

# Strategy for Improving the Economy of MSMEs in Ngagel Village Through the "Local Biz Day" Program

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**Abstract:** The Local Biz Day program is a community service initiative aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in Ngagel Village, Surabaya. This activity includes product innovation training, digital marketing strategies, and an MSME stand design exhibition as a form of capacity building for local businesses. This study uses a descriptive qualitative approach with SWOT, IFAS, and EFAS analysis methods to evaluate the program's effectiveness. The analysis results indicate that the program is pursuing a growth-oriented strategy, with strengths and opportunities more dominant than weaknesses and threats. In addition to increasing MSME competitiveness, this program also supports the achievement of SDGs points 4, 8, 9, and 11 through an educational, innovative, and participatory approach.

**Keywords:** Local Biz Day, Community Empowerment, SDGs, SWOT, MSME.

## Introduction

Indonesia is currently undergoing development in various sectors, ranging from infrastructure and industry to the economy (Nugraha et al., 2024). Micro, small, and medium enterprises (MSMEs) are the foundation of the country's economy. MSMEs are very important for inclusive economic growth, income distribution, and job creation. The contribution of MSMEs to Indonesia's GDP continues to increase, demonstrating the sector's adaptability and resilience in the face of various economic fluctuations. Recognizing the enormous potential of MSMEs in supporting the national economy, the central and regional governments continue to formulate policies and programs that create a conducive and sustainable business climate for MSME

players (Yulianto et al., 2024). However, despite their enormous potential, MSMEs often face fundamental obstacles that limit their ability to develop and compete optimally. These obstacles include slow adaptation to changes in consumer behavior and technological advances, low management capacity, limited access to financing, and minimal product innovation (Indri Safitri), 2020)

The rapid industrial revolution 4.0 and the phenomenon of globalization have fundamentally changed the business landscape, requiring MSMEs to become more tech-savvy and able to adapt to digital transformation (Riska Utami & Achmad Fauzi, 2023). Organizational or environmental changes driven by technological developments create digital transformation (Angeline et al., 2022). For example,

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MSMEs must utilize digital marketing to reach a wider range of consumers, develop their brand, and increase sales (Riska Utami & Achmad Fauzi, 2023). However, there are still problems faced by MSMEs in the current digital era, namely the low quality of human resources and unequal access to technology (Sudartono et al., 2022). In addition, a solid foundation of business literacy, ranging from financial management and business planning to business legality, is very important for MSMEs to achieve sustainability. Community service on the importance of capacity building through mentoring highlights the need for continuous education and training to bridge the knowledge and skills gap among MSMEs (Aras Prabowo et al., 2023).

The Veteran National Development University of East Java, through its Thematic Community Service Program (KKN) on Sustainable Development Goals (SDGs) Group 62, launched the "Local Biz Day" program in Ngagel Village, Wonokromo District, Surabaya City, as a form of recognition of the importance of MSMEs in sustainable economic development and the various obstacles they face. By leveraging knowledge and technology to offer real solutions to community problems, this program serves as a concrete example of the university's commitment to upholding the Tri Dharma of Higher Education, particularly community service. Specifically, point 8 on decent work and economic growth focuses on developing sustainable, inclusive, and stable economic growth, while point 9 on industry, innovation, and infrastructure emphasizes the creation of resilient infrastructure, inclusive and sustainable industrialization, and innovation. "Local Biz Day" was specifically created to support the achievement of sustainable development goals (SDGs).

The purpose of the "Local Biz Day" event, held on Saturday, July 12, 2025, from 7:00 a.m. to 10:30 a.m. Western Indonesian Time at the Ngagel Village Hall, Wonokromo District, Surabaya City, is to discuss various topics related to MSME growth. Some of the activities organized include: (1) MSME stand design innovation exhibition: We provide practical prototype stands that are affordable to produce and can be folded to be more compact. This demonstration aims to motivate MSMEs to actively participate in various exhibitions or promotional events by inspiring them and offering concrete solutions that enable them to have effective promotional materials that are easy to carry and do not require large financial costs. (2) Entrepreneurship Education and Product Innovation Training: Providing information on the basics of entrepreneurship, specifically training in making aromatherapy candles, as an illustration of creating high-value and easy-to-use superior products. (3) Digital Marketing Strategy Training: This includes training on

marketing strategies that are crucial for developing markets and enhancing the profile of MSME products in the digital era, such as the use of social media and e-commerce. The ultimate goal of this program is to increase the competitiveness of local MSMEs, their innovative capacity, and business literacy, all of which will help strengthen the local economy in Ngagel Village.

