

# Empowering Doplang Village for Marketing Tuberose Flower Products and Tourism Development by Utilizing Digital Technology

Muhammad Faris Azim<sup>1</sup>, Muhammad Firdauz<sup>1</sup>, Nur Alia Najwa<sup>2</sup>, Nik Ahmad Azhan<sup>3</sup>, Nurul Izzati<sup>4</sup>, Nurfitriah<sup>4</sup>, Lim Jing Yong<sup>5</sup>, Kanageswari A/P Kalaysalvan<sup>4</sup>, Wong Jun Ji<sup>5</sup>, Fakhirah Shakila<sup>6</sup>, Ahmad Nabil Md Nasir<sup>7</sup>, Rifki Hermana<sup>8</sup>

<sup>1</sup>Faculty of Mechanical Engineering, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>2</sup>Faculty of Geomatic Engineering, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>3</sup>Faculty of Chemical Engineering GAS, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>4</sup>Faculty of Science Geoinformatics, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>5</sup>Faculty of Computer Science Data Engineering, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>6</sup>Faculty of Computer Science Graphic & Multimedia Software, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>7</sup>Department of Engineering Education, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

<sup>8</sup>Department of Mechanical Engineering, Universitas PGRI Semarang, Jl. Sidodadi Timur No. 24, Semarang, Central Java 50232, Indonesia

## Article Info

### Article history:

Received March 23, 2024

Revised Apr 04, 2024

Reviewed Apr 18, 2024

Accepted Apr 27, 2024

### Keywords:

Tuberose flower

Product photo and video training

Product Marketing

Tourism development

## ABSTRACT

Klotok Hamlet, located in Doplang Village, cultivates tuberose or sweet flowers. This flower, famous for its fragrant flowers, grows abundantly in rice fields with an adequate irrigation water supply, thus contributing to the landscape's beauty and the community's economic prosperity. However, Doplang Village lacks digital marketing, social media, and skills in taking and editing photos and videos. This is a significant obstacle to the economic and cultural progress of society. The goals of this project focus on transferring knowledge about advanced drone technology, providing hands-on training in photo and video shooting techniques, actively engaging in digital marketing, and introducing Indonesian culture to participants. The research methods used in this research are observational, participatory, and training methods. The project's objectives were well-defined, focusing on transferring advanced drone technology knowledge, providing hands-on training in photo and video capturing techniques, engaging in digital marketing, and immersing participants in Indonesian culture. The village community's knowledge of interesting product photos and videos increased by 58% after the KKN team carried out training. By addressing identified challenges and implementing recommended strategies, this collaboration can continue to have a meaningful and sustainable impact on the lives of the people in Doplang Village.

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### Corresponding Author:

Muhammad Faris Azim

Faculty of Mechanical Engineering, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia

Email: muhammadfarisazim@graduate.utm.my

## 1. INTRODUCTION

Doplang is a hamlet in Bawen District, Semarang Regency, Central Java, Indonesia. Doplang Village is a village headed by a village head. The Doplang settlement has seven hamlets, including the Klotok hamlet. Klotok Hamlet is famous for cultivating Sedap Malam flowers, commonly known as Manis Malam flowers or "arum dalu" in Javanese. Tuberose flowers are trendy because they have a beautiful shape, a fragrant aroma, and freshness that can last a long time [1] [2]. The scent of tuberose flowers can treat stress, so it helps heal several diseases by using tuberose flowers as aroma therapy [3] [4]. Apart from that, tuberose flowers are also useful as ornamental plants, flowering plants, and as a mixture of perfume, food, and medicine [5] [6] [7]. The tuberose flower is a flower that has been

developed for a long time and has an excellent opportunity to improve the standard of living of farmers because it has quite a high economic value [8] [9]. For the people of Doplang, tuberose flowers have gained popularity among the local community, and their plantations have become a significant source of income for the community.

