

## Fried Chicken's Small Micro-Venture Revenue Increase Strategy Through Digital Media

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Informasi Artikel	Abstract
E-ISSN : 3026-6874 Vol: 2 No: 5 Mei 2024 Halaman : 226-233	<i>This study aims to explore the implementation of digital media and sales strategies that contribute to increasing the income of fried chicken MSMEs players in Sedong Village, Sedong District, Cirebon Regency. The research method used is descriptive qualitative, with data collection through observation, interviews, and questionnaires. The respondents of the study consisted of fried chicken MSMEs players in Sedong Village. The results showed that the application of digital media, especially through WhatsApp and Facebook applications, had a positive effect on increasing the income of fried chicken MSMEs players. Sales activities that were originally word-of-mouth developed by utilizing digital media. The use of WhatsApp and Facebook not only expanded the range of product information, but also increased sales volume from 30-50 chickens per day to 70-100 chickens per day. Daily net profit also increased significantly, increasing from Rp. 150,000 - Rp. 200,000 to Rp. 300,000 - Rp. 400,000. Although the application of digital media has a positive impact, MSMEs players have also experienced some negative impacts. Additional expenses to buy data packages or internet quotas are one of the obstacles. In addition, concerns about product imitation by competitors and the presence of fictitious purchases are also felt. The conclusion of this study is that the application of digital media, especially through WhatsApp and Facebook, can be an effective strategy in increasing the income of fried chicken fried chicken MSMEs. However, MSMEs players need to consider negative impacts, such as additional costs and more intensive competition, in utilizing digital media as a sales tool.</i>
<b>Keywords:</b> digital media sales strategy revenue generation MSMEs	

### Abstrak

Penelitian ini bertujuan untuk mengeksplorasi implementasi media digital dan strategi penjualan yang berkontribusi dalam meningkatkan pendapatan pelaku UMKM ayam goreng di Desa Sedong, Kecamatan Sedong, Kabupaten Cirebon. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan pengumpulan data melalui observasi, wawancara, dan angket. Responden penelitian terdiri dari pelaku UMKM ayam goreng di Desa Sedong. Hasil penelitian menunjukkan bahwa penerapan media digital, khususnya melalui aplikasi WhatsApp dan Facebook, berpengaruh positif terhadap peningkatan pendapatan pelaku UMKM ayam goreng. Kegiatan penjualan yang awalnya word-of-mouth dikembangkan dengan memanfaatkan media digital. Penggunaan WhatsApp dan Facebook tidak hanya memperluas jangkauan informasi produk, tetapi juga meningkatkan volume penjualan dari 30-50 ayam per hari menjadi 70-100 ayam per hari. Laba bersih harian juga meningkat signifikan, meningkat dari Rp. 150.000 - Rp. 200.000 menjadi Rp. 300.000 - Rp. 400.000. Meskipun penerapan media digital memberikan dampak positif, pelaku UMKM juga mengalami beberapa dampak negatif. Biaya tambahan untuk membeli paket data atau kuota internet menjadi salah satu kendala. Selain itu, kekhawatiran akan produk imitasi oleh kompetitor dan adanya pembelian fiktif juga terasa. Kesimpulan dari penelitian ini adalah penerapan media digital khususnya melalui WhatsApp dan Facebook dapat menjadi strategi yang efektif dalam meningkatkan pendapatan UMKM ayam goreng ayam goreng. Namun, pelaku UMKM perlu mempertimbangkan dampak negatif, seperti biaya tambahan dan persaingan yang lebih intensif, dalam memanfaatkan media digital sebagai alat penjualan.

**Kata Kunci :** media digital, strategi penjualan, perolehan pendapatan, UMKM

### INTRODUCTION

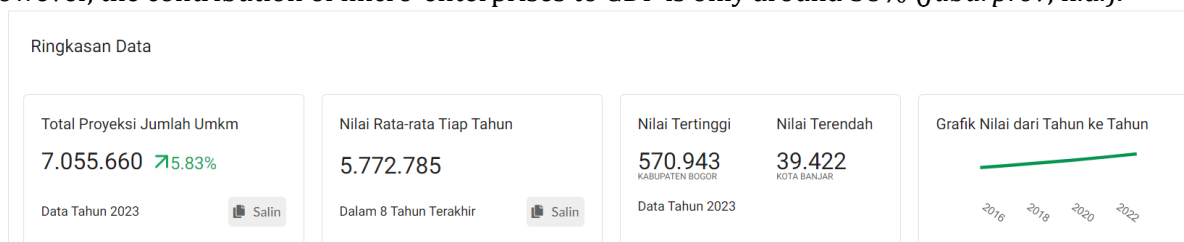
The growth of Micro, Small and Medium Enterprises (MSMEs) in the chicken sector, especially Fried chicken MSMEs, is one of the vital aspects in a sustainable economy. MSMEs have a strategic role

