

Strategy for Strengthening the Economy of Local Communities Through Business Guidance and Assistance in SME Community of Indonesian Student Entrepreneurs Association

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Abstract: The purpose of service expected is based on the current explanation of the condition of the subject of service, among others, strengthening the SME financial structuring system that aims at efficiency and avoiding losses. All members have a good SME business concept and are in accordance with the scale of business based on SMEs becoming Benchmarks. The Indonesian Santri Entrepreneurs Association with the potential to export has increased in number. It has an effective marketing strategy concept so that products are known, favored and used by national and international parties. Expanding the HIPSI Silaturahmi network by providing entrepreneurship education to students in general so that the pesantren involved are increasingly widespread throughout Indonesia. This service is carried out on the basis of a participatory method, in which the basic elements of the community empowerment / service process are: social participation and mobilization. The result of this dedication is a strategy undertaken to strengthen the economy of local communities by fostering SMEs in the Indonesian Santri Entrepreneurs Association, where the coaching includes managing the financial system, managing production time and efficiency in increasing productivity and increasing the profitability of SMEs, choosing profitable business concepts in determine supply chain members for start-up businesses, Seminar on small medium enterprized business practices according to Islamic sharia, build e-Commerce in SMEs using a variety of online-based media.

1 INTRODUCTION

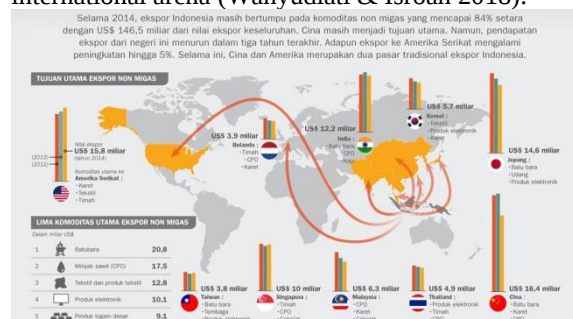
The era of globalization causes various kinds of impacts on a country, especially Indonesia, one of which is causing the effect of increasing the economy as evidenced by an increase in GDP in 2014-2017 (BPS Provinsi Jawa Timur 2019). This also has a negative impact, namely the threat of products produced by domestic businesses in competition, this is evidenced by the large number of imported products in the form of high quality consumption and consumption products at low prices (Putri & Maarif 2019), and the buying interest of the Indonesian people based on value. the prestiges of international products is very high (Rakhmawati et al. 2019).

The service is carried out at HIPSI due to the large number of entrepreneurs with the status of students, but the record of the number registered in the HIPSI community is still minimal, so further classification is needed, and efforts are needed to

maintain the development of these SMEs (Hidayat 2018). It is necessary to protect and maintain the growth and development of SMEs, because SMEs are the backbone of the nation's economy and because SMEs are businesses that operate in the exploration of local potential human and natural resources, so SMEs need to be given coaching and business assistance that also pays attention to Islamic law so that they can compete and survive in the global market, and expand its business network, especially for SMEs who are members of the Indonesian Santri Entrepreneurs Association (HIPSI) community, where the Indonesian santri entrepreneur community uses business concepts with the principles of Islamic values in it (Nizar, M., & Mashuri 2018).

This community service is focused on conducting business coaching and mentoring activities for SMEs, starting from finding opportunities, regulating financial systems, production operations and marketing strategies. The implementation of the results of the coaching and

business assistance is demonstrated by the exhibition of the SME products of the Indonesian Santri Entrepreneurs Association (HIPSI), so that domestic products can be widely known both domestically and internationally and can compete in the international arena (Wahyudiati & Isroah 2018).



Source: Kata Data Research

Figure 1: Non-oil and gas exports still rely on us and china

By providing training and counseling on how to run a good and correct business and in accordance with the sharia concept, SME players in the HIPSI community are expected to have broader business insights, excel in competition, higher business performance and larger market share. The application of good business concepts to SMEs will certainly make a significant economic contribution to the country (Sulistiyan et al. 2020).

