



IMPROVING SALES RATE THROUGH SOCIAL MEDIA MARKETING STRATEGY FOR SMALL BUSINESS

Dian Novianti¹⁾, Alamsyah²⁾

¹⁾Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam DDI Sidenreng Rappang
E-mail: diannoviantiv5@gmail.com

²⁾Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam DDI Sidenreng Rappang
E-mail: alamsyahagit@gmail.com

ABSTRAK

Media sosial muncul menjadi salah satu platform bisnis saat ini, pada awalnya media sosial diperkenalkan untuk menghubungkan orang-orang dari seluruh dunia, kemajuan teknologi dan pengetahuan membuat orang menemukan banyak metode dan cara untuk melakukan bisnis, media sosial menjadi salah satu platform untuk melakukan bisnis. Keefisienan media sosial sebagai platform bisnis dapat dikenali oleh banyak pengguna, persyaratan biaya modal yang minimal, upaya pengiriman langsung yang minimal, dan bisnis media sosial tidak mengharuskan pemilik toko untuk memiliki toko fisik, keunggulan ini telah membuat kemungkinan bagi banyak orang untuk melakukan bisnis bahkan bagi mereka yang memiliki sedikit atau tanpa sumber daya modal. Saat ini persaingan bisnis semakin hari semakin meningkat, salah satu cara untuk bertahan dari peluang bangkrut adalah dengan beradaptasi. Usaha kecil khususnya UMKM banyak dijumpai di desa maupun di kota, oleh karena itu penting untuk memanfaatkan potensi usaha berbasis pelayanan ini untuk peluang perbaikan kondisi keuangan rumah tangga. Tujuan dari penelitian ini adalah untuk memperkenalkan dan melatih penduduk setempat untuk menggunakan media sosial sebagai platform pemasaran dan beradaptasi dengan persaingan bisnis saat ini dan memastikan produktivitas ekonomi.

Kata Kunci: Media Sosial, UMKM, Teknologi, Usaha Kecil, Strategi Pemasaran

ABSTRACT

Social media emerged to be one of the business platforms nowadays, at first social media was introduced to connect people from around the world, the rising of technology and knowledge made people discover many methods and ways to conduct business, social media become one of the platforms to conduct business. The efficient of social media as business platform can be identify by many users, the minimum requirement of capital expense, the minimum effort of direct shipping, and social media business doesn't require the shop owner to own a physical store, this advantage has made possibilities for countless people to conduct business even for those who have little to no capital resources. Nowadays the competition of business has become more and more by the day, one of many ways to survive the chance of bankrupt is to adapt. Small business especially MSMEs is often found in the village also in the city, therefore its is important to harness the potential of this aisle-based business for chance of improving household financial condition. The purpose of this study is to



introduce and train locals to use social media as marketing platform and adapt to the business competition nowadays and ensure economic productivity.

Keywords: Social Media, MSMEs, Technology, Small Business, Marketing Strategy

I. INTRODUCTION

MSMEs is form of business, which classified as Micro, Small and Medium Enterprises (MSME), this form of business known to be resilience, flexible, mobile, and labor intense form of business. MSMEs provide an advantage for people with minimal portfolio of education, work experience and many other aspect institution or company consider when recruiting employee. This advantage allows people to build business even without finishing high school, and even with zero work experience. Potential problem of the MSMEs is the owner itself, as improvement of an era, technology keep on improving, the result, cause many traditional MSMEs to close due to their inability to adapt. recent covid-19 pandemic has made the technology acceleration become more rapid, during the pandemic many form of transaction has change, people aren't allowed to go outside or gather at one place, this policy have prevent most of business owner to work on regular basis, however one of the method known by the time force people to adapt, which is online shopping. Before covid-19 pandemic, online transaction were only known by the youth, lots of elderly age individual doesn't really known about so-called online transaction. These aren't only for the consumer, but also for the manufacturer, seller, and many of other producer, they are force to adapt in online based economic activity in order to keep on going. The problem come arise that after the pandemic, many of the traditional shop haven't been able to compete against those who use both online and offline method, these indicate the level of technology readiness need to improve, especially for elder people in order to engage in modern day economic activities and become productive (Oktavianty et al., 2022).