in creating jobs, moving the wheels of the local economy, and improving community welfare. However, to remain competitive in the current era of globalization and digitalization, Fried chicken MSMEs need to adopt innovative and effective strategies, one of which is through the use of digital media. The use of digital media has brought significant changes in consumer behavior patterns and the way business is conducted (Adinugraha et al., 2021). With wider internet penetration, Fried chicken MSMEs players have the opportunity to expand market reach, increase brand visibility, and increase revenue through the use of digital media. Therefore, this study aims to explore and analyze the strategy of increasing the income of Fried chicken MSMEs through digital media.

MSMEs that meet the criteria as mandated by Law Number 20 of 2008 are business entities managed by business entities or individuals, including in productive economic sectors (Gianyar, 2023). The vital role of MSMEs is key in recovering the Indonesian economy from current challenges. Therefore, the importance of support and guidance for MSMEs as the driving force of the economy cannot be ignored. Due to relatively low operational costs and ease of management, the development and growth of MSMEs need to be considered and encouraged in order to continue to develop sustainably.

Micro, small and medium enterprises (MSMEs) in Indonesia are experiencing rapid growth, making a significant contribution to the country's economic development (Yunus et al., 2022). The existence of MSMEs is not limited to certain regions, but can be found ranging from small cities to large metropolises. In addition, the government has promoted initiatives to encourage MSMEs players to adapt to technological developments in this era, especially in updating their marketing strategies. The application of technology and social media, such as Instagram, Facebook, and Twitter, is an effective means for MSMEs players to increase visibility and sales of their products in the digital realm. These applications can be used for promotional activities, sales, and interacting directly with customers. By utilizing this technology, MSMEs players can optimize their marketing efforts and expand business reach, so that they can compete more effectively in the market (Widyasari & Marheni, 2022).

In 2023, the Ministry of Cooperatives, Small and Medium Enterprises (MSMEs) noted that there are 7,055,660 Micro, Small and Medium Enterprises (MSMEs) in Indonesia, covering 99.99% of the total business actors in the country. MSMEs have the capacity to absorb a workforce of 117 million people, or around 97% of the potential employment globally. Although there are only 5,550 businesses (less than 0.01% of the total) that contribute 38.9% to Gross Domestic Product (GDP), most businesses (61.1% of all businesses) are MSMEs. Almost all MSMEs are owned and run by sole proprietors or families. However, the contribution of micro-enterprises to GDP is only around 38% (Jabarprov, n.d.).



Source: [opendata.jabarprov.go.id](https://opendata.jabarprov.go.id)

The existence of Micro, Small and Medium Enterprises (MSMEs) spread throughout Indonesia, especially in the West Java region, shows an increase every year. MSMEs growth from 2016 to 2023 continues to increase, with one of the regions recording a significant increase is Cirebon Regency. According to data from the Cooperatives and Micro Enterprises Office of Cirebon Regency, in 2023, there will be 2,52,604 MSMEs in Cirebon Regency, with Sedong District alone having 1,183 MSMEs actors. MSMEs that will be explored further are fried chicken MSMEs located in Sedong village. Cirebon Regency has MSMEs engaged in various fields, such as food, beverages, handicrafts, clothing, and other sectors. The presence of many MSMEs in Cirebon Regency has a positive impact in reducing the unemployment rate.

Developing or developed countries rely heavily on significant contributions from the Micro, Small and Medium Enterprises (MSMEs) sector ( Jones et al., 2023). The involvement of MSMEs not only reflects their strategic value in developing and developed countries, but also shows the urgency of their role. In both developed and developing countries, the importance of MSMEs lies in their ability to create greater employment compared to large companies (Akbar et al., 2022). Compared to the contribution of large companies, MSMEs have a more vital role in the formation and expansion of Gross Domestic Product (GDP).

One way to improve and develop Micro, Small and Medium Enterprises (MSMEs) is through marketing strategies using digital sales methods, which is one of the marketing tools ( Santoso et al., 2022). By utilizing marketing through digital media, business actors can interact and make transactions with customers without difficulties related to location or time limits. Platforms such as Instagram, Twitter, Facebook, websites, blogs, and various other social media provide efficient channels for businesses to communicate both ways and at the same time act as a marketing platform for the products and services they offer.

