumer

1. Introduction

In recent years, there has been a significant increase in the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, which are vital to the national economy. Indonesia, as a developing country, relies on MSMEs as the main foundation of the community's economic sector to encourage independence in community development, especially in the financial sector [1]. Furthermore, MSMEs are crucial to the Indonesian economy as they create jobs and increase the number of businesses, ultimately reducing unemployment according to [2]. Specifically in Bengkalis, an area rich in food and beverage MSMEs, there has been an increase in the number of businesses obtaining halal certificates, which indicates the serious commitment of business actors to the quality and halalness of their products [3].

To sustain this economic growth, effective marketing and communication channels are essential. National exhibitions display and promote MSME and entrepreneurial products, as well as being a forum for developers and professionals to share knowledge, experience, and innovations [4]. Another opinion [5] suggests that business exhibitions serve as a channel for the communication of commercial value, or the introduction of new products or services. Concurrently, social media acts as an online medium that strengthens the relationship between users as well as a social bond, functioning as a medium for society to take place in the virtual world [6]. Combining these two platforms can significantly increase product visibility and facilitate the development of relationships that support business growth.

Within this framework, the Polbeng Business Expo Chapter II serves as a strategic place to showcase MSME products to the public [7]. This event, organized by International Business Administration students, aims to promote micro, small, and medium enterprises in Bengkalis while providing education and interaction among

students, business people, and society. Two prominent examples of MSMEs participating in this event are Kue Mak Ulfa and Es Jagung Lumer [8]. Kue Mak Ulfa, established in 2017, offers a variety of interesting donut flavors that are widely known and popular among children. Meanwhile, Es Jagung Lumer, established in 2023, provides a fresh and sweet corn-based drink combined with soft grains of corn, making it perfect for quenching thirst in hot weather.

Although both Kue Mak Ulfa and Es Jagung Lumer have great market potential and unique product advantages, there are still challenges in attracting consumer interest [9]. The rapid development of the digital era requires these conventional MSMEs to adapt to digital marketing and modernize their payment and financial tracking systems. Therefore, conducting media promotions through social media can provide useful insights into product development and better marketing strategies. By analyzing social media as promotional media, MSMEs can increase their competitiveness in local and national markets. Furthermore, integrating modern financial practices, such as digital payments and proper financial reporting, is crucial to ensuring business resilience and evaluating performance [10].

Based on the background and identified gaps, this research aims to successfully organize the Polbeng Business Expo Chapter II using social media as a promotional medium for Kue Mak Ulfa and Es Jagung Lumer MSMEs. Specifically, this study focuses on several key objectives to support the MSMEs, which include creating professional business profiles, producing 30 promotional videos, and designing 30 product catalogs to be distributed across social media platforms. Furthermore, this project encompasses the creation of Quick Response Code Indonesian Standard (QRIS) to facilitate digital payments, alongside the compilation of comprehensive financial reports and financial ratio analyses. Through these structured steps, this project intends to provide a significant contribution to the marketing and financial development of local MSMEs in Bengkalis [11].

2. Research Methods

Planning the Polbeng Business Expo project completion method including preparation, implementation, accomplishment, reporting, schedule and Budget of the project and project reports cost estimate [12]. The Preparation Plan is presented in the Project Methods and Achievements flowchart:

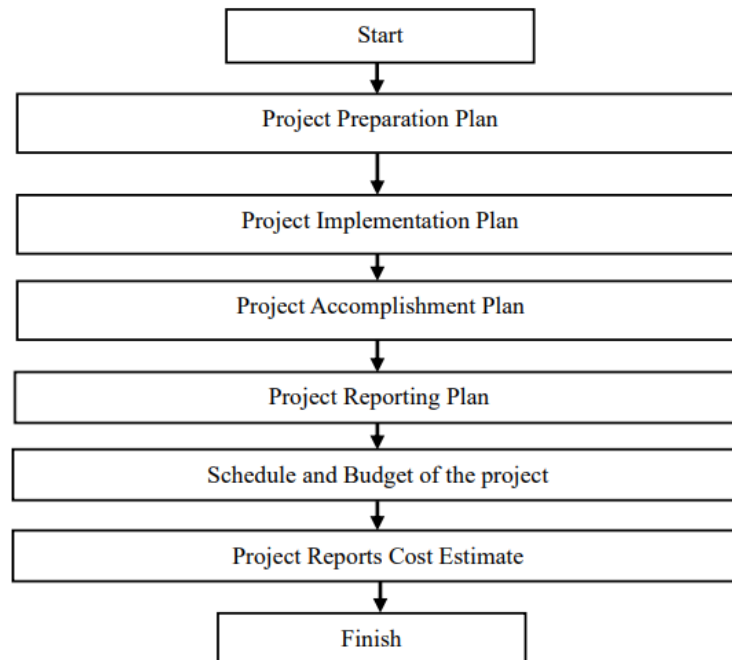


Figure 1. Project Methods

2.1 Project Preparation Plan

Project planning is an important step that must be prepared before the implementation of activities begins [13]. The Preparation Plan is presented in the project preparation plan flowchart:

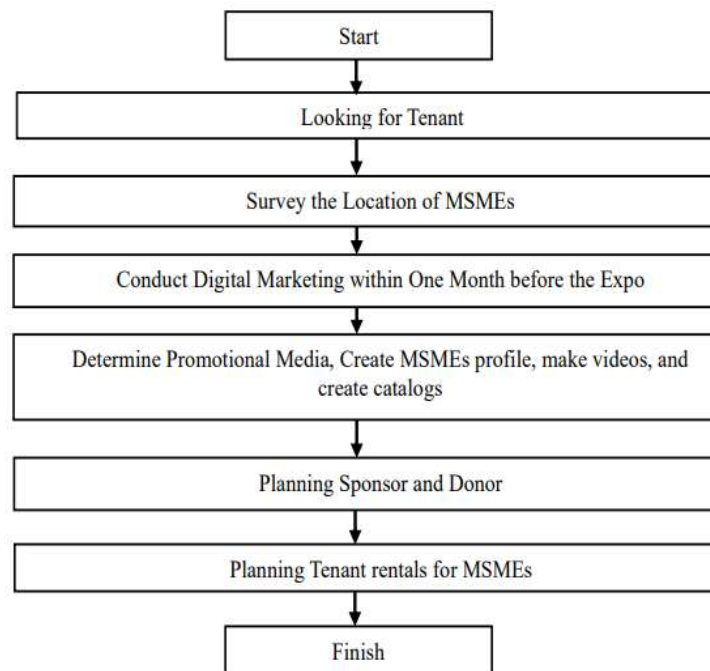


Figure 2. Project Preparation Plan

1. **Tenant Identification:** The initial phase involves identifying and selecting potential MSME tenants in Bengkalis to collaborate for the Polbeng Business Expo Chapter II.
2. **Location Survey:** A field survey is conducted to ensure that the chosen venues are strategically located near main roads and to assess the willingness of business owners to cooperate.
3. **Media and Content Development:** This stage involves selecting appropriate social media platforms (Instagram, Facebook, and TikTok) and producing promotional assets, including business profiles, 30 videos, and 30 product catalogs for each MSME.
4. **Pre-Exhibition Digital Marketing:** A month-long digital marketing campaign is executed prior to the event to introduce the MSMEs to a wider audience and build consumer awareness.
5. **Sponsorship and Funding Planning:** Formal proposals are prepared to secure sponsors and donors, detailing the budget, activities, and objectives to ensure transparency and financial support.
6. **Tenant Rental Management:** The final planning step involves managing the allocation of exhibition space and booths, focusing on cost optimization and resource efficiency for the participating business owners [14].

