

Utilization of Google Maps Application as a Media for Promoting Antiques in Miricinde Village

Siti Nur Mahmudah¹, Deni Sulistyowati², Syela Lailaturrohmah³, Defi Nurfitasari⁴

Institut Agama Islam Negeri Ponorogo

* Corresponding Author:

Email: sitinurmahmudah@iainponorogo.ac.id

Abstract .

The furniture industry is one of the rapidly growing sectors in Indonesia. This is because furniture products provide interior design and artistic value that can provide comfort and support various activities. Because of this potential, many small to large-scale industries are found in various regions of Indonesia, including in Miricinde Village. Unfortunately, there are still many business actors who still experience limitations in terms of marketing knowledge and promotional strategies, especially those based on digital technology. This certainly has an impact on business actors who are less able to compete with competitors. This study aims to determine the use of the Google Maps application as a promotional media for antique furniture in Miricinde Village using a qualitative descriptive method. Through this article, it is hoped that it can increase the knowledge and understanding of furniture business actors regarding the optimization of this technology as an alternative promotional media.

Keywords: *Google Maps, Furniture, Promotional Media*

I. INTRODUCTION

Indonesia is known as a country rich in islands and abundant cultural diversity. Reported from BPS data (2013) states that there are 633 ethnic groups spread throughout Indonesia. The differences in local wisdom in each region are not only in the form of customs, but also knowledge, life, beliefs, medicine, rituals, and others. This is a good potential for business actors, especially in the furniture industry sector because the diversity of patterns and cultures will provide the shape and variety of patterns of furniture products produced. Businesses or businesses engaged in the furniture sector are

one of the businesses in the non-oil and gas sector that provide large and very promising results (Amin et al., 2019) . This is also supported by the geographical location of Indonesia which has forests that are very capable of producing large amounts of wealth, so it is very potential to develop businesses in the furniture sector. Reported from ekonomi.bisnis.com, according to the Ministry of Industry, the export market is still the main driver of the domestic furniture industry with an achievement of US\$3.14 billion in the January-November 2021 period, growing 28.93 percent year-on-year. Of this achievement, furniture is still the largest contributor, namely 72.80 percent, while craft products contribute 27.20 percent. This shows that Indonesia continues to strive to obtain income in the non-oil and gas sector which is not only oriented towards the domestic market but also export-oriented .

The furniture industry is one of the growing sectors in Indonesia. This is because furniture products provide interior design and artistic value that can provide comfort and support various activities (Ardiyanto et al., 2022) . Due to this potential, many small to large-scale industries are located in various regions of Indonesia, including in Miricinde Village. Miricinde Village is a village located in Purwantoro District, Wonogiri Regency, Central Java. The majority of its residents work as farmers, entrepreneurs, and craftsmen. These professions emerged because of the abundant natural resource potential that is covered in agricultural and plantation land. Wood is one of the natural resources that is abundant in Miricinde Village and is used by its people to make furniture products. Unfortunately, there are still many business actors who still experience limitations in terms of marketing knowledge and promotional strategies, especially those based on digital technology. This finding is in line with the results of research conducted by (Prameswari et al., 2019) which shows that one of the obstacles experienced by MSMEs in the location is related to limited knowledge in terms of marketing and promotion. This condition creates a gap, considering that the use of digital technology in the field of marketing and promotion is an important aspect to improve business performance and survive in a crisis situation.

Promote or promotion means to develop or improve. Promotion can also be interpreted as an effort to offer goods or services by producers/distributors with the aim of attracting the interest of potential consumers to buy or consume them. The hope is to

increase sales figures. Promotion is one component of the marketing mix whose function is to achieve various communication goals with consumers. While promotional media is interpreted as an intermediary or tool used to offer goods or services with the aim of attracting the interest of potential consumers. (Resmadi & Pandita Bastari, 2022) . One of the media that can be used as a promotional media is Google Maps.

