



Empowering the Cipondok Village Community through sericulture cultivation and digital-based silk fabric weaving

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ABSTRACT

Empowering the community of Cipondok Village through a digital-based sericulture and silk weaving program is a strategic effort to optimize the local economic and cultural potential. This community engagement involves members of the Community Youth Development or *Karang Taruna*, Family Welfare Program or *Program Kesejahteraan Keluarga (PKK)*, and the Sabilulungan III Factory as the target groups. The IDEAS team designed several programs to advance Cipondok Village businesses through several stages, namely the planning stage, preparation, program implementation, and monitoring evaluation. Through training and workshops, community participation has increased, leading to a significant improvement in their understanding and skills. The digital marketing program has also been successfully implemented by inaugurating the Sutra Studio Cipondok and the official village website. This new institution, along with the re-branding of woven fabric products, is expected to strengthen the sustainability of the program. The outcomes include an increase in the income of business groups, the effective implementation of marketing strategies through social media and the website, and the establishment of the Sutra Studio Cipondok institution. These steps not only support local economic growth but also integrate the silk fabric products of Cipondok Village into a broader market. The program contributes to the achievement of Sustainable Development Goals (SDGs) numbers 8 and 9 by enhancing decent work and economic growth, as well as advancing infrastructure, industry, and innovation.

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1. INTRODUCTION

Silk is a textile fiber known for centuries for its advantages and luxury (Muin & Andadari, 2021). Silk is inherited and distributed worldwide with very high economic value and market demand, which increases annually in Indonesia and abroad. Indonesia is the ninth country as a silk producer worldwide (Agustarini et al., 2020). This fact is supported by Indonesia's advantages in biophysics, socio-economics, and culture in silk production (Fambayun et al., 2022). By exploiting this potential, the silk cultivation industry can become a driver of community productivity and improve the national economy, as is also done by the residents of Cipondok Village, who actively cultivate silkworms.

Cipondok Village in Sukaresik District, Tasikmalaya Regency, comprises four hamlets/regions with 9 RWs and 30 RTs. The population as of May 2021 was 6,648 people, 3,231 of whom were men and 3,471

women. Compared with other professions, farmers are the most dominant in Cipondok Village, namely 961 people, while 769 others work as traders, 682 as laborers, and 153 as civil servants. Regarding silkworm cultivation, the large number of Cipondok Village residents who work as farmers make it easy for them to provide silkworm feed independently, namely by planting mulberry plants on a land area of up to 10 hectares.

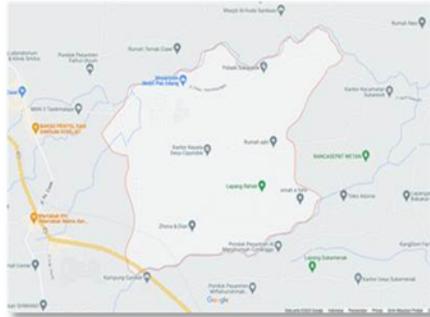


Figure 1. Maps of Cipondok Village

However, an adequate number of human resources alone is not enough. The village head stated that the gardens and silkworm farming sites in Cipondok Village were still far from optimal in terms of management, resulting in Cipondok Village residents still buying raw materials from other parties because they could not produce as much as needed. Apart from cultivating silkworms, some of them also have weaving businesses. They use non-machine looms and can produce up to approximately 200 monthly cloths. However, the problem they experienced was difficulty in expanding market reach. This problem concerns marketing education, which is not evenly distributed in Cipondok Village.

Reviewing the challenges faced, deliberations were held with the head and deputy head of Cipondok Village. Based on the consensus results, three main programs can be used as solutions to advance Cipondok Village businesses. The first program is to cultivate mulberries as a staple food for silkworms. While this activity was carried out, more optimal management of silkworm farming was also carried out. This solution is in line with the vision of the Ministry of Environment and Forestry, which makes silk the primary commodity and will continue to be developed (Fambayun et al., 2022). The second program is to increase the production of woven fabrics. Then, the final program is to design a strategy to expand market reach through social media and websites as promotional media to facilitate access to information while helping reach a broader market (Gustalika et al., 2023).

This service was fulfilled by one of a series of Program Penguatan Kapasitas (PPK) in 2023 for Ormawa DIGNITY under the team's name IDEAS. This activity aims to develop the cultivation of silkworm and mulberry manufacture along with expanding marketing of Cipondok Village silk woven cloth. This program is also based on the intention to implement Sustainable Development Goals (SDGs) number 8, namely "decent work and economic growth", and number 9, namely "infrastructure, industry, and innovation". In that sense, this program is expected to increase the income of Cipondok Village residents as well as build a comprehensive and sustainable business ecosystem.