This community service will use SWOT (Strengths, Weaknesses, Opportunities, Threats), EFAS (External Factor Analysis Summary), and IFAS (Internal Factor Analysis Summary) analyses to assess the effectiveness of the program and develop a methodical and structured development plan. This method allows researchers to identify in depth external aspects, such as opportunities and threats from the external environment, as well as internal factors, such as the strengths and weaknesses of the program. The findings of this analysis are expected to serve as a guide for future community service that emphasizes community economic empowerment and offers relevant strategic recommendations for MSMEs in Ngagel Village.

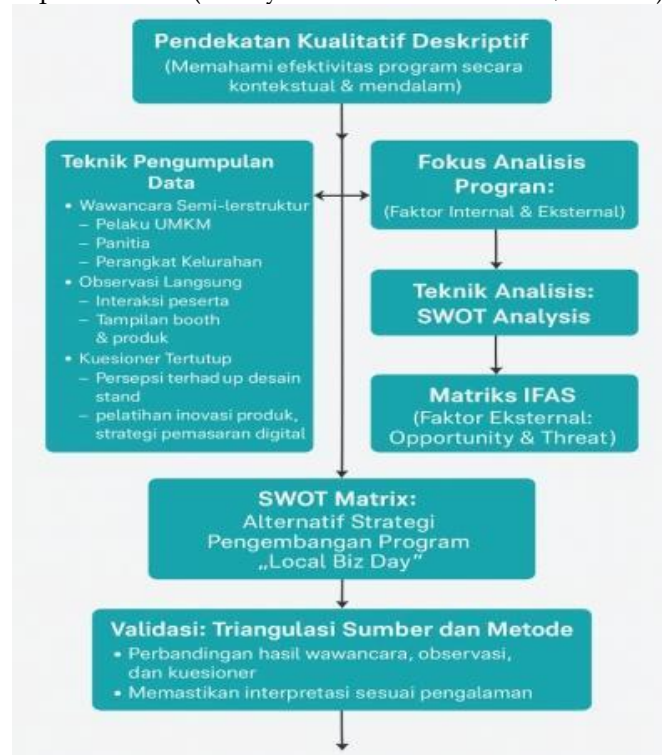
## Method

This community service uses a **descriptive qualitative** approach that aims to gain an in-depth understanding of the effectiveness of the "Local Biz Day" program in supporting the economic improvement of MSMEs in Ngagel Village, Surabaya. The main focus is on analyzing the internal and external factors of the program and development strategies through the IFAS, EFAS, and SWOT analysis approaches. The SWOT analysis will lead to a specific objective of the program speculation (Sodikin, 2021). This approach was chosen because it allows researchers to interpret the social, economic, and institutional dynamics that influence the success of MSME empowerment programs in a contextual manner (Mappasere & Suyuti, 2019).

The data used came from primary sources. Primary data was collected through semi-structured interviews with MSME participants in the program, the organizing committee, and representatives of the village administration, as well as direct observation of the activities and interactions between participants, including the display of MSME products and booths. In addition, a closed questionnaire was used to measure participants' perceptions of the effectiveness of activities, such as stand design, product innovation training, and digital marketing strategies (Hafizah et al., 2025).

Data analysis was conducted through SWOT analysis to identify internal factors such as strengths and weaknesses, as well as external factors such as

opportunities and threats to the program (Niqotaini et al., 2024; Wardhani et al., 2022). Next, an IFAS (Internal Factor Analysis Summary) Matrix was compiled, which gave scores to each internal factor based on the weight of importance and level of handling, as well as an EFAS (External Factor Analysis Summary) Matrix to measure the influence of external factors. The IFAS and EFAS results were then processed into a SWOT Matrix to produce alternative strategies for developing the program. To ensure data validity, this community service project used source and method triangulation by comparing the results of interviews, observations, and questionnaires with key informants to ensure that the researchers' interpretations were consistent with their experiences (Natalya & Sudarmawan, 2024).



