

# Training and coaching on digital marketing as an information and promotional media

Nyoman Dini Andiani, Putu Eka Kusumayani, Trianasari Trianasari, Made Windu Antara Kesiman

*Diploma Program of Tourism, Universitas Pendidikan Ganesha  
Jl. Udayana No.11, Buleleng, Bali 81116 Jurusan Perhotelan*

## ARTICLE INFO:

Received: 2022-10-15  
Revised: 2022-11-24  
Accepted: 2023-01-25

## Keywords:

Coaching, Digital marketing, Panji Tourism Village, Training

## ABSTRACT

Panji Tourism Village that is located in Buleleng Regency, Bali has various tourism potentials such as nature, history, culture, and man-made attractions which are generally developed through training and education for micro, small, and medium enterprises products as valuable and highly competitive tourist souvenirs from Panji Village. However, these various potentials have not been properly promoted in order to attract tourists. In the era of information and technology, digital marketing has become one of the keys in developing Panji Tourism Village to provide information and effective promotions to introduce cultural wisdom and natural beauty. Departing from this condition, this community service program aimed at assisting the village in increasing the promotion and branding of Panji Tourism Village through providing socialization and training related to digital marketing to POKDARWIS members in Panji Village with various social media platforms such as Instagram, Facebook, TikTok, WhatsApp, virtual tours, and websites, providing profiles, developing and managing the <https://ecovillagepanji.id> website. The methods of the community service program were mainly in the form of a workshop that included lectures, discussion, and practice. The result of the community service program is the creation of creative and innovative web-based digitization of tourism village profiles. This promotional media is able to bring in tourists thereby increasing the welfare of the community.

©2023 Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang  
This is an open access article distributed under the CC BY-SA 4.0 license  
(<https://creativecommons.org/licenses/by-sa/4.0/>)

**How to cite:** Andiani, N. D., Kusumayani, P. E., Trianasari, T., & Kesiman, M. W. A. (2023). Training and coaching on digital marketing as an information and promotional media. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 8(1), 177-187. <https://doi.org/10.26905/abdimas.v8i1.8807>

## 1. INTRODUCTION

Villages with a variety of natural and cultural tourism potentials are unique and distinctive, encouraging the development and management of tourist villages to optimize the tourism sector which has an impact on improving the community's economy. Tourists visiting Indonesia will get a different travel experience when they have the opportunity to visit several tourism villages. Tourism villages throughout Indonesia during the Covid pandemic must continue to try to take their best opportunities, one of which is with a digital technology network that is able to convey the desire of travelers to keep interacting

with local communities through virtual tours (Andiani et al., 2022). Village development which has the potential to become a tourism village supports the government's full commitment to making the village a major part of the government's nine priority programs (Nawacita). This is stated in the third Nawacita, namely developing Indonesia by strengthening regions and villages within the framework of the Unitary State of the Republic of Indonesia (NKRI) which has changed the paradigm of village development in Indonesia. The development of tourist villages in Indonesia is considered quite significant in terms of the increase in the number of officially registered tourist villages.

Stakeholder initiatives that come from various backgrounds, ranging from academia, government, investors, and the local community to carry out tourism development, often encounter obstacles in the absence of good and comprehensive data collection in the village. This phenomenon causes tourism development activities in rural areas to be carried out incorrectly by applying overlapping patterns of tourism development that are not on target according to standards. The unavailability of valid data that is updated regularly makes the direction of development ineffective because program planning is not adapted to development needs. Incomplete and integrated data collection on tourism potential can make potential tourists or investors in the tourism industry experience difficulties in knowing and knowing the complete tourism destinations owned by the village (Rahardjo, 2004). This is an important reason that data collection needs to be carried out to provide information about the development of tourism villages on a regular basis.

The availability of valid data is very important for the government and stakeholders in designing regional tourism to achieve better development than before and create an independent tourism village. Panji Village, Sukasada District, Buleleng Regency has received recognition as a tourism village based on the Decree of the Buleleng Regent No 430/239/HK/2022. The Panji tourism village promotes eco village branding as a tourism village that pays attention to spatial planning concepts and ecological quality holistically in preserving the environment. The balance of nature and the tourism sector is very concerned for sustainable tourism development.

