

STRENGTHENING THE BRANDING OF WOVEN BAG THROUGH DIGITAL MEDIA: A COMMUNITY ENGAGEMENT PROGRAM IN NGADISANAN, PONOROGO

Irma Yuliani¹, Alfia Hidayatul Layli², Marsaa Luthfia Adhama³, Irvan Nasrul Faudi⁴

Universitas Islam Negeri Kiai Ageng Muhammad Besari Ponorogo

* Corresponding Author:

Irmayuliani82@uinponorogo.ac.id

Abstract.

Digital technology provides opportunities for MSMEs to expand market reach and strengthen product branding. However, woven-bag MSMEs in Ngadisanan Village, Ponorogo, still rely mainly on word-of-mouth marketing. This community engagement program aimed to strengthen branding and digital marketing capacity using the Asset-Based Community Development (ABCD) approach through asset identification, branding education, and digital media training. The results show that the village has valuable assets, including skilled artisans, quality products, established market networks, and resellers. The program increased participants' awareness of branding and digital promotion, although measurable impacts on sales, market expansion, and long-term digital adoption require further evaluation. The ABCD approach demonstrates potential for strengthening local MSME capacity and supporting sustainable community economic development.

Keywords: *Asset-Based Community Development, digital branding, MSMEs, woven bags, community engagement*

I. INTRODUCTION

Development revolution 4.0 technology has brought a lot changes for human life and civilization . This is due to the rapid development of technology . Technology is A tool logistics goods required For to the event life and peace Humans . Technology was

born because humans wanted to convert natural resources into simple media. The word technology refers to the development and application of devices or systems to solve problems faced in human life. Technology is an assembly of human thought developed through certain processes and systems and realized to solve problems faced by humans. According to Ridhlo Fahrudin (2013), technology is a computer network that includes various components that can process data by operating various types of hardware, software, information management, and information network technology .

Technology is a science and application that can be applied to design, manufacturing, procedures , and analysis to gain cutting-edge insights . Millions of years ago, the word technology was unknown, but the drive to live more comfortably and prosperously had already emerged (Dermawan, 2012) . Technological progress is in line with scientific progress, because the creation of technology aims to make it easier for humans to carry out daily activities. become more Easy. The impacts of technological development include the rapid access to information, the ability to transcend space and time, increased effectiveness and efficiency of human work, and much more. These impacts are the result of technology that focus on settings system information based computer (Nuryanto , 2012) .

As we know , in the era of Industry 4.0, technology has integrated with rapid developments in various sectors of human life, including economics, religion, culture, social sciences, education, health, politics, and others. The rapid development of information and communication technology has significantly transformed people's lives, leading to the emergence of various problems . This era is called the digitalization era, where technology no longer relies on human labor but instead utilizes digital systems. According to digital theory , digital age is an era where activities carried out with manual way to change become automatic as well as something complicated become simple. Based on Lev Monovich 's digital book The Language of New Media characterized in five ways that is numeric representation, modularity, automation, variability, and transcoding . This digital era called as new media, because described as having a unique

ability manipulate, networked, interactive and non - interactive take sides (Rustam, 2016). Regarding its development, technology will continue to innovate in this life, and humans must be able to adapt to existing changes. The 4.0 revolution has made various sectors of life implement digitalization in carrying out all their activities. One of these is the economic sector, where currently there are e- commerce and marketplaces as platforms to connect sellers with buyers or as a third party (Raza et al., 2020). So, sellers only market their products and buyers directly order through the available platforms.

In Indonesia, there are approximately 19 million MSMEs. However, based on data uploaded by Safyra Primadhyta reported on CNN Indonesia's website on June 17, 2022, that MSMEs' digital participation is still less than 11 million, despite the government's target of 30 million. This data reveals that while there are a significant number of MSMEs in Indonesia, many still haven't embraced digital technology for their sales transactions. One region that hasn't embraced digital technology is... in the economic sector, namely Ngadisanan Village. Ngadisanan Village is a village that actually has many potential, one of which is the woven bag craft industry. In Ngadisanan Village, there are several craftsmen and collectors whose numbers are quite large. If they can utilize digital technology and are able to understand media branding , their product marketing will be more widespread and known to many people both in the surrounding area and internationally. However, in Ngadisanan Village, there is very little understanding of media branding and besides, they have not yet utilized digital technology as a form of participation in the digitalization era.

