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A Study on the MSME Growth of Pisang Uhuyy Bengkalis and Telou Gulung Yung Dollah at Polbeng Business Expo Chapter II

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Abstract

Polbeng Business Expo Chapter II is an event organized by students of the International Business Administration Study Program at Bengkalis State Polytechnic with the theme Local Innovation Impact Global. This event involved 133 tenants from various business fields and aimed to provide direct business practice experience while supporting the development of Micro, Small and Medium Enterprises (MSMEs). During the event, the author played a role in assisting the development of Pisang Uhuyy Bengkalis and Telou Gulung Yung Dollah MSMEs through various business development programs, such as creating profile videos, promotional videos, product catalogs, implementing digital marketing through social media, creating a QRIS payment system, and compiling financial reports during the expo. These programs have proven effective in enhancing product appeal, expanding marketing reach, simplifying consumer transaction processes, and assisting MSMEs in managing their finances more efficiently. By participating actively in this vibrant exhibition, students gained invaluable practical insights into operational strategies and current market demands. Additionally, the targeted mentoring approach significantly boosted the daily sales volume and long term sustainability prospects for both of the assisted local food vendors during the festival. Overall, the implementation of the Polbeng Business Expo Chapter II has had a positive impact on increasing business visibility, facilitating transactions, and improving financial management for MSMEs, thereby supporting business growth and development.

Keywords: MSMEs; Digital Promotion; Business Expo; Purchasing Decisions; QRIS; Financial Management.

1. Introductions

An expo or business exhibition serves as a foundational platform for enterprises to showcase their products and services to a targeted audience [1]. The primary urgency and benefit of such events lie in their ability to help entrepreneurial startups introduce themselves to new customers and significantly increase their brand awareness. Furthermore, exhibitions act as a strategic arena for market research, allowing business owners to observe competitors and analyze current market trends that are favored by the public. This establishes the expo not just as a selling ground, but as a critical analytical tool for business development [2].

Micro, Small, and Medium Enterprises (MSMEs) are a deeply ingrained and popular business model in Indonesia, operated by a diverse demographic ranging from the youth to older generations [3]. They are recognized as a crucial engine for the country's economic development, playing a direct role in overcoming existing economic disparities [4]. By consistently increasing the annual Gross Domestic Product (GDP) and providing widespread employment, MSMEs act as the backbone of the national economy. Consequently, continuous government and societal support is mandated to ensure these enterprises progress and actively participate in economic growth year after year [5].

Beyond their everyday economic contributions, MSMEs hold a highly strategic position due to their proven resistance to macroeconomic shocks and crises [6]. A historical analysis presented in the text highlights the severe Indonesian monetary crisis spanning from 1997 to 1999. During this volatile period, while large corporations faltered, MSMEs not only managed to survive but actively grew. This inherent stability underscores why MSMEs are essential for moving the wheels of the economy and ensuring an equitable distribution of economic development results [7].

The Polbeng Business Expo Chapter II, organized by Politeknik Bengkalis, is conceptualized as a highly potent opportunity for local MSME players to reach a broader audience and promote their services. Within this academic and practical framework, the project deliberately narrows its focus to two specific local businesses: Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah. These businesses were selected for their significant potential in the creative food industry, characterized by strong product innovation and high consumer demand across different age groups, from teenagers to parents [8].

Established in 2022 by Miftahul Jannah, Pisangg Uhuyy represents the evolution of a local culinary startup transitioning into a dedicated home-based enterprise [9]. The business thrives on a unique product concept: transforming standard chocolate bananas into an appetizing snack wrapped in crispy spring roll skin. This innovation not only differentiates the product in a saturated snack market but also provides consumers with a distinctive culinary experience. The owner's high dedication to maintaining distinctive quality and taste highlights the potential for creative food processing at the micro-business level [10].

