

Innovative tools to increase Es Cendol production and profit in home industry

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ABSTRACT

Cendol drink is a traditional Indonesian beverage made from rice flour and widely consumed in East Java. Many household-scale cendol entrepreneurs are located in Jetis, Mulyoagung Village, Dau District, Malang Regency, where production is still manual and limited to around 3 kg/day. Financial management, production processes, and marketing strategies also remain suboptimal. This community service program aimed to enhance partners' knowledge and skills in financial management, production techniques, and marketing strategies to improve business performance. The program was implemented through knowledge transfer methods, including counseling sessions, demonstration plots, and mentoring conducted over three months. Program success was measured through improvements in production capacity, product quality, financial management practices, production efficiency, and marketing reach. The results showed that the integration of knowledge transfer and appropriate technology increased production capacity from 3 kg/day to 10 kg/day and raised household entrepreneurs' profits by approximately 50 percent. The adoption of simple yet applicable technology provided tangible benefits for micro and small enterprises, particularly in improving operational efficiency and business sustainability. This activity also reflected effective collaboration between academia and the community in supporting local economic empowerment. Follow-up programs are recommended to include training in creative content development and social media management, supported by periodic mentoring to ensure sustainable implementation of production and marketing strategies.

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1. INTRODUCTION

Cendol drink (es cendol) is a traditional beverage made from rice flour. It is highly favored by the people of East Java. Cendol is one of Indonesia's traditional foods, with main ingredients consisting of rice flour and mung bean starch flour mixed with water and then heated until it becomes solid due to gelatinization. Cendol has a chewy texture, an elongated shape, and is generally green in color, and in order to make a cendol drink, it is commonly served with coconut milk and palm sugar syrup. The nutritional content of 100 grams of cendol includes 95.08 kcal of energy, 8.25 g of carbohydrates,

1.21 g of protein, and 6.44 g of fat (Fathurochman et al., 2023). Dusun Jetis, located in Dau District, Malang Regency, has a developing microenterprise, one of which is cendol drink production, where the business absorbs only 2 to 4 workers. The household industry producing cendol drink was selected as a PKM partner. The developing microenterprise in this village is cendol drink production; therefore, its existence needs to be maintained and developed to achieve a stronger position in contributing to the economic development of the community of Dusun Jetis in particular and the Malang community in general. However, knowledge related to improving cendol quality, increasing production profits, and understanding hygienic cendol production is still limited among local residents. The general characteristics of MSMEs in Indonesia include insufficient knowledge of financial reporting, which results in business performance being difficult to assess (Dora & Astuti, 2023).

The cendol drink is one of the foods commonly consumed by the community. This food is usually served as a main dish or a snack and is consumed together with complementary ingredients or other dishes. Generally, the cendol drink is consumed communally. It is made from simple ingredients and can be readily prepared by individuals who enjoy cooking activities. The preparation of cendol drink can be considered relatively easy and requires only a small number of ingredients. However, the manual production process results in limited output and inconsistent quality. The manual cendol drink production process carried out by the partner is presented in Figure 1.

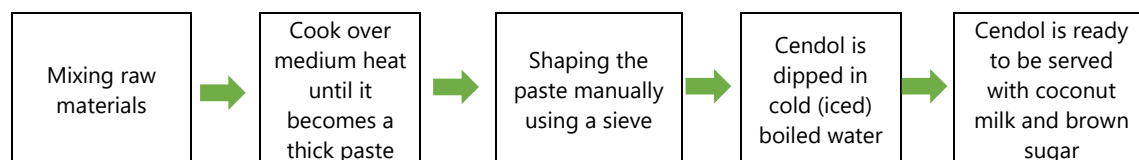


Figure 1. The process flow for making cendol drink manually carried out by partners

The average cendol production in Dusun Jetis is 3 kg per day. To ensure good quality of the cendol drink, producers should pay close attention to the cleanliness of their hands and equipment during the production process. Therefore, the producer plays a crucial role as the main actor responsible for ensuring the hygiene of the cendol drink itself. For this reason, producers must have adequate knowledge of hygienic cendol drink production, which can be achieved through assistance and training focused on production hygiene.

Cendol drink production in Dusun Jetis is one of the main or supplementary sources of livelihood for women. However, limited knowledge of hygiene results in insufficient understanding of proper and hygienic cendol drink production, as well as other aspects such as marketing strategies to achieve maximum profit. The absence of labels or stickers on cendol drink packaging also contributes to suboptimal production profits. Therefore, this community service program aims to improve the production capacity and business performance of the partner through (1) The introduction of appropriate technology for cendol mixing and cooking; (2) Training and assistance in basic bookkeeping to separate business and household finances; (3) Guidance on hygienic production practices based on halal standards and aligned with good manufacturing practices; and (4) Enhancement of marketing strategies to expand market reach.