Currently, the promotional media used by furniture craftsmen in Miricinde Village are still relatively limited and have not been integrated with Google Maps technology. Most still use word of mouth and very few use social media as a promotional media, especially Google Maps. There are still many furniture industries that are not registered on Google Maps because they claim not to be familiar with the technology. This certainly has an impact on business actors who are less able to compete with competitors. Therefore, the solution offered by KPM 07 Miricinde Village is through assistance in utilizing the Google Maps application as a promotional media. The purpose of this study was to determine the use of the Google Maps application as a promotional media for antique furniture in Miricinde Village using qualitative descriptive methods. Through this article, it is hoped that it can increase the knowledge and understanding of furniture business actors regarding the optimization of this technology as an alternative promotional media.

II. METHOD

Community service in Miricinde Village uses the Asset Based Community Development (ABCD) method, which is a way to explore the potential and assets owned by the community to be developed (Permatasari, 2020) . This method utilizes assets and potential in the surrounding environment that have the potential to support community empowerment. In this case, the asset reinventing process is very necessary to explore the extent of the availability of social assets owned by the community (Mahmudah & Widiastuti, 2017) .

Miricinde is a village located in Purwantoro District, Wonogiri Regency, Central Java. This village has assets in the form of handicrafts such as mortars, mortars, geroboks, cupboards, chairs, and so on that have high artistic value, namely unique traditional carvings. These items have the potential to have export value that can compete

in the wider community. The ABCD method itself has several stages, namely: Discovery, Dream, Design, Destiny.

Discovery, at this stage observations and interviews are conducted with objects and the surrounding community. Silaturahmi is the initial stage for conducting a search, namely by visiting wood carving craftsmen who will later become objects of business opportunities that can be developed.

Dream, entering the second stage, KPM participants map the association of traditional wood carving service owners, namely building a vision and mission to build positive imagination and design about the future. A clear vision and definite end goal make imagination and creative thinking continue to grow and are expected to be able to optimize the progress of MSMEs, support the economy and improve existing human resources.

Design, which needs to be emphasized in the third stage is how to explore and optimize the existing financial circulation (Leaky Bucket). Where KPM participants provide an understanding of assets that will later be discussed regarding the benefits and disadvantages of wood carving services in order to evaluate existing businesses, so that residents are able to develop innovation and creativity in order to maintain and improve their economic circulation flow.

Destiny, the last stage that must be achieved is to mobilize assets by planning actions to form a flow to realize the vision or future picture according to the initial plan. In this stage, KPM participants help find networks, relationships, and colleagues who are able to increase the marketing of wood carving products. In today's era, social media is a very influential thing in marketing goods, with a wider reach and more varied consumers, it is expected to be able to increase the selling value of the business.

III. RESEARCH RESULT

Promotional Media and Google Maps

Currently, digitalization has dominated various aspects of life, including in the business world. The development of business or business has experienced rapid growth, especially in terms of online marketing strategies using various promotional media to improve business performance and survive in crisis situations. Promotion, the origin of the word promote in English is interpreted as increasing or developing (Nurlailah &

Nova Wardani, 2023) . Promotion in the marketing realm is interpreted as a series of activities to communicate products, both goods or services by producers/distributors with the aim of attracting potential consumers to buy or consume them. Promotion can also be interpreted as a form of marketing communication which means all activities to try to disseminate information that can influence or persuade consumers to buy the products offered so that they can increase marketing. In practice, promotions have many types, such as mass media, discounts, gifts, travel inserts, bonuses, and others.

Promotional media is a media used by business actors to convey, distribute, and offer products or services to be sold so that potential consumers are interested in buying (Puspitarini & Nuraeni, 2019) . The objectives of promotional media include providing accurate information about the products or services sold to potential markets, increasing sales so that company profits increase, getting new consumers and making them loyal to the products or services sold, building a good image of the company's products, excelling products so that they can continue to compete in the market, maintaining sales stability, and others.