2.2 Project Implementation Plan

The “Polbeng Business Expo Chapter II (Case Study on Kue Mak Ulfa and Es Jagung Lumer MSMEs)” activity plan is one of a series of activities carried out at the event, which is described in the project implementation plan flow diagram below:

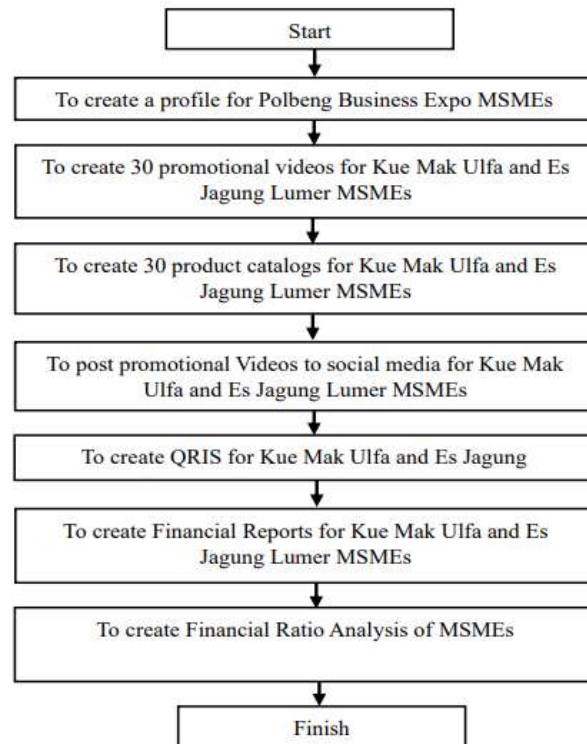


Figure 3. Project Implementation Plan

1. **MSME Profile Development:** Developing comprehensive business profiles for Kue Mak Ulfa and Es Jagung Lumer to establish a clear brand identity for the public.
2. **Promotional Video Production:** Producing a total of 60 high-quality promotional videos (30 videos per MSME) involving filming and creative editing to maximize audience engagement.
3. **Product Catalog Creation:** Designing 30 digital product catalogs (15 per MSME) that feature detailed product descriptions, pricing, and visual imagery.
4. **Social Media Distribution:** Executing a one-month pre-expo digital campaign by posting the produced content across Instagram, Facebook, and WhatsApp.
5. **Digital Payment Integration (QRIS):** Implementing Quick Response Code Indonesian Standard (QRIS) for both MSMEs to modernize the transaction process and ensure payment efficiency.
6. **Financial Reporting:** Documenting and issuing financial reports by recording MSME income before, during, and after the exhibition event.
7. **Financial Ratio Analysis:** Conducting a performance evaluation using financial ratio analysis based on the prepared reports to support better strategic decision-making [15].

2.3 Project Achievement Plan

Project completion planning is explained in the form of a flowchart. This flowchart aims to facilitate the flow of activity completion systematically [16]. The project completion plan can be seen in the flowchart below:

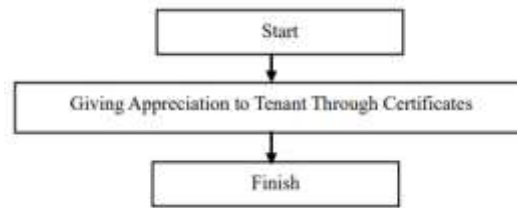


Figure 4. Project Achievement Plan

After the event is over, the organizing committee was present a specially designed certificate to exhibition participants as a token of appreciation for their attendance and participation. This is a form of recognition and gratitude for their participation from the beginning to the end of the event. In this way, participants receive direct benefits from the event and feel grateful for their contribution [17].

2.4 Project Reporting Plan

The project reporting plan is carried out to ensure that the expo activities can be evaluated. Evaluation is carried out so that the expo activities can run smoothly and according to plan [18]. The following flow section displays the contents of the project report to be reported:



Figure 5. Project Reporting Plan

1. **Comprehensive Implementation Reporting:** A final report is compiled to document the entire project lifecycle, from initial planning stages to the final execution of the Polbeng Business Expo Chapter II.
2. **Activity Performance Analysis:** A detailed post-event evaluation is conducted, covering every element of the planning and preparation to ensure all project objectives were met.
3. **Financial Accountability and Documentation:** A two-part financial report is developed, comparing the initial projected budget with the actual cost realization. This ensures transparency and provides a clear record of all expenditures incurred during the project [19].