**Chart 1.** Analysis Method for the "LOCAL BIZ DAY" Community Service Activity

There are several stages of the Local Biz Day community service activity as follows:



**Chart 2.** Stages of the "LOCAL BIZ DAY" community service activity

## Coordination

Holding an initial meeting with village officials and related parties to develop a technical plan for the implementation of Local BizDay, including location permits, schedules, and selection of MSME participants. Designing a comprehensive program. This plan includes identifying the needs of MSME actors, activity objectives, training arrangements, and mentoring mechanisms. This stage ensures that the activities are on target and in line with the local conditions of MSMEs in Ngagel Village.

## Implementation

Organizing a demonstration of environmentally friendly aromatherapy candle products made from used cooking oil for MSMEs, complete with a specially designed booth display for greater practicality and flexibility, as well as business consultation sessions. Providing training to MSME players on product innovation and digital marketing strategies so that their products are better prepared to compete in local and online markets. The focus of this training is on enhancing product value through creativity, differentiation, and adaptation to market needs. This training encourages SMEs to become more adaptive and competitive.

## Evaluation

Collecting feedback from participants through interviews and questionnaires regarding the benefits of the activity, training quality, booth design, and its impact on the environment, society, and economy.

## Reporting

Compiling a comprehensive activity report covering activity achievements, documentation, program effectiveness evaluation, and recommendations for further development.

## Result and Discussion

Before the Local Biz Day activity began, the KKN 62 team from the Veteran National Development University of East Java carried out several preparatory stages. These stages began with identifying the problems faced by MSME actors in Ngagel Village, Surabaya. After conducting observations and coordinating with the village authorities, the team found that most MSME actors faced problems in product promotion, lack of business innovation, and minimal understanding of digital marketing. Based on these findings, the Local Biz Day activity was designed as a strategic step to help strengthen the local economy.



In developing the activity plan, the team created several programs aimed at addressing the issues identified. These programs included an exhibition of practical and affordable MSME stand designs, product innovation training through aromatherapy candle making, and education on digital marketing strategies relevant to the current era. During the preparation stage, the team also conducted field surveys, communicated intensively with village officials, and collected preliminary data from MSME actors to ensure that the programs held were in line with the community's needs.

The entire preparation process was carried out by prioritizing the principles of sustainability and participation. In this case, MSME players were not only beneficiaries, but also actively involved in the planning process. This preparation stage was an important foundation to ensure the success of Local Biz Day as a structured and targeted economic empowerment effort. The following is a series of several main activities in the *Local Biz Day* program that aim to support MSME development in Ngagel Village.



**Figure 1.** MSME stand design innovation exhibition

An exhibition of SME booth designs as part of the "Local Biz Day" program. This material explains the prototype booths created using a cost-effective, functional, and foldable design concept to facilitate transportation to various exhibition locations. By offering practical solutions in the form of cost-effective booth designs, this activity aims to encourage MSMEs to participate more actively in exhibitions or promotional events (Priyadarshini et al., 2024; Tranggono et al., 2022). The challenges faced by SMEs, such as a lack of creativity in marketing materials and an inability to adapt to changes in consumer demand, are directly addressed by this initiative. The program promotes the enhancement of local SMEs' competitiveness and fulfills the ninth innovation point of the Sustainable Development Goals (SDGs) by offering accessible alternative booth designs.



**Figure 2.** Entrepreneurship Education and Product Innovation Training

Sessions on product innovation and entrepreneurship education were delivered through a presentation titled "Making Aromatherapy Candles." The purpose of this activity was to provide SMEs with a basic understanding of entrepreneurship while improving their ability to produce high-quality and high-value products through practical experience. The problems faced by SMEs, including a lack of product innovation and business management constraints, were clearly discussed in this session. This program encourages MSMEs to be creative in producing unique products with market prospects by offering training in areas such as aromatherapy candle making. To improve business sustainability, entrepreneurship education also plays an important role in improving the business literacy of MSMEs, especially in areas such as financial management and business planning.



**Figure 3.** Digital Marketing Strategy Training

"Promotional Opportunities Through Social Media" is the theme of the digital marketing strategy training. The purpose of this activity is to help SMEs better understand the value of digital marketing in expanding their consumer reach and creating new markets. SMEs that successfully implement these digital

The following is an IFAS data table containing the strengths and weaknesses of the Local Biz Day activities carried out in Ngagel Village, Wonokromo District, Surabaya.