In addition, promotional media as a product marketing tool has the following functions: 1) Introduction, namely as a tool to introduce products or services offered to the market, starting from advantages, prices, and others until prospective consumers know complete information about the product which is then used to compare with other products so that a conclusion is drawn which product is better. 2) Offer, namely to offer and persuade prospective consumers to decide whether or not to buy the product. The offer is shown with complete information, related to the price to the advantages of the goods or services offered. 3) Consumer Protection, promotional media functions to keep consumers loyal to the products purchased so that they make continuous purchases, this is related to the best service offered by the company. 4) Improvement, namely correcting mistakes made by the company, if the previous product has shortcomings, the company tries to make improvements/improvements to the new product. Promotional media is divided into two, namely traditional media and modern media. Traditional media is a promotional media that does not use internet facilities, such as print media, radio, television, billboards, and so on. Meanwhile, new media is a promotional media that uses internet facilities such as websites, email, portals, vortals, including the Google

Maps application (Satria Indra Kusuma, Ahmad Haris Hasanuddin Slamet, Triono Bambang Irawan, 2021) .

Google maps is one of the media that can be used as a promotional media. Google maps as an online mapping service provided by Google that allows its users to get geographic information in almost all regions of the world by sliding the display of the cellphone/computer screen according to the user's wishes, changing the zoom level, providing recommendations for the fastest route to the destination, and other features. Google maps offers maps and satellite imagery for the entire world and is a travel guide application that provides important information related to a place. (Cahya et al., 2022) . Getting access to Google Maps is very easy, with a Google account, users can use the application for free (Santoso et al., 2021) .

The advantages of using Google Maps include being able to speed up location searches in a short time, simplifying the map storage system, being accessible anywhere, being able to find new places/locations that have never been known before, and having faster data updates compared to using conventional maps. Therefore, it is important for home business actors to introduce their products on Google Maps so that they can be easily found by potential consumers. Google Maps is not only for informing road access when traveling or getting lost. In the business world, this feature can also be relied on to make it easier for potential consumers to find a place of business. That way, the opportunity to get new consumers becomes greater (Ardhianto et al., 2022) .

Google Maps Application as a Media for Antique Furniture Promotion

Online media or commonly known as the internet that provides many main activities, namely distribution and communication. According to Utari, social media is an online media that allows its users to participate with each other. Participating means that users can interact with each other so that it is easy to share information, create images as content or input to be sent to others, reply to comments on other users' posts and other contact information on social media. Everything can be done quickly and without limits. Publication is very important in introducing or promoting the potential of an existing area, such as the potential of natural resources. With social media, anyone can publish any information very easily and cheaply, especially with the development of social media. Before knowing online media, business actors would promote their

business or communicate with their customers verbally. However, after knowing and understanding the nature of online media as distribution and communication, business actors can be reached more efficiently through their grasp and in a relatively short time. (Dhiya' Ayu Adibah et al., 2023) .

Micro, small, and medium enterprises or often abbreviated as MSMEs is a general term for productive economic businesses owned by individuals or business entities that meet the criteria in Law No. 20 Article 1 of 2008 concerning Micro, Small, and Medium Enterprises (Ardhianto et al., 2022) . In this discussion, we will discuss a little about creative industry crafts. Creative industry crafts are creative activities related to the creation, production, and distribution of products made and produced by craftsmen from the initial design to the product finishing process, including crafts from precious stones, natural or artificial fibers, leather, rattan, bamboo, wood, metal, wood, glass, porcelain, cloth, marble, clay, and lime (Arif Rakhman, 2019) . The industry and its products provide benefits in the form of creating jobs, so that they can improve the socio-economic conditions of the community, one of which is the furniture industry (Isnaini, 2015) . Central Java is a barometer of Indonesian products in the furniture, processed wood, and rattan industries. This potential is supported by the availability of raw materials in the form of teak and mahogany wood produced from the forests of Central Java and supported by production design and finishing.