The uniqueness of Klotok Hamlet, such as open land with minimal tree shade and clay soil found in rice fields with an adequate supply of irrigation water, makes it an ideal environment for the growth of tuberose flowers. [10] [11]. This flower, valued for its fragrant aroma, thrives in these conditions, contributing to the landscape's beauty and the community's economic well-being. Tuberose flowers have the perspective and potential to be developed to improve farmers' welfare. The soaring price of tuberose flowers indicates this during the wedding season and religious events [12].

In Doplang Village, precisely in Jurangsari, 3 hectares of land are dedicated to cultivating tuberose flowers. This sizeable plantation reflects the importance and scale of the Tuberose Flower industry in the local economy. The success of this plant not only beautifies the surrounding environment and becomes a primary source of income for Doplang villagers. Klotok Hamlet has an essential position as the 7th hamlet in Doplang Village, and its leadership is entrusted to Pak Mustakim, with the assistance of Pak Joko. Their guidance and support are essential in overseeing hamlet affairs, including cultivating and managing sweet night flower plants.

The economic dependence on tuberose flowers underscores the importance of sustainable agricultural practices and the need for effective water management in the region. Managing tuberose flowers into essential oil requires wise business management and business development [13] [14]. The success of Klotok Hamlet in cultivating tuberose flowers contributes to the livelihood of local villagers and shows the agricultural wealth of Doplang village. The absence of exposure to digital marketing and social media, coupled with a lack of skills in taking and editing photos and videos in Doplang Village, Semarang, is a significant obstacle to the community's economic and cultural progress. Although the village produces excellent local products such as the famous "Bunga Sedap Malam" perfume, hand sanitizer, and baby oil, as well as interesting tourist attractions such as hills, mountains, and hot springs, it lacks a solid online presence hinder the dissemination of information to a global audience.

In today's interconnected world, where the digital landscape serves as a gateway to international markets and tourism, the lack of utilization of digital marketing strategies in Doplang Village hinders its ability to take advantage of broader economic opportunities [15] [16] [17] [18]. The challenge is not only to showcase the uniqueness of local products but also to promote the beauty and cultural richness of the village landscape to potential tourists [19] [20]. Additionally, a lack of photo and video shooting and editing skills limits the community's capacity to create engaging and visually appealing content relatable to digital audiences. Even though well-designed photos and videos can provide a positive view to potential buyers [21] [22]. In a competitive global market, where visual storytelling plays an important role in attracting attention and engagement, this lack of skills reduces Doplang Village's ability to communicate its brand identity and tourist attractions effectively [23] [24] [25].

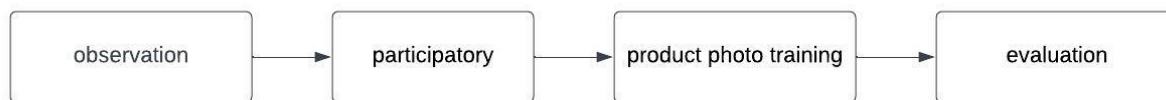
The international KKN team offered solutions to the problems mentioned in the previous section: empowering youth organizations, training in tuberose distillation, and developing tourism and MSME. The target output offered is skills in using basic information technology for branding and marketing so that MSME and tourism can develop. The objectives of this international KKN project are:

- a. Transfer knowledge of advanced drone technology for versatile applications in aerial photography within local communities.
- b. Provide hands-on training on advanced photo and video shooting techniques to empower participants to create visually appealing content.
- c. Actively engaged in digital marketing, utilizing acquired skills to increase the online visibility of local products and tourist destinations in Doplang Village.
- d. Host intensive sessions on photo and video editing techniques, equipping participants with the skills to create impactful visual content and branding.
- e. Introduce participants to Indonesian culture to foster appreciation of local heritage and increase cross-cultural understanding.

## 2. METHOD

The research methods used in this research are observational, participatory, and training methods. The observational method, namely the research team, carried out direct observations of the conditions and activities in Doplang Village, including culture, agricultural activities, and economic activities of the local community. This observation includes field visits, resident interactions, and documentation through photos and videos. Participatory method, namely, the research team is actively involved in activities carried out in Doplang Village, such as agricultural activities, training in making perfume from tuberose flowers, batik training, local tourism, and development of micro, small, and medium enterprises (MSME). They observe and participate in these activities, thereby gaining a deeper understanding of the problems local communities face. Training method: The research team trains villagers to photograph attractive products for marketing. This is in line with research conducted by Chairunnisa (2021), which states that training methods increase the knowledge and skills of village villagers in product marketing. Thus, through

a combination of observational and participatory training methods, this research can understand the conditions, challenges, and development potential in Doplang Village.