1.1 Reasons for Choosing Assisted Subjects

The assisted subject in business development is the Indonesian Santri Entrepreneurs Association, the reasons for choosing the assisted subject in community service include (Fauziah et al. 2020):

- Reducing the number of SME players experiencing business exit conditions.
- Help reduce the number of unemployed contributions.
- Raising the good image of Indonesian students.
- Develop students' interest in creating job opportunities, not being job seekers.
- Helping realize HIPSI's noble vision, namely creating pesantren cadres who are able to create job opportunities and empower the community's economy.
- Forming and realizing a business concept that is in accordance with Islamic law in depth, this is because business actors who have a santri background have higher religious literacy than business actors in general.

1.2 Current Condition of Assisted Subjects

Inspired by previous scholars, Rabithah Ma'ahid Islamiyah NU founded the Indonesian Santri Entrepreneurs Association (HIPSI) on February 3, 2012 at the Al-Yasini Islamic Boarding School, Pasuruan. The establishment of this organization was based on the spirit to foster entrepreneurship among students and strengthen economic networks among Nahdiyyin residents throughout Indonesia.

HIPSI has made up its mind to grow a new cluster of small and medium entrepreneurs with added value, synergy and dignity. With the potential for Islamic boarding schools that are members of the Rabithah Ma'ahid Islamiyah NU to reach 23 thousand Islamic boarding schools which educate about four million students, so that if all these students are successfully empowered to become independent entrepreneurs, it is certain that the Indonesian nation will experience more economic improvement. This cluster was born from the HIPSI forging process so that it becomes a mature and strong entrepreneur. Entrepreneurs who move up from small to medium-sized entrepreneurs and from local entrepreneurs to national ones and in the end can go international (Mustofa et al. 2021).

The Indonesian Student Entrepreneurs Association (HIPSI), is an independent organization registered under Indonesian law, where the general chairman of HIPSI who has served since the end of 2018 is H. Sulaiman based on votes from all HIPSI branch heads throughout the region. HIPSI is managed by the Advisory Board, the Board of Trustees and the Daily Executive. This board functions as an institution that determines the strategic direction and credibility of HIPSI.

The HIPSI Secretariat Office is located in Jakarta, where the role is to lead and coordinate with all DPWs spread throughout Indonesia. HIPSI is engaged as a forum for entrepreneurship development for its members and the surrounding community. Hipsi also plays a role in synergizing the economic strength of its members both on a national and international scale.

The potential of HIPSI will help become a forum for the development of student entrepreneurship education that is able to create job opportunities and absorb maximum workforce as well as create creative and innovative new entrepreneurs. In the process of implementing the HIPSI program, it is still very necessary to make progress in the field of dissemination, and the introduction of these community SMEs, both in the

field of products and services so that the Indonesian people, especially all Indonesian students, are more motivated, inspired to and love Indonesian products.

The formulation of the problem is as follows. What is the strategy for strengthening the local community's economy through fostering the UKM Community of the Indonesian Santri Entrepreneurs Association. What is the strategy for strengthening the local community's economy through business assistance to the SME Community of the Indonesian Santri Entrepreneurs Association (Mashadi 2021). The expected goals of service are based on the explanation of the current condition of the subject of service, including: Strengthening the SME financial management system aimed at efficiency and avoiding losses. All members have a good SME business concept and are in accordance with the business scale based on the SME that is the benchmark. The number of Indonesian Santri Entrepreneurs Association SMEs that have export potential has increased. Have an effective marketing strategy concept so that the product is known, favored and used by national and international parties. Expanding the HIPSI friendship by providing entrepreneurship education to students in general so that the pesantren involved are more widely involved throughout Indonesia.

2 THEORITICAL REVIEW

2.1 Community Empowerment

Community development is a process in increasing or growing community independence. Hikmah explained that community development started from the concept of community organizing, which means organizing the community as a system to serve its citizens in the setting of changing conditions (Khalid et al. 2019).

That is, since the beginning the concept of community development aims to encourage people to make an effort to get their own welfare. According to Ife, there are several things that must be considered in the community development process to encourage community participation, namely the community must know and realize that the problem is important and everyone's actions will bring change so that any form of participation must be recognized, appreciated and supported (Stoeffler 2018).

