

# Training on making digital brochures as an online promotion strategy for MSMEs products

Pelatihan pembuatan brosur digital sebagai promosi online produk UMKM

Hera Febria Mavilinda, Nofiauwaty Nofiauwaty, Akhmad Nazaruddin, Lina Dameria Siregar

Department of Development Economics, Faculty of Economics, Sriwijaya University  
Jl. Palembang Kabupaten Ogan Ilir, Indralaya Indah, Prabumulih, 30862, Indonesia

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## ABSTRACT

Micro, small and medium enterprises (MSMEs) are one of the sectors that are essential pillars in the recovery of the Indonesian economy after the COVID-19 pandemic outbreak in early 2020. Through the Ministry of Cooperatives and SMEs, the Indonesian government is trying to make a transformative recovery to revive MSMEs after the pandemic by bringing MSMEs into the digital ecosystem. The first step to enter the digital ecosystem is to design an online promotion strategy. Digital brochures are a form of online promotional media that can be an alternative for MSMEs to market and sell their products in an interactive and interesting way. The purpose of community service is to support government programs in the transformative recovery of MSMEs by providing training and assistance in making digital brochures for MSMEs in Muara Penimbung Ilir Village using the Canva application. The participants consisted of 25 MSMEs. The method of implementation community service activities is carried out offline through presentation, tutorials and interactive discussions. The results showed that 95% of the participants had understood the steps in making digital brochures. In addition, they are able to make their own digital brochures using the Canva application to market their products online.

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## 1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are one of the sectors that are important pillars in Indonesia's economic recovery after the COVID-19 pandemic outbreak in early 2020. This is because MSMEs have a major contribution to the growth of gross domestic product (GDP) and are able to absorb labor so as to reduce unemployment. Data from the Ministry of SME Cooperatives in 2021 showed that the number of MSME actors in Indonesia reached 64.2 million which contributed to GDP of 61.07% or Rp. 8,573.89 trillion and able to absorb 97% of the total workforce in Indonesia (Nurhaliza, 2022).

The paralysis that occurred in various sectors due to the pandemic also affected MSMEs. The decline in people's purchasing power due to the government's policy to limit community activities has a

negative impact on a significant decrease in the volume of sales of MSME products. Based on data from the Katadata Insight Center (KIC), as a result of the pandemic, 82.9% of MSMEs experienced a decline in sales and 83% of MSMEs were threatened with bankruptcy if they were unable to survive the pandemic (Catriana, 2021). Therefore, the Indonesian government through the Ministry of Cooperatives and SMEs seeks to carry out a transformative recovery to revive MSMEs after the pandemic by bringing MSMEs into the digital ecosystem. The government's policy in accelerating the growth of the digital economy is a challenge as well as an opportunity for MSME players to develop their businesses and increase their sales (Mavilinda et al., 2021b).

The initial step that can be taken by MSME actors to enter the digital ecosystem is to design an online promotion strategy in marketing their products on digital social media platforms such as Instagram and Facebook. Online promotion is an activity in conveying information, communicating, promoting, and selling products and services by utilizing internet technology (Kotler, 2016). Based on we are social data, the number of active social media users in Indonesia reached 191 million in early 2022, an increase of 12.35% compared to the previous year (Mahdi, 2022). The use of social media increasingly shows an increasing trend from year to year, so that the use of digital platforms as an online promotion strategy is the right choice for MSME actors to market their products and increase their sales volume after the pandemic (Mavilinda et al., 2021a). Online promotion strategies are currently widely used by business people through social media platforms such as Instagram and Facebook. This is because marketing activities through social media can provide many benefits for companies such as facilitating marketing activities, building customer loyalty which can have an impact on purchasing decisions (Choi et al., 2016; Pham & Gammoh, 2015).

The results of the study show that online promotion strategies are very effective in increasing the sales volume of MSME products (Sovania & Selliamanik, 2019). This is because online promotion allows a more effective marketing process to reach a wider market and disseminate information quickly, as well as lower promotional costs compared to conventional promotions (Hakim & Pambudi, 2021). In addition, online promotions can significantly influence consumer buying interest in purchasing products, which has a positive impact on increasing sales volume (Harahab, 2017). Other research confirms that promotion is part of a marketing strategy that can influence consumer decisions in purchasing products (Kee & Yazdanifard, 2015).

