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A Study on the MSMEs Growth of Empek-Empek Mama Raihan and Jajanan Bawah Pokok at Polbeng Business Expo Chapter II

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Abstract

This chapter talks about the results and how the Polbeng Business Expo Chapter II 2025 was carried out as a way to learn through experience and help small businesses grow. The event took place from May 20 to 22, 2025, at Politeknik Negeri Bengkalis, and was organized by students in the International Business Administration program. The activities included showing off businesses, holding creative contests, and running promotion events to bring together education, businesses, and the community. The main goal was to help small businesses like Empek-empek Mama Raihan and Jajanan Bawah Pokok. They got support with making their business profiles, using Instagram for online marketing, creating product catalogs, setting up the QRIS payment system, and making financial reports. The team promoted these businesses online for a whole month before the event, which helped raise awareness and get more people interested in visiting. The financial reports during and after the Expo showed that sales went up a lot compared to regular days. Overall, the Polbeng Business Expo Chapter II helped small businesses get more attention, improved their online marketing, made their financial management better, and gave students real-world experience in business advice and event planning. The success of the event shows that working together through exhibitions can really help small businesses grow and help build the local creative economy.

Keywords: Polbeng Business Expo, MSMEs, Digital Marketing, Business Profile, Financial Report, QRIS

1. Introduction

Local economic development through Micro, Small, and Medium Enterprises (MSMEs) is a crucial strategy for improving community welfare and strengthening regional economies [1]. In developing nations like Indonesia, the economy heavily relies on these small businesses [2]. MSMEs are widely run by local entrepreneurs because they are highly manageable and require relatively low costs to establish, making them highly accessible to the general public [3].

The existence of MSMEs plays a significant role in sustaining the community's economy through various challenges [4]. Historically, the immense resilience of MSMEs was proven during the 1998 monetary crisis, where they managed to survive and even grow in number while many large corporations collapsed. Today, they serve as the backbone of Indonesia's populist economic system, aimed at reducing economic inequality, alleviating poverty, absorbing employment, and accelerating national economic resilience [5].

To further support and improve the growth of these MSMEs, business exhibitions or Expos serve as a highly effective tool [6]. An Expo provides a vital platform for local business owners to showcase their products directly to the public. Through these events, MSMEs can significantly expand their market reach, increase brand visibility, and build valuable, wider connections with potential customers, investors, and future business partners [7].

Within the broader MSME sector, food and beverage enterprises stand out as highly successful and rapidly growing contributors to the national economy [8]. Culinary businesses, in particular, often leverage high public interest and viral food trends to attract immediate consumer attention. The success of local culinary businesses selling items like *pempek*, *pentol ayam*, and *seblak* demonstrates how innovation and creativity can open up promising business opportunities for local entrepreneurs [9].

Every region boasts specific traditional foods that serve as a symbol of local cultural heritage, such as *Pempek* from Palembang, South Sumatra [10]. Made primarily from ground fish meat, tapioca, water, salt, and sugar, *Pempek* is an integral part of Palembang's cultural identity and history. Its unique taste and authenticity have allowed it to endure for generations, becoming a highly sought-after delicacy and a popular souvenir for visitors traveling from outside the region [11].

Similarly, other regional foods have strong historical roots and massive popularity, such as *Seblak*, which was created in the 1980s in Bandung from crushed crackers and a special spicy sauce [12]. Another highly favored culinary business is *Bakso Pentol Jajanan Bawah Pokok*, located on Wonosari Barat Street in Bengkalis. This particular MSME is incredibly popular among all demographic groups, especially women and children, largely due to its flexible portion pricing that allows anyone to afford their delicious snacks [12].

Driven by the vital role of these culinary businesses, this project is officially entitled "A Study on the MSMEs Growth of Empek-Empek Mama Raihan and Jajanan Bawah Pokok at POLBENG Business Expo Chapter II." The study focuses strictly on how to systematically organize, implement, and conduct research on these two specific MSMEs. It covers everything from initial planning and data collection to the analysis and evaluation needed to properly measure business development during the exhibition [13].

The general purpose of this project revolves around successfully organizing a well-planned business exhibition [14]. It aims to actively support the economic and structural growth of both the Empek-empek Mama Raihan and Jajanan Bawah Pokok MSMEs [15]. Furthermore, the project is designed to fundamentally improve their promotional activities and overall market presence through effective coordination and meticulously structured exhibition programs [16].