**Figure 1.** The flow of community service activities

The flow of activities can be seen in Figure 1. The first stage is to observe the conditions and activities of Doplang Village. Next, participate in activities carried out in Doplang Village. The third stage is conducting training on attractive product photos for marketing. The final stage is to evaluate the activities that have been carried out.

### 3. RESULTS AND DISCUSSION

On November 28, 2023, at around 14:30, the Village Hall of Doplang Village was reached by us. Upon our arrival, Mr. Seno and the village head's secretary, Mr. Sokerno, were introduced to us. They provided briefings about Doplang Village and its uniqueness. Subsequently, a handover ceremony was conducted, and Doplang Village representatives allocated ten UTM students five days for International Service Learning. Following this, traditional food typical of Doplang Village, namely Kuih Peri Balik, was served to us before relocation to Klotok Hamlet as our five-day accommodation at 4:00 p.m. Upon reaching Pak Sugeng's house, our residence, at around 5:00 p.m., a village tour ensued, during which interaction with the villagers occurred. After evening prayers, attendance at the 'Yaasin recitation' with the villagers was made at one of the villager's houses in Doplang Village. After the ceremony, a typical Javanese food called Lontong was served to us, followed by a discussion of tasks scheduled for the next day.

Project Activities Youth Organization Empowerment: At 7 am, a traditional Indonesian breakfast comprising rice, steamed silver catfish, and tempeh was treated to us by our guardian, deviating from our usual morning routine of lighter meals. Following this substantial meal, a game of badminton was engaged in by us in the front yard while awaiting Madame Inggik, our tour guide for the day. At 08:30 a.m., the nearest field, just a 10-minute walk from our homestay, was visited by us. The various plants cultivated, including tuberose flowers, edamame, corn, and chilies, were introduced to us by the village head, Mr. Mostakem, upon our welcome. He explained the crop rotation method, emphasizing the symbiotic relationship between different plants. Field activities such as weeding, fertilizing, and mbetok (harvesting) tuberose were actively participated in by us. The experiences were documented throughout the trip by taking photos and videos with cameras and drone technology, capturing the dynamic landscape and various activities.

After resting for a while by the river, the mineral springs continued, knowing that their sulfur-rich water irrigates plants through a well-designed system. The sulfur content in this mineral water benefits plants by increasing nutrient supply, photosynthesis efficiency, and disease resistance. This area also holds historical significance with the presence of stone tablets originating from the pre-Islamic era in Indonesia. At 10:06, the process of making Kue ape, a typical Indonesian pancake, was learned, guided by Mr. Afri. For lunch, rice dishes served on banana leaves were enjoyed. After a short rest, dinner at 6.30 pm consisted of delicious Seafood Fried Rice. At 7.30 pm, a refreshing swim was taken at the mineral springs, and our day ended with a postmortem meeting at 10.00 pm to reflect on our experiences and plans for the next day, punctuated by a unique taste of Indonesian Durian provided by Mr Joko.



**Figure 2.** Observe and participate in community activities

This day was full of new experiences and cultural immersion, as seen in Figure 2. The day allowed us to delve deeper into villagers' daily lives, from tasting a traditional breakfast in the morning to getting directly involved in agricultural activities in the village fields. A visit to the mineral springs, with their historical significance and ingenious irrigation systems that benefit plants, underscores the complex relationship between nature and agriculture. His culinary experiences, from making ape cakes to enjoying rice dishes, provide an exploration of delicious Indonesian flavors. Swimming in the mineral springs in the evening added a refreshing touch to the day and relieved our tiredness. Finally, the postmortem meeting encourages reflection on our actions and collaborative planning for tomorrow. Overall, the combination of culture, agricultural insight, and contemporary culinary delights has given us a deep appreciation for the richness of life and traditions of Dopleng Hamlet.