According to Keller (2009), branding is a name, term, sign, and symbol used to introduce a seller's product and differentiate it from competitors' products. This media branding will be recognized by the wider public if the marketing method is carried out online, because digital technology and the recognition of a product's branding are interrelated (Fadly & Utama, 2020) . This is because people in the 4.0 era have begun to use digital to support all their activities, one of which is in conducting buying and selling transactions. So it can be seen that what is needed for a product is not only media branding, but also how to market the product to the public. In this digital era, MSMEs

must be able to adapt to changes that occur, namely by utilizing digital technology in offering a product, both goods and services. If they do not make adjustments immediately, the MSME will not be able to compete with other sellers and can experience significant losses .

From the explanation above, it is known that in Ngadisanan Village, a woven bag MSME has been established as one of the assets and potential of the economic sector. Where the number of woven bag craftsmen and collectors is already so many, but the drawback is that the understanding of media branding is still very minimal and on the other hand, they have not really utilized digital technology as a product marketing strategy. So that some surrounding areas are unaware of the existence of woven bag MSMEs in Ngadisanan Village. To address this, KPM (Community Service Lecture) of Kiai Ageng Muhammad Besari State Islamic University Ponorogo held a workshop Smart Village with the theme "Utilizing Technology to Improve Services & Community Welfare in Ngadisanan Village ." It is hoped that with this training, the community will be able to understand media branding and in addition, can start utilizing digital technology in marketing their products, so that they can be widely known both in the surrounding area and internationally .

II. METHOD

Asset Based Community Development (ABCD

training uses the ABCD (*Asset*) *approach . Based Community Development*) or asset-based community development, which prioritizes the use of existing assets and potential owned by the community. The community in this case is craftsmen, where the results of these crafts have been widely distributed to neighboring countries under the auspices of collectors in Ngadisanan Village, Sambit, Ponorogo. Craftsmen are a valuable asset for the residents of Ngadisanan Village, because they can help the community's economy, especially mothers, where mothers who usually only sit and chat

while waiting for their children to go to school, can now earn money through woven bag crafts. Woven bags are an original product from Indonesia that has existed since the time of our ancestors and we must preserve it so that it continues to develop from time to time. Good management of bag crafts, as well as superior human resources are great potential that we must always research and develop for the advancement of MSMEs in Ngadisanan Village through woven bag craftsmen .

Ngadisanan Sambit Village , Ponorogo, has several promising opportunities for rapid growth. These include : *a* broad and strategic sales reach, *a* focus on the quality of the woven bags produced, *and a* presence of resellers. While this industry has its advantages, it also faces some weaknesses, including : pricing management *for* each product . Each collector is not yet professional, *secondly* there is no factory, *thirdly* they are not utilizing technology in their marketing. Based on initial observations, the researcher finally decided to hold a training workshop Utilizing Technology to Improve Community Services and Welfare in Ngadisanan Village . The goal is to develop and explore individual potential and reduce various inhibiting weaknesses. The ABCD method has five key steps in conducting the mentoring research process.

1. Define : Mentoring or implementing empowerment "chosen themes" in implementing mentoring in the community. The topic determined in the community is MSMEs. The main MSME in Ngadisanan Village is woven bag craftsmen. Therefore, the goal of this mentoring is to improve their skills in developing woven bag crafts.
2. Discovery (in-depth discovery): Discovery is the assistance or empowerment implementer carrying out an in-depth or comprehensive search system, such as tracking and determining the five assets owned by the community, the problems faced by the community, and so on. To create Branding Media that is not yet well known by the community, the MSMEs need to utilize technology in marketing their products, so that they can be exposed more widely and transactions can take place both in the surrounding area and internationally. Various methods and tools must be used to optimize the discovery process . The discovery method or instrument tool that

can be used to find out more deeply about woven bag MSMEs is through direct observation in the field . The results of the observations that have been carried out are that woven bag crafts in Ngadisanan Village actually have their own advantages and are able to compete with other products, but for the marketing area reached is not so widespread, so it is not yet known in several surrounding areas or even internationally.