2. METHODS

Location and Partners

The partner of the community service program is a group of six cendol drink producers. The partner's home industry is located at Jl. Margo No. 2, Dusun Jetis, Mulyoagung Village, Dau District,

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Malang Regency. The identification of the target audience or partner and the current condition is presented in Table 1.

Table 1. Identify target audiences (partners) and current conditions

Partner Identity	
Partner Name	Cendol Drink Maker Group
Group Leader	Mrs. Piana
Address	Jl. Margo No. 2, Jetis Hamlet, Mulyoagung Village, Dau District, Malang Regency
Number of Members	6 members
Year Started	October 2020
Business Establishment Permit	No permit yet
Business Status	Individual
Business Location	Privately owned house
Average Raw Materials	3 kg/day
Production Time	Every day
Equipment Used	Banana, gas stove, sieve, frying pan, cake scale, stirrer
Raw Materials	Rice flour, cake coloring, salt, coconut milk, and brown sugar
Current Condition (Management Aspect)	
Production	<ul style="list-style-type: none"> - Not utilizing innovative technological tools, production is limited to 3 kg/day because the entire process is carried out manually. - Halal production process has not been accounted for.
Financial Management	Partners have not implemented financial management, resulting in a mix of business and household management, resulting in profits being diverted to family/household needs.
Marketing	Partners lack creative and innovative marketing strategies, resulting in a limited marketing radius (consumers within the Dau sub-district, Malang Regency).

Stages of Community Service Activities

The activities carried out by the community service team consisted of a series of systematically designed solution steps to address the partner's problems. The initial stage began with coordination and intensive discussions between team members and the partner to collect input, ideas, and real needs in the field as the basis for program implementation. This process emphasized the importance of aligning perceptions, goals, and work plans through a collegial and participatory approach, so that all stages of the program could be implemented effectively and in accordance with the partner's conditions and capacity. In addition, the team designed the procurement of supporting equipment along with its specifications, followed by testing to ensure that the equipment could be used optimally and met the partner's production needs.

The next stage focused on designing and developing training materials that were relevant to the partner's main problems. The training materials covered production processes, financial bookkeeping, and business financial administration, with the aim of improving the feasibility and orderliness of financial records so that business finances are not mixed with household finances. The training was designed based on the Planning, Organizing, Actuating, and Controlling (POAC) approach by involving

resource persons from the Faculty of Economics and Business, Universitas Islam Malang (FEB UNISMA), who provided training and mentoring. In addition, the team also prepared training materials related to the production of healthy and hygienic cendol drinks, involving speakers from UNISMA, to improve the partner's understanding of production hygiene standards and to ensure the quality of the products produced.

Use of Appropriate Technology

The technology introduced in this community service program is an automatic cendol mixing device specifically designed to improve the efficiency and production capacity of cendol makers. The engineering design of this innovative device is presented in Figure 2. This device was developed to address the main problems faced by the partners, who have relied on manual mixing methods that require a long processing time, substantial physical effort, and pose a risk of producing non homogeneous dough at larger production scales.

The cendol mixing and cooking device has the following technical specifications: RH 20 PGA type with a capacity of 20 liters per process, dimensions of 60 × 60 × 100 cm, a 1/4 HP motor drive, a WPA 50 type gearbox, and a heating system using an LPG stove. These specifications were tailored to the production needs of the partners so that the equipment is practical, easy to operate, and suitable for a micro scale enterprise.

Operationally, the cendol production process involves mixing raw materials in the form of flour, water, and pandan leaf extract, which must be cooked while being continuously stirred over medium heat until the dough is fully cooked and thickened. In the manual method, this process becomes highly exhausting and inefficient when carried out in large quantities. By using the cendol mixing and cooking pan machine, the stirring and cooking processes can be performed automatically and evenly, thereby accelerating production time, improving dough homogeneity, and reducing the workload of the partners. The final product is cendol dough that is ready for molding with more consistent quality.

As a concrete form of support for program sustainability, this innovative device was granted to the group of cendol drink makers in Dusun Jetis, Mulyo Agung Village, Dau District, Malang Regency. The handover process of the dough mixing device to the partners is shown in Figure 2, which also marks the direct implementation of appropriate technology in the partners' production activities.