2. METHODS

Based on a survey conducted by the IDEAS team, Cipondok Village, Sukaresik District, Tasikmalaya Regency has excellent potential in producing woven cloth. However, the main obstacle they face is

Developing a profile website for mosque Qori and Imam as a medium for Da'wah

Adzanil Rachmadhi Putra, Rosyid Abdilah, Riza Akhsani Setyo Prayoga, Machfud Ichsan Khoirudin, Muhammad Taufikurrahman, Shanaya Lubna Dio

limited raw materials. In this case, it is the availability of silkworms, so Cipondok Village has to buy from other parties to continue woven cloth production. Another problem is the difficulty in developing existing businesses in terms of production volume and uneven marketing. Seeing the existing problems, the IDEAS team designed several programs to advance Cipondok Village businesses through several stages, namely the planning stage, preparation, program implementation, and monitoring evaluation. The target group for this program is the people of Cipondok Village who are in their productive age, namely Karang Taruna members consisting of 23 people and members of the Family Welfare Program or *Program Kesejahteraan Keluarga (PKK)*, which includes 48 people. Another group is Sabilulungan III factory, totalling one family with 13 workers.



Figure 2. Stages of IDEAS's program

Planning

In planning the service program in Cipondok Village, the IDEAS team focused on procuring raw materials independently by cultivating silkworms in Cipondok Village. Long-term supplies of silkworms will be obtained from National Research and Innovation Agency or *Badan Riset Inovasi Nasional (BRIN)* and then managed by Cipondok Village until silk thread is created. BRIN also plays a role in training the Cipondok Village community regarding silkworm cultivation. Apart from raw materials, increasing production output and marketing woven fabrics to a much wider extent are also the focus. To support this vision, Cipondok Village will be provided with facilities in the form of non-machine loom and training for weaving artisans to increase the scale of woven cloth production effectively. In marketing, digitalization innovation is a fundamental step to increase income (Putri & Arif, 2023). One way is to create a website profile for cultivating silkworms and making silk cloth. Social media can be a promotional medium (Herawati et al., 2023), including creating @ideas.dignity and @sutrastudio.cipondok Instagram accounts to create branding for the silk woven fabric business. So that this method can continue to be implemented, exceptional training and mentoring workshops on digital marketing and branding were also held for the Cipondok Village community. Furthermore, the promotion of Cipondok Village silk woven fabric production will also be exhibited at workshops held at the Tasikmalaya Creative Center (GCC) Building. Not only that, the IDEAS team will also collaborate with the Tasikmalaya Cooperatives and SMEs Department to build relationships with MSMEs in Tasikmalaya.

Preparation

The IDEAS team visited Cipondok Village several times to discuss with with the village head, along with other Cipondok Village representatives, to discuss the program that would be carried out for several months. Discussions include plans for implementation locations, suitable approaches for the community, and shared perceptions regarding program objectives.

Implementation

Program implementation is summarized into three superior programs: developing an independent silkworm cultivation sector, expanding the scale of woven fabric production, and providing training and

assistance with digital product marketing. This entire series of programs began from mid-August 2023 to mid-November 2023. It started with the cultivation of silkworms, including the restoration of mulberry gardens in Cipondok Village to supply silkworm staple food in the future. To prepare entrepreneurs in Cipondok Village, an institution was created to organize the management of business operations. Then, several training workshops were also held for the community. This training workshop includes a workshop on making silk thread, a workshop on preservation and practice of making woven cloth, and special assistance for the Cipondok Village community in digital marketing products. The IDEAS team also re-branded the Cipondok Village silk woven cloth by creating a website and exciting content for social media accounts.

Monitoring and Evaluation

The monitoring and evaluation stage is carried out twice a month to observe the development and progress of Cipondok Village during the program. The program has been declared successful if it meets the success indicators in the form of increasing weaving production results, which have an impact on increasing people's income, increasing community competence related to digital-based marketing of woven products, and the emergence of new institutions that support activities in the economic and environmental fields. Apart from that, this stage is also carried out to find out the extent of the implementation process of the designed program, ensure targets are achieved, and re-identify obstacles experienced so that they can be overcome immediately (Roberton & Sawadogo-Lewis, 2022).

3. RESULTS AND DISCUSSION

Training activities have been designed and implemented according to the needs and availability of the Cipondok Village community. Based on the results of meetings between team members and village officials, the training schedule is arranged in Table 1.