Specifically, the project has established several concrete objectives to modernize and boost the sales of these two tenants. These specific goals include creating one profile video, thirty promotional videos, and thirty product catalogs for each business [17]. Additionally, the project will implement targeted digital marketing campaigns on social media platforms like Instagram and Facebook, compile comprehensive financial reports before and during the expo, and facilitate the creation of QRIS payment systems for both MSMEs [18].

Ultimately, this project offers significant benefits across the board, providing the author with practical experience to complete their International Business Administration final project while allowing students to improve their management and promotional skills [19]. For the broader community, it helps local MSMEs improve their marketing, introduces superior local products, and boosts regional economic growth. The project is scheduled to be implemented over three days, from May 20 to 22, 2025, taking place at the Bengkalis State Polytechnic behind the civil engineering building courtyard [20].

2. Research Method

2.1 Project Preparation

The project preparation plan is the initial plan that must be prepared before starting an activity. The project preparation plan is described in the Flowchart of the project preparation plan below:

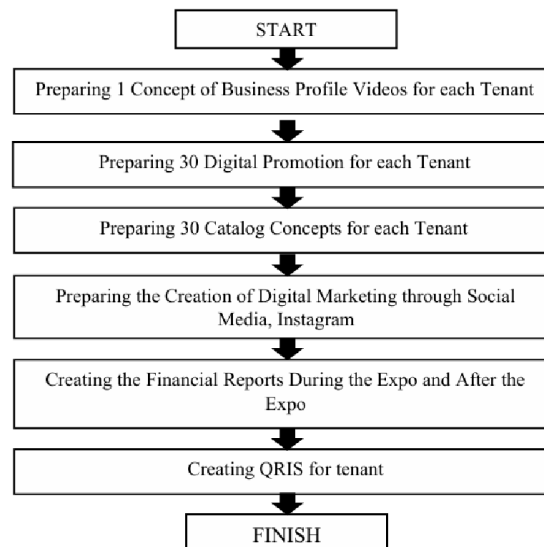


Figure 1 Flowchart Project Preparation Plan

The project involves several key preparatory steps to boost the growth of the tenants, which include creating one detailed business profile video to build audience trust, developing thirty creative digital promotions to increase visibility and interaction, and designing thirty attractive catalog concepts to highlight product uniqueness. Furthermore, it incorporates digital marketing through Instagram via engaging visuals to expand audience reach, establishing detailed pre- and post-expo financial reports to evaluate profitability and improve management decision-making, and implementing QRIS payment systems for both Empek-Empek Mama Raihan and Jajanan Bawah Pokok to simplify and streamline transaction processes.

2.2 Project Implementation

Expo activity plan "A Study on the MSMEs Growth of Empek-Empek Mama Raihan and Jajanan Bawah Pokok at POLBENG Business Expo Chapter II" is one of a series of activities carried out during the event, which is described in the flowchart of the project implementation plan below:

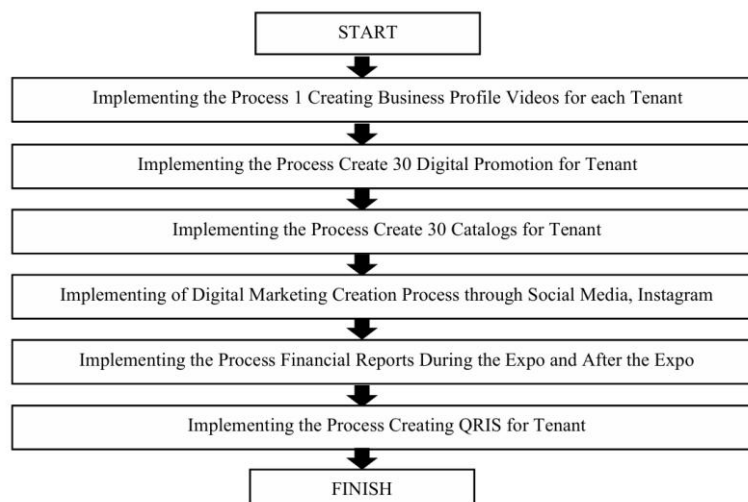


Figure 2 Flowchart of Project Implementation

The implementation process begins by researching and planning business profile videos that visually build audience interest, followed by executing thirty tailored digital promotions designed to target the market effectively and drive sales. It also includes developing thirty attractive product catalogs complete with clear

descriptions and photos, executing highly visual Instagram marketing campaigns to reach a wider audience, systematically recording and analyzing all transaction data during and after the expo for detailed financial reporting, and facilitating the setup of QRIS digital payments after educating the tenants on its efficiency and security.