Digital brochures are one form of online promotional media that can be an alternative for MSMEs to market and sell their products in an interactive and interesting way. Digital brochures are one part of digital marketing techniques to attract consumers and potential customers quickly (Mulyantomo et al., 2021). The use of digital brochures on social media platforms such as Instagram and Facebook has begun to be used by business actors as a medium in promoting their products effectively and efficiently, considering the large population of people who have accessed these social media platforms. Digital brochures have a very important role for business actors because they provide an attractive visual appearance so that they can generate consumer interest in purchasing products. In addition, the use of digital brochures in online promotions makes businesses seem more professional and can reach a wider market without the need for expensive costs. Digital brochures usually include information about products, product photos, promotional activities and other information related to products that are attractively designed to be posted on digital platforms, such as the example in Figure 1.



**Figure 1.** Example of Digital Brochure

There are several free applications that businesses can easily use to create digital brochures, including using the Canva application. Canva is a graphic design platform where businesses can use this application for free to design brochures, create posters, video marketing, and social media content. (Sholeh et al., 2020). Inside the Canva application, there are various attractive features and templates for designing brochures digitally. In addition, Canva can be used on various devices such as laptops, tablets and smartphones that can make it easier for users to access them.

Although there are several free applications that can be used easily to create digital brochures, the fact is that there are still many business people who do not know and understand how to make digital brochures as an online promotion strategy to market and sell their products. Making digital brochures often still encounters problems due to low digital literacy and skills, as well as the mindset of business people who think that making digital brochures requires graphic design skills or uses paid professional services at high costs. This makes online promotion strategies less effective to reach a wider market and increase sales.

This problem is also felt by MSME actors in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra. Muara Penimbang Ilir village is one of 17 villages and 3 sub-districts located in Inderalaya District and is located  $\pm$  3 km to the east of Inderalaya District. The village of Muara Penimbang Ilir consists of 6 hamlets and is led by a hamlet head. The livelihoods of residents in the village of Muara Penimbang Ilir come from agriculture, plantations and household businesses (home industry). The most famous type of home industry business in Muara Penimbang Village, one of which is the songket craft. Muara Penimbang village is one of the largest songket handicraft centers in ogan ilir district, totaling approximately 200 songket weavers from several areas in ogan ilir district such as Tanjung Seteko Village, Sudi Mampir Village, Pairing Village, Lubuk Sakti Village and Muara Penimbang itself.

Based on the results of a survey that we conducted on April 20, 2022 in Muara Penimbang Ilir Village, from information from the village head of Muara Penimbang Ilir, most of the MSME actors who have this type of business in the songket craft sector are still having difficulties in marketing and selling their products online on the platform. digital marketing and more use of offline marketing by word of mouth, although there are some songket entrepreneurs who have used online marketing on social media platforms such as Facebook and Instagram, the number is still limited and has not been carried out optimally. In addition, the online promotion strategy that is carried out is only in the form of posting photos of products that are not designed in the form of digital brochures, so that they look less

visually attractive which in the end is not able to influence consumer interest in purchasing products. Another fact, after the pandemic, several MSME actors in the village were forced to stop their activities in producing songket because there was a significant decrease in demand for songket products in Muara Penimbang Ilir Village.

Seeing the above conditions, it is necessary to carry out a transformative recovery for MSMEs in Muara Penimbang Ilir Village through digital transformation, including by designing online promotion strategies in marketing and selling their products through making digital brochures that are attractive and visually interactive, so that they can influence consumer buying interest and can increase the sales volume of songket products in Muara Penimbang Ilir Village. However, the limited skills and abilities and knowledge of MSMEs in Muara Penimbang Ilir Village on digital literacy are an obstacle for MSME actors to make digital brochures as an online promotion strategy for marketing and selling their products.