From the results of interviews with the Head of Panji Village, the eco village concept actually comes from the noble values of Panji Village which wants to build good governance and agriculture. The people of Panji Village consume their own unique local products and understand the economic cycle by forming a community that pays attention to good hospitality products. This understanding continues to be instilled as branding and foundation in the development of tourism villages.

Panji Village has various tourist attractions that have been developed starting from natural tourism so that tourists can enjoy tourist facilities while being presented with beautiful and soothing natural panoramas. Tourists can also find cultural heritage that is still being preserved, namely the tradition of megoak-goakan. This tradition is routinely held every year so that interested tourists can watch and even try to play to feel the excitement and experience of a unique tour in Panji Village. The existence of Panji Village with the motto Panji Buleleng History is reflected in the existence of the Buana Kertha Monument as a symbol of the struggle of the Balinese people in fighting for the independence of the Republic of Indonesia. Tourists visiting the Bhuana Kertha Monument can also find the Republican Temple as a place of worship and the Pancasila Gate. Panji Village still has other historical tourism potentials that can be explored more deeply when visiting this village.

Spiritual tourism is a recommended choice of tourism because it has sites and rituals that are still sacred. Travelers who like challenges can also try trekking and cycling with a variety of paths or routes that can be chosen by tourists. Other tourism activities are rural life tourism or participating in

several community activities such as farming, gardening, cooking with the community, and visits to MSME centers to be able to interact directly while enjoying a calm and harmonious rural atmosphere.

The Panji Village community, with the support of stakeholders, continues to make efforts to develop in order to meet eligibility standards in each category including the categories of attractiveness assessment, homestays, souvenirs, public toilets, Cleanliness, Health, Security, Environment (CHSE), digital and creative, and institutionalization. The people of Panji Village need to regularly collect good and up-to-date data to find out their progress. Panji Village has been eyed by tourists as a tourist destination so it is necessary to optimize the village profile and implement digital marketing. This service program aims to increase promotion and create personal branding owned by the Panji Tourism Village through digital marketing. The development of digital-based marketing can improve marketing strategies and create tourism village branding (Setyaningsih & Fahmi, 2020). This is very relevant to the needs of today's information and technology era where almost everyone can create and disseminate information digitally in a short time and effectively via the internet (Yulianto et al., 2022), previous studies also stated that through website development will be able to expand the business network of other small businesses (Prasetya, 2020). The profile of a well-managed tourism village is used as a benchmark for the direction of developing a tourism village. Apart from that, it can also be used as a reference in planning programs that are comprehensive and on target as a support for digital marketing.

This community service program aims to assist villages in increasing the promotion and branding of Panji Tourism Village through the provision of outreach and training related to digital marketing to POKDARWIS members in Panji Village with various social media platforms such as Instagram, Facebook, TikTok, WhatsApp, virtual tours and websites, providing profiles, developing and managing the website <https://ecovillagepanji.id>.

## **2. METHODS**

Community service activities in Panji Village were carried out from April to October 2022. This community service activity involved the Panji Village Tourism Awareness Group (Pokdarwis) of 20 people and Undiksha students who are experts in tourism and digital-based information technology. The results of the pre-survey show the limited application and management resources of information technology in efforts to develop and introduce/promote the Panji tourism village. This condition inspires the provision of education and the creation of digital-based information technology, namely a website to help create a Panji tourism village profile into the [ecovillagepanji.id](https://ecovillagepanji.id) system. This service involves stakeholders including academics, government, business actors, the public, and the media in collecting data related to tourism profiles ranging from general information on tourist destinations and MSMEs, descriptions of tourism villages, to photo documentation and testimonials. The data is then inputted on the website by the information technology service team so that the Panji Village tourism profile can be accessed digitally by the general public. It is intended that the tourism profile can be useful and support the development of tourism in Panji Village. The methods used in this service activity are lectures, discussions, and practice by going through Table 1.