2.3 Project Accomplishing

Project completion planning 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:

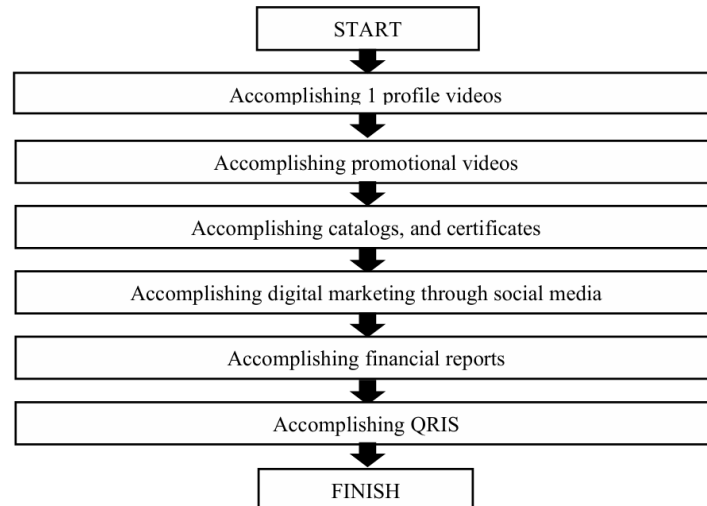


Figure 3 Flowchart of Project Completion

The project successfully achieved all its main objectives by producing one engaging business profile video to build consumer trust and multiple promotional videos to boost brand awareness. It also accomplished the creation of clear product catalogs and certificates of participation, implemented consistent digital marketing strategies across Instagram and Facebook to enhance brand visibility, compiled systematic and accurate financial reports to ensure operational transparency, and fully integrated the QRIS payment system to provide practical, secure, and professional cashless transactions.

2.4 Project Reporting

The planner reports to evaluate the expo activities. This evaluation is very important to improve the quality of the expo system to be implemented, the contents of the project report to be reported can be seen in the following flow section:



Figure 4 Flowchart of Reporting Plan

The final phase of the project involves compiling an authentic, manipulation-free Activity Implementation Report based on the real events at the Polbeng Business Expo Chapter II, alongside a detailed Schedule Implementation Final Report that maps out all project phases from November to April. This schedule, structured in a comprehensive table, tracks the progression of tasks across four primary stages: project preparation (such as conceptualizing profile videos, catalogs, and digital promotions), project implementation (including creating content, running social media marketing, managing finances, and setting up QRIS), project accomplishment (finalizing all media outputs and financial records), and final reporting (which details the project's schedule, implementation, and overall budget).

2.5 Estimated Cost of the Project Tenant

The cost budget for this project will be explained in detail in the form of a table, starting from planning to the implementation of Polbeng Business Expo Chapter II. This table will show all the costs incurred by the implementation team from the beginning of preparation to completion.

Table 1 Estimated Cost of the Project Report

No	Item	Total
1	Print Catalogs	IDR 100,000
2	Banner	IDR 150,000
3	Stand Banner	IDR 150,000
4	Rental Fee	IDR 300,000
5	Decoration	IDR 200,000
6	Print QRIS	IDR 30,000
	TOTAL COST	IDR 930,000

2.6 Estimated Cost of the Project Report

The making of this final project requires operational costs. The costs incurred by the implementer at the time of the project report are made after the implementation of the activities.

