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Analysis of Digital Marketing Implementation for Kue Pancong Lumer and Jumbo Iced Tea MSMEs at Polbeng Business Expo Chapter II

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Abstract

This study analyzes the implementation of digital marketing for Kue Pancong Lumer and Jumbo Iced Tea, two local micro, small, and medium enterprises participating in Polbeng Business Expo Chapter II. The study used a descriptive project-based case approach. Data came from observation, business profiling, project logbooks, social media content, sales records, financial statements, and activity documentation. The intervention covered the creation of 30 promotional videos, 30 digital product catalogs, social media publication, QRIS registration, and basic bookkeeping assistance. The results show that the project produced practical digital assets, strengthened product presentation, supported cashless transactions, and improved the availability of structured financial information. During the three-day expo on May 20-22, 2025, Kue Pancong Lumer recorded revenue of IDR 971,000, while Jumbo Iced Tea recorded IDR 400,000. May 2025 financial reports showed net profit of IDR 4,778,000 for Kue Pancong Lumer and IDR 5,675,000 for Jumbo Iced Tea. These outcomes indicate that integrated digital promotion, transaction digitalization, and financial recording can strengthen MSME readiness for market expansion. However, the study did not use a control group or pre-intervention digital performance metrics. The findings therefore describe implementation outcomes and business readiness rather than a direct causal effect. The project also confirms the strategic value of collaboration between higher education institutions and local MSMEs in applying digital business practices.

Keywords: Digital marketing, MSMEs, Social Media Promotion, QRIS, Financial Reporting, Business Expo.

1. Introduction

Micro, small, and medium enterprises (MSMEs) contribute to employment, income generation, and entrepreneurship. Yolanda [18] states that MSMEs play an important role in Indonesia's economic development. However, changing consumer behavior requires businesses to adapt to digital channels to remain competitive.

Digital marketing helps MSMEs promote products, reach customers, and support transactions. Arjang et al. [1] and Mushi [2] found that digital technology and marketing strategies can improve business performance. Social media, product photos, and videos provide affordable promotional tools.

Digitalization also includes QRIS and financial reporting. Purwaningsih et al. [11] highlights the role of QRIS in supporting digital payments, while Safitri et al. [12] and Sejati et al. [13] emphasize the importance of bookkeeping for business evaluation and decision-making.

Business expos allow MSMEs to promote products, interact with customers, and test marketing strategies. Aisyah et al. [14] and Nurhayati [15] describe expos as effective platforms for connecting products with potential markets and providing practical learning opportunities. Polbeng Business Expo Chapter II was held on May 20–22, 2025 at the State Polytechnic of Bengkalis. The event involved MSMEs, students, lecturers, sponsors, and community members through exhibitions and promotional activities.

This study focuses on Kue Pancong Lumer, established in 2021, and Jumbo Iced Tea, established in 2022. Both businesses required stronger promotional materials, digital payment support, and financial reporting systems. The project produced 30 promotional videos, 30 digital catalogs, MSME profiles, QRIS registration, social media content, and financial reports. These activities integrated branding, promotion, payment systems, and business management [9], [10]. The study examines the implementation of digital marketing and its documented business outcomes. The evaluation focuses on project activities, outputs, expo sales, and financial results reported in May 2025, rather than measuring direct causal effects.

2. Literature Review

2.1 Digital Marketing and MSME Competitiveness

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Digital marketing refers to the use of digital platforms and internet technology to communicate with customers, promote products, and support measurable business interactions. Its central advantage is the ability to connect content with a defined audience at relatively low cost. Montoya et al. [16] argue that digital marketing creates value for new ventures by supporting market reach and scalable growth. For MSMEs, scalability does not always mean rapid national expansion. It can begin with a more realistic objective, such as reaching customers outside the immediate neighborhood, maintaining product visibility between selling periods, or creating an online record of product information.

