



Web profile development for furniture business in Surabaya

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ABSTRACT

The development of information technology is accelerating. Many activities use information technology to do their jobs better. Currently, promotional media is not only through print media but can also use websites as a means of reaching consumers widely. The presence of a website has a positive impact, one of which is being able to get information from anywhere and anytime. This provides a good solution to one of Surabaya's micro, small, and medium enterprises engaged in furniture, namely UD. Rozi Rachmad, whose business has been in Surabaya for a long time. The development of this website uses parallel development, and this website is assisted by the use of WordPress, additional themes, and additional plugins. Website testing has been carried out and is in accordance with the expected results with the black box testing method. So that the quality of the web is quite good when several black box tests have been carried out with procedures that have been carried out on testing, It is hoped that the presence of this website can help with promotional media and introduce their products to a wider audience of consumers. Consumers can also transact through the website, making it easier for consumers to shop when they are outside of Surabaya.

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1. INTRODUCTION

UD. Rozi Rachmad is an MSME in the field of Furniture where this MSME is located on Semarang Street No. 53 Surabaya. These MSMEs have obstacles in promoting products that require promotional media and assistance in terms of the use of Information Technology. Along with the rapid development of Information Technology, people can follow technology trends to adapt to digital conditions. One of the developments that are becoming a trend today is the Website.

A Website is a page used to share information, and documents between users through the internet network where a website is developed to run a business or an organization (Delima & Wibowo,

2020). Utilization of the Website as a means of media promotion to be able to overcome these problems (Ariyanti et al., 2020).

The presence of this website can help owners in managing data and information so that consumers can find out about what products are offered by both consumers in Surabaya and outside Surabaya (Efitra et al., 2020). Because the presence of the website as a promotion can also increase revenue turnover so that it can have a positive impact on the MSME (Yusmartini et al., 2020). Then a website can be a model for delivering information via the internet that is by the current era of digital transformation (Wijayanto & Pratomo, 2022). By using the internet All information is more accessible and scattered and not hampered by the limits of space and time (Budiarto et al., 2022).

Therefore, with the positive impact given, there needs to be some kind of assistance and training so that users or our MSME partners can understand and be able to manage well (Koesoemadinata et al., 2021). Website creation is a strategic effort to increase information dissemination, increase customer interest which can also be used as a means of promotion, marketing means, and means of creating branding (Fitriyah et al., 2022). Several articles contain community service with the theme of website creation such as the use of the Web as an effort to increase sales of UMKM knife Village Hadipolo Kudus where this article contains about utilizing the website to assist in the media promotion of knife business in Kudus (Setiaji et al., 2022; Sinaga et al., 2020). This article is more about the stages in making a website than discussing the usefulness of the website and not forgetting the community service team also assists these knife MSMEs.

Then there is an article about community service which raises the theme of building websites such as training on building websites according to the needs of the street cup community to improve branding where in this article it contains about creating a website as a promotional medium and media in branding for the street cup community (Sari & Sriwidadi, 2022). So that this street cup community can be known by many parties and their products can be understood by many customers.

Then there is an article that contains about community service with the theme of website creation to monitor activities in one cottage where this article contains about the use of websites that are not only a promotional Medium but users can monitor the activity up to date from a cottage (Pandowo et al., 2022). In addition, the existence of this website can help the cottage in managing the activities of the students so that they can be appropriately controlled.

In addition, there is also a community service article that contains the use of websites for monitoring and evaluation related to literature literacy in a school (Sulistyaningrum et al., 2021). So that the use of the website not only as a promotional medium but can be used for monitoring and evaluation in a school library. So that literacy at the school can continue to be updated and of course, can have a positive impact on students in improving knowledge with literature literacy in schools. Therefore we as a community service team raised the topic of a web profile in the Surabaya furniture business for media promotion and monitoring so that MSME partners or users can get positive benefits from the presence of a website. Then the presence of this website can provide good branding for MSME partners where these MSMEs can be known by many consumers and can reach consumers widely. Here we present the framework of existing troubleshooting solutions to partners. The picture is presented in Figure 1.