Figure 2. Handover of innovation tools (dough mixers) to partners

Evaluation and Indicators

The implementation of this community service program in the form of training employed three main criteria as benchmarks for evaluating the achievement of activities. The first benchmark relates

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to the program implementation aspect, namely the execution of activities according to the planned schedule and number of sessions. Success in this aspect is largely determined by the establishment of good cooperation between the implementation team and the training participants.

The second benchmark is assessed from the participants' perspective, namely their ability to independently practice and apply the cendol drink processing methods in accordance with the material provided. Participants are expected not only to understand the concepts but also to be able to implement the production process correctly and sustainably.

The third benchmark comes from the implementers' side, namely the ability of the community service team to provide clear explanations and effective technical assistance to support participants who encounter difficulties during the practical sessions. Overall, the success of this community service program was evaluated based on the indicators presented in Table 2.

Table 2. Indicators of success of community service programs

Community Service Program	Success Indicator
Introduction of appropriate technology (innovative cendol-making tools)	<ul style="list-style-type: none">- Partners understand the innovation tools (specifications) and operational procedures.- Partners are able to operate the innovation tools.
Technological innovation to increase production	<ul style="list-style-type: none">- Partners understand technological innovations to increase production.
Financial governance	<ul style="list-style-type: none">- Partners understand good financial governance and are able to prepare simple financial journals. Partners are skilled at measuring Cost of Goods Sold (COGS).
Halal production process	<ul style="list-style-type: none">- Partners understand the halal production process and are able to implement it in the cendol-making process.
Marketing strategy	<ul style="list-style-type: none">- Partners understand marketing strategies and are able to implement them to increase sales volume (promotion through social media).

Data Processing

The data obtained were tabulated and analyzed descriptively. Data were collected through direct observation of the production process, interviews with home industry actors, production and financial records, and comparisons before and after the implementation of Appropriate Technology (TTG). The data comprised quantitative data, including production volume, time, costs, and income, as well as qualitative data, including constraints, partner satisfaction, and ease of equipment use.

3. RESULTS AND DISCUSSION

Results

This community service program was implemented over a three-month period and involved several stages. The stages of the community service program are presented in Table 3.

Technological innovation for production

The technology introduced was an automatic cendol batter stirring device. The service team provided an operational demonstration on the use of the innovative equipment, namely the automatic cendol batter mixer, to the partners. Through this observation, the partners acquired the skills to

utilize the innovative equipment to increase cendol production. The operational demonstration of the equipment to the partners is shown in Figure 3.

Table 3. Stages of the community service program

Stages	Activities	Methods
Preparation	<ul style="list-style-type: none"> - Coordination and discussion between team members and partners - Designing tools and their specifications, as well as conducting trials - Preparing materials for knowledge transfer related to: technological innovation for increased production, financial governance, halal production processes, and marketing strategies. 	Forum Group Discussion
Implementation	<ul style="list-style-type: none"> - Introduction of appropriate technology (innovative cendol-making tools) - Knowledge transfer on: technological innovation to increase production, financial management, halal production processes, and marketing strategies. 	Demonstration plot and assistance
Mentoring	<ul style="list-style-type: none"> - The proposal team provides intensive support in the production process, financial governance, and marketing strategies. 	Observation and work practice
Monitoring and Evaluation	<ul style="list-style-type: none"> - The proposal team conducts monitoring and evaluation based on program success indicators. 	Observation using monitoring and evaluation instruments



Figure 3. Operational demo of the tool to partners

Financial governance

Simple financial governance for MSMEs involves several key steps, including separating personal and business accounts, regularly recording income and expenses, preparing simple financial statements, and using financial applications or software when possible (Utami et al., 2023). Several aspects that need to be considered in financial management for MSMEs include separating business and personal accounts, financial recordkeeping, preparing simple financial reports, using financial applications or software, and conducting financial evaluations. By implementing good financial governance, MSMEs can manage their finances more effectively, make more accurate business decisions, and increase profit potential (Natasha, 2023; Rumbianingrum & Wijayangka, 2018).

Halal production process

Traditional cendol drinks are classified as food products; therefore, their production processes must comply with food safety principles. Accordingly, the implementation of Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP) is an important aspect in ensuring product quality, safety, and suitability for consumption. In this community service program, partners were provided with insights into food safety concepts integrated with the values of *halalan thayyiban*, namely products that are not only halal according to Islamic law but also good, safe, and hygienic for consumers. In addition, partners also gained an understanding of the scope of the food system, which includes the stages of production, processing, distribution, and consumption (Aghwan, 2021; Arifin et al., 2021). Understanding the entire food system is important so that the application of *halalan thayyiban* principles can be implemented comprehensively and sustainably.

