

OK-PACE Training To Help Marketing Micro, Small And Medium Enterprises Products In Sorong Regency, Indonesia

Syafira Putri Ekayani^{1*}, Intan Java Tourist Repmi Tamsih²,
Muhamad Hasan Rumlus³, Juminah⁴,

^{1*} Faculty of Economics, Business and Humanities, Universitas Pendidikan Muhammadiyah Sorong, Indonesia

² Faculty of Engineering, University of Education Muhammadiyah Sorong, Indonesia,

³ Faculty of Law, Social and Political Sciences, Universitas Pendidikan Muhammadiyah Sorong, Indonesia

⁴ Faculty of Law, Social and Political Sciences, Universitas Pendidikan Muhammadiyah Sorong, Indonesia

Abstract

Micro, Small and Medium Enterprises (MSMEs), Food and Beverage (F&B) industry is a sector that supports Indonesia's economic growth. The F&B industry has developed in a conventional way and food e-Commerce where food e-Commerce has a high turnover. This study aims to determine the effectiveness of OK-PACE training on awareness and knowledge about industry and e-Commerce among MSME entrepreneurs in Sorong Regency, Indonesia. The training was conducted offline and used health protocols. Training activities consist of several stages, namely branding training, labeling training, and digital marketing training using e-commerce consisting of theory and simulation. Participants in this study amounted to 84 MSME entrepreneurs. This method uses questionnaire measurement to see awareness and knowledge about branding, packaging, and digital marketing for SME businesses containing 34 questions as indicators. The results of data analysis using techniques from Event Pair Sample T-Test sig (2-tailed) are differences between pretest and post-test on awareness and knowledge after OK-PACE training. In this latest study, the research hypothesis was accepted. So from these results, the author recommends that E-Commerce-based training needs to be improved either through training or based on policy.

Keywords: OK-PACE, training, awareness.

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I. Introduction

The Covid-19 pandemic, which has caused a weakening of the global economy, has also had an impact on decreasing the turnover of small, micro, and medium enterprises (Paradise et al., 2022) This change occurs due to limited space for movement and is owned by society as a result of world phenomena that inevitably force people to accept it (Islami et al., 2021, p. 7) Micro, Small and Medium Enterprises or commonly abbreviated as MSMEs are business groups managed by a person or business entity.

The development of MSMEs in the country is currently facing a fairly difficult situation due to changes in the complex business environment and limited space in marketing one product. Especially in today's digital technology era, there is a change in consumer behavior that initially made direct purchases, now switching to online shopping behavior either through *market places*, *e-commerce*, or social media.

Limited space for movement and changes in economic conditions make business trends shift and change. Small home-based culinary businesses or Culinary and Handicraft SMEs are the most chosen choice because of their low risk and can be produced in small quantities but with the phenomenon caused by Covid-19, sales and marketing must stop for a while. Limitations of social activities or known as *Distance social* A triggering factor is a limitation in marketing or offering. As stated by Finance Minister Sri Mulyani, First, has an impact on household consumption or people's falling purchasing power. Second, investment has also weakened amid the uncertainty of the Covid-19 pandemic. And third, the weakening of the entire world economy that makes Indonesia's exports stop (Winarti, 2021, pp. 195–196). This impact is not only felt by large industries, the Corona virus pandemic also has an impact on Micro, Small and Medium Enterprises (MSMEs) in Indonesia. The impact of COVID-19 on MSME players where there are several MSMEs, including MSMEs in the culinary sector.

MSME sales activities including the culinary and handicraft industries are currently experiencing many changes, one of the differentiating factors is the absence of physical stores in sales at this time. Especially in the current era of the Covid-19 pandemic, there is an increasing trend in marketing behavior from conventional to digital but it is not balanced with the existence of MSME players who use digital *marketing* or digitization. Because there are media that manufacturers can use to market their products by installing or exhibiting their

products with photographic capital in technological media. According to Wardhana, digital strategy *marketing* influence up to 78% on the competitive advantage of MSMEs in marketing their products. The strategy consists of a socialization strategy *Digital Marketing* in the form of utilizing social media is very important because it can provide knowledge to MSME actors about the ways and stages of expanding consumer networks through the use of social media in marketing their products so as to increase competitive advantage for MSMEs themselves (Product & Time, 2021).