Telou Gulung Yung Dollah, founded in 2019 by Dedy Kurniawan and Halimatussa'diah, exemplifies successful market penetration through affordability and localized appeal. The business revolves around a simple yet highly popular concept—beaten eggs fried into solid rolls filled with sausage, vermicelli, and cilok, served with chili or soy sauce. By setting an extremely accessible entry price starting from Rp 1,000, the enterprise successfully captures a wide demographic. The strategic placement of multiple branches in Bengkalis further demonstrates effective geographic expansion and strong brand dedication.

For both Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah, participation in the Polbeng Business Expo is analyzed as a calculated step in their broader business expansion plans [11]. By integrating into this event, the MSMEs aim to build crucial industry networks and mutually beneficial partnerships with various stakeholders. This strategic involvement is expected to sustainably increase their market share while encouraging digital business development. Ultimately, the expo serves as a stepping stone to make these MSMEs more eligible for formal financing and future job creation [12].

The background narrative logically transitions into the formal identification of the project, which aims to actively improve the marketing strategies of the two selected MSMEs. The project is designed to help these local actors capitalize on the expo to advance their business standing. Consequently, the core problem formulation of the research is established: investigating and understanding the exact implementation process of the Polbeng Business Expo Chapter II. This question frames the entire project as an evaluative study of event execution and its direct impact on tenant marketing.

The objectives of the study are strictly bifurcated to address both the macroscopic event and the microscopic tenant needs. Generally, the project seeks to comprehensively understand the expo's mechanism from planning to execution, providing evaluative material for future events [13]. Specifically, the project operationalizes MSME growth through highly targeted, measurable outputs: creating business profile videos, producing 30 promotional videos per MSME, designing digital catalogs, executing a one-month digital marketing campaign, preparing formal financial reports, and implementing the QRIS payment system to modernize transactions [14].

The concluding section of the chapter outlines the multi-dimensional significance of the project, highlighting distinct benefits for the author, the student body, and the general public [15]. It emphasizes the translation of academic theory into practical event management, marketing, and financial analysis skills. For the community and MSMEs, the project promises increased visibility, quality product access, and regional economic stimulation. Finally, the text establishes the operational logistics, noting that the three-day exhibition will take place in May 2025 at the commercial administration building courtyard of Politeknik Negeri Bengkalis, followed by a structured chapter breakdown for the final report [16].

2. Method Research

2.1 Project Preparation

The project preparation plan "A Study on the MSME Growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II" is the first step that needs to be prepared before starting an activity. This plan is explained through the following Project Preparation Plan Flow Chart:

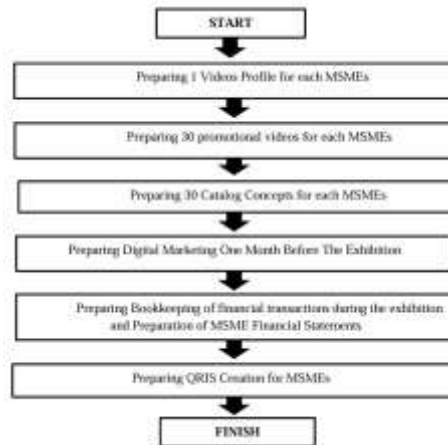


Figure 1 Project Preparation Flowchart

The project implementation includes a multi-faceted approach to bolster MSME performance, beginning with the production of professional profile videos to cultivate a positive image and 30 short, trend-focused promotional videos optimized for social media engagement. To further enhance customer outreach, 30 digital or printed product catalog concepts are prepared to provide clear, detailed information, while a strategic, one-month digital marketing campaign on platforms like Instagram is utilized to maximize awareness and event attendance. Operational efficiency is simultaneously addressed through the implementation of organized financial bookkeeping to aid in business decision-making and the adoption of QRIS payment systems to facilitate fast, secure digital transactions for customers.