Therefore, as a form of increasing the human resource capacity of MSME actors, it is necessary to provide training and assistance in making digital brochures for MSMEs in Muara Penimbang Ilir Ogan Ilir Village, South Sumatra. The purpose of this training is to increase the knowledge and skills and understanding of digital literacy of MSME actors in making digital brochures as an effective and efficient online promotion strategy to market and sell their products on social media platforms. In addition, this training and assistance is carried out in the context of transformative recovery of MSMEs in the digital ecosystem as well as to increase the sales volume of songket products from MSME actors in Muara Penimbang Ilir Village after the pandemic.

## **2. METHODS**

### **Activity Implementation Method**

This community service activity was carried out in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra which was carried out offline while still implementing health protocols and physical distancing. The method of community service activities is carried out in the form of presentations (lectures), tutorials and practices as well as interactive discussions with the participants. The implementation team for this service activity consists of 4 (four) people consisting of 1 (one) team leader whose role is to lead and be responsible for the preparation and implementation of service activities, while 3 (three) members play a role in helping the head of the service team to prepare materials and implementation of the service activities. The stages in the implementation of activities are described as: (1) Preparation Stage. The preparatory stage consists of a survey of the activity location, a survey of the target audience of the activity, interviews with village officials and activity coordination meetings; (2) Activity Implementation Stage. The implementation stage of the activity consists of an opening event, pre-test implementation, material delivery, discussion and question and answer events and closing events; (3) Activity Evaluation Stage. Evaluation of activities is carried out by carrying out a post test and filling out an evaluation form of the results of the implementation of community service activities; (4) Monitoring and Assistance Phase. Monitoring and mentoring activities are carried out to help MSME actors who are still experiencing difficulties in making digital brochures to carry out online promotions.

### **Target Audience**

The target audience for this community service activity are MSME actors in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra as well as partners in this service activity, totaling approximately 25

people, with the criteria of having a micro, small and medium scale business that is currently running and located in the village of Muara Penimbang Ilir. Because Muara Penimbang Village is the center of the songket industry in Ogan Ilir Regency, the type of business for SMEs is engaged in songket crafts. In addition to the participants of MSME actors, who are partners in this community service activity are the Village Apparatus. The forms of partner participation in this activity are as follows: (1) Help prepare places and facilities for the implementation of community service activities; (2) Assist in coordinating with activity participants regarding the schedule and technical implementation of community service activities; (3) Actively involved in participating in the implementation of community service activities; (4) Partners have a commitment to enter the digital ecosystem, including actively promoting their products online using digital brochures.

### **Evaluation Plan**

The evaluation design is used to determine the achievement of the results of community service activities. The form of this evaluation is in the form of a material understanding test (pre-test and post-test) to see how the participants understand before and after the training as well as the practice of making digital brochures. Another form of evaluation is in the form of an evaluation questionnaire which is distributed to the participants to provide an assessment of the overall implementation of service activities

## **3. RESULTS AND DISCUSSION**

This community service activity was carried out in 3 (three) activities, namely on July 13, August 08 and September 12, 2022. Implementation of activities in the form of presentations (lectures) and mentoring and interactive discussions with participants who were MSME actors in Muara Penimbang Village Ilir Ogan Ilir South Sumatra. The participants who attended this activity were approximately 25-30 people with the majority of business types being songket weavers and some of them engaged in agriculture and convection. This community service activity is carried out offline while still paying attention to health protocols during the activity, such as participants are required to wear masks, wash their hands and keep their distance. The following is a description of the implementation of community service activities which are divided into 3 (three) activities.

### **The First Meeting**

The first community service activity in Muara Penimbang Ilir Ogan Ilir Village, South Sumatra, was held on Wednesday, July 13, 2022. The agenda for this first activity was a Focus Group Discussion (FGD) and a survey for mapping MSME actors in Muara Penimbang Ilir Village. The FGD activity was carried out between the Community Service Team and the Village Apparatus in Muara Penimbang Ilir Village, where in this FGD activity the service team coordinated with the head of the Muara Penimbang Ilir village, namely Mr. Nopriadi Rustam. survey for mapping MSME actors in Muara Penimbang Ilir Village. In addition, the service team conducted a survey related to the background and type of business owned by the participants who are MSME actors in the village of Muara Penimbang Ilir, based on the survey results it can be mapped that the majority or 75% of the participants have a business as songket weavers while the remaining 25% consists of several types of businesses engaged in agriculture and animal husbandry. Evidence of the activities of the first meeting is presented in Figures 2 and Figure 3.