2.5 Project Schedule and Budget of the Project

The following is the Project Schedule and Budget for Polbeng Business Expo Chapter II: through the flow chart below



Figure 6. Project Schedule and Budget of the Plan

1. **Systematic Implementation Timeline:** A structured project schedule is established to manage the entire workflow, encompassing all phases from initial planning and preparation to final execution and revisions.
2. **Comprehensive Financial Planning:** A detailed budget estimation is developed to identify the financial resources required for the project's lifecycle, covering all expenditures from the planning phase through to the operational stage of digital media promotion [20].

2.6 Project Report Cost Estimated

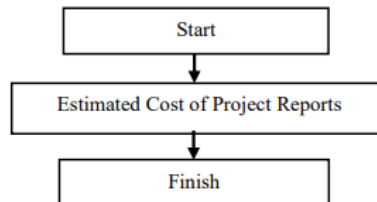


Figure 7. Project Report Cost Estimated

Operational costs are essential to complete the final project. After the task is completed, the costs incurred by the implementer must be completed and included in the project report. The following is a breakdown of the specific costs incurred for this project

3. Results and Discussions

This section presents the results of the implementation of the Polbeng Business Expo Chapter II project, as well as the digitalization support program for marketing and finance aimed at local Micro, Small, and Medium Enterprises (MSMEs).

3.1 Polbeng Business Expo Profile



Figure 8. Polbeng Business Expo Profile

Polbeng Business Expo Chapter II is a trade fair organized by sixth-semester students in the International Business Administration Program at the Bengkalis State Polytechnic as part of their final academic project. This event aims to develop practical event management skills while fostering a spirit of entrepreneurship among students. The fair's theme is "Local Innovation with Global Impact." The event will take place over three days, from May 20 to 22, 2025, on the campus of the Bengkalis State Polytechnic. The exhibition is fully supported by 87 committee members and involves 133 small and medium-sized enterprises (SMEs) marketing their products. Additionally, the organizing committee successfully raised Rp9,586,000 in external commercial sponsorship funds. The event series was also enlivened by various competitions such as singing contests, coloring contests, a "Ranking 1" contest, a spelling bee, and a fashion show. The organizing committee was divided into several integrated functional divisions, including the event, secretarial, treasury, field coordination, sponsorship, catering, creative media, security, facilities, and cleaning divisions. Within this structure, the author actively served as a member of the catering division, taking full responsibility for the food and beverage logistics for all event components.

