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To evaluate the effectiveness of digital marketing in improving the operations of Bakso Arema Rajawali and Es Teler Sultan MSMEs, as well as identify factors that support their success and growth

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Abstract

This project analyzes the role of digital marketing in enhancing the performance and competitiveness of two MSMEs, Bakso Arema Rajawali and Es Teler Sultan, at the Polbeng Business Expo Chapter II. The study examines how strategies such as social media promotion, digital catalogs, promotional videos, and QRIS payment systems help increase visibility, expand market reach, and strengthen customer relationships. A project-based method was applied through preparation, implementation, completion, and reporting stages, ensuring a structured and systematic approach to the activities conducted during the expo. The findings show that digital marketing effectively raises consumer awareness, facilitates faster and more convenient transactions, and significantly broadens market reach beyond conventional methods. In addition, the use of engaging digital content helps businesses interact more actively with customers and build long-term relationships. Moreover, collaboration between students and local MSMEs fosters innovation, strengthens branding, and supports small business growth. Overall, the project highlights the importance of adopting digital strategies to remain competitive and sustainable in a rapidly evolving business environment today. This study also provides practical insights for MSME owners to optimize digital tools and adapt to changing consumer behavior in the modern marketplace effectively and efficiently for better competitiveness and long-term business sustainability and resilience.

Keywords: Digital Marketing, MSMEs, Polbeng Business Expo, Project-Based Method.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are businesses that support the community economy by creating jobs, increasing income, and helping economic growth. According to the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2023), MSMEs play an important role in national economic development by creating employment opportunities, supporting income distribution, and strengthening economic resilience, especially through digital transformation [1]. According to Farisi, Al et al. (2022), MSMEs are a type of small business that plays a very important role in improving and growing the community's economy because they are able to survive in any situation, as proven during the 1998 monetary crisis [2]. Meanwhile, according to Sudrartono et al. (2022), MSMEs are business activities carried out by individuals, households, or small-scale business entities classified by revenue per year, number of employees, and assets owned. To support the development of these businesses, an Expo is an event designed to introduce products to the wider community [3]. According to Gunawan (2022), the benefits of business exhibitions include introducing products to customers, increasing brand awareness, observing competitors, and understanding market trends.

In the context of business development, customer satisfaction is crucial. According to Jannah and Rosa (2024), customer satisfaction is a determining factor for repeat purchases and maintaining customer and entrepreneur relationships [4]. The success of promotional activities such as an exhibition is measured by the level of customer satisfaction which impacts the image of the organizing institution. This is in line with Aisyah (2023), who states that the success of an event has an impact on improving the image of the institution and affects public trust [5]. Politeknik Negeri Bengkalis plays an important role in supporting MSMEs through the Polbeng Business Expo, which serves as a forum for MSMEs to interact with various parties to increase their competitiveness and contribution to the economy.

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Despite the growing market opportunities in Bengkalis, local MSMEs such as Bakso Arema Rajawali and Es Teler Sultan need to maximize their potential. Bakso Arema Rajawali creates innovations with *pentol* products, while Es Teler Sultan offers fresh drinks with high-quality ingredients. To survive and thrive, these businesses require effective marketing strategies during the exhibition. The Polbeng Business Expo organized by International Business Administration students provides a platform to promote these local products, but specific digital marketing interventions are needed to optimize their participation and expand their consumer reach.

Based on this background, this project aims to analyze the implementation of digital marketing strategies at the Polbeng Business Expo Chapter II. The specific purpose is to determine how the creation of promotional videos, product catalogs, social media promotion, and the implementation of QRIS and financial reporting help Bakso Arema Rajawali and Es Teler Sultan MSMEs promote their products and enhance market competitiveness.

2. Literature Review

2.1. Marketing Management

Marketing is a process of activities or activities to distribute a product (goods or services) to the public (consumers), where these activities are expected to meet the needs and desires of these consumers, so that these activities can benefit both parties, namely the company or entrepreneur gets profit, while consumers get satisfaction. The purpose and task of marketing is to determine the products (goods and services) needed by consumers and to know how the desires or character of a consumer are so that they are willing to make transactions to purchase these products and finally the consumer is satisfied and makes repeat purchases so that the company's goal of making a profit can be achieved. According to Ariyanto et al. (2023) [6]. According to Kotler and Keller (2022), marketing is a process of creating, communicating, and delivering value to customers while building strong customer relationships in order to achieve long-term profitability and customer satisfaction [7].