There has been an innovative shift from conventional marketing strategies to marketing through digital media in today's technological era. This resulted in the emergence of a new corporate model. This shift has an impact on the emergence of new marketing methods, which occur because there is no longer a need for direct meetings between sellers and buyers. E-commerce models such as online stores, online commerce groups, and e-commerce platforms show that consumers value ease of access to goods and services.

By maximizing online marketing strategies, MSMEs in the regions can increase their income. However, the situation on the ground shows that most MSMEs still face obstacles in adopting technology to increase sales, due to limited knowledge and resources. This also applies to MSMEs in Cirebon Regency, especially one of the MSMEs in Sedong District, Sedong village, as experienced by Mr. Didi, the owner of MSMEs making fried chicken. Operating for about 6 years, Mr. Didi uses Facebook and Whatsapp as a means of promotion, but still faces obstacles in optimizing the potential of technology.

As a business that faces several obstacles, such as difficulty selling stock of goods, errors in analyzing market needs, lack of understanding in terms of digital technology, the lack of consumers around MSMEs, high competition with similar sellers, less attractive packaging, lack of promotional efforts, and product incompatibility with market tastes, and is often considered an ancient item by the younger generation.

To overcome the challenges faced, fried chicken MSMEs owners need to arrange fried chicken production according to consumer needs. The process of making fried chicken must be adjusted to the available budget, and attend training in making it (Akbar et al., 2022). In addition, an understanding of the use of digital technology is needed, as well as an emphasis on making attractive packaging. Marketing strategies also need to be improved by utilizing various social media platforms such as Facebook, Whatsapp, Youtube, and Instagram (Lestari & Syarif, 2021). In addition, it is important to join the community to expand your network and get support from fellow business actors.

To increase sales of fried chicken, digital marketing strategies can be applied. By implementing digital marketing, fried chicken can be introduced to various layers of consumers, including the lower and upper middle economic circles (Lesmana, 2023). This is expected to result in an increase in sales and revenue for owners of Micro, Small and Medium Enterprises (MSMEs) Fried chicken.

This research was also inspired by previous research on the contribution of digital marketing in managing sales (qualitative research on Micro, Small and Medium Enterprises at Ruko City Walk Galuh Mas Karawang) in 2022 conducted by Irfan Al Farizki (Putri & Suhartini, 2024). The results of the study indicate that the role of digital marketing has a significant influence in increasing MSMEs income. This finding also strengthens that the involvement of digital media can affect sales activities and contribute to increasing the income of MSMEs actors.

In this study, several key factors that affect the effectiveness of digital marketing strategies will be outlined, such as online presence, social platform utilization, digital content management, and technology integration. By understanding this dynamic, it is hoped that Fried chicken MSMEs can optimize their presence in the digital realm to increase their competitiveness and positively affect local economic growth.

Through a deep understanding of the challenges and opportunities faced by Fried chicken MSMEs in utilizing digital media, this research is expected to contribute to the development of more effective and efficient strategies. The results of this study are expected to be a guide for Fried chicken MSMEs players and related stakeholders in facing dynamic changes in this digital era.

## **LITERATURE REVIEW**

### **Management**

Management can be explained as the science and art of maximizing organizational potential in its current context (Lestari & Syarif, 2021). This includes the use of available resources to achieve organizational goals. A similar opinion on management was also conveyed by (Rani et al., 2023), who described management as the science and art involved in regulating the process of utilizing human resources and certain resources. They identified six main elements in management (6M), namely people, money, methods, materials, machines, and markets. Meanwhile, according to (Anggi Pratiwi & Ni Luh Putu Eka Yudi Prastiwi, 2023), management is defined as a process that involves guiding people in the organization and other resources to achieve a set of goals.

### **Financial Management**

Science and art converge in the domain of financial management, which investigates and assesses the various methods used by a manager to acquire, allocate, and calculate a company's financial resources. The goal is to ensure financial success for the company and its investors (Abd. Rohim Alamsyah & Hasan, 2022). Finance as an academic field of study discusses the way companies manage their finances, including capital collection, resource allocation, and income distribution (Rohmah & Hera, 2022). On the other hand, financial management, or financial management, is a process that involves coordinating the efforts of several individuals to achieve a common goal. The initial steps that may be involved in this process involve planning, organizing, implementing, and monitoring. For example, in managing school funds, these tasks include making budgets, supervising, and recording each fund expenditure carefully (Salsa Devia Nabila<sup>1</sup>, Nurul Fauziah, S.Sos, 2021).