**Figure 2.** Coordination of service teams with village heads and MSME actors in the village of Muara Penimbung Ilir, Ogan Ilir, South Sumatra

**Figure 3.** Survey and mapping types of joint business of the participants

## **Second Meeting**

The 2nd community service activity was held on Monday, August 8, 2022 in Muara Penimbung Ilir Village, Ogan Ilir, South Sumatra. The agenda in this second activity is to provide training in the form of counseling or lectures to MSME actors in Muara Penimbung Ilir Village about Making Digital Brochures using the Canva application. The description of the implementation of these two activities.

### **Opening session**

The community service activity began with an opening ceremony in the form of a welcoming speech represented by Mr. Suardi as the Chairman of the Consultative Body in Muara Penimbung Ilir Village, Ogan Ilir, South Sumatra.

### **Presentation activities (lectures) in the form of delivering material on digital brochure making**

The agenda in the second activity is the main event with the delivery of material from the key speaker, namely the head of community service. The material presented was about training on making digital brochures as an effective online promotion strategy to attract consumer buying interest in MSME products in Muara Penimbung Ilir Village, Ogan Ilir, South Sumatra. Before delivering the material, the participants were given a pre-test to find out how the level of participants' knowledge of the Digital Brochure. The materials presented include: Introduction to digital marketing and online promotion strategies, Introduction to digital brochures, Introduction to the Canva application and how to create digital brochures on the Canva application. After delivering the material, the participants were given the opportunity to practice making digital brochures using the Canva application on their mobile phone.

### **Discussion Session**

After the presentation of the material by the speaker, the event continued with a discussion and question and answer session, in this case the speaker provided an opportunity for the participants to ask questions about things they did not understand related to the material for making digital brochures. During the discussion activities, the participants were very enthusiastic and active enough to respond to the questions given by the resource persons. The participants also asked several questions, including tips on how to make an attractive digital brochure for product promotion.



**Figure 4.** Submission of material by resource person

**Figure 5.** Discussion, question and answer

### **Evaluation**

After the discussion and question and answer agenda, the event continued with an evaluation of the community service participants. The evaluation was carried out in two forms, the first resource person giving questions directly to the participants and the second in the form of a post test by giving a questionnaire sheet containing questions about the material that had been submitted. Furthermore, the service committee team also distributed activity evaluation sheets in the form of questionnaires related to the assessment of the participants on the implementation of this community service activity. The purpose of implementing this evaluation is to find out how the participants' knowledge about making digital brochures after attending the training, besides that this evaluation also aims to find out the responses of the participants, criticisms and suggestions for the implementation of this activity, so that it can be used as a review material for the implementation of community service activities in Indonesia future.

### **Closing Session**

The closing ceremony was carried out by giving closing words in the form of thanks from the head of the community service team to village officials and all participants in community service activities in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra. The closing event ended with a photo session together which can be seen in Figure 6.

### **Third Meeting**

The third activity was carried out on September 12, 2022. The agenda in this third activity was to monitor and assist MSME actors in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra as part of the follow-up to service activities that had been carried out on August 08 2022 ago. This activity is carried out offline. In this activity, the community service team conducts monitoring and assistance to help MSME actors who still have obstacles or obstacles in making digital brochures. In addition, the community

service team also provides opportunities for MSME actors who wish to conduct consultations related to their business activities.



