

Implementation of Digital Marketing for MSMEs in Salatiga City Through Content Marketing Utilizing Artificial Intelligence

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Volume

6

Issue

2

Edition

November

Page

498-507

Year

2025

Article History

Submission: 09-07-2025

Review: 26-07-2025

Accepted: 05-08-2025

Keyword

MSMEs;
Digital Marketing;
Artificial Intelligence;

How to cite

Hendraminetta, A. J., Imanuel R. A., Ray I. C. H., Rafael O. P. P., Christina A. P. P. (2025). Implementation of Digital Marketing for MSMEs in Salatiga City Through Content Marketing Utilizing Artificial Intelligence. Jurnal Pengabdian Masyarakat, Volume 6(2), 498-507
<https://doi.org/10.32815/jpm.v6i2.2741>

Abstract

Purpose: This study aims to assist MSME Yasuka Grill & Shabu-Shabu in Salatiga in implementing digital marketing using content creation and Artificial Intelligence (AI) for product visuals, captions, and website development, addressing challenges in digital adaptation and market reach.

Method: A one-month community service was conducted through interviews, observation, hands-on training, and mentoring. Activities included social media optimization (Instagram/TikTok), website creation via Google Sites, and AI tool utilization (ChatGPT, Canva, CapCut).

Practical Applications: The program equipped MSMEs with practical digital marketing skills, enabling independent content creation and platform management, enhancing brand visibility and customer engagement.

Conclusion: The intervention yielded structured content, an active website, and improved social media performance, increasing competitiveness. It demonstrates the effectiveness of AI-integrated digital marketing in empowering MSMEs, offering a replicable model for similar businesses.



Introduction

Micro, Small and Medium Enterprises (MSMEs) play an important role in Gross Domestic Product (GDP), according to Kotler et al., (2017) currently, the industry is closely related to the concept of digital marketing as an effort to increase the competitiveness of the microeconomic sector, because small and micro-scale businesses have an important role in driving economic growth both at the local and global levels (Handadi, 2020). Micro, Small and Medium Enterprises (MSMEs) make a major contribution to increasing national economic growth, creating employment opportunities, and encouraging the development of various economic sectors at large (Reyhan et al., 2024). This condition is also reflected in Salatiga City, where MSMEs have received serious attention from various parties, especially the Salatiga local government. In early 2025, the Salatiga Cooperative and MSME Office (Dinkopukm) recorded 26,601 MSMEs in Salatiga city (Susanto, 2025). This number shows that there is a lot of potential and entrepreneurial spirit in Salatiga city for sustainable economic development. However, in the fast-growing digital era, MSMEs have new challenges, namely adapting to changes in consumer behavior and technological developments (Harahap et al., 2021).

MSMEs are required to keep up with the development of the digital world and information, which has become a major global issue. One strategy that can be utilized by MSMEs to remain competitive in this digital era is through digital marketing. With digital marketing, MSMEs are expected to be able to reach consumers more broadly efficiently and effectively than conventional marketing (Aditya & Rusdianto, 2023). This strategy helps MSME players to conduct market research, fulfill various customer needs and desires. Platforms such as social media, websites, Google ads and Email marketing, help MSMEs in introducing their products to customers. MSMEs need to improve digital literacy, so that they can compete in the current digitalization era. Thus, social media helps MSMEs compete creatively through the content they create, so that consumers can interact personally with sellers.

The widespread use of social media encourages businesses to choose the platform that best suits the target market. The social media platform that is often used at this time is Instagram. Instagram is an application for sharing documentation which then adds information to it. According to Kusuma et al., (2021) Instagram is now the platform of choice for businesses in building their business accounts, Instagram provides unlimited follow features. This advantage provides an opportunity for business people to capture as many followers as possible, which is expected to contribute significantly to increasing turnover (Ali Gothe Dewangga et al., 2024). After Instagram, the TikTok platform is a frequently used platform, this platform is also starting to be utilized because of its ability to present more attractive visual content and reach a wider audience. Tik Tok is the latest social media application that allows users to create and various interesting videos, interact in the comments column and direct messages (Deriyanto et al., 2018). Thus, the use of social media such as Instagram and TikTok is an effective strategy for businesses to increase visibility, reach consumers more broadly, and build closer and more personal interactions with audiences.

