




## THE ROLE OF ISLAMIC ECONOMICS AND BUSINESS STUDENTS IN SUPPORTING UMKM THROUGH BUSINESS LOCATION INTEGRATION ON GOOGLE MAPS

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<p><b>Info Article</b></p> <p>Received : 01 Januari 2026</p> <p>Revised : 02 Februari 2026</p> <p>Accepted : 01 Maret 2026</p> <p>Publication : 31 Maret 2026</p>	<p><b>Abstract:</b> <i>This study aims to analyze the role of students from the Faculty of Economics and Islamic Business (FEBI) in supporting the development of Micro, Small, and Medium Enterprises (UMKM) through the integration of business locations on Google Maps. This study uses a descriptive qualitative approach with data collection techniques in the form of observation, interviews, and documentation of UMKM that are assisted and FEBI students involved in the assistance activities. The results show that the assistance of FEBI students in creating and verifying Google Business Profiles, optimizing digital content, and managing customer reviews can increase business visibility, ease of customer access, and consumer trust in UMKM. Students act as educators, facilitators, digital consultants, promoters, and researchers in the process of empowering UMKM based on digital technology. The conclusion of this study confirms that the integration of Google Maps through student mentoring is an effective and applicable strategy in increasing the competitiveness and sustainability of UMKM in the digital era.</i></p>
<p><b>Keywords:</b> UMKM, FEBI Students, Google Maps, UMKM Digitization, Business Visibility.</p>	
<p><b>Kata Kunci:</b> UMKM, Mahasiswa FEBI, Google Maps, Digitalisasi UMKM, Visibilitas Usaha</p>	
<p><b>Licensed Under a Creative Commons Attribution 4.0 International License</b></p> 	
	<p><b>Abstrak:</b> Penelitian ini bertujuan untuk menganalisis peran mahasiswa Fakultas Ekonomi dan Bisnis Islam (FEBI) dalam mendukung pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) melalui integrasi lokasi usaha di Google Maps. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi pada UMKM yang didampingi serta mahasiswa FEBI yang terlibat dalam kegiatan pendampingan. Hasil penelitian menunjukkan bahwa pendampingan mahasiswa FEBI dalam pembuatan dan verifikasi Google Business Profile, optimasi konten digital, serta manajemen ulasan pelanggan mampu meningkatkan visibilitas usaha, kemudahan akses pelanggan, dan kepercayaan konsumen terhadap UMKM. Mahasiswa berperan sebagai edukator, fasilitator, konsultan digital, promotor, dan peneliti dalam proses pemberdayaan UMKM berbasis digital. Kesimpulan penelitian ini menegaskan bahwa integrasi Google Maps melalui pendampingan mahasiswa merupakan strategi yang efektif dan aplikatif dalam meningkatkan daya saing dan keberlanjutan UMKM di era digital.</p>

## INTRODUCTION

MSMEs are the backbone of the Indonesian economy due to their significant role in supporting national economic activity. As a business sector that dominates more than 99% of total business units in Indonesia, MSMEs contribute significantly to providing employment opportunities for the community, absorbing more than 90% of the national workforce (Nugraha & Kurniawan, 2023). The high number of MSMEs spread across remote areas enables this sector to promote economic equality and increase community income in areas that are not reached by large industries. In addition, MSMEs also contribute significantly to the Gross Domestic Product (GDP), namely more than 60%, so that their existence greatly influences the stability and economic growth of the country (Carera et al., 2022). In times of crisis, MSMEs have proven to be more flexible and able to survive through creativity and adaptation to market changes, making them a resilient sector (Agustin et al., 2023). Thus, MSMEs are an important pillar in improving community welfare, strengthening economic independence, and maintaining overall national economic resilience.