## **3. RESULTS AND DISCUSSION**

This Community Service activity includes four stages, namely the provision of education and training related to digital-based information technology, data collection, website creation, and website management assistance. The four components are presented through a workshop which includes

lectures or socialization about digital marketing, discussions about the potential for village tourism and its mapping to be presented on the website, as well as website creation, practice and management. Activities are carried out in stages according to the scheduled time. As a first step, a technical meeting for the implementation of the activity was held, so that the participants, the village government and the servants had the same perception. The end result of the activity is a website and officers who are able to operate and manage the website. This was previously not owned by the village.

**Table 1.** Program implementation stages

<b>Date</b>	<b>Goals</b>	<b>Implementations</b>
22 <sup>nd</sup> April 2022 and 29 <sup>th</sup> April 2022	Provide education and training	Stakeholders and communities involved receive education, training and practice on digital promotional media.
7 <sup>th</sup> May – 4 <sup>th</sup> June 2022	Collection of data to be in- putted on the website	Conduct data collection and data selection to be in- cluded in the Panji Village tourism profile with relevant stakeholders.
1 <sup>st</sup> July - 26 <sup>th</sup> August	Website making	Collaborating with information technology experts, creating domains and hosting, creating a website platform as the main media, and designing a database system design.
2 <sup>nd</sup> September – 16 <sup>th</sup> September 2022	Assistance in managing the ecovillagepanji.id website	Assist village officials who are responsible for manag- ing websites and other social media promotional ac- counts.
7 <sup>th</sup> October 2022	Preparation of a guidebook or manual book for using the website	P2M Team

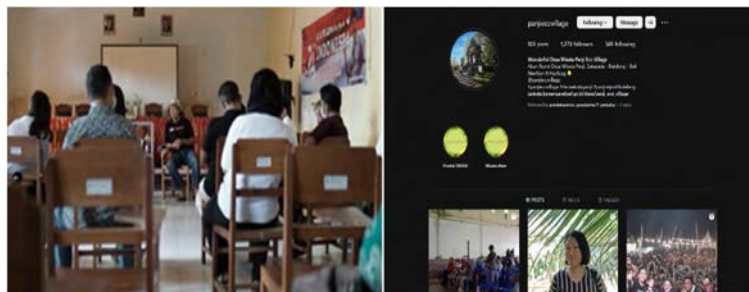
### **Socialization and Digital Marketing Training**

The development of the era has made a change in the marketing strategy that was previously conventional, now it has been developed with digital technology input in it which is called e-marketing. E-marketing based marketing strategies are very effective in terms of time and cost effectiveness, wider market reach, and higher consumer involvement. This socialization activity is explained in more detail regarding e-marketing, stages in management, and digital marketing platform options that can support marketing.

Technological development in the form of social media can improve product marketing which previously only used websites but is now increasingly widespread (Irianti et al., 2021). The social media platforms that can be optimized include: (1) Instagram. Instagram is the fastest growing social media platform in the world. Through Instagram, users can maximize existing features to promote the tourism products they want to offer. It is hoped that the creation of the @panjiecovillage account can become an information center for tourists because of various information, contact persons who can be contacted, reservations or reservations, to information on buying souvenirs from local village MSME products. The features on Instagram include uploads, Instagram stories, highlights, Instagram live, Instagram insights, and reels (Arismayanti et al., 2022).