In today's digital era, the use of Artificial Intelligence is one of the innovative strategies in small business promotion. According to Eriana, ES & Zein, A. (2023) Artificial Intelligence (AI) is a field of computer science that develops machines to think and act like humans (Maulani et al., 2024). As technology develops, the role of AI in the business world is expanding, including in modern digital marketing strategies. According to Murtado et al., (2023) AI is a transformative strategic element that changes the business mindset to adapt quickly to market dynamics (Haerani et al., 2024). Artificial Intelligence helps digital marketers create relevant, efficient, and targeted content for target audiences. According to Draganov et al., (2018) AI can also help personalize marketing content to attract the attention of targeted audiences more effectively. Overall, AI can play an important role in distributing marketing content effectively (Aditya Nirwana et al., 2023). So in this activity, students provide assistance by utilizing AI to help partners create effective and attractive promotional content.

Yasuka Grill & Shabu-Shabu is a micro, small, and medium enterprise (MSME) established in March 2025 and located at Jalan Merak No. 6, Klaseman, Mangunsari, Salatiga and is engaged in the culinary field specializing in Japanese Barbeque and Shabu-Shabu. The eatery offers a diverse menu, including beef, chicken, seafood, vegetables, and assorted sides, all of which are enhanced with its signature homemade sauces. Targeting young consumers and families looking for a fun and affordable dining experience, Yasuka Grill & Shabu-Shabu recognized the need for an optimized digital marketing strategy to expand market reach and improve business outreach. In a community engagement initiative, a team of students provided assistance with social media platforms and developed promotional content using Artificial Intelligence (AI). AI is specifically used to quickly and efficiently design digital promotional visuals, such as posters, content calendar creation, and captions to be used so as to support business promotion efforts in a more attractive and adaptable way in the current digital situation of national economic growth, including regional levels such as Salatiga City.

Method

Community service activities were carried out at Salatiga MSMEs, namely Yasuka Grill & Shabu-Shabu during June-July 2025. Yasuka Grill & Shabu-Shabu is an MSME engaged in the culinary field with a menu specialization in Japanese Barbeque and Shabu-Shabu. This UMKM is managed by two people who are husband and wife. This community service begins with the first visit to MSMEs to convey the aims and objectives, ask for further information about products, businesses, and customers. In addition, the team also observed the needs of MSMEs by asking about the constraints, needs, and digital marketing plans that Yasuka Grill & Shabu-Shabu wants to do. We do this as the first step in developing digital marketing strategies and plans that will be carried out in these MSMEs. After that, the team tried to develop ideas and materials related to social media optimization, website design, and the use of AI technology for efficiency related to digital marketing. The service activity ends with the implementation of evaluation through results and feedback from partners to measure the satisfaction and understanding of MSME partners in the assistance that has been carried out.

Content planning, caption creation, product photo editing, are carried out using AI technology including Chat GPT. For calendar content, it is compiled using the Google Spreadsheet platform which contains a content plan on Instagram social media along with the upload date. The next activity was practice and training on editing feeds and Instagram stories using the Canva application. The reason for using Canva is because besides being easy to use, this application also presents a variety of features that can help users, especially beginners, in pouring creativity and innovative ideas to create attractive, quality, and competitive designs (Adi Darmawan et al., 2022). According to Sakti & Pratiwi, (2023) This application was chosen because it is user friendly, free and has various design templates available, and can be used both through mobile phones and computer devices (Alodia et al., 2025). The choice of Google Sites as a website builder is based on its attractive appearance and ease of use. This platform offers a social media-like experience with visual elements such as images, colored backgrounds, and photos, plus modern features such as photo display in the form of carousels (Suharto et al., 2023). In conducting community service activities, there are 3 stages of implementation which can be seen in table 1 below:

Table. 1 Activity Implementation

| Initial | Implementation | Evaluation |
|---|---|--|
| <ol style="list-style-type: none"> 1. Interview about what Yasuka Grill & Shabu-Shabu wants and needs. 2. Development of strategies and service concepts that are realized through guidance and mentoring activities. 3. Preparing for implementation. | <ol style="list-style-type: none"> 1. Development of materials for promotional purposes through marketing content. 2. Implementation of content creation for marketing purposes through content marketing strategies. 3. Mentoring of MSME partners. | <ol style="list-style-type: none"> 1. Evaluation of filling by MSME owners during the mentoring and service period from the team. |

Source: Author's Works, 2025

Result

Community service activities carried out at Yasuka Grill & Shabu-Shabu MSMEs discuss various aspects of content-based marketing strategies, such as: creating promotional posters using AI, using websites, and optimizing social media. The activity began with an interview session with the owner to identify digital marketing needs and obtain data related to UMKM Yasuka Grill & Shabu-Shabu. The owner revealed in the interview that the team could provide support on Instagram content creation, website development needs, and promotional poster creation. Following up on that, the team held discussions and exchanged ideas to develop an appropriate digital marketing strategy.