Antiques are items that are limited in number (Mutiara, 2014) . Antiques are items that are not mass produced. Antique traders and collectors must look for them from house to house. Thus, antique furniture can be interpreted as antiques that are not mass produced and are not many in number.

For the application itself, Google Maps as a promotional media for antique furniture, namely the community service team provides assistance on how to apply Google Maps via the cellphones of antique furniture UMKM actors by visiting their homes. Then the community service team collects valid and updated data needed when creating Google Maps including name, address, telephone number, location point, and business photos. By using the UMKM actor's cellphone, the community service team guides step by step starting from creating a Gmail account if you don't have one, adding locations to collecting data needed to complete Google Maps. In the end, the important

point that needs to be considered is monitoring and assistance for approximately 1 month. This monitoring and assistance aims to find out the development of the business which was initially conventional to digital.

The first activity process of implementing community service for MSME actors is to explain product marketing. Product marketing is a strategy that refers to an activity to promote goods, with a strategy the promotion goal will be achieved. According to Rangkuti, promotion is carried out by a company with the aim of informing the existence of a product and providing confidence in the benefits of the product to buyers (Puspitarini & Nuraeni, 2019) . Marketing or promotion has several strategies, namely manual and digital. Digital marketing is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personal, and cost-effective manner (Rusdarina & Wiwitan, 2021) . The role of public relations marketing strategies is needed in promoting services through the media, the internet or directly so that clients can obtain them (Rusdarina & Wiwitan, 2021) . Examples of manual strategies are direct promotions to the public, distribution of pamphlets or brochures. While digital strategy is a promotional strategy that uses social media including WhatsApp, Instagram, Facebook, and so on. However, the increasing development of the world of promotion in the digital field has given rise to creative ideas, namely promotional media through Google Maps.

The purpose of this community service activity is to assist in the use of digital-based information technology, one of which is Google Maps. Google Maps as an alternative solution for promotional media for MSMEs, one of which is antique furniture. Google Maps is one of Google's products that can display map-based location points (Insani et al., 2022) . Currently, Google Maps is the most popular digital map application and is equipped with abundant features, including organizing, editing, searching, and pinning routes to home or office addresses. This application requires an internet connection to run optimally and can be used as a reference for finding a specific location, making it easier to travel to the desired place.

The main feature of Google Maps is to display routes that can be used to get to a location. The route search process begins by entering the starting point and the location point being searched for. This process will display a location map and route to that

location. The Google Maps application has an easy-to-use appearance. The interface design is simple and practical so that it is easy for lay users to understand. (Insani et al., 2022) .

The assistance provided by the Community Service Lecture Group 07 of Miricinde Village, helps improve the skills of business actors regarding the promotion and marketing of MSME products, one of which is antique furniture through Google Maps. This application makes it easy for consumers to access accurate product information and business actor locations, which of course will increase income for the welfare of business actors. The activities carried out by the KPM 07 group located in Miricinde Village, Purwantoro, Wonogiri were carried out when MSMEs had free time, so as not to interfere with their performance. The learning media in this activity used the cellphones of each MSME owner which were already integrated with internet quota and email. During the assistance, the community service team of group 07 visited each business one by one to receive intensive training on Google Maps as a promotional media. This is related to the determination of the location of the business being run must be in accordance with the original location, so that it is not possible for training to be carried out centrally and in groups.

Antique Furniture in Miricinde Village

The most important thing in improving the community's economy is HR (Human Resources). Because after all, humans are the driving force of the economy itself, therefore to improve the economy, the quality of humans must be improved first. Students who are known as educated people, in this case have a mission assigned by the campus to improve the quality of society in managing the economy. Students who enter their final year will be spread throughout the village to carry out their duties, namely KPM (Community Service Lectures). Within a period of one month they are assigned to be involved in the community, starting from teaching, doing business, to opening a business. This time the KPM participants found an opportunity where a wood carver had difficulty marketing his merchandise. Therefore, one of the goals of the KPM participants' arrival this time was to develop these services so that the businesses they run do not go bankrupt.