### **Income**

Revenue refers to "an increase or growth in assets and a reduction or decrease in a company's liabilities derived from business activities or receipt of goods and services from society or consumers specifically" (Yunus et al., 2022). According to the Indonesian Institute of Accountants (2019:22), the concept of "revenue" is explained as "revenue that arises during an entity's activities" in the Context of Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP) (Di et al., 2023). Creating a profit-making business is a key goal, because the amount of financial receipts is crucial for a nonprofit. Because revenue is a determinant of profit potential, management's attention to this aspect is very important to maintain the survival of the Company (Yunus et al., 2022).

### **Digital Marketing**

According to research conducted by (Nadiyah, 2022), the term "digital marketing" refers to online business or product promotion activities. This concept encompasses all promotional efforts conducted through digital platforms, including search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing (EM), and content marketing (CDM). According to

(Rohmah & Hera, 2022), effective product promotion in the digital age requires "utilizing database-based distribution channels to reach customers and clients in a timely, relevant, personalized, and cost-effective manner." In this context, digital marketing is defined as an innovative approach that uses databases to engage directly with customers on a large scale and in real time (Wardana et al., 2023).

## **Sales**

According to Philip Kotler, sales are activities that aim to find buyers, influence them, and provide clues so that buyers can adjust their needs to the production offered (Siahaan & Amalliah, 2023). In addition, in this process, an agreement is also made on a price that benefits both parties (Algiffari et al., 2023). Assauri, on the other hand, conveys the notion of sales as a human activity directed to meet and satisfy needs and desires through an exchange process (Tanjung et al., 2023).

## **Small and Secondary Micro Ventures (MSMEs)**

In Indonesia, the definition of Micro, Small and Medium Enterprises (MSMEs) is explained in Law of the Republic of Indonesia Number 20 of 2008 concerning MSMEs. Article 1 of the Law defines micro enterprises as productive businesses owned by individuals or individual business entities that meet the criteria as micro enterprises in accordance with the provisions contained in the law (Khudaefah, 2018).

## **METHOD**

This study applied qualitative descriptive method. This research refers to a broader descriptive study that aims to describe the role of digital media in the advertising world. Data were obtained through in-depth interviews, following qualitative research methodology with emphasis on qualitative analysis. The information was gathered from written text and photographic images, and is thought to be largely a response to the questions asked. Therefore, the research report is prepared based on data citations that serve as a summary of the presentation of the paper. The sample of this study includes Fried chicken MSMEs players in Sedong Village, Sedong District, Cirebon Regency.

The main data collection method for this study was conducted through in-depth interviews and structured interviews with experts in the field. The information collected includes demographic aspects, digital media use (including goals, appreciation, and barriers), and micro, small, and medium activities. In addition, researchers also made observations on MSMEs and the use of social media to complement the data obtained. Descriptive statistical analysis and qualitative evaluation are used to test the validity of the collected data. This research requires a comprehensive approach that combines data collection, application of relevant information theory, and clear support in explaining the fundamental issues encountered. Therefore, academics use methods such as observation, interviews, and documentation to gain a deep understanding of the problem being investigated.

## **RESULT AND DISCUSSION**

### **The application of digital media to increase the income of MSMEs in Sedong Village.**

Based on the results of an interview with Fried Chicken MSMEs entrepreneurs in Sedong Village, Sedong District, Cirebon Regency, it was revealed that the application of digital media has had a positive impact in increasing their business income. The application of digital media is carried out through the use of WhatsApp and Facebook applications as a means to expand reach and increase efficiency in the sales process. One of the main benefits felt by business actors is the acceleration of product information dissemination. By using WhatsApp, MSMEs players can quickly disseminate information related to menus, promos, and other activities to potential customers. Instant communication through this application allows customers to get the latest information easily, which in turn can increase purchase interest.

In addition, the use of Facebook as a digital medium also contributes significantly. Through a dedicated business page or group, MSMEs players can effectively build an online community with



customers. This activity on social media not only expands reach, but also creates engagement and interaction between customers and business owners. This can create customer loyalty and increase the chances of getting positive reviews and recommendations from consumers.

Wider reach is also one of the other advantages of implementing digital media. With WhatsApp and Facebook, MSMEs players can reach customers outside the local area, even reach a wider market outside Cirebon Regency. This opens up new opportunities for increased sales and business growth.

Overall, the interview results show that the use of digital media, especially WhatsApp and Facebook, has had a positive impact on the business of Fried Chicken MSMEs in Sedong Village. Accelerating information dissemination, building online communities, and wider reach are the main factors that contribute to increasing business income. The adaptation to technology and digital media proves that MSMEs can optimize their potential to develop and compete in this digital era.