Meanwhile Referring to Hootsuite Indonesia data with a population and total number of 268.2 million people, as many as 150 million apply the internet and social media. Based on these data, it is a very wise choice when adjusting to the development of an era full of advances in digital technology (Jayanti & Karnowati, 2023, p. 51).

The use of digital technology-based marketing concepts is a hope for MSMEs to develop into centers of economic power. MSMEs can use social media as a digital marketing tool (Shukri & Sunrawali, 2022, p. 172). In addition to low costs and no need to have special expertise in early initiation, social media is considered capable of reaching consumers directly. For example, when Covid-19 began to spread massively and was even said to have caused recessions in several countries including Indonesia, some MSMEs changed their business models by creating new services and / or products, changing the method of delivering products or services to online services, changing branding strategies to be internet-based, and investing in technology and digital systems proved to be more able to maintain and even improve their performance during the pandemic than that which not adopting the software at all (Hanifawati & Listyaningrum, 2021). Consumer behavior has also undergone many changes since the digital age and especially in the past vivid-19, Among them is the increased intensity of online shopping and the use of social media. Social media platforms are most widely used to interact with brands or companies because they have interactive features (Muninger, M. I., Hammedi, W., & Mahr, 2017).

Digitalization of goods and services for MSMEs can help the process of trade interaction of goods and services in a manner Digitalization of goods and services for MSMEs can help the process of trade interaction in goods and services widely and safely even in conditions of large-scale social restrictions. However, only about 13% of MSMEs are included in the digitalization system in Indonesia, especially in Sorong Regency, West Papua. However, it is necessary to conduct training which can then be oriented towards people's understanding of the importance of digitalization in product marketing when the Covid-19 pandemic hits. One way to improve small and medium enterprises (SMEs) is to use online media.

Online media is a means of communication today and people can communicate with others through applications. The types and composition of online media in cyberspace are very diverse, including Facebook, *Instagram*, *WhatsApp*, and *Beyond* (Kurniawan, 2017, p. p. 2).

This research refers to the results of previous research by Octaviani and Rita (2021) where digitalization of MSMEs (using digital marketing) has proven to positively affect the performance of MSMEs. This increased performance is an indicator of the sustainability of MSMEs. The research was conducted by conducting a survey on culinary MSME actors in Solo-Central Java. Researchers found that digital marketing positively significantly affects the financial performance of MSMEs. Wijoyo and Widiyanti (2020) suggest that the strategy for the development of MSME digitalization as a factor that supports the development of MSMEs in Indonesia is one of the alternative solutions for MSME players in their business processes. The process of digitizing MSMEs is the shift of sales made conventionally to online sales in certain marketplaces, this is a strategy for MSME players to always survive and continue to strengthen the Indonesian economy during the Covid-19 pandemic as it is today. Digitalization of MSMEs is a must and is also a solution for MSME players to expand marketing reach.

Further explained, the results of research from Purwana, Rahmi, and Aditya (2017) that digital and internet skills are a must for MSME actors if they want to be sustainable and survive among other MSME actors. (Jayanti & Karnowati, 2023, p. 52)

Nasrullah explained that social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users to form social bonds virtually. (Rulli., 2015, p. p. 25) The role of social media is increasingly recognized in boosting business performance, because social media is the most practical marketing tool and is used by many people. (Rahayu, E. S., & Laela, 2018, p. pp. 203-216) The many benefits that can be felt by SMEs by using online media are a strong motivating factor for SMEs to continue to utilize online media to develop products, communicate with consumers, dealers and suppliers, and develop a wider network. The existence of online media is very helpful as a medium to connect information and communication from producers to consumers wherever consumers are and regardless of distance. (Naki et al., 2022,) This can indirectly have an impact on the Indonesian economy (Pusporini, 2023)

This research will examine how effective OK-PACE Training is on awareness and knowledge of industrial MSMEs and E-Commerce about social media as a tool in marketing a product. So specifically the purpose of this study is to analyze and statistically prove the influence of MSME digitalization on the sustainability of MSMEs in Sorong Regency. Therefore, MSME actors must have an understanding and knowledge of the use

of information technology as a marketing medium because it greatly affects financial management and has an impact on the performance and sustainability of MSMEs in the future.