Competitiveness in this context involves more than price. It includes visibility, product differentiation, responsiveness, transaction convenience, and managerial discipline. Arjang et al. [1] position ICT utilization as a strategy for improving MSME competitiveness. Mushi [2] identifies several connected digital marketing dimensions, including social media, content marketing, paid promotion, data analysis, and search visibility. Small businesses do not need to adopt every tool at once. They need a coherent combination that fits their capacity and customer behavior. The intervention in this study used a basic but integrated combination: business profiles, visual content, product catalogs, cross-platform posting, QRIS, and financial reports.

Marketing management provides a structure for this combination. The marketing mix links product, price, place, promotion, people, process, and physical evidence. Rizkiawan et al. [6] explain that these elements guide the development of practical marketing strategies. Product quality and price remain important, but digital media changes how consumers encounter them.

2.2 Visual Content, Catalogs, and Social Media Consistency

Visual content is important for culinary MSMEs because purchase decisions often begin with sensory expectations. Customers cannot taste a product through a screen, but they can evaluate color, texture, portion size, topping, cleanliness, and presentation. Short promotional videos can show preparation and serving in a sequence that static text cannot reproduce. Awaludin et al. [8] report that digital marketing assistance can help MSMEs use online media more effectively. The practical value of video depends on clarity, relevance, and consistency. Content should show the product quickly, use readable information, and direct customers toward a simple action such as visiting the booth, contacting the seller, or viewing a catalog.

Digital catalogs organize product information in a form that can be shared repeatedly. Kick et al. [17] discuss data catalogs in the SME context as tools for organizing and accessing information. A product catalog is simpler, but it serves a related managerial function. It reduces scattered information and creates a standard reference for product names, variants, prices, and contacts. Mahmud and Sartika [5] highlight the importance of design improvement for strengthening product attractiveness and market reach. Catalog design should therefore balance visual appeal with information accuracy. An attractive layout cannot compensate for unclear prices or missing contact details.

Consistency connects individual content items into a recognizable brand. Digital branding is not only a logo. It includes repeated product names, visual styles, messages, posting rhythm, and customer responses. Lubis and Veri [9] state that business digitalization can strengthen branding potential. Consistent communication helps customers remember the enterprise and reduces uncertainty about whether the business remains active. For small enterprises, a realistic content schedule is more sustainable than an intensive campaign that stops immediately after an event. The project in this study created a bank of 30 videos and 30 catalogs to provide content assets that could be reused after the expo.

2.3 QRIS and Transaction Efficiency

Digital promotion can attract customer interest, but the transaction process must remain simple. Cash-only payment creates several operational problems during crowded events. Sellers need change, cash handling takes time, and customers may cancel purchases when they do not carry sufficient cash. QRIS provides a standardized method for accepting payments through participating banks and digital wallets. Purwaningsih et al. [11] identify an increase in QRIS use and show its relevance to digital payment behavior. For MSMEs, the main benefits include payment flexibility, reduced cash handling, and a transaction record that can support financial control.

Technology adoption still requires assistance. Owners must prepare identity documents, bank information, business data, and registration forms. They must also understand how to display the code, confirm incoming payments, and separate business transactions from personal funds. Armiani et al. [4] show that MSME sustainability is supported by business legality and digitalization. The same principle applies to payment adoption. A QR code is useful only when the business owner understands the process and uses it consistently. The project therefore included registration assistance and direct placement of the active QRIS at the expo booth.

2.4 Financial Reporting and Business Sustainability

Financial reporting translates daily transactions into information for decision-making. Many micro businesses can estimate whether sales are busy or quiet, but they may not calculate cost of goods sold, gross profit, operating expenses, net profit, and capital changes systematically. Safitri et al. [12] show the importance of preparing MSME financial statements based on appropriate standards. Sejati et al. [13] also emphasize literacy and assistance in financial reporting. The minimum useful system should record income and expenditure, group costs correctly, and produce statements that the owner can understand.

The value of financial statements is analytical. An income statement shows whether revenue covers production and operating costs. A statement of changes in equity shows how profit increases business capital. A balance sheet shows the relationship between assets, liabilities, and equity. Ridyanto and Sukarno [19] explain that financial planning supports performance optimization. For the two MSMEs in this study, financial reports were not treated as administrative attachments. They were used to evaluate business margins and to demonstrate the difference between sales revenue and profit.