The next is: (2) Facebook. Facebook is one of the social media with a large number of users and evenly distributed in various age groups which is still widely used today. Facebook continues to strive to

increase the variety of features that users can use to be able to answer various goals and make it easier for their users. With Facebook, users can maximize existing features to promote the products and services they want to offer; (3) TikTok. TikTok is a social media that is currently being used by the public due to the fact that it experienced a 20 percent increase in users during the COVID-19 pandemic. TikTok is a social media with special uploads or posts for content in the form of videos of varying duration and can be adjusted. With a variety of common features, such as posts, highlights grouping videos by category to make it easier to find similar videos and TikTok live. But now TikTok is upgrading several special features for accounts with the TikTok for Business setting. There are several special features, namely Unique Engagement Solution, Real-time Performance Tracking, Trending Content, and TikTok Ads; (4) Whatsapp. Whatsapp (personal and group) is now a social media communication that is commonly used. Being a means of communication that is easy to use, WhatsApp is widely used to communicate and negotiate. Some advertisements and information can also be easily disseminated through the chat feature on Whatsapp or Whatsapp stories. Interest in an advertisement through posting photos/videos on snap or tour package catalogs which will continue to negotiations on the same application, making it easier for tourists to order; (5) Virtual Tours. During the COVID-19 pandemic in mid-2020, virtual tour is a new way used by several tourist destinations to continue to introduce their tourism potential. The choice of using internet media to develop Virtual Tour activities was chosen not without reason. Tourists can still travel through a virtual tour, but with a visit that adjusts to pandemic conditions; (6) Website. The website is one of the official platforms that is commonly owned by an agency or business person. On the website, complete information is usually available on the website dashboard menu. One of the tourism villages that optimizes the procurement of tourism village information through the official website, namely <https://ecovillagepanji.id>. Tourists who want to review the information needed can choose the menu available on the dashboard. The information added to the dashboard includes: (a) Panji Tourism Village Profile; (b) Tourism products offered range from nature tourism, historical tourism and trekking; (c) Demographic information starting from the condition of the Panji Village area, population, and professions of the local village community; (d) Digitalization and work programs such as MSMEs, E-Digital, and Eco Education Programs; (e) A blog that displays the latest news regarding events that have taken place in Panji Village; (f) Panji Tourism Village Gallery; and (g) Testimonials from visitors to the Panji Tourism Village.



**Figure 1.** Socialization and training  
**Figure 2.** Instagram account @panjiecovillage

### **Providing Digital Tourism Village Profiles via the Website**

This Community Service Activity in Panji Village was initiated from the condition of the diversity of potentials that had not been properly recorded. Various potentials such as natural tourism potential, historical tourism, man-made attractions, cultural tourism, and MSME products as unique tourist souvenirs in Panji Village are very valuable and highly competitive. Data collection on this tourism potential is

not yet available and is an obstacle. The need for valid data is very important for the government and stakeholders in designing the direction of regional tourism development to achieve better development than before and realize independence (Yuningsih & Saefulrahman, 2020). The data will later direct development strategies, programs and policies with accurate planning and development directions that are right on target according to needs and conditions in the field.

This community service creates a tourism development program through the application of information technology (IT) systems. Tourism potential managers create digital village tourism profiles through the website <https://ecovillagepanji.id>. The website domain name <https://ecovillagepanji.id> can be used as a media branding for Panji Village which pays attention to spatial planning concepts and ecological quality holistically in preserving the environment.

Information technology has a very big influence because it has entered all areas of human life and various layers of society (Naibaho, 2017). Utilization of technological advances to be applied in information media is very important to do. This is because changes in media variations that occur require information providers to adopt effective information media so that they can be used by the community. Information technology is an important factor that functions to support and promote the potentials of villages that develop themselves as tourism villages, and through good information technology, tourism village managers are able to collaborate with related parties, especially those in charge of tourism (Herawati et al., 2018). This information media which is a human need can be used as a means of promoting the potentials of a tourism village. Synergic collaboration between the tourism sector and information technology can create a special platform that can provide various detailed information that can be accessed by tourists at any time. Information technology besides providing many benefits also has risks and threats of loss. Managers need to optimize planning and strategies for using information technology (Mildawati, 2016). The use of information media in the form of websites is very important to develop in order to facilitate the distribution of information to consumers (Mundzir et al., 2021).