In this research using theory *Technology Acceptance Model* (TAM) This theory states that TAM is an information systems theory designed to explain how users understand and apply information technology. TAM models are used to predict and explain user acceptance of technology based on two variables, namely perceived usefulness (*perceived usefulness*) and perceived ease of use (*perceived ease of use*). Perception of usefulness (*perceived usefulness*) is the level of user confidence that the use of a system can help improve user performance. Perceived ease of use (*perceived ease of use*) is the belief of someone who thinks that using a system is easy (Wicaksana & Rachman, 2018, p. 2)

Based on the background that the author has stated above, he can take several problem formulations, namely How Effective is OK-Pace Training on awareness and knowledge about Industry and E-Commerce regarding the influence of social media as a marketing medium for the Culinary and Handicraft SME industry in Sorong Regency in marketing products and how to determine the most appropriate social media to reach the desired target market.

II. Method

Participants in this study were 84 MSME entrepreneurs from 51 MSME businesses. Participants run their businesses in Sorong Regency. Participants were selected by purposive sampling, where all MSMEs run businesses in the Food & Beverage (F&B) and does not use e-commerce to market their products.

This service activity uses qualitative methods that produce descriptive data processing. This study used observation and interview methods through OK-PACE activities and used questionnaire methods. The use of this method is because researchers want complex research results.

Some stages of analysis that can be applied using the methods described above are as follows:

First Stage: The first stage of this OK-PACE training activity is the Observation Method. The observation in question was carried out by the Perindakop office as the person in charge of 84 MSMEs in the Sorong district. This observation was carried out offline at the Perindakop office. The purpose of this observation activity is to search and find complete data in the form of conditions from 84 MSMEs in Sorong district. From the observations, solutions will be determined for the problems faced by 84 MSMEs in Sorong district.

Second Stage: The second stage of this OK-PACE training activity is the interview. Interviews were conducted with the Perindakop Office and with 84 MSMEs as OK-PACE MSME training participants. The interview was conducted offline at the Office of the Perindakopdan Office This interview technique is accompanied by presenting questionnaires. The purpose of this interview activity is to find out the initial conditions and business profile as well as the background of the MSMEs.

Third Stage: The third stage of this OK-PACE training activity is the determination of solutions and follow-up to the problems faced by 84 MSMEs in the Sorong district. The delivery of solutions was carried out directly to business owners by conducting training to 84 MSMEs through the OK-PACE Program by bringing in various national-level professional experts in accordance with their fields. The purpose of determining this solution is to answer as well as provide answers to the problems that afflict 84 MSMEs in the Sorong district.

Data Design and Collection

This study is an experimental research with a one-group *pretest-posttest* design. The independent variable is OK-PACE Training which has 3 stages: Branding Training, Labelling Training, and Digital Marketing Training. The variables we measure are participants' awareness and knowledge related to the use of Electronic Media as a tool in marketing Products. Data was collected with a questionnaire aimed at looking at awareness and knowledge about branding, packaging, and digital marketing of MSME businesses containing 34 questions as indicators (Cronbach's Alpha = 0.655). We collected qualitative data with interviews as additional data.

Analysis

Quantitative data was analyzed using the *Paired Sample T-Test* technique to determine the effect of OK-PACE Training on MSME business awareness and knowledge. Data analysis uses SPSS *version 23.0* to test assumptions and hypotheses. Qualitative data were analyzed by confirming the results of the participants' interviews and observations.

III. Discussion

The effectiveness of OK-Pace Training on awareness and knowledge about Industry and E-Commerce regarding the influence of social media as a marketing medium for the Culinary and Handicraft SME industry in Sorong Regency

Micro, Small, and Medium Enterprises (MSMEs) are activities or businesses that can create jobs and also help in terms of equitable distribution of economic services to the community, as well as play a role in equitable distribution and increase in community income, and are able to help better economic growth to achieve national stability (Weya et al., 2020, p. 267). Micro, Small and Medium Enterprises are one of the main pillars of the national economy that can obtain opportunities, protection, support and broad development as a sign of the alignment of people's economic business groups (Suratmin, 1945). A better economy will go hand in hand with people's welfare and economic growth will also have a positive pace. (Rochaida, 2016, p. 15)

If you look at the existence of the COVID-19 Pandemic, it has inadvertently affected society, businesses, and organizations globally. Including Indonesia. Previously, MSMEs in Indonesia themselves had better resilience to the 1998 crisis, despite their low productivity. Not to mention that this situation is marked by the increasing number of MSMEs that have sprung up by offering a variety of innovative products, so it is not impossible for MSMEs to become a top priority to meet market needs (Nicola, et al., 2020).