2.5 Business Expo as an Applied Collaboration Platform

An expo combines direct marketing and experiential learning. MSMEs gain temporary access to concentrated visitor traffic. Students gain a real setting for applying planning, communication, documentation, and problem-solving skills. Aisyah et al. [14] show that integrated marketing communication supports expo promotion and public awareness. Nurhayati [15] explains that expo activities bring products and potential customers into direct contact. These functions become stronger when pre-event digital promotion and on-site transaction systems are connected.

Collaboration also addresses capacity gaps. MSME owners may understand their products and customers well but have limited time for content production, design, registration, or reporting. Students can provide technical support under academic supervision. Mujanah et al. [3] find that management, marketing, and financial assistance can improve MSME understanding and professional business practices. The expected output is not permanent dependence on student support. The stronger outcome is the transfer of usable assets, simple procedures, and practical knowledge that owners can continue after the project.

3. Research Methods

This study used a descriptive project-based case study. The unit of analysis consisted of two culinary MSMEs, Kue Pancong Lumer and Jumbo Iced Tea, within the implementation of Polbeng Business Expo Chapter II. The project-based design was selected because the study examined a sequence of practical interventions, outputs, and documented business outcomes. The design did not manipulate variables experimentally. It described what was planned, what was implemented, and what results were recorded.

The project was conducted in Bengkalis. The expo took place from May 20 to May 22, 2025, around the Business Administration building of the State Polytechnic of Bengkalis. Preparation began before the event and covered tenant coordination, business profiling, content planning, catalog design, promotional video production, social media publication, QRIS registration, and bookkeeping preparation. The accomplishment stage included the handover of promotional assets and certificates.

The reporting stage compiled activity documentation, sales records, financial reports, schedules, and budgets.

The study applied source triangulation by comparing narrative records, tables, financial statements, and photographic documentation. However, it had clear limitations. The project did not record complete pre-intervention follower counts, reach, engagement, conversion rates, or comparable sales from a previous expo. It also did not include non-participating MSMEs as a comparison group. The findings therefore support an evaluation of implementation quality and business readiness. They do not establish a statistically tested causal relationship between digital marketing and sales.

4. Results and Discussion

4.1 MSME Profiles and Initial Business Needs

Kue Pancong Lumer is a culinary enterprise that develops a traditional Indonesian cake with contemporary presentation. The product uses flour, coconut milk, sugar, and coconut, then adds modern toppings such as chocolate and cheese. The final product has a crisp outer layer and a soft interior. Wahyuni established the business in 2021 after learning the production process for approximately six months. The business identity combines traditional taste with modern product variety. This positioning is relevant for digital promotion because the melting toppings and serving appearance can be communicated visually.

Jumbo Iced Tea was established in 2022 and is also managed by Wahyuni. It offers a practical tea beverage in a large cup. Its main value proposition is refreshment, portion size, and affordability. The product is familiar to students and general consumers, but familiarity also creates strong competition. Digital promotion must therefore show clear differentiation, such as serving size, freshness, price, and availability. The business benefits

from simple messages and strong product photographs because customers can understand the offer quickly.



Figure 1. Kue Pancong Lumer and Jumbo Iced Tea products
Source: Research documentation, 2025.

4.2 Implementation of Digital Promotion

The content production process included concept preparation, filming, selection of visual material, editing, caption writing, and publication. The project emphasized understandable information rather than complex production. This approach matches the capacity of local MSMEs. An effective small-business video does not require expensive equipment when the product is visible, the message is clear, and the call to action is direct. Pradnyani et al. [10] show that profile videos can become useful information media. The present project applied the same principle to both business profiles and product promotion.

The digital catalogs also created operational value. Before the project, product information could depend on direct explanation from the owner. A catalog converted that information into a shareable asset. Customers could identify the product, see the price, and contact the seller without repeating the same questions. Mahmud and Sartika [5] explain that design assistance can improve product attractiveness and market reach. In this project, design was treated as a tool for clarity. The most important output was a consistent set of materials that reflected the same business identity.

