



FROM VILLAGE TO DIGITAL: TRANSFORMATION OF BANANA CHIPS UMKM IN RANON VILLAGE THROUGH TECHNOLOGY-BASED MARKETING STRATEGIES

Ainur Rofiq Sofa¹, Usnus Shanani², Nurul Anwar³, Moch. Aldy Zaky Nabily⁴, M. Galih Pangestu⁵, Rohman⁶ Alfi Fikrin Hudamminallah⁷, Syahrul Gunawan⁸, M. Amirul Mukminin⁹, Sahrulkhan sulhan aziz¹⁰, M. Tosan¹¹

Universitas Islam Zainul Hasan Genggong, Probolinggo, Indonesia

Email: bungaaklirik@gmail.com, usnusshanani28@gmail.com, anwarnurul044@gmail.com, mraldot6@gmail.com, mgalihpangestu1@gmail.com, rohmannafis910@gmail.com, alfifikrinhudamminallah@gmail.com, guinness0100@gmail.com, ibnumalikamirul@gmail.com, sahrulajah994@gmail.com, mochtosan000@gmail.com.

Abstract:

In the era of globalization, digitalization is a key factor for the sustainability of Micro, Small, and Medium Enterprises (MSMEs), but entrepreneurs in Ranon Village still face obstacles in optimizing technology as a marketing instrument. This research and community service aims to assist banana chip MSMEs in Ranon Village in adopting digital marketing strategies to expand market reach and improve product competitiveness. The implementation methods used include educational outreach, technical training on the use of digital platforms such as Instagram, Facebook, and WhatsApp Business, and assistance in creating creative content. The results of this activity indicate an increase in community awareness and skills in managing social media as a formal sales channel. Furthermore, the integration of banana chip product innovation with digital marketing techniques has proven to be able to open new economic opportunities and expand market segmentation beyond the village area. In conclusion, the implementation of digital marketing is an effective strategic step in accelerating the growth of banana chip MSMEs in Ranon Village while also serving as a foundation for improving the economic welfare of the local community in a sustainable manner.

Keywords: Digital Marketing, MSMEs, Banana Chips, Ranon Village, Economic Empowerment

INTRODUCTION

The rapid flow of technological progress in the current era of globalization has created new standards in the business world, where speed and adaptability are the main keys (Panggabean et al., 2024). For Micro, Small and Medium Enterprises (MSMEs), the challenge of remaining competitive amidst increasingly tight market competition can no longer be faced with conventional methods alone (Riyadi et al., 2026). One of the most crucial instruments that can be a lever for business performance is the use of digital promotions. (Kadir et al., 2026). However, the reality on the ground shows a significant digital divide, as is evident in the community of Ranon Village, Pakuniran District. Despite possessing substantial local product potential, business owners in this village remain limited in their understanding of the enormous opportunities offered by the digital ecosystem to expand their marketing reach. (Prasasti Wulandari, 2025).

This situation emphasizes the urgency of implementing an intensive and sustainable training program for the people of Ranon Village. This training is expected to not only introduce technological tools but also provide practical skills in operating various

*Corresponding author.

E-mail addresses: bungaaklirik@gmail.com

social media platforms, such as Instagram, Facebook, and Titok, as strategic marketing tools. The transformation from traditional to digital methods is not simply a matter of following trends, but a fundamental necessity to shorten the distance between producers in the village and consumers in various other regions. (Aromatica et al., 2024).

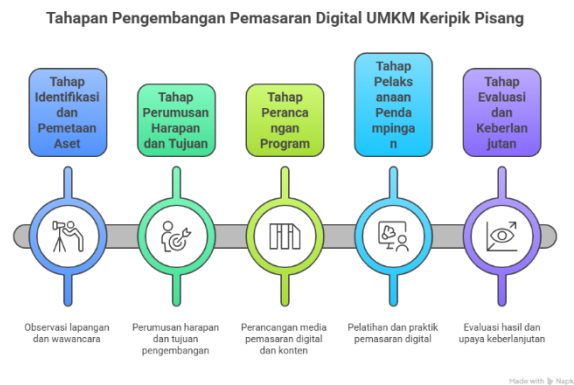
Furthermore, the use of modern technology brings a new dimension to business management. As Rahmat stated, digitalization not only serves as a promotional channel but also provides access for MSMEs to conduct independent data analysis. With this data, business owners can understand consumer behavior, map market trends, and even evaluate production processes, ultimately leading to increased productivity and overall operational efficiency. (Rahmat et al., 2025).