Table 2 Estimated Cost of The Project Report

No	Information	Price
1	Thesis Proposal	
	Pre Trial	
	1. Internet Quota	IDR 100,000
	2. Printing	IDR 100,000
	3. Revision	IDR 100,000
	4. Consumption	IDR 80,000
	5. Transportation	IDR 150,000
	6. Other Cost	IDR 100,000
	Post Trial	
	1. Post Trial Revision	IDR 150,000
	2. Licking	IDR 55,000
	Sub Total	IDR 835,000

No	Information	Price
2	Thesis	
	Pre Trial	
	1. Print	IDR 100,000
	2. Revision	IDR 150,000
	3. Consumption	IDR 80,000
	4. Transportation	IDR 150,000
	5. Other Cost	IDR 150,000
	Pasca Sidang	
	1. Post Trial Revision	IDR 150,000
	2. CD	IDR 50,000
	3. Licking	IDR 100,000
	Sub Total	IDR 930,000
	Total	IDR 1,765,000

3. Result and Discussion

3.1 Polbeng Business Expo Profile

The Polbeng Business Expo, held on May 20–22, serves as a collaborative exhibition and promotional platform for showcasing innovations, expanding networks, and uniting industry players, which is visually represented through its meaningful logo and typography. The Chapter II logo incorporates fire and water symbols to represent energy and steady balance, alongside a half-gear in the letter "o" to signify Politeknik Negeri Bengkalis's vocational identity and industry connection, enhanced by color gradients that reflect adaptivity and progress. The brand's philosophy is further anchored by a distinct color palette dark blue for trust, orange for optimism, light blue for communication, and maroon for strength paired with a typography scheme combining a bold Bebas Neue font for "BUSINESS" and clean Century Gothic fonts for the supporting details to project a highly professional, structured, and legible image.



Figure 5 Polbeng Business Expo Profile

The Polbeng Business Expo Chapter II, held in 2025 as the final project for 88 International Business Administration students, featured diverse products, services, and creative activities like coloring and fashion shows, all managed smoothly through a structured committee where the author actively served in the sponsorship division. Led by Head of Organization Deri Muliannyah, the core leadership included three secretaries managing administrative paperwork, letters, and documentation (Siti Aulia, Mutiara Indah, and Rolisma), and two treasurers handling budgeting, cash flow, and financial reporting (Umi Kurniawati and Roszila). Operations were streamlined by coordinators managing the venue (Mutiara Sriwirda H.) and tenant relations (Femylda Hidayah), supported by specialized divisions for events (M. Alfis Pratama), sponsorship (Dea Khairunnisa), creative media (Nazifa Fitri), equipment (Adil Subri), security (Apip Zami), consumption (Siti Afriyani), and cleaning (Wildanul Ikhsan).

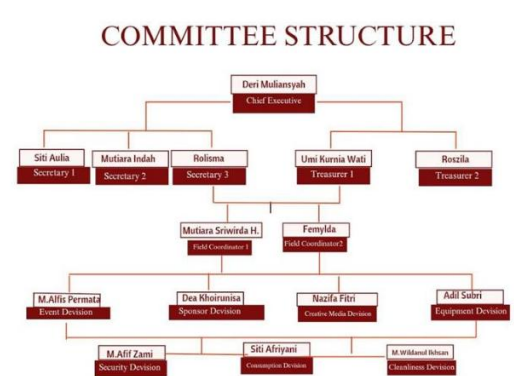


Figure 6 Stucture Polbeng Business Expo

The Polbeng Business Expo took place over three days, from May 20-22, 2025, in the courtyard and next to the Civil Engineering Building. It was a place where business owners could show off their creative and new products. There were also fun competitions for kids. The event provided a great experience for everyone who visited. The layout of the event is shown in Figure 7 below:

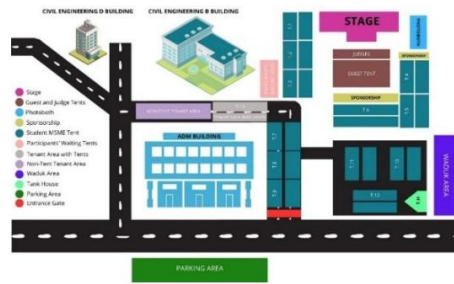


Figure 7 Layout Polbeng Business Expo

3.2 Project Preparation

Project preparations undertaken by the Liaison Officer and Business Consultant to support MSMEs at the Polbeng Business Expo involved conceptualizing distinct business profile videos to deliver clear brand messaging, alongside selecting tailored digital promotion media aligned with each tenant's specific target market. To further enhance engagement and operational efficiency, these preparations included designing professional tenant product catalogs, building targeted digital marketing campaigns on Instagram through interactive features, structuring comprehensive financial reporting frameworks to accurately track cash flow during and after the expo, and setting up official QRIS digital payment systems to enable seamless cashless transactions.