According to Wijaya and Eviyant (2024) Digital marketing is a marketing strategy that uses digital platforms and internet technology to promote products, services or brands online. The main goal of digital marketing is to increase visibility, reach target audiences, and generate profitable interactions and conversions [8].

2.2. Financial Management

According to Irfani in Asri, Jaya et al (2023) defines financial management "as a company's financial management activity related to efforts to find and use funds efficiently and effectively to achieve company goals" [6]. Financial management activities are activities carried out by organizations in planning finances, managing assets, saving funds and controlling company assets or funds. Based on its function, financial management is an activity of managing finances starting from planning to controlling assets. it is concluded that financial management is an overall activity related to efforts to obtain, use and manage funds to maximize the value of operational efficiency carried out by the company [9].

2.3. MSMEs

According to Sitompul 2022 MSME (Micro, Small and Medium Enterprises) are productive businesses owned by individuals or business entities that have met the criteria as micro businesses [10]. As regulated in Law No. 20 of 2008, according to the definition of MSME, the criteria for MSME are distinguished individually including micro businesses, small businesses, and medium businesses. Meanwhile, according to Zahra (2022) Micro, Small and Medium Enterprises (MSME) are one of the development priorities in every country. This is due to the large contribution of MSME to the state, especially in the economic and social fields. In addition to increasing the country's economic growth, MSME play a very important role in absorbing informal sector workers and equalizing community income, especially in the regions. Therefore, various supporting policies and programs have been formulated and implemented by the central and regional governments to support MSME empowerment and sustainable MSME growth. These supporting policies and programs aim to protect and develop MSME by creating a conducive business climate.

2.4. Expo

According to Cahyono (2023) Exhibition is an activity of presenting works of art to be communicated so that they can be appreciated by the wider community. So the Definition of Exhibition is a form of meeting service business. Which brings together producers and buyers, but the definition of exhibition is further a promotional activity carried out by a producer, group, organization, or certain association in the form of displaying product displays to

potential relations or buyers [11]. According to Pangalisan, Yacobus Gregory, the definition of Expo (exhibition) is an activity of presenting works to be communicated so that they can be appreciated by the wider community. In essence, the Expo building is a place used to accommodate visual activities between works of art, artists, and the community through exhibition activities [12].

2.5. Digital Marketing

According to Pratama (2022) Digital marketing is a marketing or promotional activity for a brand or product using digital media or the internet [13]. According to Chaffey and Ellis-Chadwick (2022), digital marketing is a marketing approach that uses digital technologies, online platforms, and internet-based channels to promote products or services, engage customers, and increase business performance through effective online interactions [14]. Where in Digital Marketing activities there are several strategic processes in marketing their products through developing, distributing and promoting and setting prices for goods or services carried out via the internet or digital tools such as smartphones according to Tjiptono (2014) in Zahra and Sukmalengkawati (2022) [15].

3. Research Methods

This study utilizes a project-based method implemented through the Polbeng Business Expo Chapter II activities, focusing on two specific MSMEs, Bakso Arema Rajawali and Es Teler Sultan. The project began with a comprehensive preparation stage, which included conducting field surveys to ensure strategic locations and identifying tenants willing to participate. During this phase, a digital marketing plan was developed, involving the conceptualization of MSME profiles, promotional videos, and product catalogs to be distributed via social media one month prior to the event to attract potential visitors.

The implementation phase focused on executing digital marketing strategies and business support systems to enhance competitiveness. This process involved the production of 30 promotional videos and 30 product catalogs designed to highlight the uniqueness and materials of the products, which were subsequently posted on Instagram and Facebook to increase brand awareness. Additionally, the project assisted the MSMEs in adopting digital technology by creating QRIS for efficient cashless transactions and establishing financial reporting and bookkeeping systems to improve business accountability and transparency.

The final stages of the project were accomplishment and reporting. The project concluded with the handover of deliverables, including certificates, promotional videos, and catalogs, to the MSMEs as appreciation and assets for future marketing. Finally, a project implementation report and a financial report were compiled to evaluate the activities, detailing the stages completed, obstacles faced, and budget usage to ensure the project was conducted efficiently and according to plan.

4. Results and Discussions

This chapter elaborates on the results of the project implementation, which focuses on digital marketing strategies, operational digitalization, and financial analysis of two MSMEs, Bakso Arema Rajawali and Es Teler Sultan, during the Polbeng Business Expo Chapter II.