**Figure 3.** Making tuberose flower perfume

On November 29, 2023, a session was attended at the local village office to learn about perfume making and making Sedap Malam Batik. The first activity is making perfume from tuberose flowers, as seen in Figure 3. Madame Triningsih leads the session at 09:33, teaching us the complex perfume-making process. Mrs. Triningsih also gave us lab coats before starting the briefing session about perfume. His perfume-making demonstration highlights key ingredients such as 96.97% ethanol, glycerin, and tuberose essence. He showed us the step-by-step process with a charming presentation and even let us label the perfume.

Villagers don't just stop at perfume; they also make hand sanitizer and telon oil. The cleanser consists of a mixture of Ethanol (98.6%), purified water, glycerin, anise, and tuberose. For telon oil, they use ethanol, eucalyptus oil (extracted from "eucalyptus"), coconut oil, glycerin, anise oil, and tuberose (tube flower). The advantage of this product is its unique natural essence that lasts for 24 hours. This is based on research by Novita (2023), which states that perfume from tuberose flowers is high quality. Introduced to the market in early 2023, this distilling equipment was donated by UPGRIS and Dopleng Village, demonstrating the collaborative and communal spirit of this traditional practice. This session not only enriched our knowledge about perfume distillation but also provided an appreciation for the involvement of art in creating Batik Sedap Malam.





**Figure 4.** Batik activities

After a short break, our activities were continued by practicing batik drawing at 10.55 am. Batik activities, illustrated in Figure 4, were engaged in by us. Introduction to Mrs. Dahrohmah, Mrs. Heri Widiastuti, Mrs. Surati, and Mrs. Yessy Evianti, who will guide us in making tuberose batik, was provided to us. A blank cloth was given to us to illustrate anything based on our creativity. Several examples of tuberose flower images were also provided to describe the fabric. While making the illustrations, the ladies used the stove to melt several blocks of wax (malem). This melted wax was then used to outline the image and prevent the watercolor from spreading across the lines when coloring the batik. Next, at 11.30, an introduction to the canting, a tool that would be used by us to block color spills with previously melted wax, was given to us. The ladies demonstrated how the illustrations had to be outlined carefully and ensured the wax penetrated the batik. At 12.05, batik canting was practiced directly by us. Despite the mistress's explicit instructions, this was a complex process as the wax could easily spill if not careful enough. After completing the canting practice, the coloring activity (also called batik nyoletan) was continued at 13.50. Batik was colored using dyes, and cotton buds were provided with great care. Finally, at 14.27, the day's activities were ended. Mrs. Inggik informed us to leave the batik as is and that the villagers of Doplant Village would help us complete the dyeing process.

Our second session on November 29th ended here, bringing home knowledge about perfume distillation, labeling, and batik creation. With the women's expertise in perfumery and the art of batik, it is truly unique to see how the products in Doplant Village are brought to life, and this extraordinary experience makes us grateful. Our participation today has fueled our passion to promote this product to all corners of the world and let everyone know how enjoyable organic and handmade products can be.



**Figure 5.** Study tour in saloka

On November 30, 2023, a study tour was conducted at Saloka Theme Park Semarang, aimed at indirectly promoting the attractiveness of the city of Semarang, which can be seen in Figure 5. Departure was by van at 09:28, and arrival at the destination was at 09:58. Two PGRI University Semarang (UPGRIS) students, Mas Afri, and Mas Tsaqif, were met there. The first place visited was Angon Ingon, a bird park at Saloka, where various types of birds could be seen, including peacocks, white cockatoos, and many more. At 11:12 a.m., a leisurely ride was enjoyed in Polah Bocah, located near Adu Nyali, a haunted house in the theme park. The trip was exciting as various rides, such as Paku Bumi, Bengak Bengok, Lika-Liku, Obat-Abit, and Senggal-Songgol, were experienced. At 13:15, the prayer room was entered for midday prayers. Following that, a restaurant near Bengak Bengok was headed for lunch, where some ordered nasi ayam geprek, nasi ayam penyet (not common in Malaysia), a plate of snacks, and fried rice. Before returning home, Senggal Songgol was played for the final ride. At 4:41 p.m., everyone returned to the homestay.