**Figure 6.** Group photo with MSME participants in the village of Muara Penimbang Ilir, Ogan Ilir, South Sumatra



**Figure 7.** Results of making digital brochures from participants

**Figure 8.** Group photo of community service participants in monitoring and assistance in making digital brochures

## Discussion

The results of this community service activity indicate an increase in the knowledge and skills of the participants in making digital brochures as an online promotional medium to market and sell their products. As is known, one of the obstacles for MSME actors in Muara Penimbang Ilir Village, Ogan Ilir South Sumatra to enter the digital ecosystem is their lack of knowledge to market and sell their products online. Most of the participants who were MSME actors in the Muara Penimbang village revealed that they still had difficulties in doing online marketing, including in creating attractive promotional content through digital brochures. Most of the MSME actors in Muara Penimbang Village still adhere to the conventional marketing system and word of mouth promotion only, so that product sales are not optimal.

Therefore, with this training, the participants expressed their enthusiasm to start switching to digital-based marketing and try to implement the results of this training to create attractive promotional content through digital brochures. So hopefully, the creation of this digital brochure will be able to help them to promote and sell their products on digital platforms which will have a positive impact on increasing product sales

The form of evaluation carried out consisted of pre-test and post-test as well as filling out evaluation questionnaires by the participants. This evaluation aims to see whether after this training there is an increase in the knowledge and skills of participants in making digital brochures as an online promotion strategy as well as participants' assessment of the implementation of community service activities. The evaluation was attended by 25 participants who took the pre-test and post-test and filled



out the evaluation form for the implementation of service activities. Evaluation in the form of pre-test and post-test consists of 8 (eight) questions with the answer options given are 4 (four) options consisting of: Strongly Disagree (STS), Disagree (TS), Agree (S) and Strongly Agree (SS). Based on the results of the evaluation of the implementation of this service activity, it can be summarized in Table 1.

**Table 1.** Pre-test and post-test evaluation results

A List of Questions	Pre-Test				Post-Test			
	STS	TS	S	SS	STS	TS	S	SS
I understand digital marketing	5	15	5	0	0	0	4	21
I understand about online promotion	18	0	7	0	0	0	5	20
I use online promotion to run my business	0	18	7	0	0	0	4	21
I know about digital brochures for online promotion	1	20	4	0	0	0	1	24
I use digital brochures for online promotion	19	6	0	0	0	0	5	20
I have used the Canva app	20	5	0	0	0	0	2	23
I can create digital brochures using the Canva app	19	6	0	0	0	0	3	22
The use of digital brochures is very useful for promoting business products online on digital platforms	0	16	9	0	0	0	4	21

Based on Table 1 above, when viewed from the results of the pre-test and post-test there was an increase in the knowledge and understanding of the participants regarding online marketing strategies through the creation of digital brochures to promote and sell their products. This can be seen from the participants' answers to each question before and after the evaluation test. In question 1, the pre-test results showed that the majority or as many as 15 participants (60%) did not understand digital marketing, while after the training, the post-test results showed that the majority of participants or as many as 21 participants (84%) stated that they understood digital marketing. In question 2, the results of the pre-test showed that the majority or as many as 18 participants (72%) did not understand about online promotion, while after the training, the post-test results showed that the majority or as many as 20 participants (80%) stated that they had understood about online promotion. In question 3, the pre-test results showed that the majority or as many as 18 participants (72%) of participants had not used online promotions, while after the training, the post-test results showed that the majority of participants or as many as 21 participants (84%) stated that they would use online promotions after getting this training. In question 4, the pre-test results showed that the majority or as many as 20 participants (80%) did not know about digital brochures, while after the training, the post-test results showed that the majority of participants or as many as 24 participants (96%) stated that they already knew about digital brochures. after receiving this training. In question 5, the pre-test results show that the majority or as many as 19 participants (76%) have not used digital brochures for online promotion media, while the post-test results show that the majority of participants or as many as 20 participants (80%) stated that they would use digital brochures for promotional media. online after getting this training. In question 6, the pre-test results show that the majority or as many as 20 participants (80%) have never used the Canva application, while the post-test results show that the majority of participants or as many as 23 participants (92%) stated that they had used the Canva application after attending this training. In question 7 the results of the pre-test showed that the majority or as many as 19 participants (76%)

were unable to make digital brochures using the Canva application, while the post-test results showed that the majority of participants or as many as 23 participants (88%) stated that they were able to make digital brochures using canva app after this training. In question 8, the pre-test results showed that the majority or as many as 16 participants (64%) did not know the benefits of using digital brochures for online promotion media, while the post-test results showed that the majority of participants or as many as 21 participants (84%) stated that the use of digital brochures was very useful. to help promote their products online on digital platforms after attending this training.