2.2 Assessment Stages in Community Development

In carrying out community development there are several stages that will be carried out sequentially. According to Wisdom, the steps in the community development process are assessment, plan of treatment, treatment and termination. Every step in the community development process must be carried out by the community assisted by the implementing system and activity system (Quimbo et al. 2018).

A good program begins with a proper assessment so that this stage is an important stage in the community development process. Assessment is the stage of collecting and identifying problems and community needs because basically community development programs are carried out based on the needs of local communities. This stage is an effort so that the intervention is effective and on target in achieving the goal (Barseghyan & Coate 2021).

2.3 Capacity Building

Capacity building In general, capacity is defined as the ability of individuals to carry out their roles and solve problems they face. Meanwhile, capacity building is briefly defined as the application of certain strategies intended to develop individual abilities in certain fields (Pujo et al. 2018).

Grindle berpendapat bahwa "capacity building is intended to encompass a variety of strategies that have to do with increasing the efficiency, effectiveness, and responsiveness of government performance". Dalam menjalankan capacity building, it is necessary to pay attention to the elements that affect the capacity development process. Adi mentions five main elements in capacity building as follows: Building knowledge, including skills development, facilitating research and development, and learning assistance. Leadership. Building networks, including efforts to form cooperation and alliances. Respect the community and invite the community to work together to achieve goals. Information support, including the capacity to collect, access and manage useful information (O'Connell et al. 2019).

3 METHOD

The types of service strategies that have been planned by the proposer are as follows:

3.1 Approach Model

This service is carried out on the basis of a participatory model, where the basic elements of the empowerment/ community service process are: participation and social mobilization (Adams & Rashid 2021). This is due to the need to develop the level of education, economy and all the shortcomings of the assisted subjects chosen in this service, this service is also carried out because the assisted subjects and the community in general cannot be expected to be able to organize themselves without help from outside parties. The very essence of participation and social mobilization in the form of this service is to build awareness of the importance of the subject assisted by the service as agents of social change, and the existence of universities is important to channel knowledge, strengthen the role as external stakeholders who will organize the community, especially the subject of assisted service (Fehren 2010).

3.2 Types of Service Activities

Based on an explanation of the expected condition of the subject, there are types of service activities that are formulated, including:

- a. Business Coaching and Assistance. The business guidance and assistance in question is an activity based on training, workshops and seminars attended by all HIPSI community SMEs regarding good SME financial management patterns, good business concepts, strategies for conducting export trade for SMEs, good and modern marketing patterns and providing and providing general education to students as members and non-members of HIPSI to be motivated and inspired to participate and join the HIPSI community (et al. 2021).
- b. Promoting and expo of HIPSI community SME products with the aim that businesses, products and services owned by HIPSI community SMEs can be known and in demand by the Indonesian people at large (Siregar & Yusri 2022).

3.3 Parties Involved and Forms of Involvement

Based on the outline of the types of activities that have been mentioned in the service strategy, it brings up details of activities involving the parties

involved, as well as the forms of involvement in this service, including

3.1.1 Good SME Financial System Arrangement and Arrangement

Training on the regulation and arrangement of the SME financial system aimed at efficiency, maximizing profits and avoiding losses, in this case will be delivered by university lecturers, who are competent in financial strategy (Rostiani et al. 2021).

3.1.2 Management (Production Time Efficiency)

Production time efficiency management training in this case aims to be a strategic inspiration on how to increase the productivity of SMEs, which in this case will be assisted by practitioners from company managers, UKM players, and university lecturers, who are competent in production management (Fauziah et al. 2020).

3.1.3 SME Business Concept

The implementation of SME business concept training in this case will be assisted by SME players who have the best performance, and are accompanied by university lecturers, who are competent in business strategy.

3.1.4 Building SME Sharia Marketing

The implementation of SME sharia marketing training aims to ensure that the efforts carried out, especially by santri entrepreneurs, are carried out in accordance with appropriate sharia values. where in this case coaching will be carried out by academics, who are competent in the field of sharia marketing (Purwasih et al. 2021).