3. Dream : Dream is the goal hoped for by the assisted community in exposing the assets of the community. After identifying assets within the community, the next step is to develop goals for the existing assets. This is hoped for through workshops. smart village, Ngadisanan Village can utilize this technological advancement in marketing its products so that they can be widely known by the community in the surrounding area and even internationally.
4. Design: At this stage, the community of companions or empowerment actors begins to develop strategies, processes, responsibilities, collaboration, and decision-making, to create cooperation to support each other, so that solutions can be found to resolve problems that occur.
5. Deliver (implement and control or evaluate): This stage is carried out when the define , discovery , dream , and design processes have been carried out at the woven bag MSME in Ngadisanan Village .

III. RESEARCH FINDINGS

Media Branding Socialization

A name or any terms , signs or symbols Alone or together , which is used For differentiate a product group or service seller from product competitors known as *branding* (Kotler, 2009) . Statement about identity brand , trade name something product also known as *branding* (rights) special). Brands add value to product quality, so that the presence of a brand on a product creates trust from customers. In addition to the trade name or brand something goods, services , or company, which refers to things that are

visible by brands such as trade names, logos, or other visual characteristics, now Brand also refers to form, integrity, uniqueness, impression, recognition and perception. consumers (Nuemeier , 2003).

According to Kotler (2005:216), brands the good one it shows guarantee quality. However, the naming or brand something product that's its use must more from just attributes. Because the brand own six level an the meaning is as follows :

1. Attribute Product.

Brands refer to certain characteristics , such as case in point quality , prestige , value sell back , design and so on. For example, *Mercedes* said that something it's expensive, the product is produced with well, designed with good, durable, high value, valuable sell return high, fast and so on. In business, companies can give One or more attributes as characteristics in advertising the product.

2. Benefit.

Brand no only a series the uniqueness of a product . When purchasing a product, a customer not only buy its attributes alone, but rather they also bought benefits of the product purchased. Attributes given to expand the benefits of functional or Emotional. So when buying something, a customer will first think about what benefits they will get from the attributes they are buying.

3. Mark.

The brand also expressed something about mark from a manufacturer . For example, *Mercedes* m said that product it has performance high, safe, quality, etc. So when the product purchased by someone gets good value, then manufacturer Mercedes also got good comments in the eyes public.

4. Culture.

The brand also depicts culture certain. For example, *Mercedes* it has cultural meaning Germany is patterned, consistent, and has a level of seriousness tall.

5. Personality.

The brand of a product can also describe persona certain. Lots of product certain ones that I take advantage of persona from famous people to raise or me support brand the product.

6. User.

The brand shows type customers who consume or take advantage of product The average customer who uses it is a person who values mark culture and persona from the product For example, usually *Mercedes* it is described as rich people, among people manager peak, and so on.

Social media is A platform created to facilitate human activities and collaboration. According to Meike and Young in Nasrullah (2015), social media is defined as an interpersonal communication approach and a medium for public sharing without privacy (Setiadi, 2020). As for social media, Social media includes blogs and networking social media, wikis, forums, and virtual worlds, are online media where users can contribute, share, and create information with easy. The three most popular types of social media used is a blog, a network social media, and wikis. Social media is "a group of application Internet - based built on foundation theoretical and technological aspects of Web 2.0, and what makes it possible creation and exchange content created user," view This according to Andreas Kaplan and Michael Haenlein.

Social media has several specific characteristics that distinguish it from cyber media. Here are some of these characteristics, according to Nasrullah (2015).

1. Network, is one of the providers that is a characteristic of social media, which functions as a connection between computers and other hardware.
2. Information is something that is produced , shared and enjoyed by everyone society from the social media used.
3. Archives are character from social media which functions to store information so that it can be accessed anytime and anywhere.
4. Interaction (interactivity), social media forms relationships between social media users and other users.