The strategy used visual posts, short videos, captions, and relevant hashtags. The brochure for Polbeng Business Expo also communicated the event schedule, location, and program. This integrated communication supported both the organizer and the tenants. Aisyah et al. [14] emphasize that coordinated communication improves the visibility of expo activities. The project demonstrated this coordination through shared event promotion and tenant-specific product content.



Figure 2. Polbeng Business Expo Chapter II promotional brochure
Source: Research documentation, 2025.

4.3 QRIS Adoption and Transaction Readiness

The QRIS implementation followed a practical sequence. The project team coordinated with the owner, collected the business name and bank account information, prepared identity documents, visited Bank BRI, completed the registration form, and supported document verification. The bank issued the QRIS after approximately three days. The active code was then placed at the MSME booth. This process converted payment digitalization from a general recommendation into a usable business facility.

QRIS strengthened transaction readiness in two ways. First, it gave customers an alternative when they did

not carry cash. Second, it reduced the need for sellers to prepare small change during crowded periods. The value was especially relevant for low-price products and fast transactions. Purwaningsih et al. [11] show the increasing relevance of QRIS in digital payments. The present project confirms that registration assistance can reduce adoption barriers for MSMEs. The owner did not only receive a code. The project also explained the required documents and the operational use of the payment system.



Figure 3. QRIS prepared for Kue Pancong Lumer MSME
Source: Research documentation, 2025.

4.4 Expo Execution and Sales Performance

Polbeng Business Expo Chapter II was held from May 20–22, 2025. The event featured local MSME products, competitions, entertainment, and public activities. It attracted visitors from both the campus and surrounding community, providing Kue Pancong Lumer and Jumbo Iced Tea with a valuable selling opportunity supported by booth promotion, brochures, and cashless payments.

Kue Pancong Lumer recorded revenue of IDR 350,000 on the first day, IDR 428,000 on the second day, and IDR 193,000 on the third day. Total expo revenue reached IDR 971,000. The second day generated the highest sales and contributed 44.1 percent of the total revenue.

The third day contributed 19.9 percent of total sales, showing a decline compared to the previous days. Variations in visitor numbers, event schedules, product availability, or purchasing behavior may have influenced this pattern, although the records do not identify a specific cause.

Jumbo Iced Tea recorded IDR 107,000 on the first day, IDR 150,000 on the second day, and IDR 143,000 on the third day. Total expo revenue reached IDR 400,000, with the second and third days contributing 37.5 percent and 35.8 percent of total sales, respectively.

Compared to Kue Pancong Lumer, Jumbo Iced Tea showed a more stable sales pattern throughout the event. This may indicate consistent demand for beverages during expo activities, although supporting data were not collected. Combined revenue from both MSMEs reached IDR 1,371,000 during the expo. Kue Pancong Lumer contributed 70.8 percent, while Jumbo Iced Tea contributed 29.2 percent of total sales.

These results demonstrate that the integrated project supported the participation of both MSMEs and generated measurable sales during the event. However, the available data do not allow direct measurement of the specific impact of digital marketing activities.



Figure 4. Opening activity and committee of Polbeng Business Expo Chapter II
Source: Research documentation, 2025.

4.5 Financial Reporting and Profitability

Kue Pancong Lumer reported sales of IDR 8,876,000 and cost of goods sold of IDR 3,648,000. Gross profit

reached IDR 5,228,000. Operating expenses were IDR 450,000, resulting in net profit of IDR 4,778,000. The gross profit margin was 58.9 percent, while the net profit margin was 53.8 percent. The statement of changes in equity showed initial capital of IDR 11,500,000 and ending capital of IDR 16,278,000 after recognizing the period profit. These figures indicate positive profitability for the reported month.