Mr. Supar, who is a craftsman and also works as a wood carving service located in Miricinde Village, Purwantoro District, Wonogiri Regency. His business has been established since 2005. He utilizes items around him such as mortars, carts, cupboards, chairs, mortars, tree roots, and so on to apply his skills. Every object that was originally plain when carved by Mr. Supar becomes an object that has its own work of art and adds aesthetic value. Although not all of these objects are made by him, when Mr. Supar holds them, it is certain that they will have their own value. The works of art produced by Mr. Supar are also diverse, ranging from flower carvings, bird carvings, and carvings that resemble other batik.

In terms of the production of his artwork, Mr. Supar did not experience any obstacles, but on the other hand the marketing of this artwork is still less than optimal, therefore the arrival of students is a solution to this problem. One of the students' efforts to facilitate the marketing of their artwork is by creating banners and displaying the location address on Google Maps, and students also do not forget to market their products through social media and other e-commerce.

IV. DISCUSSION

In the digital age, businesses are increasingly leveraging online tools to increase visibility and attract customers. This trend is particularly important for small and medium-sized enterprises (SMEs) operating in niche markets or rural areas. In Miricinde Village, where the local antique furniture industry is thriving, leveraging Google Maps as a promotional medium offers significant potential to boost business. This article explores the role of Google Maps in promoting antique furniture businesses, the benefits and challenges associated with its use, and its impact on local economic growth.

The use of Google Maps as a promotional tool for an antique furniture business in Miricinde Village highlights the transformative impact of digital platforms on a traditional, small-scale industry. The case study reveals that while the village's antique furniture sector has long relied on word-of-mouth and in-person visits to engage customers, integrating technology into their marketing strategy has opened up new avenues for growth. First, a key advantage of Google Maps lies in its ability to increase a business' visibility beyond local boundaries. By listing their businesses on the platform, antique furniture sellers in Miricinde Village have gained access to a wider

and more diverse customer base, including tourists and collectors looking for unique items.

Platform features like location tagging, business descriptions, and photo uploads allow business owners to showcase their products in a more engaging and accessible way. This helps create a more engaging customer experience before they even visit the store. Second, Google Maps facilitates customer interaction and feedback through reviews and ratings, which serve as modern word-of-mouth recommendations. Positive reviews enhance a business's reputation, while negative feedback provides valuable insights for improvement. For small businesses, these features can be critical in building trust, especially in niche markets like antique furniture, where authenticity and product quality are top of mind for customers.

Despite its clear advantages, there are challenges associated with using Google Maps to promote local businesses. Limited digital literacy among some business owners and the lack of consistent internet access in rural areas like Miricinde Village can hinder the full potential of the platform. Additionally, businesses must actively manage their online presence, respond to reviews, and update their information regularly, which can be time-consuming for small business owners who may not have the resources to undertake such tasks. In short, while Google Maps offers significant opportunities to promote antique furniture in Miricinde Village, maximizing its benefits will require ongoing effort from business owners. Training and support in digital marketing can help overcome these barriers and ensure that the village's antique furniture industry continues to thrive in an increasingly digital marketplace.

1. The Role of Digital Platforms in Business Promotion

As more consumers turn to online platforms to find businesses, an online presence is becoming essential for small, location-based businesses. Traditionally, local businesses like those in Miricinde Village have relied on word of mouth or local advertising to attract customers. However, the rise of digital platforms has changed the promotional landscape. Google Maps, in particular, offers an easy-to-use and widely accessible platform for businesses to reach potential customers both locally and internationally.