Technology are indeed making the progress of work become more simple, easy, and flexible, yet still produce as much as the normal method capable of producing, therefore the use of technology in production process would help a lot in increasing the amount of production quantity over time and decrease it when needed without any excess payment or cutting off any worker. Other than that, technology is capable of producing and creating innovation which also potentially help in creating same product but with less resources yet better quality, with the presence of technology, one can work better, and faster yet able to ensure the work quality (Abbas et al., 2022). It is important for those who know much and better at certain area of knowledge to share their knowledge to support and improve

economic activities especially for local residents. Other than its importance in building better human quality, is also important to build independent mindset to not depend on social help of the government and misuse the opportunity, causing certain people to suffer the greater consequences by taking their right toward government financial aid. The recent case of social assistance program during covid-19 pandemic have found that many individuals with sufficient financial ability, still apply for the program even though they have sufficient financial ability. These mindset are damaging to high quality human resources possibility if neglected (Haimah et al., 2022).

In the era of big company, small business and many form of MSMEs are also important, as this form of business are contributing a lot toward economic development, recent studies show that in Kosovo, MSMEs have contributed 98% toward the private sectors, which this can resulted in jobs generating and reduce the unemployment rate, further promoting economic development (Morina & Gashi, 2017). Another studies also stated that MSMEs have contributed in improving life quality, this potential are endless, which is why with the improvement of education and knowledge, MSMEs can lead to achieving social and economic welfare (Erdin & Ozkaya, 2020). But since formal education aren't accessible to certain people, informal type of education such as training, workshop and seminar are still possible to contribute in distributing knowledge, which then can be use to improve the work method, thus lead to high production rate.

Commonly MSMEs are known to be operate under various circumstances, some of it have a physical store, some are mobile, and some are operating under house as its production place, finding a MSMEs located in the alley aren't that rare. Which some owners of this business aren't familiar with online transaction method, making them hard to gain costumer. In term of technology usage, technology has slowly become important part in business process, either in production process or in the marketing process, earlier studies explain that technology especially information technology have the capability to influence the performance of business, which explain the importance of digital transformation in generating innovation and ideas toward business especially MSMEs (Eryc, 2022). There is a lot of empirical studies explain the importance of technology usage in MSMEs, digital technology shown significant result in promoting the distribution of channel, which manage to connect one MSMEs with many costumer, not only limited by the region but also potentially foreign costumer. Mostly the important aspect in order for the digital mediation to work properly depends on the marketing strategy, which consist many aspect such as brand positioning, and tactical marketing mix



(Krisnawati, 2018). Further the use of technology cannot be neglected, this behavior aren't only shown in online shopping method, but also in offline shopping, where many customer have now prefer to pay using E-Money (Hasan, 2020). Therefore, this fact are important reflection for many people to start adapting to the modern method of economic activities.

The rapid use of technology have require urgent call for the government, academician, and people with knowledge to contribute in training local residents to understand and use technology in order to increase their sales, and help in promoting their items, as reflection, there are several empirical studies that explain the importance of training, workshop and seminar in improving locals skills and ability toward diversity of activity, which one of it, is to harness the social media to improve brand and item promotion, and thus their selling. Empirical studies have shown evidence of academician involvement in improving the human resources quality through training, these training are various, but relevant to this paper, there are several empirical studies point at the training of implementing technology in this case social media platform to increase sales. Through training, its effectively distribute knowledge to the trainee, after engaging in learning process, all the participant are able to use social media to their advantage in promoting their item, not only limited at that, but the training also able to increase the understanding and technology readiness, which the participant not only teach to sell item, but also form larger connection with supply chain and various strategy for their marketing method to implemented later on (Werdani et al., 2020). Other studies have go different course, which the MSMEs selected by its performance, which in this case 100 MSMEs, using the method of lecturing, simulation and consultation, the training achieve what was intended. To increase knowledge to implement social media in marketing process (Kusuma et al., 2020). Some other training conducted for more younger people, which the output are intended to be independently carried out by the youth. The training teach the youth how to promote their item using promotional video, the result are expected that the participant is able to be more creative in marketing process of an item, further, it expected that the youth will independently teach the elder and other teen to use technology in marketing their item and increase sales (Oktalyra et al., 2021)

By reflecting from the importance of technology, the inability to adapt for some business, and the result of past training activity conducted by government and academician, this paper purpose is to explore the possibility of social media marketing in increasing the sales rates, especially toward micro and small business located in village, moreover in the alley. In its process, this paper will mention the

importance of technology readiness in order to implement social media marketing strategy and many other economic activities.