MSMEs face various challenges in marketing and increasing digital visibility in the modern era. Many MSME players still have low digital literacy, making it difficult for them to utilize online platforms such as social media, marketplaces, and Google Maps to promote their businesses (Muqorobin et al., 2024). Limited capacity to produce engaging marketing content such as product photography, business descriptions, and effective branding strategies also constitutes a significant barrier that reduces product competitiveness. Furthermore, the majority of MSMEs have not fully understood the importance of maintaining a consistent digital presence, including regularly updating business information, managing customer reviews, and optimizing business appearance across digital platforms. Another contributing factor is the limited access to digital marketing training and the constrained budgets available for paid promotions, which ultimately restrict the overall reach and effectiveness of marketing efforts (Murtiningsih & Caroline, 2024). These challenges hinder MSMEs from enhancing their online visibility, which ultimately leads to reduced competitiveness and limited business growth opportunities amid increasingly intense digital competition. Google Maps plays a crucial role as a promotional tool and a means of improving customer accessibility for MSMEs in the digital era.

Through Google Maps, businesses can be easily discovered by potential customers searching for products or services in specific locations, thereby increasing the likelihood

of customer visits and transactions (Asrah et al., 2024). The presence of a business on Google Maps also enhances credibility, as customers can access comprehensive information such as business address, operating hours, contact details, photographs, and reviews from other customers (Gentzel & Wimmer, 2024). In addition, the navigation feature enables customers to reach business locations easily, thereby reducing geographical barriers that often hinder access. Google Maps also allows MSMEs to appear in local search results, which is highly effective in attracting customers located near the business area (Chen & Chang, 2024). With increased visibility and improved accessibility, Google Maps serves as a free yet highly strategic promotional tool for MSMEs to enhance exposure, competitiveness, and consumer trust.

In previous studies, Nugraha & Kurniawan (2023) examined the role of digital marketing in enhancing MSME competitiveness. Their findings indicated that the use of digital media such as Instagram and online marketplaces significantly increased promotional reach. However, this study did not address the importance of Google Maps as a location-based marketing tool. Subsequently, Hidayatullah et al. (2022) investigated the utilization of Google My Business by MSME actors in Semarang City. The study found that business presence on Google Maps was able to increase customer visits by up to 40%. Nevertheless, the research focused solely on MSME utilization of Google Maps and did not discuss the role of higher education institutions or students in providing assistance. Nurcahyati & Sholihah (2024) explored the challenges of digital literacy among MSMEs in online product marketing. Their findings revealed that many MSMEs experienced difficulties in managing digital profiles, including uploading photos, writing descriptions, and optimizing keywords. However, this study did not address student-led assistance as a solution to enhance digital literacy. Darmayanti et al. (2023) examined MSME assistance models implemented by students through community service programs. The results showed that student involvement improved MSME marketing capacity; however, the study focused primarily on social media and did not address location-based integration through Google Maps. Meanwhile, Malikhah et al. (2024) analyzed location-based marketing strategies and their impact on consumer purchasing decisions. The findings demonstrated that accurate digital location data on Google Maps increased consumer trust and encouraged visit decisions, yet the study did not associate this strategy with the role of students as facilitators of MSME location integration.

Based on the review of previous studies, this research offers novelty by emphasizing the role of students particularly those from the Faculty of Islamic

Economics and Business (FEBI) in the process of MSME digitalization through the integration of business locations into Google Maps, a topic that has rarely been discussed explicitly in the MSME empowerment literature. Most prior studies have focused on MSME digitalization through social media, marketplaces, or general digital marketing strategies, while relatively few have highlighted the importance of location-based marketing as an initial and fundamental strategy for business visibility in the digital era.

Furthermore, this study provides a new perspective by positioning students not merely as assistants or trainers, but as agents of location-based digitalization who play active roles in business verification processes, Google Maps profile optimization, and monitoring the development of MSME visibility. This approach contributes a new model of MSME empowerment that integrates digital literacy, location mapping, and Google-based technology. Based on the above background, this study aims to support MSMEs through the integration of business locations into Google Maps. Accordingly, the research is entitled “The Role of Students of the Faculty of Islamic Economics and Business in Supporting MSMEs through the Integration of Business Locations into Google Maps.”