The website <https://ecovillagepanji.id> displays a profile of the Panji tourism village which is not only intended as a medium for promoting tourism activities but can also be useful for various parties as stakeholders to propose community service programs and organize events that refer to the development of the tourism village needed based on data collection. The website includes Pokdarwis contact persons who are tourism village managers, homestay owners, and related parties that tourists can contact. All types of information inputted into the Panji Tourism Village information-related system will be updated regularly to make the website <https://ecovillagepanji.id> the main information bridge for various parties who wish to visit, serve, or work together to advance the Panji Tourism Village.

### **Website Design Preparation**

Integrated data can be a way to gain public trust through information and updates on developments that have been achieved. The era of digitalization encourages various parties, especially product supply managers, to pay attention to the appearance of digital platform pages so that information is complete but still packaged attractively. The selected display concept must be adjusted to the target audience. This becomes a challenge to innovate in packaging information with a concept that can be seen from the appearance and name of the website so that potential tourists are interested in knowing more about the products offered.

The website has become one of the popular promotional media with unlimited time and space reach so that it becomes an effective medium. The definition of a website according to Vermaat et al. (2018) is a collection of interconnected pages in which there is some content such as documents and images stored on a web server. The website according to Yuhefizar (2013) is the entire web page

contained from a domain that contains information. A website is usually built of many interconnected web pages. Digitizing tourism village profiles with good design as promotional media is considered effective, more efficient, and does not need to incur large costs (Prawira & Wardani, 2017).

<https://ecovillagepanji.id> as a digital tourism village profile that represents Panji Village with a variety of tourism potential can be a vacation choice for tourists. The advantage of the eco village is the management of existing potential while maintaining its natural preservation. An important aspect that needs to be considered in using a website as a promotional medium is appearance. An eye-catching display can provide comfort and pleasure for potential tourists in accessing information so that it can automatically increase the number of searches on search engines.

The Panji Village's website is designed to provide complete information. Managers must analyze market needs and detailed information needed by potential tourists as a consideration in choosing a tourist destination. In addition to the description of tourism potential or attractions, other 4P components are also displayed, such as: amenity (facilities and infrastructure), accessibility (access to tourist destinations), and ancillary (additional services) such as contact persons and offers of agents who work together to manage local village tour packages (Permadi et al., 2021).



**Figure 3.** Homepage of <https://ecovillagepanji.id>

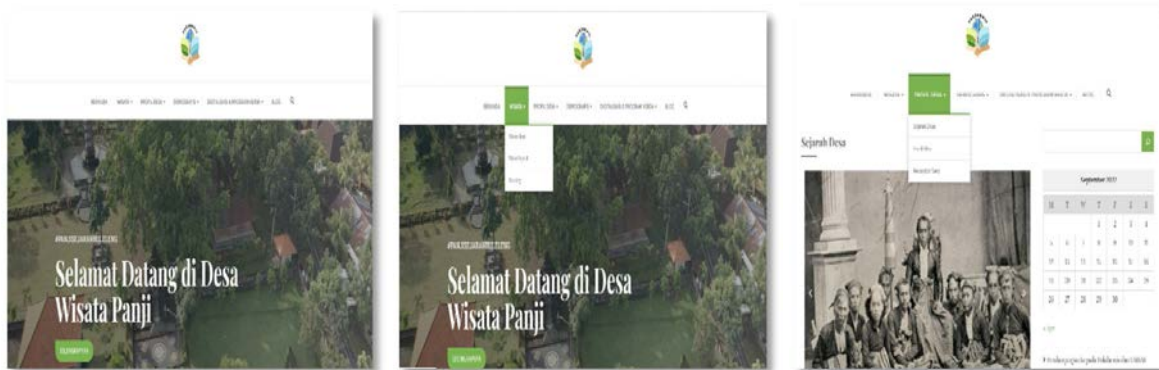
The display of the homepage (Figure 3) <https://ecovillagepanji.id> with a panoramic background of the Bhuana Kertha Monument and shades of green can represent the branding concept of Panji Village as an eco-village. Consistency of design and ease of access to complete information can be seen on the dashboard menu at the top of the website so that it will encourage searching for further information about the Panji Tourism Village. The determination of the appearance begins with a discussion with participants and village officials so that it is in accordance with the real conditions in the village. The choice of color, shape and size of letters is also made on the basis of discussions with partners.