II. LITERATURE REVIEW

Social Media Marketing Strategy

Social media is a form of application to connect people from around the world, recently social media not only function as communication media, but also marketing media, due to its unlimited range of reach, social media are utilize as marketing tools for millennials. Social media marketing often refers to practice on utilizing social media technologies, channels, and software to invent, deliver, and exchange diversity of offer that contain value or beneficial for both parties. Social media are becoming a marketing tool, often used to communicate with costumer and promote and sell product and service, mostly in private sector (Jacobson et al., 2020).

Not so far different from the statement above, it is explained that social media marketing, involving the massive amount of information availability to provide the costumer of what they are looking at, this are one of many methods in social media marketing to attract costumer and gain costumer trust. Its also explained, that social media can influence consumers perception toward an item they seen repeatedly that led to product image building and consumption behavior, which is why integration of social media marketing is important (Mason et al., 2021).

Other than importance, its also important to note that social media marketing are consider beneficial for most people that have adapt and use social media as their marketing platform. Power of communication are commonly known as one of the benefits for those who engage in social media marketing, not only able to attract new costumer, but also recall all past and existing costumer, which is why the social media are effective in term of forming interactive relationship with costumer to build trust and compassion. Another benefits are the ability to build brand reputation, by connecting to many people, one company can endorse a brand, share comments and many information to keep the company on path to grow, as an outcome, company can build strategy for their competition (Dolega et al., 2021).

Relevant Empirical Studies

Social media marketing isn't entirely new method, this method has been used many times in the past especially on some big company like Amazon, Alibaba, and Ebay. In Indonesia, its also common, but recently after covid-19 pandemic, many people have adapted and learn lead to the usage of technology in their marketing strategy, therefore here are some empirical evidence about the usage of social media marketing. The role social media become important to consider, as this method can improve the sales rate and frequency, even thought that many SMEs face the factors of technology limitations, and obstacles to grasp opportunity, social media perceived as promising channel of business communication for most of SMEs owner (Dahnil et al., 2014).

Past studies showed that social media marketing proved to be significant in influencing social identification and PV, this influence affect satisfaction, continuance intention, participation intention and costumer purchasing intention, this method also help company in maintain their corporate brand. And since costumer have change and shift behavior from receiving product information from traditional to social media, made the social media marketing possibility become endless (Chen & Lin, 2019). Entertainment become one of the models in using social media marketing, the seller should make the marketing process become more interesting by making video about the product or using the product. Other than that, interaction also important, the positive interaction between seller and their buyer can be achieve through social media, if this goes well, the social media marketing can be effective for gaining costumer (Cheung et al., 2021).

Despite of its benefits and usefulness, social media marketing often become limited to certain people due technology readiness, and unavailability of technology itself, place such rural area and village faced this problem. During the process of learning and adapting technologies however, may become the time for company or seller to strengthen their costumer relation management, which also can be the time to inform new method they about to use in the upcoming times (Chatterjee & Kumar Kar, 2020). There is also a sub for this social media marketing method that some companies can used in their transition process, which is social commerce strategy, social content strategy, social monitoring strategy, and social CRM strategy. This four strategy of course still depends on how the company engage in its process, which also require a sufficient ability of attraction in order for making the social media marketing effective (Li et al., 2021) Reflecting from this empirical studies, it implies that, despite of being one of the most effective marketing methods, social media marketing require



effort from the seller to attract and gain customer, which can be learned or achieved by experience.