However, technological mastery alone is insufficient without the development of a sharp and measurable marketing strategy. A sound marketing strategy acts as a bridge, ensuring that a product's message and value reach its intended target market in a persuasive manner. This is where the sustainability of a business is at stake; financial success and business growth depend heavily on how effectively and innovatively the marketing strategy is implemented in response to ever-changing market dynamics. Through the synergy between digital media mastery and a well-thought-out strategy, MSMEs in Ranon Village have a significant opportunity to advance and become a strong driving force of the regional economy.

METHOD

Building a solid foundation for understanding social dynamics and optimizing community potential depends heavily on selecting the right research methodology. In this context, observation holds a fundamental and irreplaceable position as a fundamental instrument. Conceptually, observation is not simply the act of seeing, but rather a process of systematically, measurably, and objectively observing and recording phenomena. This method enables researchers to extract accurate data from the field, both through direct empirical observation and with the support of technical tools. In academic and scientific circles, observation serves as a surgical tool for analyzing community behavior patterns, mapping environmental conditions spatially, and uncovering hidden trends that often escape the naked eye.

The result is a highly valid database that reflects objective realities in the field. To complement the visual and situational data obtained from observations, the use of interview methods is essential to explore more personal, subjective, and in-depth dimensions of information. Referring to Samuel's framework in his writing *Qualitative Research Methods: A Data Collector's Field Guide*, interviews are categorized as a crucial technique in obtaining primary data. (Samuel et al., 2023). Interviews transcend the one-way exchange of information; they are a dialectical process that allows researchers to delve into the subjective meanings and unique perspectives of their informants. Through these verbal interactions, individual life experiences and emotions can be revealed, giving qualitative life to data that cannot be represented through statistics or physical observation alone. As shown in Diagram 1 below:



Activity Stages

This community service activity was carried out in stages using the Asset-Based Community Development (ABCD) approach. The activity took place in Klembun Hamlet, RT 001/RW 001, Ranon Village, Pakuniran District, Probolinggo Regency, with the support of local officials, namely Mr. RT Sofyan. The main partner in this activity was the banana chips MSME owned by Mrs. Nuril.

1. Tahap Identifikasi dan Pemetaan Aset (*Discover*)

The initial phase involved field observations and interviews with the business owner, Mr. Jumatun, and coordination with the local neighborhood association (RT) head, Mr. Sofyan. This activity aimed to identify the assets and potential of the banana chip MSME, including product quality, production skills, availability of business facilities, and existing marketing networks. Furthermore, a mapping of partners' understanding of digital marketing was conducted as a basis for developing a mentoring program.

2. Tahap Perumusan Harapan dan Tujuan (*Dream*)

At this stage, KKN students, along with business owners, formulate hopes and goals for MSME development, particularly in increasing sales through digital marketing. The formulation process is conducted in a participatory manner to raise partners' awareness of the importance of utilizing digital media as a means of promotion and expanding market reach.

3. Tahap Perancangan Program (*Design*)

The program design phase is based on the results of asset mapping and agreed-upon objectives. The design process includes determining appropriate digital marketing media, such as social media and WhatsApp Business, developing promotional content concepts for banana chips, and scheduling mentoring activities. The program is designed with partner conditions and capabilities in mind to ensure sustainable implementation.

4. Tahap Pelaksanaan Pendampingan (*Define*)

The implementation phase is the implementation of the designed program. Activities include training on social media and WhatsApp Business usage, creating and optimizing digital marketing accounts, mentoring in promotional content creation, and hands-on marketing practice. All activities are conducted at the Banana Chips MSME business location, with the active involvement of the business owner.

5. Tahap Evaluasi dan Keberlanjutan (*Destiny*)

The final stage involves monitoring and evaluating the results of the digital marketing mentoring program. The evaluation focuses on improving partners' understanding of digital marketing management, increasing promotional reach, and developing product sales. This stage also focuses on sustainability efforts so that Nuril's

Banana Chips MSME can continue to develop digital marketing independently after the Community Service Program (KKN) concludes.