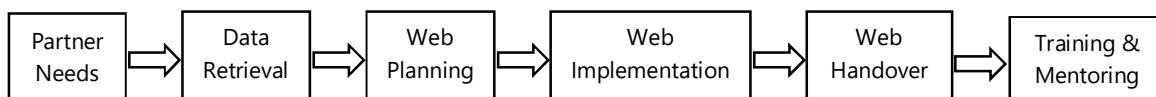


Figure 1. Problem solving solution framework

2. METHODS

Methods of implementation of community service activities carried out in 3 stages. The picture of the stages is presented in Figure 2. These stages include the preparatory stage which includes preparation and coordination stages both with the internal team of community service on 9 August 2022 and coordination with community service partners on 16 August 2022 at Semarang Street No. 53 Surabaya where the address is the address of community service partners. Then the second stage includes the implementation of activities where the implementation of this activity contains website creation for approximately 1 month carried out by the community service team from 1 September to 30 September 2022 at this stage involves the owner getting an overview of website development and content retrieval from the owner's product. Then the last stage is related to monitoring and evaluation which contains the handover of the website to the partner as well as the implementation of assistance and training to the partner. This stage was carried out on 20 October 2022.

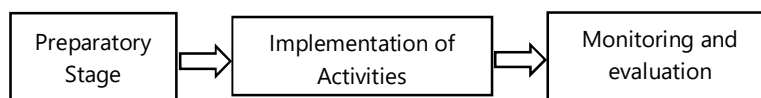


Figure 2. Implementation of activities

Then for the method in the development of web profiles using the method of SDLC (Software Development Life Cycle) Parallel Development. This method has four stages in the work which in the design and implementation phase is done in parallel (Budiyanto et al., 2022). The following stages exist in Parallel Development starting from the design or planning stage. This stage of design or planning is related to the analysis of the application of features and needs, feasibility analysis of the use of the system, making a work plan model and determining the purpose of making the system.

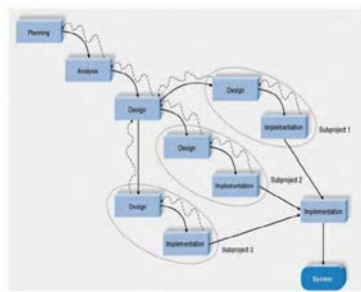


Figure 3. SDLC parallel development

Then the second stage is related to the analysis stage. At this stage, it deals with finding information from sources of information. So that it can determine the system model, determine a suitable and efficient system, and can determine the data model. Then the third stage there is the design, which at this stage is more focused on Interface Design, database Design, and program design. In this design phase, the community service team consulted more about interface design, business process design, and content on the web. Then it ends with the implementation phase related to the work of the web profile both from the front-end and back-end, then related to the arrangement of content and also the selection of plugins as additional functions of the web profile. In addition, the community service team conducted a literature

study. Literature study is a data collection technique in the form of theory from various articles, and books containing objects as reference material (Yel et al., 2022). In this literature study, the community service team has collected related community service articles to be used as reference material in the development of this activity, especially in the development of web profiles for our partners.

Socialization

This activity began with meeting community service partners at Semarang Street 53 Surabaya. Then the community service team discussed with community service partners what needs could be helped or realized. In this case, our partners have constraints on media promotion in their furniture business. So that the community service team has a proposal to help partners in making website profiles so that the business run by our partners can continue to have a positive impact. In addition, the team also digs for information and what needs will be included on the website. Such as product content from partners, video profiles about partners, and numbers that can be contacted if there are consumers who want to order products. This activity was carried out for approximately 3 months from 9 August to 20 October 2022.

Troubleshooting Framework

This activity is carried out to assist in the form of solutions to partners by making web profiles to help promotional media to reach consumers widely and of course, can have a positive impact on partners related to branding. A website can be run with a local network or the internet which can later display documents, images, and videos with an internet connection and a web browser (Sungkar et al., 2022). In addition, the need for discussion with partners to know the necessary needs so that they can accommodate all kinds of needs that can later be included in the web profile.

Evaluation Design

After socialization will be implemented evaluation design used in community service activities. Evaluation is still done for the effectiveness, accuracy, and usefulness of the products provided to partners. Two models are carried out, namely money during activities that aim to monitor the extent to which the team's success in assisting in providing solutions to problems with partners. So information technology or website profile can help the media marketing partners. The second Money is post-activity money where this money aims to monitor the use of technology that has been given to partners. So that partners can be skilled and able to use the technology to the maximum.