2.2 Project Implementation

The implementation plan for the “A Study on the MSME Growth of Pisangg Uhuuy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II” Expo activity is part of a series of activities that will be carried out at the event, which are explained through the flowchart of the activity implementation plan below:

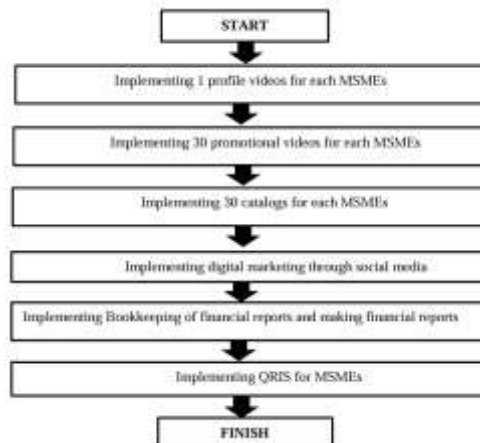


Figure 2 Project Implementation Flowcart

This comprehensive support plan for MSMEs focuses on boosting brand presence, marketing efficiency, and financial management through six strategic stages: producing one in-depth business profile video and thirty dynamic promotional videos using CapCut and Canva to engage audiences on Instagram, designing thirty detailed digital or printed product catalogs, implementing a tailored digital marketing strategy on Instagram to expand market reach, establishing detailed transaction bookkeeping during exhibitions to generate comprehensive post-event financial reports, and facilitating QRIS registration to enable seamless and trusted digital payments.

2.3 Project Accomplishment

The planning of project completion is described in a flow chart. This flow chart aims to smooth the flow of completing activities systematically. The project completion plan can be seen in the flow chart below:

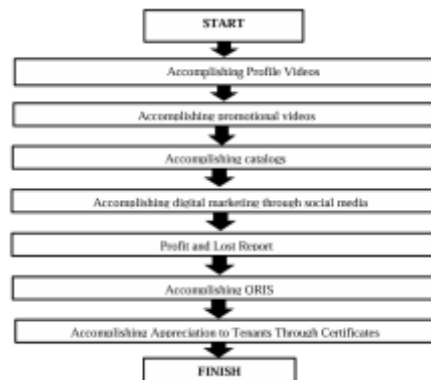


Figure 3 Project Accomplishment Flowcart

The author successfully supported MSMEs by producing professional profile and creative promotional videos using CapCut, as well as compiling informative product catalogs via Canva, all of which were published on Instagram, Facebook, and TikTok to expand their digital marketing reach and strengthen branding. Furthermore, the initiative included preparing structured financial reports for transparent management, implementing a QRIS cashless payment system to streamline transactions, and presenting certificates of appreciation to active participants after the Expo to recognize their commitment and foster strong future relationships.

2.4 Project Reporting

The planning and implementation of the project required a report that aimed to evaluate every aspect of the women's entrepreneurship seminar, from its inception to its completion. Below is a flow chart for the planning report:



Figure 4 Project Reporting Flowcart

The Project Implementation Report provides a comprehensive and honest account of the exhibition's lifecycle, detailing every stage from planning, preparation, and execution to post-event evaluation, challenges, and overall results. To guide this project—which focuses on the growth of the MSMEs "Pisangg Uhuuy Bengkalis" and "Telou Gulung Yung Dollah" at the POLBENG Business Expo Chapter II—the Schedule Implementation Final Report outlines a structured timeline spanning from November to May. This detailed schedule coordinates critical phases, beginning with preparation and drafting of promotional materials, moving into the active implementation of profile videos, catalogs, digital marketing, bookkeeping, and QRIS setup, and concluding with project accomplishments, tenant appreciation through certificates, and final reporting plans to ensure all targets are successfully met.

2.5 Estimated Cost of the Project Tenants

The budget for this project report will be described in detail in a table covering all aspects from planning to implementation. All funds needed to organize the Polbeng Business Expo will be outlined, describing the costs

incurred by the implementing party from the preparation stage to project completion. These details can be seen in the following table.