5. Social simulation (simulation) of society), when interacting with other users, it leads to open identity disclosure. This is to introduce oneself in the virtual sphere.
6. Content by users (user generated content), the characteristic of social media is that the content created by the user is entirely the property of the user himself as the account owner.
7. Sharing : Social media isn't just about creating content, it's also about sharing it. The goal is for other users to consume the content created by the creator (Kurnia et al., 2018) .

So, it's clear that social media is crucial for society in this era of Industry 4.0. It's no surprise, then, that all sectors of society are beginning to utilize social media in various activities, including the economic sector. Through social media, a region's economy can experience faster growth. This is because the distribution of social media today is much more widespread than in previous eras, allowing the marketing of economic products to easily reach all audiences from various groups, from the lower to upper middle class.

Knowing this, in this article, we, the Community Service Lecture (KPM) students from Group 79 of IAIN Ponorogo, would like to raise awareness about media branding by taking the example of branding MSME products in Ngadisanan Village regarding MSME *labeling in increasing* marketing , especially in Ngadisanan Village itself. from the central level, provincial level, to district / city must be able to grow to peace its citizens through diverse initiative and innovation. To achieve this goal, the government must go through several processes and stages. So it is needed seriousness together from various parties related with work involvement The same between area. So from That's why we hold workshops or training that aims For make media branding through social media so that the government especially the Village can increase service to citizens with utilization technology using social media (Ministry of Cooperatives and SMEs, 2004).

A product That will be recognized more good by the community if given something label or brand that signifies identity or characteristics of the product is made. The purpose of labeling the MSME products in Ngadisanan Village is so that people both in

the surrounding area and internationally will find it easier to recognize and find products produced by Ngadisanan Village, namely woven bag crafts. On the other hand, irresponsible competitors who sell woven bag crafts cannot directly claim that the products produced by Ngadisanan Village craftsmen are theirs. Therefore, to overcome the occurrence of something undesirable, MSMEs in Ngadisanan Village need to provide labels or brands on the products they produce, namely woven bag crafts. This is to convince customers that the products sold are of good quality and increase the seller's confidence in marketing their products.

The target of the core program of the workshop carried out by the KPM (Community Service Lecture) students of group 79 IAIN Ponorogo is the stakeholders of Ngadisanan residents, MSME actors, and youth organizations in Ngadisanan Village. This workshop program wants to socialize to MSMEs in Ngadisanan Village about the use of technology in the economic sector in the industrial era 4.0, one of which is by using social media. The reason for choosing social media as a marketing intermediary is because social media is used to communicate in business, promote products and services, communicate with customers and suppliers, improve brands, and reduce costs for online marketing.

Media Platform Creation

Ngadisanan Village Government Work The same with KPM Students (Lectures) Community Service) Group 79 IAIN Ponorogo For holding a workshop program or training free of charge to MSME actors. The MSME actors who attended numbered 50 people and were given training about marketing product with using social media platforms. With existence training This expected MSME products in Ngadisanan Village capable compete with other MSMEs. In addition marketing the product Can famous in various surrounding areas until international level. Based on the explanation that has been presented previously , according to The Ministry of Cooperatives and SMEs has 6

approaches to create development cooperatives and SMEs in Indonesia (Ministry of Cooperatives and SMEs, 2005).

workshop or training is one of the strategies of the Ngadisanan Village government and KPM (Community Service Lecture) students group 79 to open opportunities for MSMEs towards productive resources. One of the factors causing low MSME productivity is due to the lack of knowledge of the government and MSME actors about the potential of the region. So the government must be more observant and thorough in seeing the potential of its region, but there are two possibilities that occur in Ngadisanan Village : not yet aware of the potential in their area or already know but have not been able to develop it. From this it can be seen that the government must be able to make changes related to productive resources, so that productivity from existing potential can be created.

Therefore, the Ngadisanan Village government can provide strategies for developing entrepreneurship and the competitiveness of MSMEs, as well as strategies for empowering micro-enterprises to increase the competitiveness of local MSME products in Ngadisanan Village through marketing training programs for MSME actors. This is expected to provide skills and increase the competitiveness of local MSME products in Ngadisanan Village. This is an example of government involvement and community participation in realizing development. From this, it can be seen that development based on community needs can be realized if there is community participation and the role of the government.