In the production aspect, the application of *halalan thayyiban* is demonstrated through the selection of raw materials that are halal, clean, and safe, as well as the use of hygienic production equipment. At the processing stage, these principles are realized through production processes that meet cleanliness standards, contamination control, and the use of methods that are safe for health. The distribution aspect includes channeling products through local markets, resellers, or communities while maintaining product cleanliness, safety, and quality throughout the distribution process. Meanwhile, at the consumption stage, the application of *halalan thayyiban* is reflected in purchasing methods, storage, further processing at home, consumption practices, and responsible food waste management.

Marketing strategy

Based on the partners' current condition (Table 1), the partners did not have innovative and creative marketing strategies, resulting in a limited scope of product sales. Through this community service program, partners were provided with guidance related to innovative and creative marketing strategies so that they could access a wider market. A broader market is expected to increase the partners' profit. The counseling materials related to marketing strategies for partners are described as follows:

Marketing strategies for MSMEs (Micro, Small, and Medium Enterprises) can include various approaches, both online and offline. Some effective strategies include strengthening branding, conducting target market research, utilizing social media and e-commerce, offering attractive promotions, and building good relationships with customers.

Several marketing strategies that can be applied by MSMEs include digital marketing through social media, e-commerce platforms, Google My Business, email marketing, and content marketing, as well as offline marketing through target market research, direct promotion, and collaboration with other businesses. Customer service with good and friendly service, both online and offline, promotions and discounts, and additional strategies such as creating unique products, continuously conducting evaluation and improvement, managing marketing costs efficiently and effectively, utilizing digital technology to support marketing and business operations, and building good relationships with customers, business partners, and other related parties are also important. By implementing appropriate marketing strategies, MSMEs can increase sales, expand market reach, and build successful businesses (Ambarwati, 2021; Mavilinda et al., 2021; Yuliaty et al., 2020). The activity of delivering digital marketing strategy materials is shown in Figure 4.

Changes in various aspects experienced by the partners after the adoption of science and technology resulting from the community service program are presented in Table 4. This table shows a comparison of the partners' conditions before and after the program, including improvements in production capacity, business profits, financial management, production process hygiene, marketing reach, and the use of social media as a promotional tool, thereby illustrating the tangible and measurable impact of the program implementation.



Figure 4. Delivery of material on financial management and marketing strategies

Table 4. Impact of knowledge and technology adoption on partners' business performance

Aspects	Before the adoption of technology	After the adoption of technology
Production	3 kg/day	10 kg/day
Profit	Rp 80,000/day	Rp 240,000.00/day
Financial governance	No financial journals	Has a simple financial journal and calculates COGS
Hygiene	Production practices do not meet hygienic standards	Partners implement hygienic production practices, including: equipment cleaning, separating production and non-production areas, and more hygienic product packaging
Marketing outreach	Dau District, Malang Regency	Expanding coverage to Malang City
Social media	No	Has social media as a promotional tool

Discussion

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy. One of the main challenges faced by MSMEs, especially in the traditional culinary sector such as cendol production, is the limited use of production equipment that is still manual. Manual stirring of cendol dough requires considerable labor and time, which reduces efficiency and limits production capacity. Several community service programs that have implemented appropriate technology in MSMEs have shown positive impacts in improving production capacity and efficiency (Gustalika et al., 2024; Kholis et al., 2024; Rahmiyati & Rachmawati, 2024).

Through this community service activity, the application of appropriate technology in the form of an automatic cendol dough stirring machine has helped MSME actors increase productivity, improve labor efficiency, and maintain consistent product quality. Before adopting the innovative tool, the partner processed around 3 kg of raw materials per day. After using the automatic stirring machine, production capacity increased to 10 kg per day.

This community service program aims to improve the capacity of cendol maker MSME actors to manage business finances in a more effective, transparent, and sustainable manner. The outreach activity was attended by 10 cendol business actors in Dusun Jetis, Mulyo Agung Village, Dau Subdistrict, Malang Regency, most of whom still operate their businesses traditionally with minimal financial record keeping. After the outreach, there was an improvement in participants' knowledge and skills. About 80 percent of participants began separating a dedicated account or savings for business purposes, and 70 percent of participants were able to prepare daily cash records and independently calculate the Cost of Goods Sold (COGS).