The first workshop was caterpillar cultivation training, which 34 participants attended. When studying silkworm cultivation, people often ask Sabilulungan chairman as the speaker. One of the questions asked is the number of silkworms when farmers decide to buy a box. The chairman told her that one box of silkworms was equivalent to 28,000 silkworms. The conversation continued between the chairman and the participants until the talk show session ended. Reaching the end of the event, participants were then directed to fill out a quiz related to the presentation, which was created via Google Forms. In this session, the IDEAS team also accompanied and helped participants unfamiliar with completing quizzes digitally.

Forty-one participants from the target group attended the second workshop with the thread-making and weaving theme. The MC opened the event, which was then continued with a recall of previous training material. After that, a briefing was given to participants to complete a pre-test regarding yarn spinning (workshop materials can be accessed at [ideasprogram-material](#)). The activity continued with a brief presentation of the material by the chairman, which the participants listened to carefully, with some taking the initiative to take notes. After the training, participants were then guided to move to the Sabilulungan III Weaving Factory to see and take turns working on several processes in spinning, such as sorting out which cocoons could and could not be used.

Developing a profile website for mosque Qori and Imam as a medium for Da'wah

Adzanil Rachmadhi Putra, Rosyid Abdilah, Riza Akhsani Setyo Prayoga, Machfud Ichsan Khoirudin, Muhammad Taufikurrahman, Shanaya Lubna Dio

Table 1. Schedule of workshop activity meetings

Meeting 1 – Cultivating caterpillars	
Date/Time	Wednesday, August 23 2023/09.15-11.30 WIB.
Location	Cipondok Village Hall
Activities	<ul style="list-style-type: none"> - Introducing silkworms and their characteristics to residents. - Holding talk shows related to silk farming. - Call and review session to conclude the lecture and talk show contents. - Quiz session.
Objectives	<ul style="list-style-type: none"> - Increase the basic competence of the community regarding silkworm cultivation. - Strengthening team and community relations in the talk show concept. - Helps participants remember material easily.
Meeting 2 – Yarn Making	
Date/Time	Saturday, August 26 2023/09.00-12.30 WIB.
Location	Cipondok Village Madrasah and Sabilulungan III Factory.
Activities	<ul style="list-style-type: none"> - Completing the pre-test by participants. - Recall material from previous training. - Presentation of material. - Question and answer session. - Practical session by visiting the Sabilulungan III Factory. Participants are divided into several groups to take turns trying to sort cocoons, boil cocoons, spin using a reeling machine, and carry out hanning. - Completing the post-test by participants.
Objectives	<ul style="list-style-type: none"> - Measuring community competence before and after holding the workshop - Increase participants' understanding regarding making thread from silkworm cocoons. - Improve participants' skills in the entire series of thread-making processes and how to use the reeling machine.
Meeting 3 - Weaving	
Date/Time	Sunday, September 23 2023/09.30-11.30 WIB
Location	Cipondok Village Madrasah and Sabilulungan III Factory.
Activities	<ul style="list-style-type: none"> - Completing the pre-test by participants. - Explanation about weaving. - Question and answer session. - Practical session by visiting the Sabilulungan III Factory. Participants were divided into several groups and took turns trying out the looms at the factory. - Procurement of post-test.
Tujuan	<ul style="list-style-type: none"> - Measuring community competence before and after holding the workshop. - Increasing public knowledge regarding the weaving process in theory and practice, as well as understanding how to use handloom to make woven cloth.
Meeting 4 – Digital Marketing	
Date/Time	Thursday, September 28 2023/09.20-13.00 WIB.
Location	Cipondok Village Madrasah.
Activities	<ul style="list-style-type: none"> - Implementation of the pre-test by participants. - Provision of digital marketing materials by the IDEAS team. - Question and answer session. - Practice session by dividing the participants into five groups. Each group is tasked with making a social media post inviting potential consumers to buy, complete with captions and pictures. Another task is to carry out live-streaming shopping as if broadcast live on the Shopee or TikTok platform. - Prize distribution session for the group with the most appropriate practical session to the lecture.
Activities	<ul style="list-style-type: none"> - Measure the level of participants' understanding regarding digital marketing. - Adding new knowledge to the public regarding digital marketing. - Help participants implement their digital marketing knowledge with practical sessions.



Figure 3. Activities in caterpillar cultivation training



Figure 4. Activities in yarn spinning training and cocoon sorting practice sessions

The next workshop theme is weaving with a non-machine loom. As usual, the workshop started by recalling the material in the previous training and conducting a pretest regarding weaving material. The chairman remained the speaker in the training by briefly explaining the names of essential components in non-machine looms, such as guns and lotions and how to use non-machine looms. To understand more deeply, another practical session was held with a focus on using a non-machine loom. Each group that has been divided takes turns trying to weave with a non-machine loom with assistance from the chairman and his team. The practical session lasted approximately 45 minutes and continued with participants being directed back to the Madrasah to complete the post-test and closing.