### **Menus on Website Dashboard**

The website as an information system that meets global information needs displays the Panji Tourism Village profile on the dashboard menu. Information contained on the front page of the website includes: Panji Village overview, Eco Education Program, village gallery, Panji Village resident data, visit testimonies, Panji Village cooperation partners, and Panji Village news in the form of blogs. In the near future, website management will be based on the information needed by potential tourists as users. It is intended that the [ecovillagepanji.id](https://ecovillagepanji.id) website can become a promotional medium as well as storing and displaying Panji Village data as a form of village development reporting that is open to various parties that help Panji Village become an independent tourism village.

Visitors to the [ecovillagepanji.id](http://ecovillagepanji.id) website will find several menus on the dashboard. Information about the village has been grouped for ease of access. The menus on the dashboard are: tours, village profiles, demography, digitization and work programs, and blogs. Figure 2 shows one of the menu components on the dashboard.

As described in the previous section, the Panji Tourism Village has various potentials. Information about tourism on [ecovillagepanji.id](http://ecovillagepanji.id) consists of nature tours, historical tours, and trekking tours. Figure 3 shows the tourist menu which contains three components that can be selected by website visitors. In addition, website visitors can enjoy promotional videos for tourist destinations and detailed explanations for each destination regarding potential descriptions, locations, supporting infrastructure, and travel experiences that tourists get.



**Figure 4.** Dashboard of [ecovillagepanji.id](http://ecovillagepanji.id)  
**Figure 5.** Tourism menu on [ecovillagepanji.id](http://ecovillagepanji.id)  
**Figure 6.** Profile menu on [ecovillagepanji.id](http://ecovillagepanji.id)

The village profile displayed on [ecovillagepanji.id](http://ecovillagepanji.id) consists of village history, vision and mission, and village officials. In this menu, visitors can learn more about the history of Panji Village and the noble values that are still inherited by the community as contained in the village's vision and mission. The existence of village officials is a form of village government officials and stakeholders who are responsible for taking a role in the development of Panji Village. Figure 4 shows the Panji Village profile menu, where the photos shown have been selected based on the results of joint discussions.

Demographic information on [ecovillagepanji.id](http://ecovillagepanji.id) consists of regional conditions, population, and the profession of the people of Panji Village. Figure 5 shows the map view and description of the Panji Village area such as geographical location, villages directly adjacent to Panji, and options for several routes that can be taken to Panji Village. Population status such as total population with details on the number of gender and community professions are also displayed on this menu page. This information is displayed based on the results of discussions with all participants.

Information about digitization and the Panji Village work program on [ecovillagepanji.id](http://ecovillagepanji.id) consists of MSMEs, E-digital, and the Eco Education Program which can be seen in Figure 6. This menu explains a variety of typical Panji Village MSME products which can be used as souvenirs. Information on several Eco Education Programs such as YKKS Prosthetic Feet, Taman Panji Compost, Magot Tirtha, Galang Panji, and the English Corner are also displayed to invite volunteers or parties who wish to make voluntary visits or services while traveling in Panji Village.





**Figure 7.** Demographic menu on ecovillagepanji.id

**Figure 8.** Digitalization and work programme listed in ecovillagepanji.id

**Figure 9.** Blog menu on ecovillagepanji.id

Information about the blog on ecovillagepanji.id consists of the latest news about activities or events that have been held in Panji Village. In addition, some news regarding tour packages or upcoming events that visitors can order are also displayed on this page as a form of special event offers (Figure 7). This Blog page is expected to increase the number of website visitors and ultimately increase the decision to visit Panji Village. This Blog menu is also discussed in advance with partners. This is necessary so that partners can be involved and foster a sense of ownership of the village website so that they have responsibility and feel interested in maintaining and managing it properly.