### Table 2. IFAS Matrix Analysis

No.	Faktor Internal	Bobot	Rating	Skor
<i>Strengths</i>				
1	Dukungan aktif dari tetangga dan stakeholder lokal	0,2	4	0,8
2	Akses tinggi dari pelaku UMKM	0,1	3	0,3
3	Akses lokasi strategis dan modal yang murah dan terjangkau	0,1	3	0,3
4	Banyak booth yang menjual produk UMKM pemuda	0,1	3	0,3
Sub total		0,5		1,7
<i>Weaknesses</i>				
5	Promosi masih terbatas pada area sekitar	0,2	2	0,4
6	Tidak semua pelaku UMKM menguasai pemasaran digital	0,1	2	0,2
7	Kurangnya pengalaman dalam penyelenggaraan	0,15	2	0,3
8	Belum ada tim khusus yang mengelola program secara profesional	0,05	2	0,1
Sub total		0,5		1
Total		1		2,7

**Table 1. SWOT Matrix**

<div>Internal</div> <div>Eksternal</div>		KEKUATAN	KELEMAHAN
		Dukungan aktif dari keluarga dan stakeholders lokal.	Promosi masih terbatas pada area sekitar.
		Antusias tinggi dari pelaku UMKM.	Tidak semua pelaku UMKM mempunyai pemetaan digital.
		Akses lokasi strategis dan mudah dijangkau masyarakat.	Kurangnya pengalaman dalam penyelenggaraan.
		Biaya booth terjangkau bagi UMKM pemula.	Belum ada tim khusus yang mengelola program secara profesional.
PELUANG		STRATEGI SO	STRATEGI WO
Semakin banyak warga yang mendukung produk lokal.		Cunai relawan dari kalangan muda untuk membantu operasional acara.	Meningkatkan promosi melalui media sosial.
Banyak anak muda yang bisa diajak volunteer.		Menggandeng sponsor lokal untuk mendukung biaya sewa alat dan publikasi.	Menjalin kerjasama dengan sponsor untuk dana operasional.
Peluang kerja sama dengan marketplace lokal.		Perluas promosi lewat media sosial.	Rancang sistem monitoring dan evaluasi secara berkala.
Potensi digital media lokal untuk memfokuskan eksposur.		Mengadakan kompetisi menarik untuk tarik partisipasi UMKM.	Adakan pelatihan rutin bagi UMKM.
ANCAMAN		STRATEGI ST	STRATEGI WT
Event serupa mulai bermunculan di sekitarnya.		Perkuat identitas program sebagai gerakan ekonomilokal yang mampu bersaing.	Sampaikan laporan kegiatan kepada stakeholders agar mendapat dukungan reguler.
Fluktuasi ekonomi lokal bisa menurunkan daya beli konsumen.		Menggandeng sponsor lokal untuk mendukung operasional acara.	Edukasi masyarakat tentang dampak ekonomi.
Kurangnya minat pelaku UMKM jika tidak ada insentif langsung.		Membangun energi dengan komunitas pemuda untuk mengaktifkan partisipasi.	Edukasi pelaku UMKM tentang pentingnya kolaborasi meskipun tanpa insentif langsung.
Pandangan masyarakat bahwa event hanya bersifat hiburan.		Lakukan branding yang panjang agar persepsi publik bukan sekedar	Bangun sistem informasi dan registrasi berbasis digital.

No.	Faktor Eksternal	Bobot	Rating	Skor
<b>Opportunities</b>				
1	Semakin banyak warga yang mendukung produk lokal	0,2	4	0,8
2	Banyak anak muda yang bisa diajak volunteer	0,15	3	0,45
3	Peluang bersinergi dengan marketplace lokal	0,1	3	0,3
4	Potensi ditipu media lokal untuk menaikkan eksposur	0,15	4	0,6
Sub total		0,6		2,15
<b>Threats</b>				
5	Event serupa mulai bermunculan di kecamatan lain	0,15	1	0,15
6	Kondisi ekonomi lokal bisa menurunkan daya beli konsumen	0,05	2	0,1
7	Kutangnya minat pada UKM jika tidak ada insentif langsung	0,1	3	0,3
8	Pandangan masyarakat bahwa event hanya bersifat hiburan	0,1	2	0,2
Sub total		0,4		0,75
Total		1		2,9