HASIL DAN PEMBAHASAN

This results section presents field findings from digital marketing mentoring activities for the Kerupuk Puteri Madura MSME owned by Mrs. Nuril in Klembun Hamlet, RT 001/RW 001, Ranon Village. Data were obtained through observation, interviews, and documentation during the implementation of the Zainul Hasan Genggong University Community Service Program. The results show positive changes in marketing patterns and increased sales after implementing a digital marketing strategy based on the Asset-Based Community Development (ABCD) approach..

A. Marketing Conditions of Banana Chips MSMEs Before Mentoring Observations and interviews revealed that prior to the mentoring, Mr. Jumatun's Banana Chips MSME in Klembun Hamlet, RT 001/RW 001, Ranon Village, still relied on conventional marketing. Products were marketed directly to local residents and through consignment sales at stalls, without utilizing digital media.

Ketua RT setempat, **Bapak Sofyan**, menyampaikan:

"So far, it's only been sold around here. It's never been marketed through social media, so only local residents know about it."

This condition results in limited market reach and impacts low daily sales volume. The interview and observation data above are supported by the following documentation:



Gambar 1. Kegiatan Wawancara Langsung Di Rumah Bapak Jumatun Dusun Krajan Desa Ranon

Gambar 1 This section shows a direct interview conducted at Mr./Mr. Jumatun's house in Klembun Hamlet, RT 001/RW 001, Ranon Village, as part of field data collection. The interview data with the local RT Head, Mr. Sofyan, who stated that MSME marketing is still limited to the surrounding area and has not utilized social media, was reinforced through direct observation at the business location. Observations show that marketing activities are still carried out conventionally without the active use of digital promotional media.

In addition, the documentation data in the form of photographs of interview activities and business environment conditions in Figure 1 serves as supporting evidence (triangulation of sources and techniques) that confirms the consistency between

interview results, observation findings, and field documentation. Thus, this data triangulation strengthens the validity of the research findings regarding the limited marketing reach of MSMEs prior to digital marketing assistance..

The discussion in Figure 1 can be analyzed based on the theory of data validity in qualitative research and modern marketing theory.

Based on the triangulation theory proposed by Al Fiyah, triangulation is a technique for checking data validity by utilizing various sources and methods to obtain consistent and reliable data. In the context of this research, triangulation was conducted through interviews with the RT Head (Mr. Sofyan), direct observation at the business location, and documentation in the form of photographs of interview activities and business environment conditions. All three techniques showed consistent results, namely that MSME marketing is still conventional and has not utilized social media. This consistency strengthens the credibility of the research findings. (Al Fiyah, 2024).

This also aligns with Lexy J. Moleong's opinion that data validity in qualitative research can be strengthened through triangulation of sources and techniques. Interview data obtained from informants is then verified through observation and documentation, thereby reducing the potential for subjective bias and increasing the validity of research results. (Muhajir & Moleong, n.d.).

From a marketing perspective, the finding that MSMEs still use conventional methods can be analyzed based on modern marketing theory by Philip Kotler and Gary Armstrong, which emphasizes the importance of promotional strategies in the marketing mix. In the digital era, promotions are no longer limited to direct communication or word of mouth, but also utilize digital media to expand market reach. The absence of social media as a promotional tool indicates that MSMEs in Ranon Village have not yet optimized technology-based marketing strategies. (Primadoni et al., 2026).

Thus, based on Denzin and Moleong's triangulation theory and Kotler and Armstrong's marketing theory, it can be concluded that the use of source and technique triangulation in this study has strengthened the validity of the data. Furthermore, the findings regarding the limitations of MSME marketing before digital mentoring theoretically indicate a gap between conventional marketing practices and modern digital-based marketing concepts.

A. KKN-Based Digital Marketing Mentoring Process

The digital marketing mentoring process for Mr. Jumatun's Madura Puteri Crackers MSME in Klembun Hamlet, RT 001/RW 001, Ranon Village, was carried out by Zainul Hasan Genggong University Community Service Program students in a phased and participatory manner. The mentoring began with an introduction to basic digital marketing concepts tailored to the partners' capabilities and needs, particularly the use of easily accessible media such as WhatsApp Business and social media..

Next, the KKN students provided technical assistance in the form of creating and managing digital marketing accounts, developing simple promotional content, and practicing communicating with consumers through online media. Partners were directly involved in every process so they could understand and operate digital marketing media independently. Business owner, Ms. Nuril, explained:

"KKN students guided me slowly, starting from creating TikTok, IG and Facebook accounts to how to reply to buyer messages."