For businesses that deal in antique furniture, like those in Miricinde Village, Google Maps provides an ideal way to connect with customers who may be looking for unique antiques. The tool allows businesses to easily display their location, contact information, hours of operation, and even product photos, making it easy for customers to find and interact with them.

2. Optimizing Business Listings on Google Maps

One of the main ways businesses can take advantage of Google Maps is by creating and optimizing their business listing. A well-crafted listing on Google Maps allows a business to stand out to potential customers. This includes providing accurate information, such as the business address, contact details, and descriptions of the products or services offered.

For antique furniture businesses in Miricinde Village, adding high-quality photos of their products can be extremely beneficial. Since antique furniture is highly visual and appeals to a specific audience, showcasing images of available items helps attract customers who are specifically looking for unique, handmade furniture. Furthermore, enabling reviews and ratings on listings can build trust among potential buyers, as they can read about other customers' experiences before making a purchase.

3. Reaching Local and Non-Local Customers

One of the unique strengths of Google Maps is its ability to reach both local and non-local customers. While locals can use Maps to find businesses near them, tourists or collectors interested in antique furniture can also find shops in Miricinde Village. This is especially valuable in areas that may not have the same foot traffic as the city center.

Google Maps offers location-based marketing, where businesses can target people who are nearby. Antique furniture businesses can use this feature to notify customers nearby, attracting them with special promotions or offers. This not only increases visibility but also helps businesses capitalize on the trend of travelers seeking authentic, locally made products.

4. Benefits of Google Maps for Antique Furniture Promotion

Google Maps offers several key benefits for promoting an antique furniture business. First, Google Maps gives businesses greater visibility. By appearing on Maps

when users search for related keywords, such as “antique furniture near me” or “antique furniture in Miricinde Village,” businesses can attract more potential buyers.

Additionally, Google Maps allows direct interaction between businesses and customers. The review system allows businesses to engage with customer feedback, address issues, and build stronger relationships with shoppers. Positive reviews can significantly improve a business’s reputation, making new customers more likely to visit the store .

Google Maps also provides insights into how customers interact with ads. Business owners can see how many people viewed their ads, what keywords they used to find their business, and whether users asked for directions. This data can help antique furniture sellers in Miricinde Village refine their marketing strategies and better understand their audience.

5. Challenges and Considerations

Despite its many benefits, there are also challenges associated with using Google Maps as a promotional medium for antique furniture businesses. One of the main challenges is the digital literacy gap in rural areas. Not all business owners in Miricinde Village may be familiar with using digital tools or optimizing their online presence. Training and support are needed to ensure that business owners can take full advantage of the platform.

Another challenge is competition. While Google Maps makes it easy to find businesses, it also means that many businesses are competing for visibility. Antique furniture businesses need to make sure that their listings are well-maintained and up-to-date to stay competitive. Encouraging satisfied customers to leave positive reviews can help your business stand out from the competition.

6. Impact on Sales and Local Economy

Using Google Maps as a promotional tool can have a huge impact on antique furniture sales in Miricinde Village. Businesses listed on Google Maps often see an increase in traffic, as customers are more likely to visit businesses that are easy to find online. For a niche industry like antique furniture, which relies on customers searching for specific products, having a presence on Google Maps can be a game changer.

Additionally, increased visibility can lead to increased sales, which not only benefits individual businesses but also the local economy. As more customers discover and visit Miricinde Village, there is potential for tourism growth and increased spending in the area. This, in turn, can lead to more job opportunities and business expansion in the village.

7. Future Potential for Digital Promotion

Going forward, the potential for digital promotion in rural areas like Miricinde Village will continue to grow. As internet access and digital literacy increase, more businesses can leverage platforms like Google Maps to reach a wider audience. For the antique furniture industry, this means an opportunity to expand beyond local customers and tap into a global market of collectors and enthusiasts.