## **METHOD**

This research method uses a descriptive qualitative approach to thoroughly examine the role of students from the Faculty of Economics and Islamic Business in supporting MSMEs through the integration of business locations on Google Maps. The research was conducted on a number of MSMEs in the Stabat Lama area, Wampu District, Langkat Regency, North Sumatra, as well as FEBI students involved in digitalization assistance activities. Data was collected through direct observation of the process of creating and optimizing Google Maps profiles, in-depth interviews with MSME actors and mentoring students, as well as documentation in the form of photos of activities, screenshots of Google Maps profiles, and mentoring archives. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing using the Miles and Huberman analysis model. To ensure data validity, the study employed source triangulation, technique triangulation, and member checks, ensuring that the resulting data is valid and accountable. The entire research process began with subject selection, field data collection, analysis of findings, and the preparation of the research report.

## **RESULTS AND DISCUSSION**

### **Analysis of the Role of Students in Providing Support to MSME Actors in Stabat Lama Village**

Providing training to MSME actors on how to create a Google Business Profile constitutes one of the key roles of students in supporting the enhancement of digital business visibility. This training aims to enable MSME actors to independently register and manage their business profiles on Google Maps. In its implementation, students offered assistance beginning with the creation of Google accounts, completing business identity information such as business name, address, business category, and operating hours, as well as uploading photos of products and business locations. In addition, the training covered an understanding of the business verification process, customer review management, and the utilization of posting features for promotional purposes. Through this training, MSME actors not only obtained registered business locations on Google Maps but also acquired sustainable digital knowledge and skills to further develop their businesses.

Providing usage guidelines for features such as product photos, operating hours, customer reviews, and business descriptions represents a strategic step in helping MSMEs optimize their Google Business Profiles. These guidelines were designed to ensure that MSME actors understand the importance of each feature in attracting attention and building customer trust. Students explained how to upload appealing and accurate photos of products and business locations, set operating hours precisely to provide clear information to customers, and write concise yet informative business descriptions. Furthermore, MSME actors were guided in managing customer reviews ethically, including responding to both positive feedback and criticism in a professional manner. With the availability of these guidelines, MSME profiles on Google Maps become more informative, credible, and capable of enhancing business attractiveness in the eyes of potential customer.

Students play a comprehensive role as facilitators in supporting MSMEs through the integration of business locations on Google Maps. This role begins with assisting MSME players in the process of creating and verifying business locations so that they can be officially registered and easily found by potential customers. Students help determine accurate location coordinates, ensure that addresses match actual conditions on the ground, and assist with the verification process carried out by Google, whether through zip codes, telephone, email, or video verification. This process is important

because without verification, businesses will not appear optimally in local searches. In addition, students also assist MSMEs in collecting and uploading complete and systematic business data, including business name, address, telephone number, business category, operating hours, and photos of products and business locations. The uploading of attractive photos that are in line with the business identity is directed at increasing visual appeal and customer trust. Students also guide MSME owners in compiling product catalogs and informative business descriptions so that potential customers can get a clear picture before visiting or making a transaction.

Furthermore, the role of students is not limited to technical aspects of digital technology, but also includes strengthening networks and ecosystems that support MSMEs. Students act as liaisons between MSMEs and various support services, such as local MSME communities, entrepreneurship advisors, community service programs, and mentoring activities organized by universities. Through this connectivity, MSMEs gain access to advanced training, capital information, and a wider marketing network. Thus, the presence of students not only helps MSMEs appear on Google Maps, but also encourages sustainable and integrated business capacity building.

Students act as digital consultants by conducting a comprehensive analysis of MSMEs' online visibility needs. This analysis is carried out by identifying the initial conditions of MSMEs, such as whether the business already has a digital footprint, its level of visibility in local searches, the completeness of business information, and customer responses through reviews and interactions on Google Maps. Through this analysis, students can identify the weaknesses and potential of MSMEs in utilizing digital platforms as a means of promotion. Based on the results of the needs analysis, the students then provided recommendations for location-based digital marketing strategies that are in line with the characteristics and scale of MSME businesses. These recommendations include optimizing Google Business Profile through the selection of appropriate business categories, writing business descriptions that are relevant to local searches, utilizing photos and promotional posts, and managing customer reviews to increase consumer trust. This location-based strategy is aimed at making MSMEs easier to find by potential customers in the vicinity of the business area.