Figure 1. Visit to MSMEs



Source: Private Documentation, 2025

In the content creation process, the team utilizes a content calendar to arrange a schedule for uploading content that has been created by the team with the link <https://lnk.ink/t65ra>. The content was created using several applications such as Canva, CapCut, and Artificial Intelligence (AI) technology, namely Chat GPT. The initial stage begins with creating soft selling content that will be used as Instagram Reels content. The editing process was carried out using the CapCut application with the help of AI to create captions to make it more interesting. The team also used AI to create promotional posters and provided assistance to MSMEs regarding content creation and instructing AI.

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Figure 2. Instagram Content @yasukagrill



Source: Private Documentation, 2025

Figure 3. July Content Calendar

| Channel | Day | Status | Date | Time (GMT) | Post Topic/Type | Copy | Visual Type | Link to Published Post | Referral |
|-----------|-----------|-----------|-----------|------------|-------------------|---|-------------|---|---|
| Instagram | Thursday | Canceled | 12/6/2025 | 12:00 PM | Product Promotion | Perjalanan dari UKSW menuju ke Yasuka Grill | Video | | |
| TikTok | Thursday | Canceled | 12/6/2025 | 12:00 PM | Product Promotion | Perjalanan dari UKSW menuju ke Yasuka Grill | Video | | |
| Instagram | Monday | Published | 11/6/2025 | 12:00 PM | Product Promotion | Pow jumbo kato ngegriil cuma bisa lihat pasangannya | Video | https://www.instagram.com/reel/CWk1yCp1W1G | |
| TikTok | Monday | Published | 11/6/2025 | 12:00 PM | Product Promotion | Pow jumbo kato ngegriil cuma bisa lihat pasangannya | Video | https://v.tiktok.com/25B8at1dI | |
| Instagram | | Published | 13/6/2025 | | Product Promotion | Alur cerita raul dan angel part 1 | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://www.instagram.com/25B8at1dI |
| TikTok | | Published | 13/6/2025 | | Product Promotion | Alur cerita raul dan angel part 1 | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | Thursday | Canceled | 19/6/2025 | 12:00 PM | Product Promotion | Pow cewe kato makan | Video | | |
| TikTok | Thursday | Canceled | 19/6/2025 | 12:00 PM | Product Promotion | Pow cewe kato makan | Video | | |
| Instagram | Monday | Published | 15/6/2025 | | Product Promotion | Resep kunjungan customer 1 | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://www.instagram.com/25B8at1dI |
| TikTok | Monday | Published | 15/6/2025 | | Product Promotion | Resep kunjungan customer 2 | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | Thursday | Canceled | 23/6/2025 | 12:00 PM | Product Promotion | pow lagi esdri, makan lagi genda duli makan lagi beresdri sama pacer makan | Video | | |
| TikTok | Thursday | Canceled | 23/6/2025 | 12:00 PM | Product Promotion | pow lagi esdri, makan lagi genda duli makan lagi beresdri sama pacer makan | Video | | |
| Instagram | Wednesday | Planned | 24/6/2025 | | Product Promotion | Huak alur cerita film | Video | https://v.tiktok.com/25B8at1dI | |
| TikTok | Wednesday | Planned | 24/6/2025 | | Product Promotion | Huak alur cerita film | Video | https://v.tiktok.com/25B8at1dI | |
| Instagram | | Canceled | | | Product Promotion | Alur cerita Raul dan Angel part 2 | Video | | |
| TikTok | | Canceled | | | Product Promotion | Alur cerita Raul dan Angel part 2 | Video | | |
| Instagram | | Canceled | | | Product Promotion | Alur cerita Raul dan Angel part 3 | Video | | |
| TikTok | | Canceled | | | Product Promotion | Alur cerita Raul dan Angel part 3 | Video | | |
| Instagram | | Published | 17/6/2025 | | Product Promotion | BIM akan ke Yasuka | Video | https://www.instagram.com/reel/CW1yC1p1W1G | |
| TikTok | | Published | 17/6/2025 | | Product Promotion | BIM akan ke Yasuka | Video | https://v.tiktok.com/25B8at1dI | |
| Instagram | | Published | 17/6/2025 | | Product Promotion | Huak alur cerita HP terjual | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 17/6/2025 | | Product Promotion | Huak alur cerita HP terjual | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | | Published | 19/6/2025 | | Product Promotion | Kamu lapor, kamu nangkap, yuk mampir ke yasuka grill | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 19/6/2025 | | Product Promotion | Kamu lapor, kamu nangkap, yuk mampir ke yasuka grill | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | | Published | 22/6/2025 | | Product Promotion | Jangan lewatin promo 1 person 1 ice cream | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 22/6/2025 | | Product Promotion | Jangan lewatin promo 1 person 1 ice cream | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | | Published | 24/6/2025 | | Product Promotion | Suamiku Yasuka ketika malam hari | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 24/6/2025 | | Product Promotion | Suamiku Yasuka ketika malam hari | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | | Published | 25/6/2025 | | Product Promotion | Katanya eh kaku kaku belum ke yasuka belum kulinernya benaran | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 25/6/2025 | | Product Promotion | Katanya eh kaku kaku belum ke yasuka belum kulinernya benaran | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |
| Instagram | | Published | 26/6/2025 | | Product Promotion | Katanya cinta ga mengemal waktu. Tapi pas tanggal 10, cinta harus split bill dulu | Video | https://www.instagram.com/reel/CW1yC1p1W1G | https://v.tiktok.com/25B8at1dI |
| TikTok | | Published | 26/6/2025 | | Product Promotion | Katanya cinta ga mengemal waktu. Tapi pas tanggal 10, cinta harus split bill dulu | Video | https://v.tiktok.com/25B8at1dI | https://www.instagram.com/25B8at1dI |