Partner Participant

UD. Rozi Rachmad as a partner attended training and mentoring related to making this profile web. Training and mentoring are carried out by the community service team. This training and mentoring, it helps partners to use and utilize web profiles that have been created so that they can help in terms of promotional media and also help in reaching consumers widely.

3. RESULTS AND DISCUSSION

RESULTS

Community service activities are carried out in 3 stages including the preparation stage, the implementation stage, and the monitoring and evaluation stage. The preparatory stage was held on August 09, 2022, and began with an internal team meeting to determine the timeline and job desk

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carried out. In addition, the team also prepares what needs are needed to assist in solving problems with partners. The photo of the activity is presented in Figure 4.



Figure 4. Internal meeting of community service team

Then after the internal meeting, the community service team visited the partners at Semarang Street 53 Surabaya to get data and information from the partners so that it could be known what would be included in the profile website, including profile data or the history of the establishment of this business, then data related to product image content from the owner and video capture at the partners to make a video profile. The photo of the activity is presented in Figure 5.



Figure 5. Discussion with community service partners

Then after meeting community service partners, in the second stage, the community service team carried out work related to the website profile which in this work was carried out for approximately 1 month, and of course, it was following what was needed by community service partners. The photo of the website profile work activity is presented in Figure 6.



Figure 6. Implementation of activities

The third stage is monitoring and evaluation which at this stage focuses on mentoring & training and carrying out a handover to community service partners. The photos of the activities during the handover and mentoring are presented in Figure 7.



Figure 7. Handover and training to community service partners

Stages of implementation

Presentation

At this stage, the presentation is in the form of an explanation of what activities will be carried out during the implementation of community service. As for some of the discussed during the presentation at the internal meeting such as the timeline of work, the appointment of PIC in each section of the task, and the division of the team. Then the second presentation is done during a discussion with partners where there are discussed what needs to be done and what solutions are offered to partners to help partners in solving problems.

Material / content retrieval

At this stage, it is intended that the community service team can take any content that will be installed on the web profile. Such as product images, product work processes, and stages of completion of a product that will partially be placed for video profile.

Implementation

At this stage, it focuses on working on web profiles based on content and information that has been obtained so that at this stage it is more likely to be technical implementation because it requires energy and mind in developing this web profile. At this stage, it takes approximately 1 month the work starting from building a web, arranging content, and selecting themes and plugins for its web functions.

Closure and handover

This stage is the last stage where the community service team hands over to partners while providing training to partners as well. So that partner can also take advantage of this web profile well and of course, partners can be proficient in maximizing it. This stage is carried out at Semarang Street 53 Surabaya where the address is the location of the community service team partner.

Activity material

The material given on the implementation of community service programs is adjusted to the number of meetings and also the place of implementation. This meeting is divided into 4 times. Details of the activities are presented in Table 1.

Table 1. Schedule of community service activities

Meeting 1	
Activities	- Explanation of the implementation of community service to partners - Introduction of implementing groups - Explore the needs of what is required by the partner
Goal	- knowing what needs are needed so that the community service team can adjust - Understand the condition of the partner to what extent in know digital marketing
Meeting 2	
Activities	- Working on the web profile - Creation of a user guide
Goal	- Implement a web profile that will be handed over to partners - Create tutorials for partners in the use of the web profile
Meeting 3	
Activities	- Finishing work related to web profiles such as adding themes and plugins
Goal	- Provide maximum results so that the web profile looks good and can attract consumers from partners
Meeting 4	
Activities	- Presentation of Web Profile results - Review web profile - Training to partners in order of Use and utilization - Closure
Goal	- Provide knowledge to partners to be proficient and skilled in operating a web profile - Make it easier for partners to use web profiles for digital marketing tools - Giving farewell greetings to partners

The first implementation begins with the introduction of the community service team along with explaining the purpose of the community service program to partners. In addition, it explores what needs are needed by partners so that they can later be assisted by the community service team in its implementation.