In conclusion, Google Maps provides a powerful promotional tool for antique furniture businesses in Miricinde Village. By optimizing their ads, engaging customers, and using data to inform their strategy, businesses can significantly increase their visibility and sales. While challenges remain, the long-term benefits of using digital tools for promotion are clear, making Google Maps a vital part of the future of businesses in rural areas.

V. CONCLUSION

Traditional Traditional media is a promotional media that does not use internet facilities, such as print media, radio, television, billboards, and so on. While new media is a promotional media that uses internet facilities, such as websites, email, portals, vortals, including the Google Maps application. For the application itself, Google Maps as a promotional media for antique furniture, namely from the community service team, provides assistance on how to apply Google Maps via the cellphones of antique furniture MSME actors by visiting them at home. Then the community service team collects valid and updated data needed when creating Google Maps including name, address, telephone number, location point, and business photos. By using the cellphone of the MSME owner, the community service team guides step by step starting from creating a Gmail account if you don't have one, adding locations to collecting the data needed to complete Google Maps.

Mr. Supar, who is a craftsman and also works as a wood carving service located in Miricinde Village, Purwantoro District, Wonogiri Regency. His business has been established since 2005. He utilizes items around him such as mortars, carts, cupboards, chairs, mortars, tree roots, and so on to apply his skills. One of the students' efforts to facilitate the marketing of their artwork is to create banners and display the location address on Google Maps, and students also market these products through social media and other e-commerce. The advantages of this study are that we as students have succeeded in establishing communication with antique furniture business actors, efficient time in searching for data, and succeeded in explaining the stages of using Google Maps well. And the disadvantages of our study are that the information obtained from business actors is not detailed enough, the members are not thorough and not careful enough in writing words in the article language, and many more. We hope that this article can be used as a reference in the development of further community service programs, and be useful for other readers.

Using Google Maps as a promotional tool for an antique furniture business in Miricinde Village has proven to be an effective and innovative strategy. By combining the platform's navigation features with promotional content, the business is able to increase visibility, attract a wider audience, and enhance customer convenience. This approach not only helps potential customers find the store's location easily, but also allows them to access valuable information, such as operating hours, product photos, and customer reviews, all of which can influence purchasing decisions.

Additionally, the app's ability to provide real-time directions, combined with user-generated content such as reviews and ratings, fosters trust and credibility, which is critical for small businesses in niche markets such as antique furniture. In a digital age where consumers are increasingly reliant on online tools, leveraging Google Maps offers significant potential to promote local businesses. For an antique furniture business in Miricinde Village, this strategy marks a step toward modernizing marketing practices, bridging traditional expertise with contemporary digital tools. Future initiatives should consider further integration of digital marketing strategies to sustain growth and competitiveness in an evolving market.

REFERENCE

- Amin, M., Sudarwati, S., & Maryam, S. (2019). Analysis of the Influence of Product Innovation, Market Orientation, Competitive Advantage on Marketing Performance in the Furniture Industry Center of Sembungan Village. *Jurnal Ilmiah Edunomika* , 3 (02), 501–510. <https://doi.org/10.29040/jie.v3i02.664>
- Ardhianto, E., Lestariningsih, E., Handoko, WT, & Soelistijadi, R. (2022). Utilization of Google Maps as a Promotional Tool Through Marking of Home Business Locations in the Lentera Prigi Mranggen Demak Community Association. *Intimas Community Service Journal (INTIMAS Journal): Information and Computer Technology Innovation for the Community* , 2 (2), 78–83. <https://doi.org/10.35315/intimas.v2i2.8982>
- Ardiyanto, V., Widiyanti, S., & Abdul Aziz, R. (2022). 11888-39373-1-Pb. *Web-Based Furniture and Antique Sales Information System at Wiyono Antik Furniture* , 5 (2), 1–10.
- Arif Rakhman, M. (2019). Industrial Machinery Business Development Strategy. *Edition 2721-2662* , 1 (1), 62–70.
- Cahya, BT, Widyarani, E., Rohmah, F., & Islamiah, MH (2022). The Urgency of Google Maps-Based E-Marketing on the Sustainability of Muslim Entrepreneur Business (Study in Demak Regency). *Compartment: Scientific Journal of Accounting* , 20 (1), 126. <https://doi.org/10.30595/kompartemen.v20i1.12328>
- Dhiya' Ayu Adibah, Indah Respati Kusumasari, Lestari, AS, Wahyuningsih, N., Maharani, N., Sanjaya, L., Putra, AP, & Khomariah, A. (2023). The Use of Google Maps and Imooji Applications as Promotional Media for MSMEs in Tiyan Village. *Journal of Community Education and Community Service: DIKMAS* , 2 (3), 87–97. <http://ejurnal.pps.ung.ac.id/index.php/dikmas>
- Insani, SF, Syahril, Y., & Putra, AP (2022). Optimization of Google Maps Application as an Alternative Promotional Media for MSMEs in the Sriwedari Park Shelter. *Warta LPM* , 25 (1), 44–56. <https://doi.org/10.23917/warta.v25i1.596>