Business owner, **Ms. Nuril**, stated that digital marketing mentoring was not only provided by KKN students, but also received direct guidance from Field Supervisor Lecturer, **Dr. Ainur Rofiq Sofa, along with the Head of the UNZAH KKN Group**, Usnus Shanani, and team member Nurul Anwar. The direct involvement of the lecturers and KKN team provided clear direction and increased the partners' confidence in participating in the mentoring process. Ms. Nuril explained:

"The guidance came directly from my field supervisor, Dr. Ainur Rofiq Sofa, along with the KKN group leaders Usnus Shanani and Nurul Anwar. I gained a deeper understanding and confidence in learning online marketing."

This mentoring process shows that collaboration between the supervising lecturer and KKN students plays an important role in ensuring the effectiveness of digital marketing mentoring, while also strengthening the quality of community service that is carried out in a structured and sustainable manner.

The mentoring process is also carried out continuously through monitoring and evaluation of existing digital marketing activities. This mentoring focuses not only on increasing sales but also on strengthening the capacity and confidence of MSMEs in utilizing digital technology. Support from the surrounding community contributes to the success of the mentoring, as conveyed by Sofyan, the local neighborhood association (RT) head:

"The guidance is clear and directly practical, so that residents' businesses can run and develop."

Thus, the KKN-based digital marketing mentoring process has proven to be able to encourage changes in the marketing patterns of Banana Chips MSMEs from conventional to digital in a gradual and sustainable manner.

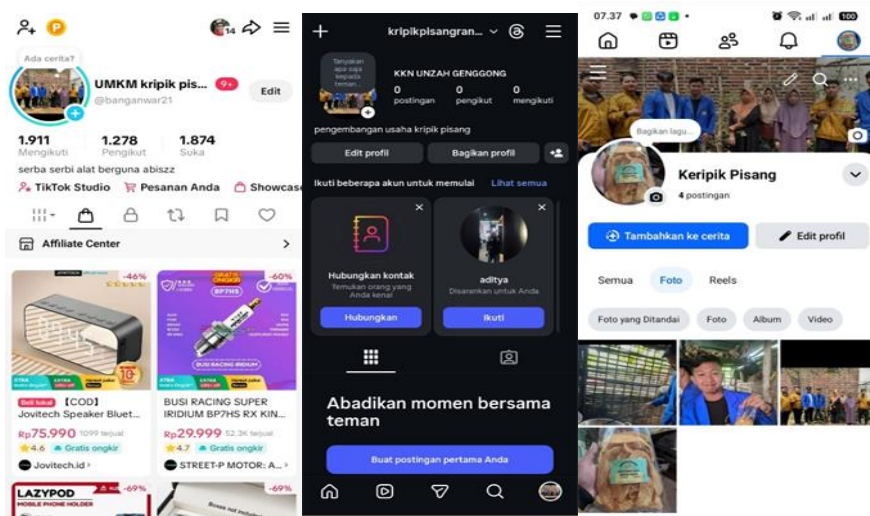
Pemilik usaha, **Ibu Nuril**, menyatakan:

"Initially, I didn't understand how to promote using my phone. After being guided by KKN students, I learned how to use TikTok for sales and promotions."

This statement shows that there is a learning process and a change in the partners' mindset towards digital marketing.

During its implementation, the mentoring activities received direct guidance from the Field Supervisor, Dr. Ainur Rofiq Sofa, who collaborated with the Head of the KKN Group, Usnus Shanani, and team member Nurul Anwar. This collaboration ensured a structured mentoring process, from planning to direct practice in the field. KKN students assisted partners in creating TikTok, Instagram, and Facebook accounts as online marketing media, while also providing guidance on content management and communication with consumers. The mentoring was carried out directly and in stages to ensure ease of understanding for business owners. Ms. Nuril stated that the mentoring provided was very helpful in introducing digital marketing that had not previously been used. Overall, this mentoring process demonstrated that the active involvement of students, the support of the supervising lecturer, and the participation of business

partners were able to increase the capacity of MSMEs in utilizing digital marketing as a business development strategy. The observation and interview data above are supported by the following documentation data:



Gambar 2. Pembuatan Akun IG dan Facebook Pemasaran Online Krupuk Putri Mdura Desa Ranon

Gambar 2. Documentation of digital marketing mentoring activities conducted by Zainul Hasan Genggong University Community Service students for Ibu Nuril's Banana Chips MSME in Ranon Village. This activity demonstrates the process of creating and managing Instagram and Facebook accounts as online marketing media, which is carried out directly and participatory. The mentoring aims to improve business owners' understanding and skills in utilizing social media to expand promotional reach and increase product competitiveness in a sustainable manner.