The activities carried out at the second meeting, the implementation of web profile work activities, and the creation of user guides by the community service team at this stage tend to be more technical and require skills in Information Technology. In addition, making this web profile requires accuracy and patience so it takes approximately 1 month the process. Then created a user guide to assist partners in operating or using this web profile easily. Making this user guide also needs to wait for the web profile work to be completed because making the user guide requires step by steps on the business process on the web profile.

The activities carried out at the third meeting, the implementation of finishing which in this process is more focused on organizing content to make it more attractive, the selection of themes following the products sold by partners, and the addition of plugins to maximize functionality in the web profile.

Using this plugin or theme can attract consumers to see the web profile so that it can be visited by many consumers.

The activities carried out at the fourth meeting, the implementation of the presentation of the results of the web profile, a review of the web profile, as well as conducting training and mentoring to partners. This activity, is quite dense and quite a lot because it is the closing of the series of activities. Starting with the presentation of the results of the web profile where this web profile has been completed by the community service team and then presented to partners so that partners understand how the web profile has been done.

Then proceed to the review of the web profile to provide input and provide suggestions so that this web profile can be by the needs and can accommodate the needs of partners. Then carry out training and assistance to partners so that partners can be able and skilled in operating this web profile. Of course, it requires a kind of user guide as a guiding document and requires a community service team in providing examples of use to partners.

DISCUSSION

In making this web profile built 2 interfaces or web page interfaces including a user page and an admin page. The user page consists of the shop page as the main page, the about us page, the cart page, and the checkout page. Then the admin page contains Page managing data both product data, price data, and transaction data. Then after determining the needs of the partner by determining the page to be created. Followed by creating a use case to determine the activities of the admin and user. The use case image from the admin side is presented in Figure 8.

In the use case above, it explains that the admin can perform several actions such as uploading product images, modifying product information, deleting products, making product transactions, which are four activities that can be done if the admin has logged in. But admins can also search for products without having to login. Then there is the use case from the user side. The use case image from the user side is presented in Figure 9.

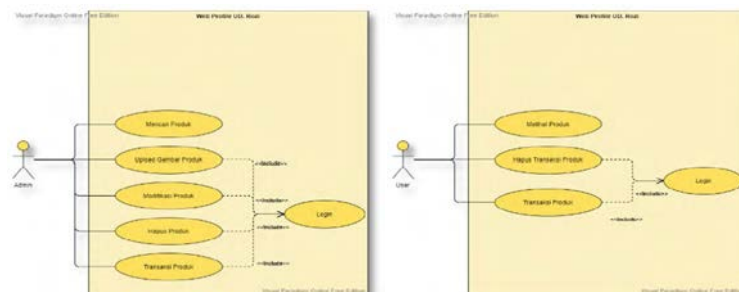


Figure 8. Use cases from the admin side

Figure 9. Use Case from the user side

The use case above explains that users can perform several activities such as viewing products without logging in, can make transactions and delete transactions by logging in. Activity on the user is quite limited than the admin because the user only focuses on products and product transactions in contrast to the admin who has more activities then related to the design of the database. This Database contains tables that serve to store data from this web. The database design is presented in Table 2.

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Table 2. Database design

Table Name	Description
Posting	- In this table focuses on making posts on the web - In this table admin can manage all posts on the web
Table Name	Description
Media	- In this table focuses on the image that will be uploaded to the web - In this table admin can manage images/media that will be uploaded on the web
Table Name	Description
Product	- In this table focuses on product images and descriptions of product images that will be uploaded on the web - In this table admin can manage related products that are ready to upload and which products need to be modified
Table Name	Description
Pages	- In this table focuses on creating pages on the web - In this tabel admin can manage the number of pages that can later appear on the web

Then the next discussion is related to the interface or user interface. This web interface is divided into two, namely from the admin side and from the user side. The user interface is presented in Figure 10 where this interface can be seen by the user.