Figure 5. Activities in weaving training and weaving practice sessions

The last workshop carried out by the IDEAS team was related to digital marketing so that village residents could get to know and understand digital marketing so that later it could be applied in

Developing a profile website for mosque Qori and Imam as a medium for Da'wah

Adzanil Rachmadhi Putra, Rosyid Abdilah, Riza Akhsani Setyo Prayoga, Machfud Ichsan Khoirudin, Muhammad Taufikurrahman, Shanaya Lubna Dio

marketing their silk fabric products. The event schedule remains the same, namely being opened by the MC, conducting a pre-test, and there is a presentation session. For the presentation, IDEAS team members fill it in and explain it to the participants. A practical session was also carried out with five groups of participants who were enthusiastic about taking part. Representatives from each group will livestream, selling woven cloth. In this session, all participants carried out the tasks that had been given well and the atmosphere was filled with laughter from the participants. At the end of the event, there was a session to distribute prizes to the best groups in the practice session.



Figure 6. Activities in digital marketing training

Apart from carrying out several trainings, the IDEAS team created an online platform in the form of an official village website to advance the potential of this village's silk fabric industry. The IDEAS team took the first step in creating a website profile by discussing and brainstorming with the village government and related silk fabric MSMEs. This forum produces essential points that need to be included on the website, such as the history and production process of silk fabric, various products offered, and contact information that can make it easier for consumers to interact with these MSMEs. After discussions, the IDEAS team carefully collected essential elements, which would later become the foundation for website development. The following steps in developing this website involved compiling informative and exciting content, creating a narrative that piques website visitors' interest, and arranging it in an attractive and easy-to-navigate layout. At the end of the service period, IDEAS team starting to develop a website profile for Sutra Studio Cipondok which can be accessed at <http://sutracidondok.my.id/WEB-IDEAS-main/>. The website contains an introduction about the institution, some contents about silk, and contacts for visitors if they are interested in buying or collaborating. However, the website development is still underway.

Furthermore, to ensure the program's sustainability, the IDEAS team decided to form an institution tasked with supervising and developing business groups or business actors in the field of sericulture. The initial stage in establishing this institution involved in-depth observation of the potential for sericulture

development in each *kapunduhan* (village) in Cipondok Village. After that, the IDEAS team met with representatives from each sub-district to determine the business focus of each sub-district, considering local advantages and market needs. The team also discussed forming an institutional structure, including appointing a chairperson who would lead the group. The following stages include preparing a joint work plan, determining the responsibilities of each group member, and developing a marketing strategy.



Figure 7. Landing page of Sutra Studio's website profile



Figure 8. Institutional formation meeting and institutional monitoring meeting



Figure 9. Packaging before and after rebranded

Another form of the IDEAS team's dedication is helping a partner business group, namely the, Pabrik Tenun Sabilulungan III to carry out rebranding. Activities also include changing the logo and packaging design of the factory's production to be more contemporary and safer for a delivery to customers. Not only that, rebranding was also carried out on the product name with the aim of making it easier for consumers to remember it. Rebranding the Sabilulungan logo and product packaging was

carried out by considering various aspects, such as design, color, and the message to be conveyed to consumers. Through this rebranding process, the IDEAS team also wants to show that local products can have quality and value comparable to international products.

Discussion

The IDEAS team carries out various programs and efforts with several considerations. The decision to hold this workshop was based on the importance of community competence in restarting businesses that had been established in previous years. By holding training, the community can increase their understanding and competence (Supriyadi et al., 2023). This benefit aligns with what Zulian & Yufran (2023) did to increase the understanding of woven fabric artisans in Berare Village, Sulawesi. The workshop also attracted public attention, as indicated by the many people participating in the process. Community participation always has a vital role in the success of development planning (Uceng et al., 2019). The other proof of that benefit is the PKK dan Karang Taruna's post-test scores, which, on average, increased by 50% compared to the pretest before receiving the lecture. The PKK team is specifically focused on developing the silkworm cultivation sector, while the Karang Taruna team focuses on digital marketing. Since the training and establishment of the institution, the PKK team has succeeded in cultivating approximately 25,000 caterpillars and producing 25 kg of cocoons. This was a good start, because previous caterpillar cultivation had been inactive for years. The Karang Taruna Team also experienced an increase in competency in terms of digital marketing, which was able to manage social media accounts and achieved reach accounts of 56.4% in the last 3 months (November, December, January) compared to the previous 3 months (August, September, October).