3.1.5 Building e-Commerce in SMEs Using Various Online- Based Media

The implementation of e- commerce training for SMEs aims to make SMEs use technology more optimally in their business processes, in which case guidance will be provided by SMEs that have good e-commerce performance and other SME entrepreneurs who have a good online marketing system (Christanti M 2021).

3.1.6 Expanding HIPSI Relationships

Implementation of the pattern of empowerment of skill one training for santri in general, for owners of SMEs in the HIPSI community, and other potentials possessed by pesantren so that they have an entrepreneurial spirit, and are motivated to participate in organized communities, in this case delivered by young santri entrepreneurs who have good business performance as well as giving rewards to entrepreneurs to continue to motivate and inspire other santri entrepreneurs (Xu et al. 2021).

3.1.7 Conducting introduction of advanced production (expo)

The implementation of the SME expo in this case will be carried out by coaching staff of tertiary institutions and followed by the HIPSI community SMEs in introducing the results of their business production with the aim of: as a place to display the entrepreneurial creativity of Indonesian students, as a forum to build a network of cooperation for Indonesian santri entrepreneurs and to form a relationship. a strong relationship between fellow entrepreneurs santri (Rofieq et al. 2018).

4 RESULTS AND DISCUSSION

Based on the implementation of the service program, through seminars, workshops and expos there are the following results:

4.1 Smart, Effective and Efficient Financial System Management Workshop in SMEs

From the financial system management training using a simple application, namely "SI APIK", as many as 70% of participants were able to capture and understand the use of the application, and as many as 30% did not understand and still needed assistance. The lack of maximum understanding of the workshop participants was due to several factors, namely; cannot use an android phone, and do not have a strong will to do good financial management. Meanwhile, 70% of the participants participated in the learning and training well and they were very enthusiastic about implementing financial management in their business operations

Most of the workshop participants studied the recording of financial statements on SI APIK, by

first identifying and selecting based on the required subs, such as recording debt, cash, capital and savings which in the end the data can be run on the application to find out which position the level of the SME's financial performance.



Figure 2. Application Si Apik

4.2 Seminar on Production Time Management and Efficiency in Increasing Productivity and Increasing SME Profits

The implementation of time management and production efficiency seminars for SMEs provides insight for SME participants to respect and prioritize customers/customers. Because the life and development of a small and medium business is highly dependent on the intensity of customers, and small and medium businesses will die if they are shunned by customers, this paradigm is different from large businesses whose survival and development depend on investors .

Time and cost efficiency in production can be achieved by having SOPs for SMEs so that participants begin to think about and conceptualize how to make SOPs that are relevant, easy to understand and effective in their respective businesses. The description provided by the presenter includes the procurement of SOPs in material inventory, the determination of normal production times and the average production time used. So that these calculations will provide guidelines for completing orders and making inventory on time.

Production cost efficiency that is emphasized in SME business practices is to use the recycle concept where product recycling is very profitable to do, to add value to the product. Based on discussions and questions and answers regarding the concept of recycle to food and beverage entrepreneurs, it resulted that food and beverage recycling was

carried out to produce animal feed / they directly coordinated to sell it to farmers, in order to reduce losses and not pollute the environment.



Figure 3. Seminar on Production Time Management and Efficiency in Increasing Productivity and Increasing SME Profits

4.3 Workshop: Selecting Profitable Business Concepts in Determining Supply Chain Members for Start-up Businesses.

In the implementation of the Benefit channel and MSME partnership workshop, first provide motivation and an overview to the participants about the importance of channels in delivering products to consumers. The opening of the participants' insight so that their products are increasingly known and have a channel for product delivery is to encourage them to be active in participating in product exhibitions and cooperate with merchants and outlets that are effective in marketing SME products (Ambawardani et al. 2021).

The selection of employees and various suppliers is also an important step to build a business towards high profitability, this is done by selection based on the track record that has been built between business actors and suppliers, while the selection of workforce/recruitment is carried out on the basis of adjustments to the productive nature. innovative and good intrapreneur, which is then adjusted to the number of jobs available to decide on the employment status of employees (permanent/seasonal/weekly). In the end, the accuracy in making these decisions can prosper SMEs in the field of social and economic values.