3.3 Project Implementing

Empek-empek Mama Raihan (established in 2019 by Rena Sari on Jalan Wonosari Barat, Gang Rukun) and Jajanan Bawah Pokok (established in 2015 by Vhia Andin on Jalan Wonosari Barat, famously operating under a tree) were selected for the exhibition due to their potential to showcase local culinary richness. Participating in the Polbeng Business Expo Chapter II allows these unique culinary businesses to introduce their authentic products to a broader audience, boost brand awareness, receive direct customer feedback, and explore new business partnerships while driving regional creative economic growth.



Figure 8 Empek-empek Mama Raihan Product



Figure 9 Jajanan Bawah Pokok Product

The execution of the promotional campaign involves a systematic workflow that begins with identifying each tenant's specific marketing needs, deciding on a central concept and theme, creating engaging visual designs and captions, and establishing a publishing schedule. By consistently deploying thirty planned promotional contents, the tenants are expected to significantly enhance their brand image, foster stronger customer engagement, and ultimately drive higher sales both during and after the expo.

The creation of thirty product catalogs for each tenant is executed through a series of structured steps, starting with the collection of product data and photos directly from the business owners. This is followed by conceptualizing and designing the catalog layout, writing informative product descriptions, and performing final editing. These professional catalogs aim to maximize product appeal, solidify business identity, and simplify the product selection process for consumers during and after the exhibition.

Implementing digital marketing on Instagram focuses on executing a strategic promotion plan to raise brand awareness, expand market reach, and encourage real-time interactions with potential customers through creative and relevant content. To ensure consistency and support the event's success, the author meticulously maintained a daily logbook over a 30-day period to track and manage all social media promotional activities and communication strategies.

The execution of financial reporting spans the entirety of the expo event and continues after its conclusion to guarantee systematic, transparent, and highly accurate documentation of all monetary transactions. This ongoing process serves as a vital measure of financial accountability, enabling tenants to track every expense and revenue stream, which provides a reliable basis for calculating overall profit and evaluating the financial success of the event.

Setting up the QRIS digital payment system begins with obtaining the tenants' approval and assisting them in gathering necessary identification and account data for registration via the BRI Merchant app. The implementation follows a 12-step digital process including account registration, uploading required business and ID documents, completing facial verification, and setting up a secure password resulting in a fully operational QRIS code that allows Empek-Empek Mama Raihan and Jajanan Bawah Pokok to seamlessly accept cashless payments from various digital wallets.



Figure 10 BRI Merchant Application

3.4 Project Accomplishing

To strengthen branding and enhance promotional effectiveness, the project successfully delivered key marketing assets for each tenant. This included professional business profile videos that visually showcased their unique brand identities, certificates of appreciation to officially recognize the tenants' active participation, and a dedicated set of thirty digital promotions and thirty product catalogs. These comprehensive materials directly generated high visitor enthusiasm and a significant increase in sales revenue for both businesses over the course of the three-day exhibition.

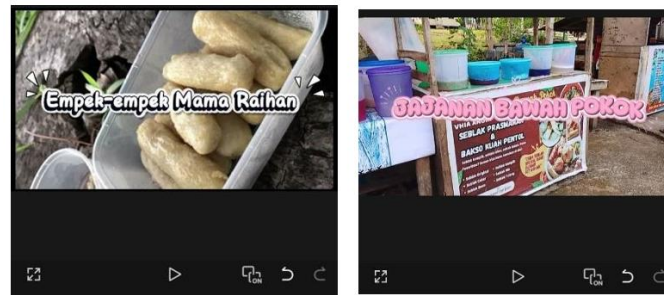


Figure 11 Video Profile MSMEs



Figure 12 Certificate to MSMEs

The financial reporting process involved a two-phase compilation to evaluate the event's overall profitability and success. The tracking began thirty days prior to the event by recording the initial budget, preparation costs, and early revenue into standard financial statements. Within three days after the expo concluded, the team synthesized this baseline data with the final sales figures, extra expenses, and operational costs to generate a complete report that compared budgeted projections against actual financial results.