Table 1 Details of Estimated Cost of the Project

No	Item	Total
TENANT BUDGET		
1.	Print out of Catalog	Rp 45.000
2.	Banner	Rp 55.000
3.	Print out of Qcb	Rp 20.000
4.	Rental Fee	Rp 300.000
5.	Stand of Banner	Rp 70.000
6.	Internet Voucher	Rp 140.000
7.	Transportation	Rp 170.000
	TOTAL	Rp 800.000

From the table above, it can be seen that the total cost of organizing the Polbeng Business Expo Chapter II which includes all stages from preparation to completion is Rp 800,000.

2.6 Estimated Cost of the Project Report

The preparation of this final project requires operational costs. All expenses during the process of making the report will be settled after the activity is completed. The following is a breakdown of the costs required for this thesis project:

Table 2 Estimated Cost of Proposal

No	Information	Price
I. Thesis Proposal		
	Pre Trial	
1.	Printing Fee	Rp 150.000
2.	Revision	Rp 100.000
3.	Konsumsi	Rp 50.000
4.	Transportation	Rp 100.000
5.	Other Costs	Rp 150.000
	Post Trial	
1.	Post Trial Revision	Rp 150.000
2.	Licking	Rp 90.000
Total		Rp 790.000

Table 3 Estimated Cost of Thesis

No	Information	Price
I. Thesis		
	Pre Trial	
1.	Print	Rp 100.000
2.	Revision	Rp 100.000
3.	Konsumsi	Rp 50.000
4.	Transportation	Rp 70.000
5.	Other Costs	Rp 70.000
	Post Trial	
1.	Post Trial Revision	Rp 100.000
2.	CD	Rp 50.000
3.	Licking	Rp 150.000
Total		Rp 600.000

From table the two table above, it is known that the total cost of preparing the A Study on the MSME Growth of Pisangg Uhuyy Bengkalis and Telou Gulung Yung Dollah at POLBENG Business Expo Chapter II is Rp 1,390,000.

3. Result and Discussion

3.1 Polbeng Business Expo and Business Profile

Organized in 2025 by the International Business Administration Study Program of Politeknik Negeri Bengkalis under the theme "Local Innovation Impact Global," the Polbeng Business Expo Chapter II serves as a practical final project for students to apply business theories, manage operations, and showcase their innovations.

Featuring 133 diverse tenants across sectors like food and beverages, the event creates a dynamic and competitive environment that teaches students critical skills in budgeting, customer service, strategic marketing, and real-world problem-solving. The success of the expo relies heavily on active teamwork and collaboration among students, supervisors, sponsors, and the local community to inspire a new, globally-capable generation of entrepreneurs. Additionally, the expo's official logo reflects this balanced business ethos through shapes representing stability, energy, innovation, and the polytechnic itself, combined with a color palette symbolizing trust, creativity, open communication, and courage,



Figure 5 Logo Polbeng Business Expo Chapter II

The committee structure for the Polbeng Business Expo Chapter II was established to ensure the event ran smoothly and effectively by assigning specific roles and responsibilities to each member throughout the preparation and implementation phases. Within this organization, the author, Zulaika, an International Business Administration student, served as a member of the Consumption Division. Her primary responsibilities included managing the food and beverage needs for both the committee and participants, which entailed planning menus, coordinating with consumption providers, and overseeing the distribution of food and drinks to ensure all needs were successfully met during the event.



Figure 6 Organizational Structure

The Polbeng Business Expo Chapter II took place over three days from May 20–22, 2025, and was located around the Administration Building and Civil Engineering Building. To maintain a neat and organized layout, the committee provided tents for the MSME tenants and set up dedicated spaces including tents for guests and judges, a participant waiting tent, a photo booth, a sponsor area, and a main stage as the activity hub. This arrangement was designed to give visitors easy access to every tenant while enhancing their expo experience. Additionally, the event was open to the general public and featured attractive door prizes for lucky visitors.