In addition to evaluating activities in the form of pre-test and post-test, the participants were also asked to directly practice in making digital brochures using the Canva application. The results of making digital brochures by the participants were considered quite good and in accordance with the material presented by the resource persons (the results of making digital brochures by the participants can be seen in Picture 7 above).

Overall, community service activities with the theme of training on making digital brochures as an online promotion strategy for MSME products provide great benefits for increasing the human resource capacity of MSME actors in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra. This can be seen from the results of the evaluation of the participants who gave an overall assessment of the implementation of this community service activity which can be seen in Table 2.

**Table 2.** Participants evaluation of community service activities

<b>Statement</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
This training activity provided benefits in increasing my knowledge about digital brochure creation as an online promotion strategy	18	7	0	0
This training activity has benefited me in improving my skills in making digital brochures	23	2	0	0
I am satisfied with the community service activities that have been held	21	3	0	0
The material presented by the resource person is very relevant to my business needs	24	1	0	0
The committee involved in this service activity provides services according to my expectations and needs	20	5	0	0

Based on Table 2 above, the number of participants who filled out the evaluation form was 25 participants, where based on the evaluation results in statement 1, the majority of participants or as many as 18 people (72%) strongly agreed that this training activity provided benefits in increasing participants' knowledge about making digital brochure. In statement 2, the majority of participants or as many as 23 people (92%) stated that they strongly agreed that this training activity provided benefits for increasing the skills of participants in making digital brochures. In statement 3, the majority of participants or as many as 21 people (84%) stated that they strongly agreed that the participants were satisfied with this service activity. In statement 4, the majority of participants or as many as 24 people (96%) stated that they strongly agreed that the material presented by the resource persons was very relevant to the business needs of the participants. In statement 5, the majority of participants or as many as 20 people (80%) stated that they strongly agreed that during this service activity, the committee involved provided services in accordance with the expectations and needs of the participants.

Based on the evaluation results in tables 1 and 2 above, it can be concluded that this community service activity can increase the knowledge and skills and understanding of digital literacy of the participants, especially in terms of making digital brochures as online promotional media, so that they

can help MSME actors to be able to transform towards digitalization at once. to help reach a wider market so that in the end they can increase the sales volume of their products.

#### 4. CONCLUSION AND RECOMMENDATIONS

The purpose of this training is to increase the knowledge and skills and understanding of digital literacy of MSME actors in making digital brochures as an effective and efficient online promotion strategy to market and sell their products on social media platforms. In addition, this training and assistance is carried out in the context of transformative recovery of MSMEs in the digital ecosystem as well as to increase the sales volume of songket products from MSME actors in Muara Penimbang Ilir Village after the pandemic. The results of this community service activity indicate an increase in the knowledge and skills of the participants in making digital brochures as an online promotional medium to market and sell their products on digital platforms. There are several limitations in this community service activity, namely the presence of some participants who have not used an android smartphone so they cannot follow the practice of making digital brochures, besides that internet network connectivity at the service location is often disrupted so it takes a relatively longer time for the practice of making digital brochures

As for suggestions from implementing community service activities in Muara Penimbang Ilir Village, Ogan Ilir, South Sumatra, it is necessary to strengthen digital marketing literacy (digital marketing) for MSME actors so that they can be more active in running their business online. In addition, there is a need for further training related to the creation of digital-based marketing content to be able to attract online consumers to purchase MSME products in the Muara Penimbang Ilir Village and to facilitate MSME actors in making digital brochures by developing concepts and ideas related to content creation. digital marketing. For the implementation of the next service activity, it is hoped that it will expand the target audience not only for MSMEs but also the general public and youth who have the intention to become entrepreneurs so that they can prepare themselves to become digital entrepreneurs.

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