Source: Private Documentation, 2025.

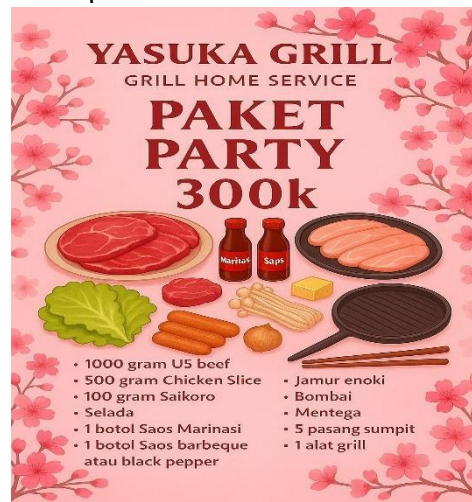
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Figure 4. Asistance for MSMEs



Source: Private Documentation, 2025

Figure 5. Sample Menu Yasuka Grill & Shabu-Shabu



Source: Private Documentation, 2025

The team used several digital tools to support the content creation process. GPT Chat was utilized as a source of ideas and content concepts as well as in the preparation of captions. Canva was used to edit product photos, organize menus, and create attractive promotional posters. For video needs, we used CapCut as the main editing tool. The video content we produce focuses on a soft selling approach, aiming to increase brand awareness. This was done because Yasuka Grill & Shabu-Shabu, the team's MSME partner, was a one-month-old business and needed strong brand recognition in the market.

The service team also helped create a website using Google Sites for MSMEs Yasuka Grill & Shabu-Shabu. The UMKM website can be accessed via the URL <http://bit.ly/4kiEVNp>. The contents of the website include a dine in menu, home service menu, location, WhatsApp, Instagram, TikTok, and GoFood. This page of the website provides complete information of the business and its online platform. The website can also be accessed through mobile phones, laptops, and tablets with an informative display.

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Figure 5. Yasuka Grill & Shabu-Shabu Website



Source: Private Documentation, 2025

At the end of the service period, the team provided an evaluation link to the owner of Yasuka Grill & Shabu-Shabu. This evaluation link contains the level of satisfaction with the team's performance during community service activities. In addition, there are several values for the level of responsibility, initiative, discipline, and problem solving ability of the team. The results of the feedback provided will be used as evaluation material in the implementation of community service. From this evaluation, the team can find out the level of satisfaction with the community service activities that have been carried out.