637

the factors are that more and more residents support local products (0.80), many young people can be recruited as volunteers (0.45), opportunities for collaboration with local marketplaces (0.30), and the potential for coverage by local media to increase exposure (0.60), resulting in a subtotal of opportunities of 2.15. On the other hand, threats to be aware of include similar events starting to appear in other sub-districts (0.15), local economic fluctuations that could reduce consumer purchasing power (0.10), lack of interest from MSME players if there are no direct incentives (0.30), and the community's view that events are only for entertainment (0.20). With a total threats score of 0.75. Overall, the total EFAS score reaches 2.90, which means that opportunities are more dominant than threats. This indicates that the program is in a fairly advantageous external situation. Opportunities such as increased interest in local products, the development of digital platforms, and inter-regional collaboration can be maximized to support the program's objectives.

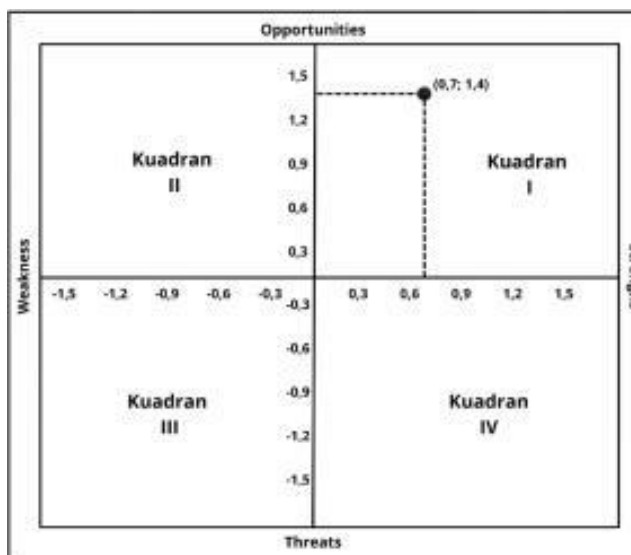


Figure 4. Matrix Quadrant Diagram

Based on the results of the IFAS and EFAS calculations, a strength score of 1.7 and a weakness score of 1.0 were obtained, which will be used to determine the X-axis value. Then, an opportunity score of 2.15 and a threat score of 0.75 were obtained, which will be used to determine the Y-axis. This resulted in the coordinate point  $(X,Y)=(0.7; 1.4)$ . The program's strategic position is in Quadrant I (Growth-Oriented Strategy), which indicates that the program has sufficient internal strengths to support the utilization of external opportunities. This condition is ideal because the organization or program is in a supportive environment and has the resources to grow and develop.

### Community Empowerment through SDGs

In the context of SDG point 4, *Local Biz Day* contributes to providing quality non-formal education to the community, especially MSME actors. This activity presents practical training and education sessions, such as entrepreneurship training, creative product manufacturing training, and digital marketing strategies. The materials are designed based on the real needs and challenges faced by MSME players, so that learning becomes contextual, relevant, and can be directly applied in their businesses. In addition, the methods used, such as live demonstrations, product making practices, and two-way discussions, make it easier for participants to understand the material in depth. This program also reinforces the principle of *lifelong learning*, where people, even if they are not in formal education, still have access to new knowledge and skills. Through this approach, *Local Biz Day* helps bridge the knowledge gap and opens up opportunities for self-development in line with the demands of today's digital economy.

The *Local Biz Day* program is a concrete form of community empowerment in order to support inclusive and sustainable economic growth as stated in Sustainable Development Goal (SDG) number 8. In this context, the activities carried out aim to empower Micro, Small, and Medium Enterprises (MSMEs) through increased entrepreneurial capacity, product innovation, and digital skills. One concrete example of these activities is training in aromatherapy candle making, which not only provides technical skills but also encourages the creation of new home-based jobs. This activity shows that empowerment does not stop at the educational aspect, but is also directed at directly increasing local economic value.

In addition, the digital marketing strategy training held during *Local Biz Day* made an important contribution to the adaptation of MSMEs in the era of digital transformation. By utilizing social media and e-commerce platforms, MSME players are encouraged to expand their markets and increase the competitiveness of local products. The important point here is how business players can understand digital consumption patterns and build their brands independently, so that job opportunities and sources of income become more diverse. This digital transformation is in line with the challenges of the Industrial Revolution 4.0 and supports MSMEs to remain relevant in global competition.