4.1 Profiling and Branding Strategy

The first stage of the project involved strengthening the identity of the event and the participating MSMEs. The Polbeng Business Expo Chapter II, held from May 20–22, 2025, served as the primary platform. To establish a professional image, a logo symbolizing stability and energy (fire and water elements) was created, and a committee structure was formed to facilitate coordination between liaison officers and tenants.

For the specific MSMEs, a deep-dive profiling was conducted to understand their market position:

1. Bakso Arema Rajawali: Established in 2017 by Mr. Agus and currently operated with the assistance of employees like Herman. This business has a strong offline presence in strategic locations (Selat Baru, STAIN, Tugu Field) but lacked a cohesive digital identity.
2. Es Teler Sultan: Established in 2023 by Ms. Melda. As a newer beverage business, it relies heavily on product freshness and quality ingredients to compete in the crowded culinary market.

To bridge the gap between their traditional operations and the modern market, business profiles were documented in video format and uploaded to YouTube. These videos served as long-term digital assets to build credibility and reach a wider audience beyond the expo visitors.



Figure 1 Bakso Arema Rajawali and Es Teler Sultan Product Photos

4.2 Implementation of Digital Marketing Strategy

The core of this research was the implementation of an intensive digital marketing campaign conducted for one month prior to the Expo (April 19, 2025 – May 18, 2025). The strategy focused on visual appeal and consistent content distribution.

4.2.1 Content Production (Videos and Catalogs) A total of 30 promotional videos and 30 product catalogs were created for each MSME.

- a. Promotional Videos: These videos were designed to be short, engaging, and informative, showcasing the texture of the meatballs and the freshness of the Es Teler. The visual storytelling aimed to trigger appetite appeal.
- b. Product Catalogs: High-quality images were combined with clear descriptions of ingredients and prices. This digital menu facilitated potential customers in making purchasing decisions before even visiting the booth.



Figure 2 Promotional Videos

4.2.2 Social Media Distribution and Consistency

The promotional materials were distributed across three major platforms: Instagram, TikTok, and Facebook. A strict schedule (Logbook) was maintained to ensure daily visibility.

1. Bakso Arema Rajawali Campaign: The content flow began on April 19, 2025, with introductory reels and catalogs. Posts were consistent daily, utilizing features like Instagram Reels and TikTok FYP strategies to maximize reach.
2. Es Teler Sultan Campaign: Similar to the Bakso strategy, the campaign for Es Teler Sultan focused on visual freshness. The cross-platform promotion ensured that different demographics (Facebook for older general users, TikTok/Instagram for students and youth) were covered.

The consistency of these posts resulted in increased brand awareness, indicated by the interaction on social media and the subsequent foot traffic during the Expo.



Figure 3 Brochure of Expo in Social Media

4.3 Digitalization of Payment Systems (QRIS)

To modernize operations and facilitate faster transactions during the high-traffic Expo, the project assisted both MSMEs in adopting QRIS (Quick Response Code Indonesian Standard).

The implementation process involved six stages:

1. Collecting business owner identity documents.
2. Preparing ID cards (KTP) and active bank account numbers.
3. Visiting the nearest bank for registration.
4. Filling out registration forms with business details.
5. Verification of documents by bank officers.
6. Issuance of the QR code (approx. 3 business days).

The availability of QRIS allowed customers to make cashless payments using digital wallets, reducing queues and eliminating issues related to small change.



Figure 4 Image of the printed QRIS for the MSMEs

4.4 Expo Execution and Sales Performance

The Polbeng Business Expo was executed with a strategic layout ensuring visibility for all 133 MSMEs. The event included competitions (singing, coloring, fashion show) which successfully drew large crowds, directly benefiting the MSME stands.

Sales Recapitulation (May 20–22, 2025) During the three days of the Expo, the sales performance was recorded as follows:

1. Bakso Arema Rajawali:
 - a. Day 1: IDR 665,000
 - b. Day 2: IDR 544,000
 - c. Day 3: IDR 414,000
 - d. Total Expo Sales: IDR 1,353,000
 - e. *Analysis:* Sales were highest on the first day, likely due to the opening ceremony euphoria and the effectiveness of the pre-event digital promotion.
2. Es Teler Sultan:
 - a. Day 1: IDR 390,000
 - b. Day 2: IDR 510,000
 - c. Day 3: IDR 340,000
 - d. Total Expo Sales: IDR 1,240,000
 - e. *Analysis:* Es Teler Sultan saw a peak on Day 2. The fluctuation suggests that weather or specific event schedules (competitions) might have influenced the demand for cold beverages.