III. RESEARCH METHOD

This paper is qualitative research, employing the case study type of research, this paper focuses on exploring the aftermath of community service given by the academician and government toward people in rural areas and villages around the sub-district of Maritengngae, which consists of 12 villages including Allakuang, Kanie, Lautang Benteng, Lakessi, Majjelling, Majjelling Wattang, Pangkajene, Rijang Pittu, Taneta, Takkalasi, Wala, and Sereang. The main focus will be on how effective the training affects the ability of the seller in this area to apply and implement social media marketing in order to improve their sales. As for the sample, considering the wide range and large number of population, the sample is limited to only 5-7 people for each village, by using purposive sampling method, the sample collected for this research is a total of 79 people. The data collected in this paper will be by interview, which will later be interpreted using empirical studies and past research as consideration to support the findings of this paper.

IV. RESULT AND DISCUSSION

Social media marketing as we know before, has become one of the most used methods, especially after the COVID-19 pandemic, as a positive side of the COVID-19 pandemic, it has forced the adaptation of technology usage in more than one aspect of life, first it was education and learning process, thus, the term "work from home" for many activities especially office jobs. This situation made many businesses put on hold their activities, many businesses have to stop operating. But due to lack of technology readiness, many business owners cannot adapt to online marketing methods. This condition has triggered the need for improving digital literacy and technology, therefore many institutions and universities are going on community services programs to make solutions for this matter.

Implementation of Social Media Marketing Training Program

Since the behavior of customers has shifted, where many people have preferred online shopping, many traditional shops have become obsolete and even threatened to be bankrupt. Therefore, the need to trigger a path to adapt to digital transformation is a must. Universities are main players in this part, where

university have engage in improving and distribute knowledge to local residents through community service program, this community service program intent to build the technology readiness, so that elder people can also participate in modern digital market by using social media as their marketing platform.

Sidenreng Rappang as one of the region in the province of South Sulawesi, Indonesia, cannot neglect the wide spread of technology usage, technology have been use in many aspect, school, market, office, and many else. But despite all this fact, many people haven't yet able to use technology properly, especially elder people. The need for training are recognize by the government, therefore government alongside university conduct are training program to strengthen entrepreneurship. According to the respondent, they engage in training, but these training are mostly about entrepreneurship, most of the respondent stated that they only learn about how to start a business, learn about capital access toward bank and local corporate. Other training stated to be a training about using certain application, and other also give lectures about the importance of digital marketing.

Training like this are conducted many time outside of Sidenreng Rappang, its implementation are illustrated in empirical studies, form of training are both online and offline, the training conducted during pandemic are held online. Online training are performed by giving lectures and illustrated the strategy participant needed to make good brand image, one of this method are involving good photography technique, which by making good image on product can attract the intention to buy (Putri et al., 2021). This method also become one of the material on participant around Sidenreng Rappang, but the illustration of making good photo are shown during offline training to make sure the participant able to replicate. Important aspect to pay attention to is also, how are the participant manage to understand the study material, which have to be taken into consideration that some of the participant are elder people (Pramusinto et al., 2022). Following this finding, participant responded that due to their lack of formal education, some have not understand very well of what the speaker explained during the training, younger participant however, doesn't have any issue in understanding the study material during the training.

One of the main expected outcomes during the training program is for the participant to be able to operate their business using online platform, which are focused on social media platform. Empirical studies showed that digital marketing training actually goes beyond that, management of the business itself is important to be implement well, ensuring the well monitor on business cash flow (Widiawati et al., 2019). This outcome goes two ways, which participant are both young and old people, so to the young people it isn't hard to go into social media marketing, especially implementing the strategy



they've just learn, but elder one has trouble in recognizing the application and need further training to fully understand. Its also important thing for the trainer to understand that both parties (young and old participant) have probably have certain product that are unique, therefore identify the product to harness its uniqueness can be done both online and offline (Ni'Am et al., 2022). Participant have stated that some of the sell homemade product, which the product are cheaper yet have the ability to outcompete the market brand, therefore by this form of training, they seen hope for their product to be recognize by public.