- Isnaini, A. (2015). The relationship between dust exposure period and smoking habits with lung function in antique furniture workers in Jepara. *Muhammadiyah Medical Journal* , 2 , 16–19.
- Mahmudah, SN, & Widiastuti, T. (2017). Marketing Strategy in Opak Gambir Village, Aditya Sukoanyar District, Kediri Regency Reviewed from Mojo Business Ethics. *Educational Research International* , 6 (May), 45–49.
<http://www.erint.savap.org.pk/PDF/Vol.6.2/ERInt.2017-6.2-05.pdf>
- Mutiara, MC (2014). Antique Trade and Community Center in Surabaya. *Petra Architecture Dimensions* , 2 (1), 143–150.
<http://publication.petra.ac.id/index.php/teknik-arsitektur/article/view/1655>
- Nurlailah, E., & Nova Wardani, KR (2023). Website Design as Information Media and Promotion of Typical Souvenirs of Pagaralam City. *JIPi (Scientific Journal of Research and Learning of Informatics)* , 8 (4), 1175–1185.
<https://doi.org/10.29100/jipi.v8i4.4006>
- Permatasari, D. (2020). Transactional Analysis Group Counseling in Improving Students' Interpersonal Communication Skills. *SCHOULID: Indonesian School Counseling Journal* , 5 (1), 1. <https://doi.org/10.23916/08445011>
- Prameswari, Aulia, Fitryan, Setyawan, Arsyian, & 'Ula. (2019). *Efforts to Change the Mindset and Behavior of the Dukuh Kaum Community with a Waste Bank* . 20 (2), 137–144. <https://jurnal.polines.ac.id/index.php/admisi>
- Puspitarini, DS, & Nuraeni, R. (2019). Utilization of Social Media as a Promotional Media. *General Journal* , 3 (1), 71–80.
<https://doi.org/10.34010/common.v3i1.1950>
- Resmadi, I., & Pandita Bastari, R. (2022). Designing Information and Promotion Media for Independent Music Record Label Warkop Musik Using a Design Thinking Approach. *Visualita Online Journal of Visual Communication Design* , 10 (2), 1–22.
- Rusdarina, W., & Wiwitan, T. (2021). Digital Marketing Strategy X Wedding Organizer. *Public Relations Research Journal* , 1 (2), 112–119.
<https://doi.org/10.29313/jrpr.v1i2.414>
- Santoso, AB, Zainudin, A., & Zusrony, E. (2021). Application of Google API Services

in Geographic Information Systems for Marketing and Mapping of Salatiga City MSME Groups. *INOVTEK Polbeng - Informatics Series* , 6 (2), 248.

<https://doi.org/10.35314/isi.v6i2.2097>

Creative Products and Entrepreneurship Accounting and Finance . PT Lini Suara Nusantara.