### **Input and Update Data on the Website**

The realization of the preparation of the ecovillagepanji.id website is a contribution from the active role of several parties, both from the people of Panji Village, especially those who are members of the Pokdarwis, the local Village Government, students, and the service team. Licensing and support provided by Pemdes Panji, made academics with the assistance of the people of Panji Village who are members of POKDARWIS or the Panji Village Tourism Awareness Group start collecting data, sorting or sorting data, and improving data is carried out. The data is then inputted as initial data on the ecovillagepanji.id website.



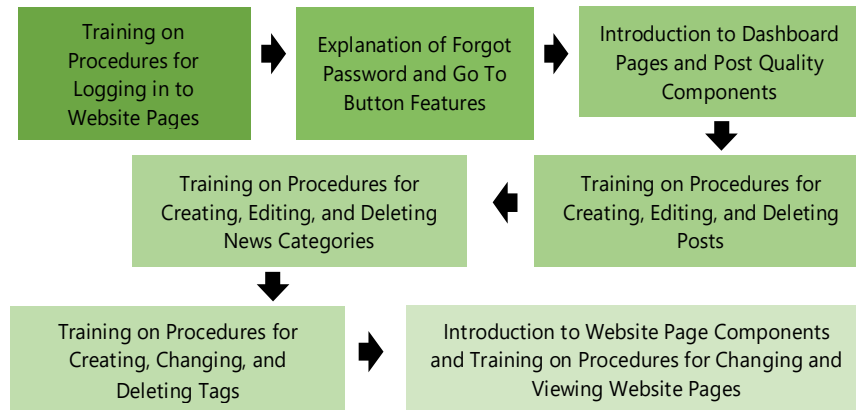
**Figure 10.** Stakeholders discussed together in designing the digitalization of the tourism village profile



**Figure 11.** Training on ecovillagepanji.id website management

POKDARWIS members who are trusted to hold and be responsible for managing the website receive training to subsequently become website admins which of course are still under the supervision

of the service team. Training activities are carried out in stages and consistently with the schedule that has been designed. The training activities provided range from the login system, mastery of features and functions, to procedures for creating, editing and deleting material uploaded to the [ecovillagepanji.id](http://ecovillagepanji.id) website. This data input and updating training is provided until the POKDARWIS members who receive the training are judged to be able to master and operate the website properly.



**Figure 12.** Website management specific training flow

#### 4. CONCLUSION AND RECOMMENDATIONS

This service program is an annual routine activity carried out by the institution to provide benefits through academics as a contact person for the community or government. This community service program has been carried out in accordance with the expected objectives of increasing promotion and creating personal branding owned by the Panji Tourism Village through digital marketing. The potential of Panji Village which has a great opportunity to compete in the tourism sector while not yet being facilitated with optimal marketing. The digital marketing training and assistance program as a medium of information and promotion of the Panji tourism village, Buleleng Regency is very beneficial for partners. This program has succeeded in fostering Panji POKDARWIS members to become admins managing social media and especially website management so they are able to create and provide more up-to-date information on the [ecovillagepanji.id](http://ecovillagepanji.id) page.

The realization of this program is the initial steps for tourism villages to manage the potential that becomes village assets, especially in the context of developing the tourism sector. Pokdarwis is expected to continue to handle website management on an ongoing basis to always provide the latest information on existing pages. The existence of digitizing website-based tourism village profiles is the first step in thinking of new creative and innovative ideas in accordance with market growth and movements to seize opportunities. The existence of village potential data collection will make it easier for the village government and the community to design programs related to village development more optimally. Community awareness to play an active role can be realized through outreach, training, and organizing events that openly demand community participation in the framework of advancing the village. Strong synergy will create solid cooperation to achieve common goals. A reciprocal relationship is created when a tourism village excels with promotional media that is right on target, able to bring in tourists who automatically increase the economy of the local village community.