Table 1 Bakso Arema Rajawali Sales Recapitulation on Expo Day 1 until Day 3

| No | Date | Day | Amount (Rp) |
|----|--------------|-----|------------------|
| 1 | Mei 20, 2025 | 1 | 665.000 |
| 2 | Mei 21, 2025 | 2 | 544.000 |
| 3 | Mei 22, 2025 | 3 | 414.000 |
| | Total | | 1.353.000 |

Table 2 Es Teller Sultan Sales Recapitulation on Expo Day 1 until Day 3

| No | Date | Day | Amount (Rp) |
|----|--------------|-----|------------------|
| 1 | Mei 20, 2025 | 1 | 390.000 |
| 2 | Mei 21, 2025 | 2 | 510.000 |
| 3 | Mei 22, 2025 | 3 | 340.000 |
| | Total | | 1.240.000 |

4.5 Financial Analysis and Profitability

To evaluate the overall business health beyond just the Expo event, a comprehensive financial report was compiled for the period of May 2025. This includes the Income Statement and Balance Sheet.

4.5.1 Profitability Analysis

1. Bakso Arema Rajawali: The business recorded a total income of IDR 83,900,000 for the period. The Cost of Goods Sold (COGS) was calculated at IDR 71,454,000 (including raw materials and direct labor). After deducting operational costs (electricity, depreciation), the Net Profit was IDR 11,146,000.
 - a. *Gross Profit Margin (GPM):* 0.15 (15%)
 - b. *Net Profit Margin (NPM):* 0.13 (13%)
 - c. *Discussion:* A 13% net margin indicates a healthy business model for a food manufacturing MSME, though the high COGS suggests production is capital intensive.
2. Es Teler Sultan: The business recorded total sales of IDR 12,510,000. The COGS was significantly lower at IDR 2,724,000. After operational costs, the Net Profit was IDR 9,326,000.
 - a. *Gross Profit Margin (GPM):* 0.78 (78%)
 - b. *Net Profit Margin (NPM):* 0.74 (74%)

- c. *Discussion:* Es Teler Sultan demonstrates extremely high profitability efficiency. The high margin is typical for beverage businesses where raw material costs are low compared to the selling price.

| | | |
|-----------------------------------|-----------------|------------------------|
| Income | | |
| Sale | IDR. 83.000.000 | |
| Total Income | | IDR. 83.000.000 |
| Cost of Goods Sold (CGS) | | |
| Initial Inventory of Good | IDR. 100.000 | |
| Purchase | IDR. 40.500.000 | |
| Direct Labor Cost | IDR. 31.000.000 | |
| Total Production Cost | IDR. 71.600.000 | |
| Ending Inventory of Raw Materials | IDR. 150.000 | |
| Total of CGS | | IDR. 71.450.000 |
| Gross Profit | | IDR. 11.550.000 |
| Operational Cost | | |
| Electrical Cost | IDR. 400.000 | |
| Overhead Cost | IDR. 900.000 | |
| Equipment Depreciation Cost | IDR. 280.000 | |
| Total of Operational Cost | | IDR. 1.580.000 |
| Net Profit | | IDR. 11.140.000 |
| GPM | | 0,15 |
| NPM | | 0,13 |

Figure 5 Report of Income Statement of *Bakso Arema Rajawali MSME*

| | | |
|-----------------------------------|-----------------|------------------------|
| Income | | |
| Sale | IDR. 12.510.000 | |
| Total Income | | IDR. 12.510.000 |
| Cost of Goods Sold (CGS) | | |
| Initial Inventory of Good | IDR. 275.000 | |
| Purchase | IDR. 2.795.000 | |
| Total Production Cost | IDR. 3.070.000 | |
| Ending Inventory of Raw Materials | IDR. 350.000 | |
| Total of CGS | | IDR. 2.720.000 |
| Gross Profit | | IDR. 9.790.000 |
| Operational Cost | | |
| Electrical Cost | IDR. 310.000 | |
| Equipment Depreciation Cost | IDR. 150.000 | |
| Total of Operational Cost | | IDR. 460.000 |
| Net Profit | | IDR. 9.326.000 |
| GPM | | 0,78 |
| NPM | | 0,74 |

Figure 6 Report of Income Statement of *Es Teler Sultan MSME*

4.5.2 Financial Position (Balance Sheet) The balance sheets for May 2025 show that both businesses are solvent and financially stable.