3.2 Project Preparation

During the preparation phase, the author designed a comprehensive strategy to support the MSMEs, beginning with the concept for one professional profile video for each business to showcase their identity, flagship products, pricing, address, and unique advantages. To further capture customer attention on social media, the author planned 30 short promotional videos per MSME featuring dynamic visuals, animated text, and trending music, alongside 30 digital product catalog concepts that neatly display high-quality photos, clear descriptions, pricing, and contact information. A proactive digital marketing strategy was also prepared to launch on platforms like Instagram one month before the exhibition to build brand awareness and attract potential visitors to the introduced products. Additionally, the team organized a structured financial bookkeeping framework to neatly record all daily income and expenses during the expo, thereby clarifying the businesses' financial status for better decision-making. Lastly, the team facilitated QRIS registration for the MSMEs through official banking or payment provider partners and arranged training guidance to ensure quick, safe, and convenient digital wallet transactions for customers throughout the event.

3.3 Project Implementation

The implementation of one profile video and thirty promotional videos for Pisang Uhuyy Bengkalis and Telou Gulung Yung Dollah serves as a strategic marketing initiative designed to enhance business development, visually showcase product advantages, and drive consumer purchasing interest. To complement these visual assets, thirty catalogs were compiled to provide structured details on product types, pricing, and benefits, supported by a targeted one-month digital marketing campaign focused on social media management and local community reach. Furthermore, operational efficiency and modernization were achieved by establishing a systematic financial bookkeeping system to ensure transparency and performance evaluation, alongside the integration of a QRIS cashless payment system to streamline transactions and improve customer convenience.

3.4 Project Accomplishment

The author produced high-quality profile videos for two MSMEs using the CapCut application based on pre-designed concepts. These videos highlighted business backgrounds, product prices, physical addresses, featured products, and services, emphasizing each MSME's competitive advantages through research. To maximize engagement, the videos incorporated supporting elements like company logos, informative text, simple illustrations, and character-matching background music, before being uploaded to platforms like Instagram to expand audience reach and enhance their positive image.



Figure 10 Promotional Video Editing Process Pisang Uhuyy Bengkalis



Figure 11 Promotional Video Editing Process Telou Gulung Yung Dollah

The author successfully produced 30 short promotional videos for both Pisang Uhuyy and Telou Gulung Yung Dollah as a strategic initiative to boost brand presence, expand market reach, and increase consumer appeal. The content of these videos was diverse, focusing on manufacturing processes and customer testimonials enhanced with attractive visuals, animated text, and trending music. Due to their short duration, these videos serve as easy-to-understand and highly effective digital media tools to help the MSMEs efficiently introduce their products on social media and reinforce a professional image.



Figure 12 Pisang Uhuyy Promotion Video

The author completed 30 catalogs each for Pisang Uhuyy and Telou Gulung Yung Dollah, incorporating essential information such as menu lists, pricing, and ordering instructions to make it easier for potential buyers to make informed choices. By deploying these digital catalogs on social media platforms like Instagram, both businesses successfully executed a modern digital marketing strategy designed to connect with more consumers and maximize their overall sales potential.



Figure 13 Telou Gulung Yung Dollah Promotion Video

The implementation of digital marketing strategies across social media platforms focused on elevating product visibility and expanding the market footprint of the MSMEs. Utilizing these digital networks allowed the businesses to cultivate more intense, direct communication with their consumers, thereby strengthening their overall brand presence in the face of market competition.