## REFERENCES

- Andiani, N. D., Arismayanti, N. K., Sani, F. E. A., & Wiarti, L. Y. (2022) Wisata virtual: Keterlibatan masyarakat Bali Aga dalam promosi pariwisata virtual di masa pandemi Covid-19 di Bali Utara. *Jurnal Kajian Bali (Journal of Bali Studies)*, 12(2), 426-449. <https://doi.org/10.24843/JKB.2022.v12.i02.p06>
- Arismayanti, N. K., Andiani, N. D., & Pitana, I. G. (2022). *Digital marketing: Teori, konsep, dan implementasinya dalam pariwisata*. Yogyakarta: KBM Sastrabook.
- Herawati, A., Purwaningsih, A., & Handharko, Y. D. (2018). Promoting village tourism through the development of information systems. *Review of Integrative Business and Economics Research*, 7(1), 221-236.
- Irianti, N. P., Susanti, R. D. A., Triswidrananta, O. D., & Wijaya, E. M. S. (2021). Peningkatan omset penjualan kelompok pengrajin keset melalui online marketing. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 6(1), 52-60. <https://doi.org/10.26905/abdimas.v6i1.4819>
- Mildawati, T. (2016). Teknologi informasi dan perkembangannya di Indonesia. *EKUITAS (Jurnal Ekonomi dan Keuangan)*, 4(2), 101-110. <https://doi.org/10.24034/j25485024.y2000.v4.i2.1904>
- Mundzir, H., Muslim, S., Pramitarini, Y., Cahlim, A., & Amrulla, M. F. (2021). Sosialisasi website sebagai media pemasaran jasa pengeboran sumur di Desa Kalisongo, Kota Malang. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 7(2), 416-426. <https://doi.org/10.26905/abdimas.v7i2.6791>
- Naibaho, R. S. (2017). Peranan dan perencanaan teknologi informasi dalam perusahaan. *Warta Dharmawangsa*, (52). <https://doi.org/10.46576/wdw.v0i52.253>
- Permadi, L. A., Retnowati, W., Akhyar, M., & Oktaryani, G. S. (2021). Identifikasi atraksi, aksesibilitas, amenitas dan ancilliary Twagunung Tunak Desa Mertak Kecamatan Pujut Lombok Tengah. *Prosiding SAINTEK*, 3, 12-20.
- Prasetya, A. J., Laksono, Y. T., & Hidayat, W. (2020). Pengabdian kepada masyarakat (PKM) pengembangan marketing website dan desain kemasan pada UKM Bumi Cipta Sejahtera Surabaya. *JPM17: Jurnal Pengabdian Masyarakat*, 5(01), 92-98. <https://doi.org/10.30996/jpm17.v5i01.3254>
- Prawira, J. J. C. Y., & Wardani, T. I. (2017). Aplikasi CMS WordPress untuk pembuatan website sebagai media promosi di Wisata Keramik Dinoyo Kota Malang. *Jurnal Aplikasi Bisnis*, 3(2), 485-489.
- Setyaningsih, L. A & Fahmi, M. A. (2020). Penguatan community development petani nanas Desa Palaan melalui digital marketing. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 5(2), 145-151. <https://doi.org/10.26905/abdimas.v5i2.4361>
- Vermaat, M. E., Sebok, S. L., Freund, S. M., Campbell, J. T., & Frydenberg, M. (2018). *Discovering Computers 2018*. Boston: Cengage Learning.
- Yuhefizar, Y. (2013). *Cara mudah dan murah membangun dan mengelola website*. Yogyakarta: Graha Ilmu.
- Yulianto, W. E., Melany, M., & Nirwana, A. (2022). Training and assistance for the creative team of Kucur Village to promote village potential through social media. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 7(4), 802-813. <https://doi.org/10.26905/abdimas.v7i4.7435>
- Yuningsih, N. Y., & Saefulrahman, I. (2020). Pemutakhiran data profil dan potensi desa berbasis data dasar keluarga. *Adi Widya: Jurnal Pengabdian Masyarakat*, 4(1). <https://doi.org/10.33061/awpm.v4i1.3321>
-