The results of the Community Service Program (KKN)-based digital marketing mentoring program for Banana Chips MSMEs demonstrate a positive shift in marketing practices from conventional to digital media. Through gradual and participatory mentoring, business owners are beginning to understand the fundamentals of digital marketing and are utilizing platforms like TikTok, Instagram, and Facebook as promotional and consumer communication tools.

Technical assistance, which included creating social media accounts, developing simple promotional content, and practicing interacting with consumers, increased partners' confidence in marketing their products independently. The direct involvement of field supervisors and KKN students also strengthened the effectiveness of the assistance, as partners received clear direction, direct field assistance, and ongoing support throughout the process.

Furthermore, regular monitoring and evaluation helps partners improve promotional methods and adapt marketing strategies to consumer responses. Support from the surrounding community, including from neighborhood association (RT) officials and the local community, also plays a role in driving the success of the mentoring program. Overall, the mentoring results demonstrate that KKN-based digital marketing not only contributes to increasing the marketing capacity of MSMEs but also builds an adaptive attitude and business actors' readiness to face the ongoing development of digital technology.

B. Impact of Mentoring on Increasing Sales

After implementing digital marketing, sales and product reach increased. Average sales increased from around 20–25 packs per day to 35–40 packs per day. The product began to be recognized by consumers outside the village through digital media..

One of the neighbors and consumers, **Mrs. Syamsiah** (name changed), said::

“These crackers are frequently appearing on TikTok now, so many people are ordering them, not just locals.”

This shows that digital marketing is effective in expanding promotional reach and attracting new consumers.

C. Changes in the Understanding and Independence of MSME Actors

Digital marketing mentoring not only increased sales but also increased the independence of MSMEs. Ms. Nuril began to be able to manage digital marketing independently and consistently.

Ibu Nuril kembali menegaskan:

“Now, if I receive an order via TikTok, I can handle it myself. God willing, I'll continue using this method in the future.”

Support from the surrounding environment can also be seen from the statement of the RT Head who stated that KKN assistance had a positive impact on residents.

“We feel helped by this KKN, because the residents' businesses have developed more and hopefully other MSMEs can follow suit.” (Sofyan)

This statement reinforces the finding that KKN-based digital marketing mentoring not only has an economic impact but also a social one, by encouraging the growth of independence and business innovation at the community level. Digital marketing mentoring involves the development of a business development action plan based on identified assets and expectations. The strategies developed include::

1. Optimizing marketing through social media with a pre-order system.
2. Assisting with product promotion by KKN students through direct sales in Dandang Village and the surrounding area.
3. Introducing products to new consumers by highlighting the advantages of halal legality and product quality.
4. Strengthening packaging and conveying product information to consumers.

This plan is designed in a simple and practical way for easy implementation by business owners. The above data is supported by the following documentation.:



Gambar 3. Pendampingan pemasaran digital Produk Keripik pisang dirumah Ibu Nuril

Figure 3 shows that the digital marketing mentoring conducted through the Zainul Hasan Genggong University Community Service Program is not only oriented towards increasing sales, but also focuses on changing the understanding and strengthening the independence of MSMEs. Through a gradual, participatory, and practice-based mentoring process, Ms. Nuril, the owner of a banana chips business, began to understand the importance of digital marketing as a business development strategy in the modern era.

This shift in understanding is reflected in Ms. Nuril's ability to independently and consistently manage digital marketing channels, particularly utilizing WhatsApp and social media for promotions and customer service. While previously marketing relied solely on local sales, partners are now able to respond to orders, manage customer communications, and promote products more broadly and effectively.

The growing independence of these MSMEs demonstrates that KKN-based digital marketing mentoring not only provides short-term solutions but also builds sustainable capacity. With increased digital understanding and skills, Ms. Nuril is expected to be able to maintain and develop her business more adaptively, while also serving as an example for other MSMEs in Ranon Village in utilizing digital technology for business advancement.