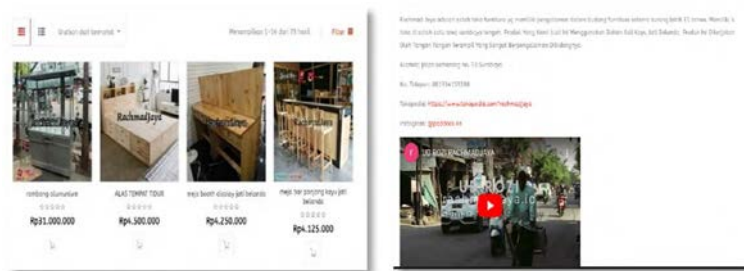


Figure 10. User interface page

In addition, there is also an interface where users make transactions and where these transactions are made online. Users can choose the product to be purchased then the user will be directed to the checkout/payment process so that transactions appear both from the user and admin. The interface when user transactions are presented in Figure 11.

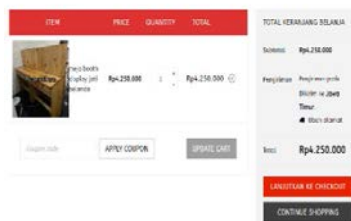


Figure 11. Transaction user interface page

After that there is also an interface from the admin side where the admin has access to fully manage the web such as adding posts, adding pages, modifying posting pages, adding posts, deleting posts, and deleting pages. The interface from the admin side is presented in Figure 12.



Figure 12. Admin interface page

Then the last stage is to conduct software testing to obtain quality information from the web being tested. Starting from the login feature, Add Product, and Add Page the black box testing results are presented in Table 3.

Table 3. Blackbox testing results

Feature Testing	Description
Scenario 1	- Registered User Login
Test Case	- Enter username and password
Expected results	- The user will enter the main menu display if it is registered
Test Results	- Suitable
Conclusion	- Valid
Scenario 2	- Login user not yet registered
Test Case	- Enter username and password
Expected results	- Incorrect username and password message appears
Test Results	- Suitable
Conclusion	- Valid
Feature Testing	Description
Scenario 3	- Addition of products
Test Case	- Enter input in accordance with the product addition form
Expected results	- Successfully added products
Test Results	- Suitable
Conclusion	- Valid
Scenario 4	- Adding products without filling in all product addition forms
Test Case	- Enter input without filling in all product addition forms
Expected results	- Information appears that the form has not been filled
Test Results	- Suitable
Conclusion	- Valid
Feature Testing	Description
Scenario 5	- Addition of pages
Test Case	- Enter the input in accordance with the addition form page
Expected results	- Successfully added pages
Test Results	- Suitable
Conclusion	- Valid
Scenario 6	- Adding a page without filling out all the forms adding a page
Test Case	- Enter input without filling out all the page addition forms
Expected results	- Information appears that the form has not been filled
Test Results	- Suitable
Conclusion	- Valid

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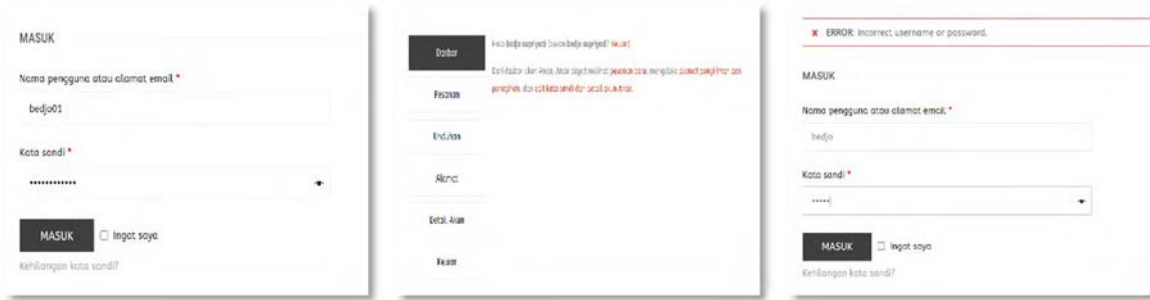


Figure 13. The output results of Scenario 1 and Scenario 2

Figure 13 is the output of Scenario 1 and Scenario 2 where the above figure shows the test about login on the system. If the user enters the username and password correctly then it will automatically enter the system. If the username and password do not match then there can not enter into the system.