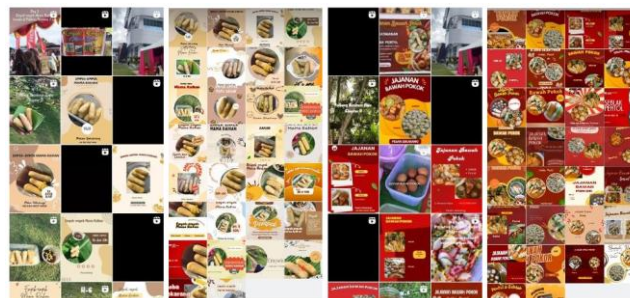


Figure 13 Promotion Video and Catalog File

A comparative evaluation of the monthly performance before the expo reveals that both small businesses maintain healthy profit margins. Empek-empek Mama Raihan generated a total revenue of Rp 3,625,000, incurring raw material and operational costs of Rp 1,387,000 to secure a monthly net profit of Rp 2,238,000. Meanwhile, Jajanan Bawah Pokok achieved a higher total revenue of Rp 7,330,000 against expenses of Rp 2,930,000, resulting in a robust net profit of Rp 4,400,000. The balance sheets for both debt-free entities confirm that all current assets exist entirely as cash and are fully funded by the owners' equity, indicating strong, self-sustaining, and stable financial positions.

During the three-day exhibition, the financial statements highlighted distinct sales trajectories and strong cash flows for both tenants. Empek-empek Mama Raihan sold a total of 101 items, accumulating Rp 505,000 in revenue against Rp 75,000 in expenses, yielding a net profit of Rp 180,000. Conversely, Jajanan Bawah Pokok experienced sharp growth due to successful promotional efforts, selling 120 skewers of grilled meatballs to generate a total revenue of Rp 1,214,000; after deducting Rp 95,000 in operational costs, they secured a net profit of Rp 769,000. Their respective balance sheets indicate perfect liquidity, with all expo earnings successfully recorded and held as current cash assets funded entirely by equity.

A dedicated financial efficiency analysis was conducted using key profitability indicators across a one-month operational timeframe. For Empek-empek Mama Raihan, the metrics revealed a Gross Profit Margin (GPM) of 76.69%, a Net Profit Margin (NPM) of 61.74%, a Return on Assets (ROA) of 61.74%, and a Return on Equity (ROE) of 61.74%, proving that a significant portion of sales is retained after expenses. Jajanan Bawah Pokok demonstrated similarly high operational returns, yielding a GPM of 70.94% alongside a matching NPM, ROA, and ROE of 60.03%, confirming that both enterprises utilize their capital and assets efficiently to sustain healthy profit levels.

Table 3 Financial Comparison of Two MSMEs

Ratio	Empek-empek Mama Raihan	Jajanan Bawah Pokok
NMP (Net Profit Margin)	61,74 %	60,03 %
GPM (Gross Profit Margin)	76,69 %	70,94 %
ROA (Return on Assets)	61,74 %	60,03 %
ROE (Return on Equity)	61,74 %	60,03 %

Comparing the core financial ratios demonstrates that while both businesses exhibit exceptional financial performance and optimal capital utilization, Empek-empek Mama Raihan holds a slight edge in cost efficiency and profitability. It leads Jajanan Bawah Pokok in Net Profit Margin (61.74% vs. 60.03%) and shows superior production cost control with a higher Gross Profit Margin (76.69% vs. 70.94%). Both entities maintain robust, identical trends in their ROA and ROE returns, pointing to strong management practices and excellent long-term sustainability for both operations.

The successful integration of the Quick Response Code Indonesian Standard (QRIS) served as a vital strategic milestone for digitizing the tenants' payment methods. By collecting necessary registration data such as business profiles, contact numbers, and identity documents unique scannable codes were printed and deployed for both businesses. This digital payment ecosystem expanded their market reach by accepting a wide array of e-wallet applications, while simultaneously improving operational efficiency, neatening transaction histories, and minimizing cash-handling errors.