### **Digital Media Sales to Increase Income for MSMEs in Sedong Village**

In an interview with the manager of Fried Chicken MSMEs in Sedong Village, Sedong District, Cirebon Regency, it was revealed that the sales strategy they implemented involved transactions between customers. In an effort to expand their reach and increase revenue, these businesses are smart about utilizing digital platforms such as WhatsApp and Facebook. The use of digital media, especially through these two platforms, has had a significant positive impact on their sales performance. Before utilizing digital media, the sales of Fried Chicken MSMEs ranged from 30 to 50 chickens per day with a net profit of around Rp. 150,000 - Rp. 200,000. However, after implementing sales strategies through WhatsApp and Facebook, there was a tremendous increase. Now, they are able to sell 70 to 100 chickens per day, achieving a significant net profit, which is around Rp. 300,000 - Rp. 400,000 per day.

The use of digital media not only helps in bringing closer relationships with their regular customers, but also opens up new doors of opportunity. With transactions between customers and marketing through WhatsApp and Facebook, Fried Chicken MSMEs are able to reach potential consumers outside Sedong Village. This proves that adaptation to digital technology has been the key to success in optimizing sales performance and increasing revenue for this business. With this strategy, Fried Chicken MSMEs can continue to grow and develop in today's digital era.

### **The Influence/Impact of Digital Media in Increasing Income for MSMEs in Sedong Village**

The results of interviews with Fried Chicken MSMEs players in Sedong Village, Sedong District, Cirebon Regency, show that the application of digital media, especially through WhatsApp and Facebook applications, has had a significant positive impact on increasing their income. The presence of this digital platform allows MSMEs players to reach more consumers, increase product visibility, and expand market coverage.

However, along with the benefits obtained, MSMEs players also face negative impacts in the form of increased expenditure costs. To maintain the smooth use of WhatsApp and Facebook applications in sales activities, MSMEs players are forced to allocate part of their income to buy data packages or internet quotas. This cost increase is a challenge, especially given the nature of micro, small, and medium enterprises that are vulnerable to economic fluctuations.

However, even though faced with additional cost constraints, MSMEs players still appreciate the great benefits provided by the application of digital media. They noted a rapid increase in the number of bookings, interaction with customers, and the provision of positive feedback. The existence of a quick response through the WhatsApp application also provides convenience in overcoming customer requests and increasing consumer satisfaction. In addition, MSMEs players plan more efficient cost management strategies by exploring options for using local Wi-Fi networks or looking for more affordable data packages. This is in line with their efforts to remain competitive in an increasingly digitalized market. Thus, despite being faced with several obstacles, Fried Chicken MSMEs players in

Sedong Village still strive to utilize digital media as an effective tool to develop and maintain their businesses amid the dynamics of the local economy.

## CONCLUSION

This research is a descriptive investigation with a qualitative approach, which aims to describe the implementation of digital media and sales strategies that have an impact on increasing the income of Micro, Small and Medium Enterprises (MSMEs) in the fried chicken sector, especially in Sedong Village, Sedong District, Cirebon Regency. In addition, this study involved interviews with fried chicken MSMEs actors in Sedong Village. Based on the findings and analysis in this study, the following can be concluded as a result:

1. The use of WhatsApp and Facebook applications to support Fried chicken MSMEs in Sedong Village, Sedong District, Cirebon Regency has been implemented as a form of digital media utilization. This contributes positively to the increase in income of these MSMEs actors.
2. Sales efforts among Fried chicken MSMEs in Sedong Village, Sedong District, Cirebon Regency are personal and interactive, where product information passes from one customer to another verbally. In addition, they also utilize digital platforms such as WhatsApp and Facebook as a means of sales, which contributes positively to the increase in revenue. The use of digital media creates a positive impact on sales results, increasing from 30 to 40 chickens per day with a net profit of around Rp. 150,000 - Rp. 200,000. However, after using digital media, sales increased to 60 to 80 chickens per day with net profits reaching Rp. 300,000 - Rp. 400,000 per day.
3. The positive impact of digital media utilization on Fried chicken MSMEs in Sedong Village, Sedong District, Cirebon Regency, which uses WhatsApp and Facebook applications, can be reflected in the increase in income. However, on the other hand, the negative impacts that may be felt by Fried chicken MSMEs players include increasing operational costs to buy data packages or internet quotas so that they can continue to use WhatsApp and Facebook applications in sales activities. In addition, they may also face increasing competition from similar competitors, as well as fictitious purchase risks that can affect the sustainability of their business.

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