On the other hand, the innovation of practical and cost-effective MSME booth designs is a solution to the capital limitations of start-up entrepreneurs. Through booth designs that are easy to carry and install, this program encourages entrepreneurs to actively participate in various exhibitions and product



promotions without a large financial burden. This step shows that economic empowerment is not only aimed at the production aspect, but also includes increasing competitiveness and broader market access. Thus, *Local Biz Day* strategically addresses the challenge of access inequality and encourages local economic inclusion.

*Local Biz Day* activities demonstrate a tangible contribution to Sustainable Development Goal 9, namely industry, innovation, and infrastructure development. One form of innovation presented is the introduction of portable, cost-effective, and functionally efficient MSME booth designs. This design was created to help MSME entrepreneurs participate in exhibitions or bazaars without having to spend a lot of money or transport complicated equipment. This innovation not only has an impact on logistical efficiency, but also provides inspiration for creative designs that can be replicated widely. In addition, this activity also encourages business actors to create innovative new products such as aromatherapy candles, as an alternative to local products that are economically valuable and have high selling power. On the other hand, digital marketing strategy training also encourages the transformation of small industries in Ngagel Village towards digitalization, especially through the use of social media and marketplace platforms. These initiatives show that *Local Biz Day* is not merely promotional in nature, but also leads to the development of an innovative ecosystem and a strong and sustainable local entrepreneurial infrastructure.

In terms of SDG point 11, which is to build sustainable cities and communities, *Local Biz Day* shows how community development can be carried out through a participatory and collaborative approach. This program was not only designed by KKN students as agents of change, but also involved village officials, MSME actors, and youth communities as active partners. This demonstrates the strengthening of social capacity that encourages residents to participate in community development. By involving various levels of society, this program is able to foster a sense of collective ownership of the activities, thereby increasing the chances of the program's sustainability after KKN.

The use of the village hall as a center for economic and educational activities also reflects the optimization of public spaces as a forum for community development. This approach supports the concept of a sustainable city that utilizes local infrastructure in an inclusive, adaptive, and responsive manner to the needs of the community. Furthermore, the promotion of local products in this activity also strengthens the cultural and economic identity of Ngagel as an independent community. In the long term, consistent promotion of local products can

form a community-based entrepreneurial ecosystem that is resilient to global challenges and social change.

The presence of young volunteers and the potential for collaboration with the media and digital platforms further expand the program's exposure beyond the community. This opportunity can be maximized to create mutually reinforcing social and economic networks between regions. Despite external threats such as economic fluctuations or the emergence of similar events, *Local Biz Day's* position in the growth-oriented strategy quadrant shows that this program has sufficient internal strengths and external opportunities to continue to be developed.

Overall, *Local Biz Day* is not just an ordinary MSME education program, but has become an empowerment medium that is able to synergize between increasing the economic capacity of citizens and inclusive community development. This activity reflects a holistic empowerment strategy: empowering the community through skills, knowledge, and social networks, while creating a participatory space to encourage community sustainability. Thus, this program is an example of good practice in integrating SDGs No. 4, No. 8, No. 9, and No. 11 in a tangible way in the local context of Ngagel Village, Surabaya.

## Conclusion

The Local Biz Day program has made a real contribution to the empowerment of MSMEs in Ngagel Village. The activities carried out included a stand design exhibition, product innovation training, and digital marketing strategies. This program was able to address the challenges faced by business actors, such as a lack of innovation and limited promotion. MSME actors were also encouraged to be more creative and adaptive in facing market changes. In general, this activity succeeded in increasing the enthusiasm and business capacity of the participants.

Based on the SWOT analysis results, the program strategy is in a growth-oriented position. This indicates that internal strengths and external opportunities are more dominant than weaknesses and threats. The program has a strong enough foundation to continue to be developed sustainably. Collaboration between students, the village government, and the community is the key to the success of this activity. The development strategy can be focused on expanding the reach and strengthening program management.

In addition to providing economic impact, Local Biz Day also supports several Sustainable Development Goals (SDGs). This program is relevant to SDG 4 on quality education, SDG 8 on economic growth, SDG 9 on innovation, and SDG 11 on community development.

The educational and participatory approach encourages active community involvement. The use of public spaces and the involvement of young people reinforce the sustainability of the activities. Thus, Local Biz Day serves as an example of effective community empowerment based on local needs.

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