1. Bakso Arema Rajawali holds Total Assets of IDR 38,946,000, with a significant portion in cash (IDR 23,069,000) and equipment. The equity growth from initial capital (IDR 27.8m) to final capital (IDR 38.9m) confirms positive business growth.

| | | |
|--|------------------------|------------------------|
| Assets | | |
| Current Assets | | |
| Cash | IDR. 23.069.000 | |
| Bank Cash | IDR. 1.827.000 | |
| Raw Material Inventory | IDR. 350.000 | |
| Accounts Receivable | IDR. 500.000 | |
| Equipment | IDR. 9.400.000 | |
| Total of Current Assets | IDR. 35.146.000 | |
| Fixed Assets | | |
| Production Equipment | IDR. 4.000.000 | |
| Accumulated Depreciation of Production Equipment | (IDR. 200.000)- | |
| Total of Fixed Assets | IDR. 3.800.000 | |
| Total Assets | | IDR. 38.946.000 |
| Liabilities and Equity | | |
| Equity | | |
| Initial Capital | IDR. 27.800.000 | |
| Retained earnings May 2025 | IDR. 11.146.000 | |
| Total of Equity | IDR. 38.946.000 | |
| Total of Liabilities and Equity | | IDR. 38.946.000 |

Figure 7 Report of Balance Sheet of *Bakso Arema Rajawali MSME*

- Es Teler Sultan holds Total Assets of IDR 19,951,000. The business grew its equity from an initial IDR 10.6m to IDR 19.9m, almost doubling its value in the period, driven by the high net profit margin.

| Assets | |
|--|------------------------|
| Current Assets | |
| Cash | IDR. 11.326.000 |
| Bank Cash | IDR. 2.190.000 |
| Raw Material Inventory | IDR. 370.000 |
| Accounts Receivable | IDR. 200.000 |
| Equipment | IDR. 1.635.000 |
| Total of Current Assets | IDR. 17.101.000 |
| Fixed Assets | |
| Production Equipment | IDR. 3.600.000 |
| Accumulated Depreciation of Production Equipment | (IDR. 150.000) |
| Total of Fixed Assets | IDR. 3.450.000 |
| Total Assets | IDR. 19.951.000 |
| Liabilities and Equity | |
| Equity | |
| Initial Capital | IDR. 10.625.000 |
| Retained earnings May 2025 | IDR. 9.326.000 |
| Total of Equity | IDR. 19.951.000 |
| Total of Liabilities and Equity | IDR. 19.951.000 |

Figure 8 Report of Balance Sheet of Es Teler Sultan MSME

4.6 Project Accomplishment

As a conclusion to the project, appreciation was awarded to the MSME owners. Certificates, along with the digital assets (videos, catalogs, and profile data), were handed over to Mr. Herman and Ms. Melda. These assets are intended to be used for their future independent marketing efforts, ensuring the sustainability of the project's impact.



Figure 9 Photo of Certificate Handover to Owners

4. Conclusion

Based on the implementation and analysis conducted at the Polbeng Business Expo Chapter II, the digital marketing project for Bakso Arema Rajawali and Es Teler Sultan has proven to be effective in enhancing business competitiveness and operational efficiency. The following conclusions can be drawn: First, the implementation of digital marketing through the production of 30 promotional videos and 30 product catalogs, distributed via Instagram, TikTok, and Facebook, successfully increased brand awareness. This strategy transformed the MSMEs' traditional marketing approach into a modern, visual-based engagement that attracted a wider audience before and during the expo. Second, the project delivered tangible economic results. During the three-day exhibition, Bakso Arema Rajawali generated total sales of IDR 1,353,000, while Es Teler Sultan recorded sales of IDR 1,240,000. These figures indicate that the pre-event digital promotion effectively drove foot traffic and purchasing interest at the MSME booths. Third, the financial analysis reveals that both businesses are profitable and sustainable. Es Teler Sultan demonstrated exceptional efficiency with a Net Profit Margin (NPM) of 74%, driven by low operational costs. Meanwhile, Bakso Arema Rajawali showed a solid performance with a 13% NPM, proving the viability of its food manufacturing model. The adoption of QRIS further supported these transactions by ensuring

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faster and more secure payment processes. Finally, the project succeeded in equipping the MSME owners with long-term assets. The handover of digital content, social media accounts, and financial bookkeeping templates ensures that Mr. Herman and Ms. Melda can sustain these marketing and management improvements independently in the future.

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