Discussion

Community service activities carried out by the team related to digital media development through websites, Instagram content (such as feeds, stories, and reels), and product photos edited using AI at UMKM Yasuka Grill & Shabu-Shabu Salatiga are able to increase brand awareness, brand image, and interaction on the @yasukagrill Instagram account, which can be seen in Figure 7 below:

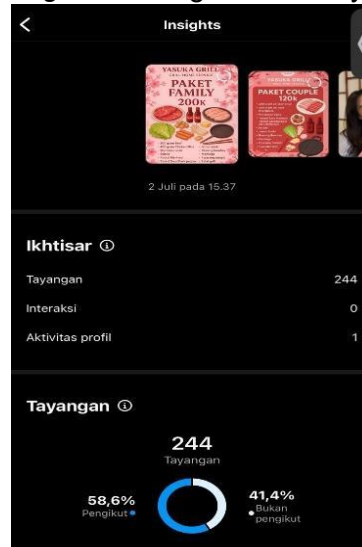
Figure 7. Insight Instagram



Source: Private Documentation, 2025

Based on impression data from Yasuka Grill's Instagram account in the period June 11 to July 4, a total of 59,982 impressions were recorded, of which 51.8% came from paid advertisements. This data shows that the use of Instagram Ads makes a significant contribution to increasing content reach. Of the total accounts reached, 22.7% were followers, while 77.3% came from non-followers, indicating that Yasuka's content successfully reached a wide new audience.

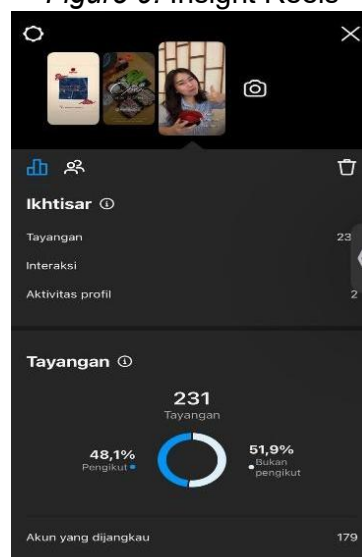
Figure 8. Insight Instastory



Source: Private Documentation, 2025

Based on insight data from Yasuka Grill's promotional content uploads on July 2, 2025, 244 impressions were recorded, indicating audience interest in the menu information presented. The proportion of impressions from followers of 58.6% indicates that the content has successfully reached loyal customers. Meanwhile, 41.4% of impressions came from non-followers, indicating that the content was also able to reach new audiences. This is a positive signal that content dissemination is organic and has the potential to attract a wider market. With consistent uploads and visual improvements, promotional content like this can continue to strengthen brand visibility on social media.

Figure 9. Insight Reels



Source : Private Documentation, 2025

Based on Yasuka Grill's Instagram video content insight data, 231 impressions were recorded with a reach of 179 accounts, indicating audience interest in the content displayed. Impressions came from a combination of followers (48.1%) and non-followers (51.9%), indicating that the content was able to reach new audiences beyond the regular followers. This proportion is a positive indication that video content has the potential to expand exposure and increase brand awareness. In addition, the two interactions and profile activity indicate that some viewers are compelled to view more information about the account. By maintaining a relevant and engaging video format, Yasuka Grill has the opportunity to continue to improve content performance on social media.

Conclusion

Community service activities carried out with Yasuka Grill & Shabu-Shabu show that collaboration between the team and MSME players can produce real transformation in digital marketing strategies. Through intensive assistance and utilization of Artificial Intelligence technology, Yasuka Grill has succeeded in developing promotional content that is more attractive and reaches a wider audience. Optimal utilization of social media such as Instagram and TikTok is also proven to increase visibility and customer interaction with the brand. In addition, this activity also encourages the improvement of partners' digital literacy, and strengthens the ability of MSMEs to manage marketing independently. Thus, this activity not only provides short-term benefits, but also equips partners with sustainable skills in the digital era. To generate a menu poster image like the one in Figure 5, users need to provide clear, specific, and structured instructions to the AI. The instructions should include the purpose of the image (e.g. for promotion of a grill home service), the contents or complete list of menu items (such as the amount of meat, sauces, vegetables, grill tools, and other equipment), and the desired visual style or design theme, such as a pink or red color with Japanese overtones and cherry blossom embellishments. The use of straightforward and direct language, without ambiguity, is essential for the AI to understand the context and visual details expected. By crafting the right prompts like this, the AI can produce poster images that meet the needs of the business in a visual and informative way.

Acknowledgements

We would like to thank the owner of Yasuka Grill & Shabu-Shabu, Mrs. Nurul Badriyah, for her openness, support, and cooperation during the mentoring process. Thanks also go to the lecturers and all parties who have provided guidance and facilitation in the implementation of this program. Not to forget, we also appreciate the enthusiasm and commitment of the team members involved, who have contributed actively in realizing this activity. Hopefully the results of this service can have a sustainable impact on the development of the Yasuka Grill & Shabu-Shabu business and become an inspiration for other MSMEs in utilizing digital technology optimally.

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