Jumbo Iced Tea reported sales of IDR 7,555,000 and cost of goods sold of IDR 1,655,000. Gross profit reached IDR 5,900,000. Operating expenses were IDR 225,000, resulting in net profit of IDR 5,675,000. The gross profit margin was 78.1 percent, while the net profit margin was 75.1 percent. Initial capital of IDR 7,400,000 increased to IDR 13,075,000 after the current-period profit. The beverage business recorded a higher margin because the cost of goods sold represented a smaller share of sales than in the cake business.

The reporting process also supported managerial decisions. Kue Pancong Lumer can use cost data to evaluate topping variants, portion control, and pricing. Jumbo Iced Tea can monitor ingredient consumption, cup costs, sugar usage, and waste. Both businesses can compare regular monthly sales with event sales, assess the contribution of digital payments, and determine whether promotional spending produces sufficient returns. Safitri et al. [12] and Sejati et al. [13] support the use of financial reporting assistance to improve MSME management. The project confirms that basic statements become more useful when owners understand the relationship between sales, costs, profit, assets, and capital.

4.6 Project Accomplishment, Supporting Factors, and Constraints

The project concluded with the handover of certificates and promotional assets. The certificates recognized the participation of the two MSMEs. The videos, catalogs, and business profiles had a longer practical function because the owner could reuse them after the expo. This handover is important in applied projects. Outputs should remain with the business rather than exist only as academic documentation. Mujanah et al. [3] emphasize the value of assistance that improves business understanding and practice. The present project contributed both tangible assets and procedural knowledge.

The project also faced limitations. Content performance data were incomplete. Sales records reported daily revenue but did not consistently record units, transaction times, customer source, or payment method. The observation period was short and focused on one expo. The study involved only two MSMEs managed by the same owner, which limits generalization. Financial reports depended on the completeness of available records. These constraints do not eliminate the value of the project, but they define the level of evidence. The findings are strongest as a documented case of digital business implementation.

The project has an institutional implication. Higher education institutions can support MSMEs through structured service-learning projects that combine marketing, finance, and technology. A single training session may improve awareness, but a project that produces content, registers a payment system, and prepares financial reports creates more direct operational value. The institution should develop standard instruments, including a digital readiness checklist, content calendar, QRIS registration guide, simple bookkeeping template, and evaluation dashboard. This structure would improve consistency across future student projects.

4.7 Integrated Evaluation of Digital Marketing Effectiveness

In the communication dimension, the project successfully produced business profiles, 30 promotional videos, 30 product catalogs, and social media publications. These outputs strengthened the digital presence of both MSMEs. Kue Pancong Lumer benefited from visual content highlighting toppings and texture, while Jumbo Iced Tea benefited from content emphasizing freshness and portion size. The activities supported the marketing mix and branding consistency [6], [9].

In the transaction dimension, the implementation of QRIS improved payment readiness by enabling cashless transactions. The project also assisted with registration requirements and bank coordination. Although adoption was successful, future evaluations should compare cash and QRIS transaction values, transaction times, and customer preferences to measure its effectiveness more accurately.

The institutional collaboration dimension also showed positive results. The expo connected academic knowledge with MSME needs through activities such as digital marketing, content creation, event management, payment digitalization, and financial reporting. MSME owners received valuable support and business assets, while the project increased expo visibility through public documentation and media coverage [3].

Overall, the project achieved strong implementation effectiveness. Planned activities were completed, QRIS was activated, sales were recorded, and financial reports were prepared. While expo revenue indicated positive outcomes, the specific impact of digital marketing could not be separated from other factors such as product quality, visitor traffic, weather, and competition. Therefore, digital marketing should be viewed as a tool that supported business visibility and market readiness within the expo environment.



Figure 6. Media coverage of Polbeng Business Expo Chapter II
Source: Research documentation, 2025.

4.8 Sustainability and Replication Framework

The sustainability of the intervention depends on whether MSME owners continue using the systems after the expo. Digital marketing assets, QRIS, and financial reports will only remain useful if they are updated and applied consistently in daily business operations.

The first routine is maintaining a simple monthly content plan. Owners can create content about products, production processes, customer feedback, and promotions. Posting consistently, even with a small amount of content, is more effective than irregular posting.