Furthermore, students monitored and evaluated the development of MSME Google Maps traffic on a regular basis. Monitoring was carried out by observing the number of profile views, location searches, direction requests, and customer interactions after the mentoring process. The evaluation results are used to assess the effectiveness of the

strategies implemented and as a basis for providing further recommendations to SMEs. With continuous monitoring and evaluation, SMEs can continue to improve their online visibility and optimize the potential of location-based digital marketing. Students also act as researchers by conducting scientific studies on the impact of Google Maps integration on increasing MSME sales. This research was conducted by comparing business conditions before and after registration and optimization on Google Maps, particularly in terms of customer visits, increased product demand, and changes in business income. Data was obtained through interviews with MSME players, field observations, and documentation of digital activities such as the number of location searches and customer interactions. Through this research, students can identify the extent to which Google Maps integration contributes to the growth and sustainability of MSMEs.

The results of this research were then published in the form of scientific publications as an academic contribution to the development of literature on MSME digital empowerment. This publication can be in the form of a journal article, seminar proceedings, or research report discussing the role of students, the effectiveness of location-based marketing, and sustainable MSME mentoring models. With scientific publications, research findings are not only beneficial to the MSMEs being mentored, but can also be a reference for academics, students, and policy makers in designing more effective and applicable MSME digitalization strategies.

### **Stages of Implementation of MSME Location Integration on Google Maps by FEBI Students**

Identifying local MSMEs that are not yet registered on Google Maps is a very strategic first step in supporting the digitization and increased visibility of businesses. At this stage, students systematically map MSMEs in the target area through various means, such as direct field observations, door-to-door or business-to-business data collection, and coordination with village officials, sub-district officials, MSME communities, and relevant institutions. This process aims not only to determine whether MSMEs are registered on Google Maps, but also to understand the actual conditions of the businesses, including the type of business, scale of production, business location, marketing patterns used, and the level of digital literacy of MSME actors.

In addition, the identification activity also includes gathering information about the obstacles faced by MSMEs in utilizing digital technology, such as limited devices, internet access, or a lack of understanding of digital platforms. Through this in-depth

identification, students can group MSMEs based on their level of assistance needs and digital readiness, so that the programs designed are more targeted. This stage also serves as a basis for determining the priority of MSMEs that need immediate assistance because they have market potential but do not yet have online visibility.

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With comprehensive identification of MSMEs, students can develop more targeted and sustainable assistance strategies. The identification data serves as an important foundation in the process of integrating business locations into Google Maps, while also supporting the success of subsequent stages, such as training, location verification, and business profile optimization. Therefore, the identification of local MSMEs is not only an administrative step, but also an important part of the process of empowering MSMEs as a whole in facing competition in the digital era. After identifying MSMEs in Stabat Lama, students provided direct assistance in creating Google Business Profile accounts, which is an important step to ensure that MSMEs have an accurate digital presence that is easily accessible to customers. At this stage, students directly assisted MSME players in creating Google accounts, filling in business identities, determining business categories, and setting business locations in accordance with field conditions. The guidance was conducted in a step-by-step and practical manner so that SME owners could understand each process, enabling them to manage the accounts independently in

the future. In addition to technical assistance, the students also provided insights into the benefits of Google Business Profile as an effective free promotional tool for reaching customers in the vicinity of the business location.

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in addition, students provided technical assistance throughout the verification process, including helping MSME owners understand the required stages, prepare supporting documents or evidence, and record verification videos in accordance with applicable requirements when this method was used. This assistance was particularly important given that many MSME actors experienced difficulties during the verification process due to limited digital literacy. Upon completion of the verification process, MSME profiles became active and credible, thereby enhancing business visibility, customer trust, and opportunities for increased visits and sales. The use of photos, descriptions, catalogs, and posting features on Google Business Profile constituted a crucial component of efforts to optimize the visibility and attractiveness of MSMEs on Google Maps. Students guided MSME actors in uploading representative and high-quality photos of products, business locations, and operational activities to convey a professional image and attract potential customers. Furthermore, MSME owners were assisted in drafting concise, clear, and informative business descriptions aligned with

product characteristics and target markets. Support was also provided in developing product catalogs to enable customers to easily view available products, prices, and variations. The posting feature was introduced as a tool for periodic promotion, such as announcements of discounts, new products, or important updates, thereby ensuring that business profiles remained active and engaging.