The Effect of Social Media Marketing Training Program

Community service program and training have contributed to distributing knowledge, but with good implementation by the SMEs owner, the knowledge remain a knowledge. Participant stated that study material that are given during the training, have opened their mind on strategy they've never thought before, some stated that they've actually imagine the plan and strategy just not knowing how to apply it and doesn't know where and when to start. The effect given by the training have actually make the participant more organize with their product, building an environment that attract costumer to look into their product. This same result illustrated in empirical studies, stating that after engage in social media marketing training, shop owner start to identify what can be improve to attract costumer (Wijaya, 2021). Other knowledge that participant have receive from the training are knowledge about drop shipper, which they stated have help them in providing more option of product in their shop without spending more money or stocking item on warehouse. This method are beneficial, proven by empirical statement from past studies, that some SMEs owner are limited by their capital resources makes them hard to stock item and provide diversity of choice (Pande et al., 2020).

Next important aspect corporate into the training, are the importance of follower, since social media marketing focuses on using Instagram and facebook as their main selling platform, it is important for the participant to gain follower or might as well be known as potential buyer. Similar behavior on increasing follower are stated in empirical studies, since it consider as important aspect in social media marketing strategy (Widia & Junika Putra, 2021). Training are generally focus on wide range of population, which is some participant requested to be taught more deep on social media marketing, this of course are very important, since one time training might be a little hard to memorize all of its content, therefore further training are require. This approach are also illustrated in one of the

past studies, where some training are focuses on certain shop and firm as the owner requested the training to be taught in private (Andini et al., 2022)

Aftermath of Social Media Marketing Training Program

After performing the training, certain outcome should come as expected, according to the interview result from the participant, long after engaging in social media marketing training, they've manage to gain new costumer. Some also make some entertainment to promote their product, something like annual Instagram and facebook live, making it the media for promoting the product they sell, this are quite effective according to the participant, since some people who happen to watch the live feed, make buy on the spot. As said before some product are unique and homemade, product like this are tend to influence the intention to buy in order to try it out, locals community like farmers community are tend to creative in making homemade product by using material they harvest from their farm. Training in using social media marketing on local communities are often found in empirical studies, helping in developing community independence and strengthen local product brand image (Putra et al., 2022). Aftermath of the training also help the participant in creating an attractive page for their shop, which this help in making the sales increase. These are going to work if one knows key of appeal, and according to participant, they've know exactly what to post after engage in the training program. Past studies also show the importance of appealing Instagram and facebook page in order to gain followers, thus costumer (S. Y. Putri et al., 2020).

Most important thing to achieve in giving training are how the SMEs manage to gain more costumer and increase sales rate, according to the participant, the strategy, plan, and other technique taught during the training, help in influence selling and expand marketplace, these made possible by the wide range of connection made possible by right strategy of social media marketing method. Wide range of costumer are gain by improvising the limitation of the shop originally have, some shop are selling more option of item after analyzing what are the trending item on the market at that time. Empirical studies have similar result where the participant actively taking advice from their costumer on what item they should be selling next (Chusniyah & Fauza, 2022). Lastly one thing the participant are proud of after participating in the training are, the competencies certificate that prove that they are competent. As many old people are still find it hard to implement their training, the younger participant are actively engaging in teach them independently, and even more people after engaging in the training

program, this led to sustainable effect in the development of digital economy in rural area. Same certificate reward also found in empirical studies, which are proven to stimulate the interest of local to participate in the training (A. P. Putri et al., 2022).

Overall, the training program has been effective, which are proven by the local to have contribute in the income, other can be seen in its sustainable effect, where the knowledge are now passing through one another continuously. However, its important to note the findings, that some participant argued that the training are important and it would be nice to be frequently held to see if there are locals that miss the past training or simply to refresh and denote newest method since it change endlessly.

V. CONCLUSION

After performing this research there are several finding need to be note, which first, the social media marketing training program have successfully help distributing knowledge regarding strategy and plan on increase sales. The sales also proven to be improved according to the participant. Sustainable effect of the training can be shown in the young generation that keep on passing the knowledge toward many people in their village. As for the recommendation, according to participant social media marketing program or sort have only held in such little frequency, which the participant demand for more training to refresh or denote new strategy in order to improve the digital marketing skill that focuses on social media marketing method.

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