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The cost of goods sold involves several important elements that must be considered, including raw material costs, labor costs, and factory overhead costs (Faturohmah et al., 2024). Some participants began to evaluate their selling prices to better align them with actual production costs. Participants reported that it became easier to understand their business financial condition at the end of each month. Several challenges were encountered during the program. Some participants were still reluctant to record every transaction because it was considered time consuming. The solution was to provide examples of quick recording methods and the use of short codes to simplify the process. In addition, only a small number of participants were accustomed to using digital bookkeeping applications (Suryaningtiyas et al., 2025).

The solution that can be implemented is to focus on simple manual bookkeeping that can be gradually adapted to digital systems. This program has a positive impact on building financial awareness among cendol MSME actors. With more orderly financial governance, business actors have a stronger foundation to expand their business scale, access capital from financial institutions, and avoid profit leakage. In the long term, this practice is expected to improve competitiveness and business sustainability. The outreach program on halal production processes conducted for cendol maker MSME actors aims to enhance understanding and implementation of *halalan thayyiban* principles across all stages of production. The concept of halal emphasizes compliance with Islamic law regarding the permissibility of raw materials, processes, and product distribution, while the concept of *thayyiban* encompasses aspects of food safety, cleanliness, hygiene, and nutritional quality (Arifin et al., 2021).

The results of the activity indicate that most participants previously understood halal aspects only in terms of raw materials, but had not fully implemented comprehensive standards of cleanliness, sanitation, and food safety. Through this outreach, MSME actors gained an understanding that the application of halal production processes includes the selection of raw materials that are halal certified or free from prohibited or doubtful substances, the use of clean production equipment that is free from impurities and not alternately used with non halal materials, processing practices that apply food sanitation principles such as proper washing of ingredients, boiling at appropriate temperatures, and hygienic packaging, as well as storage and distribution methods that ensure product quality is maintained until it reaches consumers. The activity also provided an understanding of Good Manufacturing Practices as the basis for implementing principles, along with an introduction to the procedures for applying for Halal Certification through Halal Inspection Bodies recognized by BPJPH. Participants were provided with examples of supporting documents, such as lists of ingredients, production process flow diagrams, and cleanliness inspection records.

From the results of discussions and evaluations, it was identified that participants' level of understanding increased, as evidenced by the pre-test and post-test results showing an average increase in comprehension scores of 75 percent. The partners began to commit to improving the layout of their production facilities by separating areas for raw materials, processing, and storage. The challenges faced by participants were generally related to limited capital for procuring production equipment that meets hygiene standards, as well as limited access to technical information regarding halal certification. Overall, this program successfully increased the awareness and motivation of cendol maker MSME actors to produce products that are not only halal according to Islamic law, but also thayyib in terms of quality, thereby enhancing their competitiveness in the market. However, follow-up actions in the form of intensive mentoring are required to ensure the consistent application of these principles in daily operations, along with facilitation of access to government subsidized halal certification programs.

The community service team provided training on the use of social media as a means to promote products to a wider audience. Participants showed high enthusiasm, particularly during the digital marketing practice sessions. Many business actors gained an understanding, for the first time, of the

importance of packaging design and branding consistency. Several participants immediately tried to create promotional content on social media and shared it with potential customers. Within a short period after the outreach activities, several MSMEs reported increased interactions from prospective buyers through social media platforms (Larasati et al., 2024; Silvia et al., 2024). The implementation of appropriate pricing strategies and new packaging designs also began to attract broader market segments. The sustainability potential of digital marketing represents a significant opportunity for cendol makers to expand market reach without incurring substantial promotional costs. Although understanding of digital marketing has begun to improve, the main constraint remains limited technical skills in managing social media accounts and producing content consistently.

4. CONCLUSION AND RECOMMENDATIONS

The transfer of knowledge and the implementation of appropriate technology have proven to increase the production capacity of cendol maker drink enterprises to 10 kg per day and to raise business profits by 50 percent. The application of simple yet practical technology has generated tangible benefits for MSME actors, particularly through improved production efficiency and product quality. In addition, the transfer and adoption of knowledge related to financial management, halal and hygienic production processes, and social media-based marketing strategies through Instagram have contributed positively to increased profits and expanded market reach. This community service activity also reflects a synergistic collaboration between the academic sector and the practical needs of the community in strengthening sustainable local economic empowerment.

The program has generated positive impacts, the partners' capacity in digital marketing remains limited, particularly in creative content development, product photography, and social media management. In spite of not all products are supported by halal certification, which may limit consumer trust. Therefore, further digital marketing training, facilitation of halal certification, and periodic mentoring are required to ensure the sustainability of production and marketing strategy implementation.

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