The discussion regarding the **KKN-Based Digital Marketing Mentoring Process for the Madura Puteri Cracker** MSME can be analyzed based on several relevant theories, both from the perspective of community empowerment, participatory learning, and digital marketing. (Gustiono & Wardiyanto, 2026).

The gradual and participatory mentoring process undertaken by Zainul Hasan Genggong University Community Service Program students aligns with Jim Ife's theory of community empowerment. Ife explains that empowerment is the process of increasing the capacity of individuals or groups to control and develop their lives independently. (Sari, 2026).

In this context, mentoring focuses not only on the outcome (having a social media account), but also on the process of improving partners' ability to understand, operate, and manage digital marketing media independently. Ms. Nuril's active involvement at every stage demonstrates the transfer of knowledge and skills oriented toward business independence. (Sonani et al., 2026).

This approach, which directly involves partners, aligns with the concept of active participation proposed by Paulo Freire in his theory of liberation education (critical

pedagogy). Freire emphasized that effective learning occurs when participants are actively and dialogically involved, not merely as recipients of information. (Eka et al., 2026).

The "slow" mentoring, from creating TikTok, Instagram, and Facebook accounts to responding to customer messages, demonstrates a dialogic learning process. Partners aren't simply given ready-made accounts, but are guided to manage these platforms themselves (Tomo, 2025).

From a marketing perspective, this process aligns with Dave Chaffey's concept of digital marketing, which states that digital marketing involves using online platforms to build interactive communication with consumers. The use of WhatsApp Business and social media as promotional tools demonstrates the implementation of a two-way communication strategy, a key characteristic of modern digital marketing. (Sawunggaling, 2025).

Furthermore, according to Philip Kotler and Gary Armstrong, promotion is part of the marketing mix, which aims to inform, persuade, and remind consumers about a product. Creating simple promotional content and practicing online communication during mentoring are concrete implementations of this promotional strategy in digital form. (Kotler et al., 2027).

The involvement of Field Supervisor Dr. Ainur Rofiq Sofa, along with the KKN Group Leader and team members demonstrates a collaborative approach. This aligns with the concept of collaborative learning, where the learning and mentoring process is carried out through collaboration between facilitators and participants. The presence of the supervisor strengthens the program's legitimacy and increases partners' confidence in participating in the digital transformation process.

Based on Ife's empowerment theory, Freire's participatory approach, and Chaffey and Kotler & Armstrong's digital marketing concepts, this KKN-based digital marketing mentoring process is not only technical, but also an empowerment process that increases the capacity, confidence, and independence of MSMEs in managing digital-based marketing sustainably.

CONCLUSION

Based on the results of the community service activities and discussions presented, it can be concluded that digital marketing assistance based on the Real Work Lecture (KKN) program at Zainul Hasan Genggong University for banana chips MSMEs in Ranon Village, Pakuniran District, Probolinggo Regency has been effective and has had a real impact on business development. The Asset Based Community Development (ABCD) approach has been proven to be able to optimize the potential and local assets owned by MSMEs as a basis for strengthening sustainable businesses.

The gradual, participatory, and hands-on mentoring program successfully increased business owners' understanding of the importance of digital marketing and their skills in utilizing social media and TikTok as promotional and consumer communication tools. The shift from conventional to digital marketing resulted in a significant expansion of market reach and increased sales of banana chips.

In addition to its economic impact, this mentoring program also fosters independence and self-confidence among MSMEs in managing digital marketing independently and consistently. Support from KKN students as facilitators, guidance from field supervisors, and involvement from the local community strengthen the program's success and demonstrate a strong synergy between universities and the community.

Thus, KKN-based digital marketing mentoring through the ABCD approach is not only effective as a strategy to increase MSME sales but also relevant as a model for empowering rural communities oriented towards capacity building, economic independence, and business sustainability. The experience of mentoring this banana chip MSME is expected to serve as a reference and development model for similar MSMEs in other rural areas.