However, during the COVID-19 Pandemic, the MSME sector has difficulty adapting. Related to these conditions, the cause of the decline in MSME resilience is due to product sales that rely on face-to-face or physical meetings between sellers and buyers (Sukriani, 2022). When the COVID-19 pandemic occurs and is still ongoing, the decline will continue to increase along with the *physical distancing* policy that makes people carry out their activities online. One of them is the emergence of a shift in consumer behavior in Indonesia in using digital technology that allows to encourage economic growth.

Digital-based marketing can be the key to optimizing business, especially in the culinary and handicraft sector of micro, small and medium enterprises (MSMEs) in promoting their business. If MSMEs can develop a strategy that then starts at the Branding, Labeling and Digitalization stage, then this becomes part of adaptation to be able to survive and also continue to grow in current conditions as well as a form of innovation.

As raised in Nurul Sukriani's research (2020) entitled *The Influence of Innovation and Creativity on the Business Performance of Culinary MSME Actors in Pekanbaru City* using multiple linear regression methods with the help of the SPSS (*Statistical Product and Service Solutions*) program. Based on this method, research conducted by Nurul Sukriani produced:

- a. A constant value (a) of 8,660 means an increase in business performance if other variables are considered constant, then entrepreneurial interest is worth 8,660
- b. The value of the regression coefficient of the innovation variable is -0.15. This means that every increase in Innovation by 1 (one) unit will increase Performance by 0.15 assuming other variables are constant.
- c. The value of the regression coefficient of the Creativity variable is 0.569. This means that every increase of 1 (one) unit will increase performance by 0.569 assuming the other variables are constant.

It is known that F count is 51.796 with significance (0.000), obtained F table as follows: F table = 97 – 2; 5, table F = 95; (4th column in table F) = 2.31. Based on the results of data processing, the F value is calculated (51.796) > F table (2.31) with Sig. (0.000) < 0.05. This means that the independent variables together have a significant influence on the dependent variable. Then H0 is rejected and H1 is accepted. The "t" test is performed to determine the effect of the independent variable X on the dependent variable Y. The test is carried out by comparing t count with t table. To find t table at 5% alpha and degrees of freedom (df) with the following formula: $t \text{ table} = n - k - 1 : \alpha / 2 = 97 - 3 - 1 : 5\% / 2 = 93 : 0.025 = 1.986$ Information : n : number k : number of independent variables.

Based on this presentation, here are the t-test results for each dimension of service quality:

- a. Innovation
From the results of data processing, the calculated t value is smaller than ttable (4.115) > (1.986). Since t count is greater than t table, it can be said that innovation affects business performance in this study.
- b. Creativeness
From the results of data processing, the calculated t value is smaller than ttable (7.717) < (1.986). Because t count is smaller than t table, it can be said that creativity affects business performance in this study.
So it can be concluded from the research conducted by Nurul, among others:
- c. Part of Innovation and Creativity
has a significant effect on business performance in Culinary MSMEs in Pekanbaru City. Simultaneously, Innovation and Creativity have a significant effect on Business Performance in Culinary MSMEs in Pekanbaru City.
- d. The R Square (R²) coefficient of determination of 51.4% can be explained by the variables of Innovation and Creativity while the remaining 41.4% can be explained by other variables outside the variables mentioned in this study.

So that the influence of innovation and creativity on Culinary MSMEs of the Pekanbaru community affects the performance of these MSMEs. The results of the researchers' observations concluded that in entrepreneurship, innovation and creativity are two things that cannot be separated, both are like arrows that can

miss to produce a business that continues to grow and profitable. Facing increasingly fierce competition, creativity is not only important to create competitive advantage, but also important for the sustainability of the company. This means that in facing global challenges, creative and innovative human resources are needed and have an entrepreneurial spirit. Entrepreneurs can create added value and excellence. Added value is generated through creativity and innovation.