Figure 14 QRIS Payment Method

3.5 Project Reporting

The Polbeng Business Expo Chapter II was successfully executed over three consecutive days, from Tuesday to Thursday, May 20 to 22, 2025. The event featured a vibrant lineup of activities designed to engage MSME players, students, and the general public. Serving as a strategic platform, the expo effectively promoted local innovations, fostered collaborative cross-sector partnerships, and stimulated the growth of the regional creative economy.



Figure 15 Dance Performance

Centering on the theme "Local Innovation, Global Impact," the expo's structured schedule successfully promoted vocational and business teamwork through a sequence of traditional and formal ceremonies. The grand opening commenced with a traditional welcoming dance by International Business Administration students, followed by warm hosting from the Masters of Ceremonies, a peaceful Qur'an recitation, and the proud singing of the national anthem and the institutional hymn. The ceremony concluded with opening remarks from the Chief Executive, the Head of the Commercial Administration Department, and the Director of Politeknik Negeri Bengkalis, followed by a closing prayer to officially launch the exhibition.



Figure 16 Master of Ceremonies (MC)

To maximize publication reach and event visibility, the organizing committee actively engaged local press members and facilitated media interviews with the Chairperson regarding the expo's goals and benefits. This strategic publicity successfully educated the public on the expo's role in empowering local MSMEs while highlighting its diverse student competitions (from kindergarten to junior high levels). Consequently, this widespread media coverage established a highly positive public perception and cemented the expo's reputation as a valuable platform for community and business empowerment.



Figure 17 Event News

The execution of the Polbeng Business Expo 2025 was backed by a highly transparent and meticulously detailed financial reporting system to track all operational costs. The committee accumulated a total income of Rp 90,509,000, sourced from class dues, event registration fees, tenant registrations, and corporate sponsorships. Meanwhile, total expenses reached Rp 85,558,435, which funded essential sectors such as event infrastructure (tents, stages, and power maintenance), equipment, security, cleaning, catering, sponsorship travel, creative media production, general administration, and associated student competitions. This left the committee with a healthy and successful surplus of Rp 4,950,565 in remaining funds.

Table 4 Details of Expenditure

Events in Conjunction with the Expo			
1	Spelling Bee		Rp 5,010,000
2	Fashion Show		Rp 6,191,500
3	Ranking I		Rp 3,171,305
4	Colouring		Rp 5,118,480
5	Singing Competition		Rp 3,552,000
TOTAL			Rp 23,043,285
TOTAL EXPENSES			Rp 85,558,435
C. TOTAL EXPENDITURE DETAILS			
1	TOTAL INCOME		Rp 90,509,000
2	TOTAL EXPENSES		Rp 85,558,435
TOTAL REMAINING FUNDS			Rp 4,950,565

4. Conclusion

The POLBENG Business Expo Chapter II, themed “Local Innovation, Global Impact,” successfully empowered participating MSMEs, specifically Empek-empek Mama Raihan and Jajanan Bawah Pokok, through a structured and digitized promotional approach. The systematic execution of business profiling, the creation of thirty promotional videos, and thirty comprehensive product catalogs provided sustainable marketing tools that significantly enhanced tenant visibility and streamlined customer transactions. Coupled with consistent Instagram promotions and the integration of the QRIS digital payment system, these initiatives catalyzed substantial financial growth, yielding a 44.3% revenue increase for Empek-Empek Mama Raihan and a remarkable 102.3% increase for Jajanan Bawah Pokok. Furthermore, the implementation of precise financial reports and balance sheets ensured highly transparent budget management, proving that the expo served as an effective, well-organized platform for accelerating local business growth and digital transition. To optimize future iterations of the expo and ensure sustainable business growth, several strategic improvements are highly recommended. Organizing committees should establish robust peer support systems to assist members facing operational challenges, while actively building mutually beneficial sponsor networks by guaranteeing prominent brand placement on promotional materials and extending formal invitations to key guests. For the participating MSMEs, it is crucial to continuously innovate by introducing diverse menu variations to attract taste-conscious consumers and adopting eco-friendly packaging to capture the growing environmentally-conscious market segment. Finally, the institution should upgrade the event infrastructure by expanding exhibition spaces, strategically placing booths for maximum foot traffic, and conducting rigorous evaluations across all project phases from preparation to reporting to lay a solid foundation for future innovative expos.

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