After our research, we found that the development of MSMEs in Ngadisanan Village is already very good without social media, and we believe they will be even more advanced if they are developed using *e- commerce platforms* like Shopee, Bukalapak , and other business applications. Creating a Social Media Platform This later will help sale MSME products become more advanced and famous. As for the way social media platform creation This with method download applications (Shopee, Bukalapak , and applications business others) then Fill in the existing biodata and steps final just upload the product to be sold on the *e- commerce platform*.

With using e- *commerce* platforms This expected MSME products in Ngadisanan Village This Can known throughout Indonesia and even throughout the world. Because MSME products are in the form of bag woven This Now become *trend* and highly sought after by people, because the price is quite affordable and have sufficient quality Good as well as can used as shopping bag even as a souvenir.

IV. DISCUSSION

Devotion community in Ngadisanan Village show that Asset-Based Community Development (ABCD) approach is relevant used For answer SME bag issues woven , namely become a marketing solution through branding med ia and its low utilization digital technology , because approach This start intervention from assets , capacities , and strengths that have been owned by the local community (Mathie & Cunningham, 2003; Nel, 2015). In this program, the elements assets owned by Ngadisanan Village in the form of amount relatively skilled craftsmen many, quality products that have been tested, and reach sales that have been reach coverage of the Java region and outside Javanese, even a number of someone did sale until to the international market through resellers of Indonesian migrant workers abroad. With thus, intervention No create business new from outside community , but make an effort connecting existing assets available with asset previous knowledge and technology Not yet mobilized optimally. This is in line with ABCD principle that sustainable change more Possible created when community recognize capacity internally and use it as foundation change. Ward (2023) emphasized that ABCD mechanism works when asset local can identified and changed become activities that create mark new in chain economy.

If associated with Define, Discovery, Dream, Design, and Deliver stages used in devotion this, the program's achievement can be assessed Enough both at the initial process and output levels , however Not yet fully strong at the outcome and sustainability levels. The Define stage has achieved through determination of UMKM bags woven as

asset economy main and determining need assistance in branding aspects as well digital marketing. The Discovery stage is also relatively strong Because devotion identify a number of strengths and weaknesses business , then find that problem main No lies in the quality product, but rather on limitations in reach the market and capabilities using digital media. Findings This important Because show existence suitability between the diagnosis of the problem and the ABCD principle which places community as owner assets. The Dream stage is reflected from the aim is for the product more known in a way wide, including outside the Ngadisanan area, while Design stage is realized through collaboration between government villages, students, MSME actors, and stakeholders interest village in workshop form.

At the Deliver stage, dedication public produce media branding socialization, training utilization of social media, as well as introduction of e-commerce platforms. With Thus, the goal for increase knowledge and opening access new to digital marketing has achieved at the output level. However, the claim that devotion has increase welfare, expanding the market real, or increase sale Still need considered another indicator for measure matter the Still Not yet established. Limitations the become point important in read program results. ABCD does not stop at knowledge transfer from companion to society, but emphasize shift ownership of the change process to community. Ward's study (2023) shows that activity ABCD based results activity local and building network social, but Not yet Of course develop become association more community strong if No supported source power, space interaction, leadership local, and adequate follow-up processes. The same pattern seen in Ngadisanan Village. The workshop has become trigger beginning change, but not yet there is proof strong about who then become Village Website Manager, who is responsible? answer produce content, how frequency media management, how digital transactions are monitored, and how community evaluate the result. This means that the part that has not been maximum not on identification assets, but at the stage village website management in a way more continue . Condition this also shows that ABCD is necessary understood as a long-term process medium-long, not as series training only. Nel (2015) shows that strength asset local new

become base livelihood sustainable when asset the connected with strategies, capacities and support that enable community overcome the limitations they have face it.