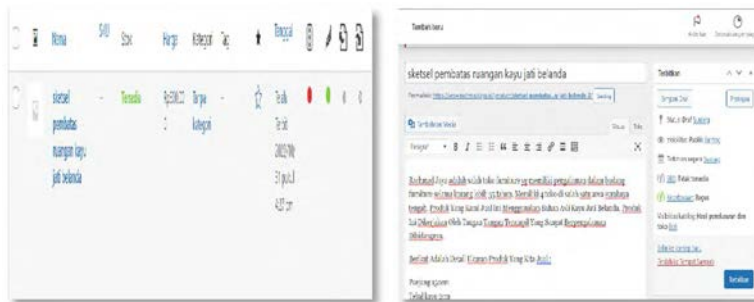


Figure 14. The output results of Scenario 3

Figure 14 is the output of Scenario 3 where the picture above shows the testing of the addition of products in the system. If you have filled in all the inputs on the product addition form, it will appear in the product addition list and the product is ready to be displayed on the website. If the product addition form is not filled in, it will automatically not be displayed on the website. Figure 15 is presented below.

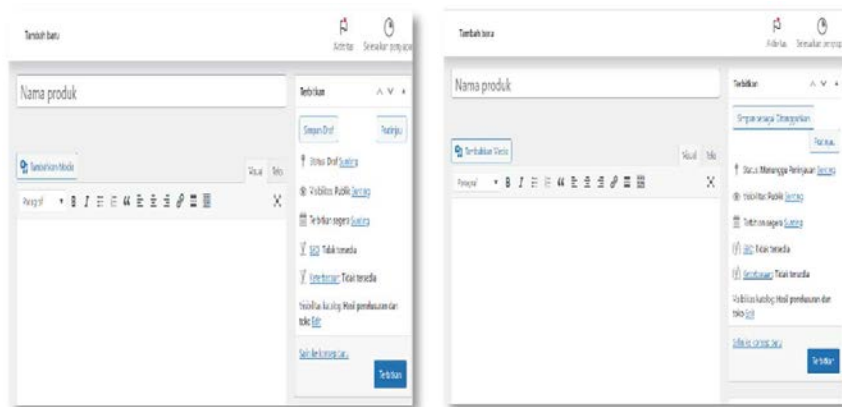


Figure 15. The Output results of Scenario 4

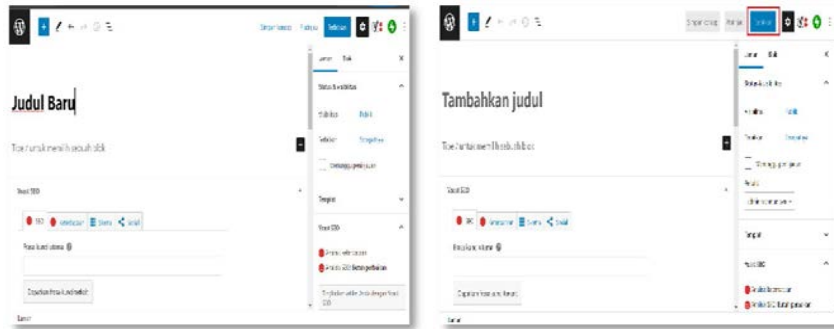


Figure 16. The Output results of Scenario 5 and Scenario 6

In Figure 16 this is the output of scenarios 5 and 6 where the picture above shows the test about adding pages to the system. If you have filled in all the inputs on the page addition form, it will be pressed apply so that it can appear on the website. If the product addition form is not filled out, it will automatically not be displayed on the website and the Apply button will not be pressed.

4. CONCLUSION AND RECOMMENDATIONS

This community service program aims to provide training and apply the knowledge that has been learned to partners / communities that can certainly provide solutions for them. This community service activity focused on making web profiles at UD. Rozi Rochmad can have an impact and is also a target, especially as a promotional Medium and media in monitoring and evaluating transactions from both sellers and consumers of UD. Rozi Rachmad itself. The results achieved in this activity are able to provide training and assistance to partners so that partners can operate this web profile well and can make maximum use of it.

The program should be followed up through cooperation with other partners or other parties outside the institution, in order to know the response more broadly to the implementation of a community service program that has been carried out. Partners can provide useful information about the needs that are in harmony between the ability and knowledge that will be used to be able to carry out community service programs of the same kind. In addition, the rapid development of information technology can certainly provide variations in the proposal on the output of community service programs.

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