According to Suryana, innovation is change. Change can be transformation, diffusion that leads to change. Innovation is excellence. By innovation we create excellence in new forms. In essence, innovation is an update or novelty that produces new added value for its users (Basri, 2022). Creativity is the initiative to create a product or process that is useful, correct, appropriate and valuable. Creativity is defined as the ability to create new products. Creativity is the ability to create new combinations or see new relationships between pre-existing elements, data, variables.

Progressive MSMEs cannot be separated from the persistent efforts of the actors with innovation and creativity so as to produce something new and competitive. Creativity is part of supporting the existence of one's life. Creativity is not necessarily achieved in a short time, but it may require a hard struggle without knowing despair. Intelligence alone will not guarantee a person to be a creative, successful and happy person, if the person is only satisfied with his intelligence without thinking about how to increase and develop the potential of his talents to the maximum.

However, this is in line with the results of research conducted by Hendrawan, Kuswanto, & Cahyawati (2019) stated that the creativity dimension of people, products and press affects the development of MSMEs, while the dimension of process creativity affects the development of MSMEs, while the dimension of process creativity affects the development of MSMEs. does not affect the development of SMEs. Hadiyati (2015) also stated that creativity partly affects the development of MSMEs.

Moving on from previous research, the author carried out activities that later became this article where the purpose of the activity was to add insight and increase awareness of the importance of innovation and creativity in every product produced by business actors, especially culinary businesses. actors and craftsmen start from the Branding and Labeling stage which then proceed to the stage of utilizing information technology, namely at the digitalization stage.

Three series of activities carried out by the author and team took place in Sorong Regency by presenting various culinary and handicraft MSMEs in the Sorong Regency and Sorong City areas, the purpose of this activity was to provide insight and make the people of Sorong Regency and Sorong City aware of the importance of innovation. And creativity for a product and utilizing technology will be in marketing

Based on data obtained using questionnaires aimed or intended to determine the extent of knowledge related to the importance of branding, packaging, and digital marketing, a total of 84 Culinary SMEs and Craft SMEs have been carried out which were then analyzed using the That Paired Sample T-Test. The questionnaire collection for each MSME participant is carried out with 2 stages carried out before training and after training. Based on the technique, it was found that the level of awareness and knowledge possessed by the people of West Papua, especially the people of Sorong Regency before attending the training conducted by the OK-PACE committee, was sig (2-tailed) $p = 0.000$ ($p < 0.05$).

Which can be described as follows:

- a. Zero hypothesis (H_0): Data normally distributed
- b. Alternative Hypothesis (H_a): Data is not normally distributed

Criteria for taking the questionnaire:

If sig. (p value) ≤ 0.05 (5%) then H_a is accepted or H_0 fails to be received meaning that the data is not normally distributed. Conversely, if sig. (p value) > 0.05 (5%) then H_0 is accepted or H_a fails to be received meaning that the data is normally distributed. When calculating based on the questionnaire data obtained, it was found that in the output test of normality, it was seen that the Sig. value (p value) of Kolmogorov Smirnov and Shapirowilk < 0.05 which means H_a was accepted, meaning that their level of awareness of the importance of branding, packaging, and digital marketing in selling or promoting their products is still below standard.

Conditions like this have an impact on sales results such as decreasing buyer interest or consumers every day does not increase, monthly turnover remains the same and 1 What's worse after that is the impact that occurs can cause culinary and craft entrepreneurs to be forced to stop or close their businesses.

Taking the 2nd questionnaire was carried out after the training was found that: in the output of the *test of normality* it was seen that the Sig. value (p value) of Kolmogorov Smirnov and Shapirowilk > 0.05 which means H_0 received means the data is normally distributed.

The average score of the questionnaire on 84 MSMEs in Sorong Regency before the implementation of OK-PACE Training was 67.96. Meanwhile, after the implementation of the OK-PACE learning strategy was

84.96. It can be seen that the implementation of OK-PACE Training increases the awareness of the MSME community in Sorong Regency, especially 84 MSMEs in Sorong Regency.