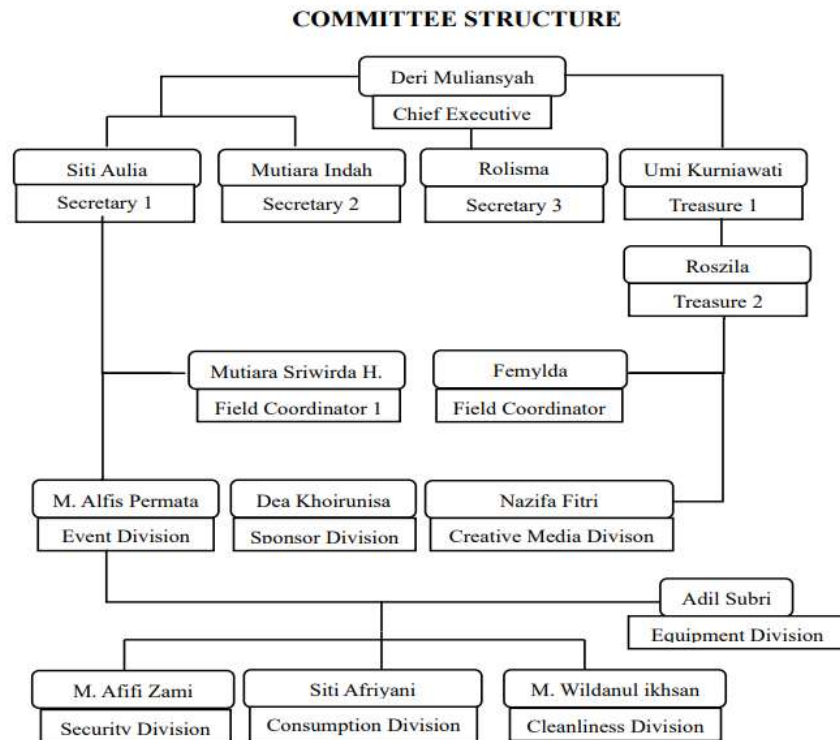


Figure 9. Structure of the Committee

3.2 Project Preparation

The initial phase began with identifying potential local MSMEs to participate as exhibition tenants. On-site surveys were conducted at selected businesses, specifically the MSMEs Kue Mak Ulfa and Es Jagung Lumer, to evaluate logistical accessibility, potential customer traffic, and the partners' production capacity. The marketing program was systematically designed one month before the expo began. This plan includes collecting SME business profiles, creating creative promotional videos, and designing a digital product catalog. To support funding for the SME development program, a sponsorship strategy was planned. This step involved drafting formal partnership proposals offering logo placement and commercial promotional space to institutional and private donors.

3.3 Project Implementation

Over a 30-day period, the team successfully produced a total of 60 digital promotional videos for the SMEs Kue Mak Ulfa and Es Jagung Lumer. The videos were consistently published on social media platforms—Facebook, Instagram, and TikTok—with the goal of expanding their digital market exposure. Thirty digital product catalogs were created using the Canva app, with a different template variation applied each day. This design approach aimed to maintain the products' visual uniqueness while clearly presenting detailed descriptions, prices, and ordering contact information. The team facilitated digital financial transformation by assisting both partner SMEs with QRIS registration and code generation at Bank BRI. The QRIS codes were installed directly at the exhibition booths to facilitate cashless transactions for visitors. Sales data from the three-day exhibition was analyzed using financial ratios to evaluate the performance of each SME. The Kue Mak Ulfa SME demonstrated superior operational cost efficiency with a Gross Profit Margin (GPM) of 74.21% and a Net Profit Margin (NPM) of 70.20%. On the other hand, the Es Jagung Lumer SME showed higher asset utilization efficiency with a Return on Assets (ROA) of 36.43%.

Table 1. *Kue Mak Ulfa* Sales Recapitulation Expo

NO	Date	Product	Amount	Price	Income
1.	May 20, 2025	Donuts	68	IDR. 2,500	IDR.170.00
2.	May 21, 2025	Donuts	84	IDR. 2,500	IDR. 210.00
3.	May 22, 2025	Donuts	46	IDR. 2,500	IDR. 115.00
	Total				IDR. 495.000

Table 2. *Es Jagung Lumer* Sales Recapitulation Expo

NO	Date	Product	Amount	Cup	Price	Income
1.	May 20, 2025	Es Jagung Lumer	49	Small	IDR. 5,000	IDR.345.00
		Es Jagung Lumer	10	Large	IDR.10,000	
2.	May 21, 2025	Es jagung Lumer	32	Small	IDR. 5,000	IDR. 210.00
		Es Jagung Lumer	5	Large	IDR.10,000	
3.	May 22, 2025	Es Jagung Lumer	36	Small	IDR. 5,000	IDR. 230.00
		Es Jagung Lumer	5	Large	IDR.10,000	
	Total					IDR. 785.000

Table 3. Comparison of Financial Ratios Between MSMEs

Ratio	Kue Mak Ulfa MSME	Es Jagung Lumer MSME
GPM	74,21 %	65,50 %
NPM	70, 20%	61,36 %
ROA	34,30%	36,43 %

3.4 Project Accomplishment Plant

Partnering MSME entrepreneurs were presented with formal certificates of appreciation after the entire exhibition series concluded. The certificates were professionally designed and included the business owner's name, the official event logo, and the legal signatures of the Program Chair and Department Chair as a form of academic recognition. The organizing committee maintained close supervision throughout the exhibition to ensure that all activities proceeded smoothly. Additionally, the team collects feedback forms from booth owners and visitors to serve as a database for evaluating improvements for future expos. The exhibition concludes formally with a closing ceremony, during which special awards are presented to booth owners, sponsors, and key contributors. The event concludes with the presentation of commemorative gifts to foster sustainable partnership relationships.