Implementing the QRIS payment system provided a faster, practical, and highly secure cashless transaction method, enabling customers to scan a single QR code using various digital wallet applications instead of carrying cash or debit cards. Registered officially under the names “Pisang Uhuyy, BNGKLS” and “Telou Gulung Yung Dollah,” the printed or digital QR codes display a National Merchant Number (NMID) that clarifies business identity, supports digital financial transformation, simplifies the buying and selling process, and increases transparency to build consumer trust. Based on the results of a comparison of financial ratios, Pisang Uhuyy Bengkulu MSMEs showed better financial performance than Telou Gulung Yung Dollah MSMEs. This can be seen from the Net Profit Margin (NPM) value of Pisang Uhuyy Bengkulu at 62.47%, which is higher than Telou Gulung Yung Dollah at 53.42%. This value indicates that Pisang Uhuyy Bengkulu has a better ability to generate net profit from each sale made.

Table 4 Financial Comparison of MSMEs one Month Before the Expo

Ratio	Pisang Uhuyy	Telou Gulung Yung Dollah
NPM (Net Profit Margin)	62.47%	53.42%
GPM (Gross Profit Margin)	70.43%	59.40%
ROA (Return on Assets)	62.47%	53.42%
ROE (Return on Equity)	62.47%	53.42%

Comparative financial analysis was conducted to evaluate the differences in financial performance between the Pisang Uhuyy Bengkalis and Telou Gulung Yung Dollah MSMEs using the NPM, GPM, ROA, and ROE ratios. This analysis aimed to determine the level of profitability and effectiveness of financial management in both MSMEs.



Figure 14 QRIS Code of Pisang Uhuyy and Telou Gulung Yung Dollah

Upon the conclusion of the event, the committee presented certificates of appreciation to Pisang Uhuyy and Telou Gulung Yung Dollah to honor their valuable participation and contributions to the Polbeng Business Expo Chapter II. Beyond acting as a respectful gesture of recognition, these certificates serve as concrete proof of the tenants' active involvement in MSME development, which adds long-term value for building business relationships and boosting public confidence in their brands.



Figure 15 Certificate to Pisang Uhuyy and Telou Gulung Yung Dollah

3.5 Project Reporting

The Polbeng Business Expo aimed to cultivate a sustainable creative economy ecosystem by strengthening connections between educational institutions, industry, and MSMEs, beginning with an opening ceremony filled with traditional performances, official remarks, and blessings. Throughout its execution, the organizing committee navigated various logistical and environmental challenges, including heavy rain and flooding, electrical issues, poor team coordination, delayed sponsor funding, and traffic disruptions caused by improper parking. To mitigate these obstacles in future events, the committee proposed strategic solutions such as establishing a centralized, real-time scheduling system to prevent miscommunication and securing strict funding timelines with donors. Ultimately, by collaborating closely with media partners and journalists, the expo successfully maximized its public visibility, effectively highlighting its role in local MSME empowerment and broadcasting its diverse lineup of exhibitions and student competitions.



Figure 16 Prayer

4. Conclusion

The Polbeng Business Expo Chapter II successfully increased the brand awareness of Pisang Uhuyy Bengkalís and Telou Gulung Yung Dollah through a strategic blend of direct interactions and digital promotions on Instagram, leveraging engaging promotional videos and product catalogs. This exhibition demonstrated that active collaboration among students, local businesses, and academics plays a pivotal role in driving MSME growth by expanding their knowledge in marketing, financial management, and product innovation. The event's success was further anchored by the implementation of an organized financial bookkeeping system and QRIS digital payments, which streamlined transactions and built customer trust, alongside creative product offerings like diverse banana spring roll toppings and various egg roll fillings that successfully captured consumer interest. To optimize the outcomes of future initiatives, organizers should provide direct assistance and motivation to team members facing difficulties to ensure all responsibilities are executed smoothly. Additionally, Pisang Uhuyy is advised to continuously innovate its product lineup with new flavors and unique shapes to maintain competitive appeal. Social media marketing should be intensified by expanding promotional activities to highly popular platforms like TikTok through creative short videos and customer reviews. Finally, conducting regular training sessions in online promotion and financial management is highly recommended to build professional capabilities and help the MSME teams effectively navigate market competition.

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