BIBLIOGRAPHY

- Al Fiyah, L. (2024). *Manajemen Program Gerakan Literasi Digital Dalam Upaya Peningkatan Mutu Madrasah (Studi Kasus Di MTsN Kota Madiun)*. IAIN Ponorogo.
- Aromatica, D., Santoso, A., Ningsih, Y., Netti, H., Rela, I. Z., Selly, R. N., Kusnadi, I. H., Madubun, H., Hidayati, S., & Anita, D. (2024). *Membangun desa dengan revolusi digital*. Mega Press Nusantara.
- Eka, E. J., Rijal, S., Yunus, F. M., & IT, S. (2026). PEDAGOGI KRITIS PAULO FREIRE DAN TRANSFORMASI POLITIK DI INDONESIA. *Jurnal Ilmu Sosial Dan Ilmu Politik Malikussaleh (JSPM)*, 7(1), 85–97.
- Gustiono, R., & Wardiyanto, B. (2026). Analisis Inovasi Mak Cerdas Digital (MCD) dalam Perspektif Pemberdayaan Masyarakat di Kabupaten Nganjuk. *SENTRI: Jurnal Riset Ilmiah*, 5(1), 189–201.
- Kadir, E. M. A., Soegoto, E. S., Wahdiniwaty, R., & Sumitra, I. D. (2026). TRANSFORMASI DIGITAL UMKM MELALUI PEMANFAATAN ARTIFICIAL INTELLIGENCE DALAM MENINGKATKAN DAYA SAING BISNIS DI ERA EKONOMI DIGITAL. *Jurnal Inovasi Pembelajaran Dan Teknologi Modern*, 10(1).
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2027). *Principles of marketing*. Pearson.
- Muhajir, N., & Moleong, L. J. (n.d.). *A. Jenis Penelitian*.
- Panggabean, E. F., Yunas, H. A., Taufiqurrahman, T., & Nurbaiti, N. (2024). Perkembangan Teknologi E-Business Terhadap Globalisasi Modern Pada Saat Ini. *Jurnal Manajemen Dan Ekonomi Kreatif*, 2(1), 132–139.
- Prasasti Wulandari, P. (2025). *SMART VILLAGE: STUDI SOSIOLOGI DIGITAL DESA HANURA, KECAMATAN TELUK PANDAN, KABUPATEN PESAWARAN, PROVINSI LAMPUNG*.
- Primadoni, A. B., Wuryani, M. T., Muslim, R. I., Kusumawati, D., & Rahmawati, D. F. (2026). Peran Digital Marketing dalam Pengembangan Kegiatan Promosi UMKM Abon buana Desa Caruban Kecamatan Ringinarum. *Hikamatzu/ Journal of Multidisciplinary*, 3(1).
- Rahmat, P. S., Hanif Hasan, S. M., Par, M. M., Yudianta, F. E., Ilham, B. U., Fadhillah, N., Sos, S., Fauzi, M. A., Kom, S., & Kom, M. (2025). *Strategi marketing yang efektif*. CV Rey Media Grafika.
- Riyadi, T. H. F., Abibah, S., Syahputri, S. N., Lubis, S. N., & Zainarti, Z. (2026). TANTANGAN USAHA PEDAGANG UMKM BAKSO SYAHID. *Jurnal Rumpun Manajemen Dan Ekonomi*, 3(1), 278–285.
- Samuel, R., Utary, J., Mirsa, D., & Munthe, Y. (2023). Pemikiran Emmanuel Levinas" I-Self (Moi-Soi), Nausea" Dan Egoik Teknologi Pendidikan. *INOVASI: Jurnal Ilmiah Pengembangan Pendidikan*, 2(1), 12–26.
- Sari, A. N. (2026). TRANSFORMASI LAHAN PEKARANGAN SEBAGAI BASIS EKONOMI MASYARAKAT: ANALISIS TEORI JIM IFE. *DEVELOPMENT*, 2828, 6529.
- Sawunggaling, A. (2025). Pemanfaatan digital marketing pada UMKM. *Bookchapter Manajemen Pemasaran*, 1, 1–33.
- Sonani, N., Megayanti, W., Adawiyah, R., & Rosadi, N. (2026). Pemberdayaan Siswa Melalui Pelatihan Pemasaran Berbasis Media Sosial. *Celebes Journal of Community Services*,

5(1), 149–159.

Tomo, F. S. (2025). *Analisis Strategi Digital Marketing dalam membangun Customer Engagement Melalui Instagram (Studi Komparasi Pada Akun Instagram@rukun_kedaikopi dan@axlcoffee)*. Universitas Islam Indonesia.