So that this shows a difference after 84 culinary MSMEs participated in the activities carried out by the OK-PACE committee based on questionnaires given to each MSME which showed that the knowledge and awareness of district MSMEs has increased.

Determine the most appropriate social media to reach the desired target market.

The use of electronic media such as smartphones is increasing rapidly. In 2018, there were around 100 million active smartphone users in Indonesia, making the country with the fourth largest population of smartphone users in the world after China, India, and the United States. This is because smartphones allow people to access all the information they need, including online shopping. The success of businesses in the SME sector depends heavily on the communication built (Kautsarina, 2013, p. p. 136)

Modern society usually uses smartphones as a medium to carry out daily activities, including shopping for daily necessities, by downloading various applications on smartphones. The choice of applications available on smartphones varies greatly depending on the needs of the community. The majority of community members use social media, shopping, and ride-hailing apps.

In the tight global competition, SMEs are required to be more creative in marketing their products. Of course, the creativity that is built must be supported by social media that can advance so that it can reach many people. SME business actors can use social networks in the form of social media to market their products. They can use it to share information about current business activities, distribute product images to a wider market, build product images on the internet, connect with potential customers, and expand their business network. Because the capital needed is only an internet network, this business activity can be done at a low cost.

The importance of the internet in marketing is an element that cannot be doubted. Paul Smith included the internet as part of his marketing/communication activities. According to Paul Smith (1998), promotion consists of several stages, such as sales (drop-off samples, competitions, and collections): advertising on television; direct advertising (mail shots, telesales); public relations (and public relations/public relations); sponsorship, exhibitions, packaging, points of sale and merchandising, internet, word of mouth, and corporate identity.

Regarding the purpose of using social networking applications using internet facilities in product marketing by SMEs is divided into several objectives, namely: introducing products, getting new customers, gaining customer loyalty, increasing sales, building credibility, and to get feedback from customers. Whether it's in the form of suggestions, opinions or criticisms about its business products. In addition to the objectives mentioned there Other purposes of the activities obtained include the purpose of getting feedback from their customers, be it in the form of testimonials, suggestions, opinions or criticisms about the products they have.

Regarding SME product marketing activities through social networks, there are several activities carried out by respondents in marketing their products, namely uploading product photos, writing status about the products offered, tagging product photos to the audience (potential customers), creating fan pages, writing product reviews. , make videos about products, create slideshows about products, follow customers' Twitter accounts, add as many social networking friends as possible, visit other people's social networking site pages and leave comments on other people's social networking site pages.

Social media that can be used to do marketing include Instagram, Youtube, Facebook, WhatsApp, Path, and others Twitter. The reason the author lists Instagram as the first most potential to be used is because the medium is most often used for product marketing. Instagram is the most suitable medium as a tool to market products with videos and photos. Instagram allows users to take videos and photos, use digital filters and share them so that others can see the photos and videos we share. (Siagian et al., 2020, p. p. 48) According to Gumilar (2015: 81), "the use of Instagram as a widely used social media is because the features most widely used by applications are very supportive of promotion because they are based on images / photos and videos".

IV. Conclusion

1. Based on the analysis data that the author has submitted, it was found that before the OK-PACE Training was carried out, 84 MSMEs in Sorong district sig (2-tailed) $p = 0.000$ ($p < 0.05$) If sig. (p value) ≤ 0.05 (5%) then H_a is accepted or H_0 fails to be received meaning that the data is not normally distributed. This means that their level of awareness of the importance of branding, packaging, and digital marketing in selling or promoting their products is still below standard. Meanwhile, after the OK-PACE training, there was an increase of 67.96. Meanwhile, after the implementation of the OK-PACE learning strategy was 84.96. So it can be interpreted that the training which began with Branding and Labeling and Digitalization succeeded in adding insight and increasing awareness of the importance of innovation and creativity in every product produced by business actors.
2. Social Media can be used as an alternative in marketing culinary products owned by MSMEs in Sorong Regency. Social media that can be used by every entrepreneur in marketing can be Instagram, Youtube,

Facebook, WhatsApp, Path, and so on Twitter. The more social networks used to do marketing, this can support the increase in turnover owned.

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