3.5 Project Reporting Plan

Documentation of the activities was compiled and published through both print and digital media channels. These news publications serve as a tool for professional accountability and tangible evidence of the successful collaboration between academics and local businesses. The formal financial report for the May 2025 period was prepared in a transparent manner to assess financial health and attract potential investors. This comprehensive reporting is broken down into three main components: Income Statement: Presents the calculation of operating revenue through to net business profit, where the Es Jagung Lumer SME successfully recorded a net profit of Rp4,900,000. Statement of Changes in Equity: Documents changes in owner's equity, such as Es Jagung Lumer's initial capital of Rp8,550,000, which increased to Rp13,450,000 by the end of the period due to the accumulation of net profit. Balance Sheet Report: Provides a comprehensive overview of the financial position, balancing current assets, fixed assets, liabilities, and working capital (for example, Es Jagung Lumer's total current assets are recorded at Rp11,050,000, with cash and cash equivalents amounting to Rp9,109,000).

Income Statement Kue Mak Ulfa MSME May 2025		
Income		
Sale	IDR. 8.960.000	
Net Income		IDR. 8.960.000
Cost of Goods Solds (CGS)		
Initial Inventory of Good	IDR. 350.000	
Purchase	<u>IDR. 2.060.000</u>	
Total Production Cost	IDR. 2.410.000	
Ending Inventory of Raw Materials	IDR. 100.000	
Total of CGS		<u>IDR. 2.310.000</u>
Gross Profit		IDR. 6.650.000
Operational Cost		
Electrical Cost	IDR. 80.000	
Administration Cost	IDR. 80.000	
Overhead Cost	IDR. 100.000	
Equipment Depreciation Cost	<u>IDR. 100.000</u>	
Total of Operational Cost		<u>IDR. 360.000</u>
Net Profit		IDR. 6.290.000

Figure 10. Income Statement *Kue Mak Ulfa* MSME May 2025

Income Statement Es Jagung Lumer MSME May 2025		
Income		
Sale	IDR. 7.985.000	
Net Income		IDR. 7.985.000
Cost of Goods Solds (CGS)		
Initial Inventory of Good	IDR. 200.000	
Purchase	IDR. 1.855.000	
Direct Labor Cost	<u>IDR. 800.000</u>	
Total Production Cost	IDR. 2.855.000	
Ending Inventory of Raw Materials	IDR. 100.000	
Total of CGS		<u>IDR. 2.755.000</u>
Gross Profit		IDR. 5.230.000
Operational Cost		
Electrical Cost	IDR. 80.000	
Administration Cost	IDR. 100.000	
Overhead Cost	IDR. 50.000	
Equipment Depreciation Cost	<u>IDR. 100.000</u>	
Total of Operational Cost		<u>IDR. 330.000</u>
Net Profit		IDR. 4.900.000

Figure 11. Income Statement *Es Jagung Lumer* MSME May 2025

Report of Change Equity Kue Mak Ulfa MSME May 2025		
Capital		
Initial Capital	IDR. 12.050.000	
Capital Total		IDR. 12.050.000
Profit		
Net Profit	IDR. 6.290.000	
Profit Total		IDR. 6.290.000
Final Capital		IDR. 18.340.000

Figure 12. Report of Change Equity *Kue Mak Ulfa*

Report of Change Equity Es Jagung Lumer MSME May 2025		
Capital		
Initial Capital	IDR. 8.550.000	
Capital Total		IDR. 8.550.000
Profit		
Net Profit	IDR. 4.900.000	
Profit Total		IDR. 4.900.000
Final Capital		IDR. 13.450.000