Beyond content optimization, students also provided guidance on review management and customer interaction. MSME actors were equipped with an understanding of the importance of customer reviews in building trust and establishing a positive digital reputation. Students offered guidance on responding politely and professionally to positive reviews, as well as addressing criticism or complaints in a constructive and solution-oriented manner. Effective interaction with customers through review and messaging features not only enhances business image but also strengthens relationships with consumers. Through proper review management and customer engagement, MSMEs can improve credibility, foster customer loyalty, and enhance long-term business competitiveness.

## **Discussion**

The research findings indicate that assistance provided by students of the Faculty of Islamic Economics and Business (FEBI) in integrating MSME business locations into Google Maps has had a positive impact on improving business visibility and competitiveness. The assistance, conducted in a systematic and staged manner from identifying MSMEs not yet registered to optimizing their Google Business Profiles proved effective in helping MSME actors understand the importance of digital presence as a tool for promotion and customer accessibility. Prior to the assistance, most MSMEs were unaware that Google Maps could function as an effective and free marketing medium, resulting in their businesses being difficult for potential customers to locate.

During the account creation and verification stage of Google Business Profile, students played a crucial role in addressing technical challenges commonly faced by MSMEs, such as address discrepancies, limited understanding of the verification process, and low levels of digital literacy. Through direct assistance, MSME actors were able to complete the verification process successfully and obtain active and credible business profiles. This finding is consistent with location-based digital marketing theory, which posits that business presence on local search platforms can increase customer visit opportunities and enhance consumer trust. Digital content optimization such as the use of

photos, business descriptions, product catalogs, and posting features also had a significant influence on the attractiveness of MSME profiles on Google Maps. Representative photos of products and business locations helped create a professional impression, while informative descriptions and catalogs made it easier for customers to understand the products offered. Furthermore, the utilization of posting features enabled MSMEs to continuously engage with customers through promotional information and business updates, thereby keeping business profiles active and relevant.

Review management and customer interaction constituted another important aspect of this study. Student assistance in responding to customer reviews politely and professionally contributed to improving the image and reputation of MSMEs in the eyes of consumers. Well-managed positive reviews encouraged greater trust among new customers, while constructive handling of criticism demonstrated MSMEs' commitment to service quality. This, in turn, strengthened long-term relationships between MSMEs and their customers. Overall, the role of FEBI students extended beyond technical aspects of digitalization to include education, facilitation, and the sustainable strengthening of MSME capacity. The findings reinforce previous research on the importance of MSME digitalization, while also offering novelty by positioning students as agents of change in location-based marketing. Thus, the integration of Google Maps through student-led assistance is proven to be an effective and practical strategy for supporting MSME empowerment and development in the digital era.

## **CONCLUSION**

Based on the research findings and discussion presented above, it can be concluded that the integration of MSME business locations into Google Maps through assistance provided by students of the Faculty of Islamic Economics and Business (FEBI) constitutes an effective strategy for enhancing business visibility and accessibility. The systematic assistance process ranging from the identification of MSMEs, the creation and verification of Google Business Profiles, to digital content optimization enabled MSME actors to understand and utilize digital technology as a promotional tool aligned with market needs.

The role of FEBI students was proven to extend beyond technical support to encompass educational and strategic functions, including serving as educators, facilitators, digital consultants, promoters, and researchers. Through these roles, students contributed to improving MSMEs' digital literacy, strengthening business credibility

through a reliable digital presence, and fostering more effective interaction between MSMEs and customers. In addition, the professional management of customer reviews and interactions played a significant role in building a positive business image and enhancing consumer trust.

Accordingly, this study emphasizes that collaboration between students, MSMEs, and educational institutions is essential for digital-based MSME empowerment. The integration of Google Maps not only increases marketing and sales potential but also represents an initial step toward strengthening MSMEs' competitiveness and sustainability in the digital economy era.

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