Apart from increasing competence, this service also helps increase the income of weaving business groups in Cipondok Village by holding digital marketing workshops. This workshop was done to increase the knowledge of Cipondok Village residents regarding how to market woven fabrics. The same thing has been done by (Purwati et al., 2021) in helping Cahaya Grup SMEs to increase the SMEs' income. In this research, there was an increase in income of around two million rupiah. The IDEAS team also targets increasing income for the business groups formed. Until the end of the service period, the business group in Cipondok Village had experienced an increase of 33%. The increase in income goes hand in hand with the increase in production in Cipondok Village. Cloth production increased by 70% from 200 fabric/month to 340 fabric/month by increasing the number of machines and reactivating craftsmen who had been on vacancy.

The IDEAS team also provides social media platforms and websites to support marketing activities. Social media has become a tool for consumers to disseminate information in the form of text, images, audio and video to various parties (Fadhilah & Pratiwi, 2021). Social media significantly influences companies because it can increase brand awareness and does not require high marketing costs (Dwivedi et al., 2021). This advantage is also the basis for the service carried out by Yuniarti et al. (2022) and produces people who can use social media according to their characteristics. Websites can also provide comprehensive information to the entire community and facilitate promotional and publication activities (Setiawan et al., 2023). With this online platform, village residents can expand their market and increase sales of silk fabric products. Promotion through this website will certainly positively impact the village economy and improve the welfare of residents (Ariyanti et al., 2020).

The institutional inauguration of Sutra Studio Cipondok is an essential step for the sustainability of the business group that has been created. This institution will act as a liaison between producers and interested parties, such as markets and financing institutions (Amam & Supardi, 2022). The leadership

structure in the institution is also designed to ensure that the institution can run for the long term and is sustainable (Isa & Praswati, 2023). Apart from that, this institution can also help improve the welfare of local silk farmers and producers with broader market access and better knowledge about silkworm cultivation (Burhanudin et al., 2022). Business group members can also maximize the use of these institutions to discuss with each other and improve their respective competencies.

Pabrik Tenun Sabilulungan III has taken a big step by rebranding its name, logo, and product packaging. Some of the benefits of this process include adapting to current developments, giving a competitive and modern impression and trying to remain relevant to consumers (Kusumadewi & Mashudi, 2023). Through this rebranding process, the IDEAS team also wants to show that local products can have quality and value comparable to international products. The chairman of Sabilulungan III, also admitted that he was delighted and grateful for this activity.

4. CONCLUSION AND RECOMMENDATIONS

To empower the Cipondok Village community, the IDEAS team has successfully implemented a digital-based sericulture and silk cloth weaving cultivation program with a holistic approach. The workshops include mulberry planting, silkworm cultivation, thread spinning and weaving. At the same time, digital marketing and the establishment of the online "Cipondok Silk Studio" significantly encouraged the introduction of woven fabric products, as well as increasing cloth production by 70% from 200 fabric/month to 340 fabric/month by increasing the number of machines and reactivating craftsmen who had been on vacancy. These steps emphasize re-branding of by-products and creating an informative village website. The importance of interest can be seen through the formation of new institutions that focus on monitoring and developing business groups in the field of sericulture. By involving village governments, MSME actors, and an in-depth review of the potential that exists in each village, this step aims to ensure that this program not only has a short-term impact but also empowers the community in the long term. This article reflects success in skills development and product marketing and highlights the IDEAS team's commitment to community passion and empowerment. This model can be an inspiration for similar efforts in other communities, as well as making a positive contribution to environmental conservation and the local economy.

To strengthen and improve the sustainability of the Cipondok Village community empowerment program through the cultivation of sericulture and digital-based silk cloth weaving, several suggestions can be proposed for further service. First, ongoing monitoring and evaluation must be carried out to measure the program's long-term impact. In this way, areas that need improvement can be identified and ensure the program remains relevant. Second, conduct additional training to improve participants' skills and knowledge, especially in sericulture and digital business management. Further collaboration with external parties, such as educational institutions or non-profit organizations, can provide additional support and expand development opportunities. Encourage innovation in silk fabric products and consider product diversification to increase competitiveness. Careful risk management, identifying potential risks, and developing risk management strategies must be emphasized. Involve the community more actively in decision-making regarding product development, marketing strategies and institutional aspects to ensure continued participation. Increase the presence and visibility of Sutra Studio Cipondok on social media with exciting and educational content. Leverage data collected from online activity to better understand consumer preferences and adjust marketing and product development strategies. By implementing these suggestions, this program can continue to grow, have a more significant positive impact, and become a model of sustainable community empowerment.

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