The second routine is transaction reconciliation. Owners should record cash and QRIS transactions daily, compare digital payments with bank records, and keep transaction evidence. This helps reduce errors and improves financial transparency.

The third routine is regular cost recording. Expenses such as ingredients, packaging, transportation, and promotion should be documented consistently. A simple spreadsheet can be used to calculate profits and monitor business performance.

The fourth routine is conducting monthly performance reviews. Owners should evaluate sales results, identify best-selling products, analyze content performance, and review profit margins. Business decisions should be based on data to improve efficiency and profitability.

The fifth routine is periodic support and mentoring. Follow-up activities by the study program and students can help MSMEs update digital assets, monitor QRIS usage, and improve financial recordkeeping. This support encourages long-term business development.

Finally, replication of the program requires ethical and practical safeguards. Business information, financial data, and personal documents must remain confidential, while account access should stay under the owner's control. These measures protect MSMEs and ensure responsible collaboration.

5. Practical Recommendations

5.1 Recommendations for the MSME Owner

The owner should maintain a realistic content schedule and update catalogs whenever prices, variants, or contact details change. Every post should include the product name, price or ordering information, location, and a clear action. Customer questions should be recorded because repeated questions can become future content topics. The owner should also retain original photos and videos in organized folders so that content can be reused efficiently.

Cash and QRIS transactions should be recorded separately and reconciled every day. Business funds should be separated from personal funds as far as possible. The owner should calculate cost of goods sold for each main product and review margins monthly. Financial reports should be discussed in simple terms so that the owner can use them for pricing, purchasing, and production decisions.

5.2 Recommendations for Expo Organizers and the Study Program

Expo organizers should create a standard digital promotion calendar for all tenants. Each tenant should receive minimum content requirements, publication dates, and a simple measurement form. The organizer should record visitor numbers, event traffic by time, and tenant sales when owners agree. A central dashboard would allow the committee to evaluate which activities attract visitors and which promotional channels generate the

strongest response.

The study program should develop reusable templates for business profiles, catalogs, QRIS registration, daily sales records, and monthly financial statements. Students need short technical training before working with MSMEs. Academic supervisors should verify data quality and ensure that financial information is handled confidentially. Follow-up visits should be included in the project schedule so that sustainability becomes part of the assessment.

5.3 Recommendations for Future Research

Future studies should use a pretest and posttest design or compare participating MSMEs with similar businesses that do not receive the same intervention. Researchers should collect platform analytics, sales by channel, customer acquisition source, and QRIS transaction data. A longer period would help separate temporary expo effects from continuing digital marketing outcomes.

Research should also examine owner capability, not only business results. Useful indicators include confidence in creating content, ability to update catalogs, accuracy of daily records, understanding of profit, and continuity of QRIS use. Mixed methods can combine numerical performance data with interviews about barriers, learning, and decision-making. This approach would provide stronger evidence about how campus-based digital assistance influences MSME development.

6. Conclusion

The project implemented an integrated digital marketing program for Kue Pancong Lumer and Jumbo Iced Tea during Polbeng Business Expo Chapter II. Key outputs included promotional videos, digital catalogs, business profiles, social media content, QRIS activation, and financial reports. During the three-day expo, Kue Pancong Lumer generated IDR 971,000 in revenue, while Jumbo Iced Tea generated IDR 400,000. Total expo revenue reached IDR 1,371,000, indicating positive customer response. The May 2025 financial reports showed net profits of IDR 4,778,000 for Kue Pancong Lumer and IDR 5,675,000 for Jumbo Iced Tea. These results reflect strong financial performance, although cost recording can still be improved. The study found that digital marketing is more effective when combined with QRIS payments and financial recordkeeping. Together, these tools help attract customers, simplify transactions, and support business evaluation. The expo served as a practical platform for applying digital marketing strategies and strengthening collaboration between students and local MSMEs. However, the findings represent implementation outcomes only. The project did not include a control group, baseline data, or statistical testing. Future studies should collect pre- and post-intervention data, monitor digital platform analytics, and evaluate long-term business performance to measure the sustainability of the intervention.

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