Figure 13. Report of Change Equity *Es Jagung Lumer MSME*

Report of Balance Sheet Kue Mak Ulfa MSME May 2025		
Assets		
Current Assets		
Cash	IDR. 9.518.000	
Bank Cash	IDR. 2.780.000	
Raw Material Inventory	IDR. 100.000	
Accounts Receivable	IDR. 200.000	
Equipment	<u>IDR. 1.842.000</u>	
Total of Current Assets	IDR. 14.440.000	
Fixed Assets		
Production Equipment	IDR. 4.000.000	
Accumulated Depreciation of Production Equipment	<u>(IDR. 100.000)-</u>	
Total of Fixed Assets	IDR. 3.900.000	
Total Assets		<u>IDR. 18.340.000</u>
Liabilities and Equity		
Equity		
Initial Capital	IDR. 12.050.000	
Retained earnings May 2025	<u>IDR. 6.290.000</u>	
Total of Equity	IDR. 18.340.000	
Total of Liabilities and Equity		<u>IDR. 18.340.000</u>

Figure 14. Report of Balance Sheet *Kue Mak Ulfa MSME*

Report of Balance Sheet Es Jagung Lumer MSME May 2025		
Assets		
Current Assets		
Cash	IDR. 9.109.000	
Bank Cash	IDR. 960.000	
Raw Material Inventory	IDR. 100.000	
Accounts Receivable	IDR. 150.000	
Equipment	IDR. 731.000	
Total of Current Assets	IDR. 11.050.000	
Fixed Assets		
Production Equipment	IDR. 2.500.000	
Accumulated Depreciation of Production Equipment	<u>(IDR. 100.000)-</u>	
Total of Fixed Assets	IDR. 2.400.000	
Total Assets		<u>IDR. 13.450.000</u>
Liabilities and Equity		
Equity		
Initial Capital	IDR. 8.550.000	
Retained earnings May 2025	<u>IDR. 4.900.000</u>	
Total of Equity	IDR. 13.450.000	
Total of Liabilities and Equity		<u>IDR. 13.450.000</u>

Figure 15. Report of Balance Sheet *Es Jagung Lumer* MSME

4. Conclusion

The implementation of the Polbeng Business Expo Chapter II 2025 successfully demonstrated that a well-structured exhibition, supported by digital promotion, significantly impacts the growth of local MSMEs. The event secured substantial funding of IDR 9,586,000 from various sponsors, reflecting high community trust and engagement. Managed by 88 committee members, the three-day exhibition effectively accommodated 133 MSME tenants, including the case studies of Kue Mak Ulfa and Es Jagung Lumer. The integration of hybrid promotional strategies, combining physical brochures with intensive social media campaigns on Instagram and WhatsApp one month prior to the event, proved effective in expanding audience reach and increasing public awareness of local culinary innovations. Digital marketing played a pivotal role in enhancing the brand perception of Kue Mak Ulfa's modern donuts and Es Jagung Lumer's innovative beverages. Through creative product catalogs and video content distributed across TikTok, Instagram, and Facebook, the project successfully improved consumer interaction and market interest. Furthermore, the adoption of digital payment innovations via QRIS provided added value by modernizing business operations and simplifying the transaction process for customers. These results indicate that digital transformation in marketing and payment systems is a key driver for MSMEs to remain competitive in the modern food and beverage industry. For future implementations, it is recommended that organizers prioritize strategic location evaluations and timing, such as holding events on weekends to maximize visitor turnout. Promotional strategies should evolve to include interactive digital campaigns, such as collaborations with influencers and the use of engagement features like polls or Q&A sessions. Additionally, MSMEs like Kue Mak Ulfa and Es Jagung Lumer are encouraged to maintain product innovation, strengthen brand identity through unique packaging, and consistently utilize digital payment systems to ensure long-term business resilience and operational efficiency.

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