4.4 Small Medium enterprise Business Practice Seminar in Accordance with Islamic Sharia

Participants who previously did not understand the principles of sharia business, after participating in this activity they are committed to increasing zakat, infaq, and shadaqah, as carried out by the Prophet, besides that participants are also presented with Islamic business principles, such as the principles of honesty, balance, avoiding riba (Setiabudi & Subarjo 2022).

4.5 Workshop on building e-Commerce for SMEs using various online-based media

Marketing is one of the things that must be known and mastered by a businessman, especially HIPSI who runs a business based on Islamic law. There is some marketing carried out by SMEs in marketing their products, including through social media Facebook, but these actors only take advantage of free services on social media, the recommendation in this training is that participants must use paid marketing (advertising media) on Facebook, because it is like distributing brochures. , the brochure is distributed by the Facebook system to users who need the product. With this training, it is hoped that participants do not use one social media, but also maximize Instagram (advertising), this is more accurate, as done by one member who does coffee processing business, through advertising media on Facebook and Instagram, he has gone national (Hilmiana & Kirana 2021).

Based on the implementation of a series of service activities carried out, there are the following findings:

- a. SMEs associated with HIPSI Pasuruan are considered quite good in understanding financial records so that assistance is needed during continuous implementation
- b. The production process of SMEs is still relatively simple, most SMEs do not have a production SOP, which can simply benefit SMEs and increase productivity, so it is still necessary to carry out incubatory, informal discussions and monitoring in making SOPs for SMEs HIPSI Pasuruan.
- c. The selection of partnerships in producing products has been very efficiently carried out by participants (SME owners), but there are still many SMEs that are not yet active in delivering products through new channels and strategies.
- d. There are many things that an entrepreneur should know about marketing, including: how to promote goods, how to distribute goods, and how to promote our product brands so that

consumers or the wider community can know. It turns out that in this service activity, SME actors still experience ups and downs in terms of producing goods, meaning that these goods are only produced by order. This is what lecturers work on to continue to develop the skills of SMEs.

- e. Small medium enterprise business practice seminar according to Islamic sharia. The situation before the activity is carried out, that the transaction requires a contract, principles and rules that must be implemented in the business activity. For example, sellers are still found covering up shortages, due to a defect in one of their productions, many business actors lending money to their neighbors, but without notes and commitments to return them, so that when these SMEs need capital for production, they experience problems. because the debt has not been repaid. Furthermore, on the principles of zakat, infaq and shadaqah, they are still not in their business. Therefore, the material presented related to the business principles of the Prophet is very suitable to be conveyed.
- f. Workshop on building e-Commerce for SMEs using various online-based media. Marketing theory is one of the things that must be known and mastered by a businessman, especially HIPSI who runs a business based on Islamic law. There is some marketing carried out by SMEs in marketing their products, including through social media Facebook, but these actors only take advantage of free services on social media, the recommendation in this training is that participants must use paid marketing (advertising media) on Facebook, because it is like distributing brochures, the brochure is distributed by the Facebook system to users who need the product. With this training, it is hoped that participants will not use one social media, but also maximize Instagram (advertising), this is more accurate, as done by one member who does coffee processing business, through advertising media on Facebook and Instagram, he has gone national.

4 CONCLUSIONS

Based on the analysis of these activities, it can be concluded several things as follows:

- 4.1 The strategy is to strengthen the local community's economy by providing guidance to the UKM Community of the Indonesian Santri

Entrepreneurs Association, where the guidance includes financial system management, production time management and efficiency in increasing productivity and increasing SME profits, choosing profitable business concepts in determining chain members supplies for start-up businesses, seminars on small medium enterprise business practices according to Islamic sharia, building e-commerce for SMEs using various online-based media.

- 4.2 After the activities carried out, it is not immediately abandoned, but it needs sustainability so that the skills of SMEs become proficient and able to develop the market by themselves. Among the ideas that have been sparked in the FGD, that HIPSI must continue to provide business assistance, through work programs, as an academician at Yudharta Pasuruan University also has a moral burden to continue to foster through a business incubation center. Besides that, promotions through SME product expo media must continue to be carried out, such as in car freedays, graduation activities, seminar activities, and even carnival activities.

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