From the side marketing, findings devotion This consistent with research that shows that social media can strengthen branding, promotion, relationships with customers, reach candidate consumers, and efficiency cost marketing of MSMEs (Wibawa et al., 2022). Research it also shows that limitations knowledge technology be one of the reason why MSMEs have not capable optimize benefits of social media. Therefore, the program in Ngadisanan in a way logical Already directed at the right problem, namely For increase ability perpetrator business in market product they. Findings this is also in line with Tiwasing (2021) who found that involvement of MSMEs in network social media business correlated with performance more business good, especially for MSMEs in rural areas. In a broader context specific, research towards Indonesian MSMEs also shows that adoption of social media for marketing related positive with performance of MSMEs, while support management and internal capabilities become factor important in push adoption (Yang & Eunike, 2024). With Thus, the community service program This has appropriate with choosing a digital branding and marketing platform as form asset activation.

Comparison with devotion based on previous ABCD show simultaneous pattern strengthen and differentiate findings study This . Fatimah et al. (2022), using ABCD on MSME members Ansor and Fatayat Gombong through digital marketing training and generate income improvement understanding regarding strategy and use of platforms such as WhatsApp, Facebook, and Tokopedia. Further studies new in Sugihan Village also emphasized that combination identification assets, formulation vision, practice digital marketing , and monitoring can increase digital literacy and capacity MSME actors , especially when there is synergy students , government villages and communities local (Khamdani et al., 2026). Findings the show that product devotion ABCD based on issues similar generally in the form of improvement capacity, mastery of digital platforms, formation identity products, and the openness channel promotion new. In the

context of Ngadisanan Village, the contribution study This lies in the merger strength commodities local that has have a market with a branding and digitalization agenda marketing.

Even though thus, research This Still have a gap against standard evaluation devotion more ABCD based strong. First, involvement public Still more Lots proven through presence and participation in the workshop than through proof taking decisions by the community. Second, success Not yet measured with indicator before and after interventions, such as score digital literacy, number account active, frequency uploads, engagement, number of prospects customers, number transactions, or change turnover. Third, the branding aspect has not fully develop become an identity strategy consistent branding Because reported results Still is at the level of socialization and recommendations labeling. Fourth, not yet seen mechanism sustainability in the form of community champions, joint admins, management SOPs account, calendar content, or system evaluation periodically. In fact, research by Yang and Eunike (2024) shows that that internal capability and support organization play a role important in success adoption of social media marketing.

Based on findings said, the necessary adjustments to the service next is extend Deliver stage with mentoring and evaluation post-training, not stop at the workshop. The Dream and Design stages are also necessary made more participatory with produce agreed targets community, for example formation one identity brand, one account marketing together, sharing role manager, to upload target. In addition, the ABCD approach can enriched with perspective evaluation based context, mechanisms, and outcomes as suggested Ward (2023), so that researchers can explain No only what is done, but why activity the succeed or no succeed in context certain. In the end, devotion This can assessed succeed as step beginning For activate asset local , skills craftsmen , reseller networks, and involvement government village, but Not yet maximum in prove impact economy term medium and sustainability institutional position findings This precisely important because show that ABCD is effective as point beginning transformation , but its effectiveness will more tall if devotion combine mapping asset

V. CONCLUSION

From the discussion above , it can be concluded that we have now entered the era of industry 4.0, all community activities in this life have begun to utilize technology in various sectors, one of which is the economic sector. The process of buying and selling negotiations no longer takes place face to face but through available social media platforms. As one of the villages that has MSMEs in the form of woven bag crafts, Ngadisanan Village needs to adapt to this very rapidly developing technology by creating media branding and social media platforms as a form of product marketing. Actually, this woven bag craft product has been sold in several areas, but in the surrounding area this product is not yet well known. Therefore, to introduce this product to a wider reach, it is necessary to utilize social media as an intermediary. In addition, to make this product more trusted by the community and not claimed by irresponsible competitors, it is necessary to create a brand as a media branding for woven bag craft products. The hope of the KPM (Community Service Lecture) students group 79 with the holding of the core program in the form of a workshop , MSMEs in Ngadisanan Village can apply the knowledge gained by starting to utilize social media as a medium to market their products and can create brands for the woven bag crafts they produce. In addition to the use of technology, the support and involvement of the community and government can create opportunities for people who want to become entrepreneurs, both small and medium. The emergence of community involvement can trigger the emergence of new businesses or develop existing businesses, in addition to it can also create jobs for the local community.

REFERENCES

Aji, R. (2016). Digitalization , Era of Media Challenges (Analysis) Critical Assessment of the Faculty of Da'wah and Communication's Readiness to Welcome the Digital Era). *Islamic Communication Journal* , 1 (1).
<https://doi.org/10.21580/icj.2016.1.1.1245>

Dermawan, D. (2012). *Technology Education Information and Communication*. PT Remaja Rosdakarya .

Fadly, HD, & Utama , S. (2020). Building Online Marketing And Digital Branding In The Middle Covid-19 Pandemic . *Journal Ecoment Global* , 5 (2), 213–222.
<https://doi.org/10.35908/jeg.v5i2.1042>

Fatimah, S., Al Hudri, MAF, Yulianti, F., Lutfiyah, H., Fatikhaturrohman, Yulianti, O., Muttaqiyah , B., Istiqomah , D., Rohmah , LN, Kainanto , A., & Wijayanti , E. (2022). Asset-based community development (ABCD) in optimizing MSME owned by members of PAC Ansor and Fatayat Gombong through digital marketing training. *BERNAS: Journal Devotion To Society*, 3(4), 758–764.
<https://doi.org/10.31949/jb.v3i4.3189>

Ministry of Cooperatives & SMEs. (2004). *Draft Strategic Plan for Cooperative and SME Development Period 2005 ± 2009*. Profile Micro, Small and Medium Enterprises (MSMEs) Business .

Khamdani , M., Sagita, DM, Himmatu Sa'diyah, N., 'Aini, W., Rahayu, SF, & Masruri, DL (2026). Empowering MSMEs through Asset-Based Community Development and Digital Marketing Approach in Sugihan Village . *Dedication : Journal Devotion To Society*, 6(1), 113–125. <https://doi.org/10.46368/dpkm.v6i1.4869>

Kotler, P. (2009). *Management Marketing* . Erlangga .

Kurnia, ND, Johan, RC, & Rullyana , G. (2018). Relationship Utilization of Instagram Social Media With Ability Media Literacy at Upt Library Itenas . *Edulib* , 8 (1), 1. <https://doi.org/10.17509/edulib.v8i1.10208>

Mathie, A., & Cunningham, G. (2003). From clients to citizens: Asset-based Community

Development as a strategy for community-driven development. *Development in Practice*, 13(5), 474–486. <https://doi.org/10.1080/0961452032000125857>

Nel, H. (2015). An integration of the livelihoods and asset-based community development approaches: A South African case study. *Development Southern Africa*, 32(4), 511–525. <https://doi.org/10.1080/0376835X.2015.1039706>

Neumeier, M. (2003). *The Brand Gap*. New Riders Publishing.

Nuryanto, H. (2012). *History of Development Technology Information and Communication*. PT Balai Pustaka (Persero).

The Role of Micro, Small and Medium Enterprises in National Economic Development. (2005).

Raza, E., Sabaruddin, LO, & Komala, AL (2020). Benefits and Impacts Digitalization of Logistics in the Era of Industry 4.0. *Indonesian Journal of Logistics*, 4 (1), 49–63. <https://doi.org/10.31334/logistik.v4i1.873>

Setiadi, A. (2020). Utilization Social Media For Communication Effectiveness. *Brief Info Field Domestic Politics, Research Center of the Indonesian House of Representatives Expertise Agency*, 12 (15), 25–30.

Tiwasing, P. (2021). Social media business networks and SME performance: A rural–urban comparative analysis. *Growth and Change*, 52, 1892–1913. <https://doi.org/10.1111/grow.12501>

Ward, S. (2023). Using theory-based evaluation to understand what works in asset-based community development. *Community Development Journal*, 58(2), 206–224. <https://doi.org/10.1093/cdj/bsab046>

Wibawa, BM, Baihaqi, I., Nareswari, N., Mardhotillah, RR, & Pramesti, F. (2022). Utilization of social media and its impact on marketing performance: A case study of SMEs in Indonesia. *International Journal of Business and Society*, 23(1), 19–34. <https://doi.org/10.33736/ijbs.4596.2022>