After Isha at 21:00, lessons about the success of digital marketing products were conducted with village villagers. Wong Junji and Lim Jingyoung hosted the first session. They demonstrated how to take pictures and videos of their product, Turbose, a tuberose-based perfume, to make the promotional material even more attractive. They emphasize the importance of proper lighting to enhance the color and beauty of the medium.



**Figure 5.** Demonstrated how to take pictures and videos of their product

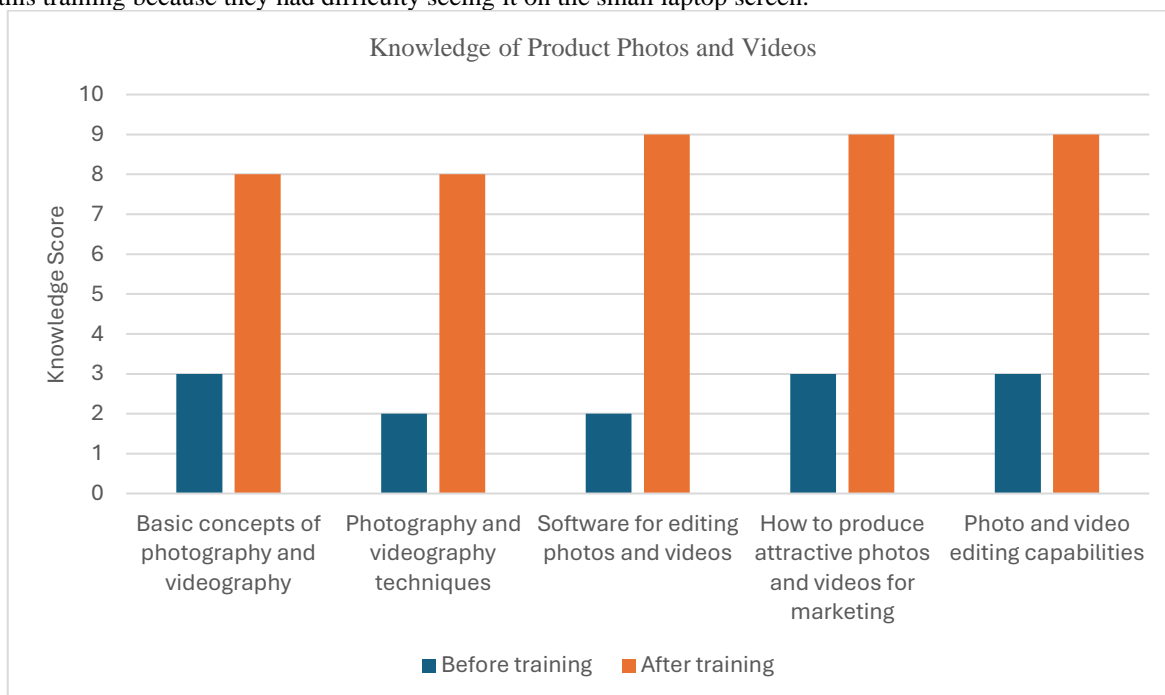
After a few minutes, the second session started. In this session, Nurfitriah and Fakhirah are tasked with explaining how to edit videos using templates from Capcut. Fitriah teaches them a simple trick in this session: look for Netflix templates. The Netflix template uses a cinematic filter to turn any landscape video into a film-like version. By taking advantage of this, it will be easier for the people of Dopleng Village to make edits without going through complicated editing methods, such as choosing songs for videos, inserting transitions, cutting unnecessary scenes, and many other aspects.



**Figure 6.** Photo editing using Canva

At 10.12, the third and final session focused on photo editing using Canva, led by Izzati and Kanageswari. Training using Canva can be seen in Figure 6. Izzati guides Doplang Village villagers on adding text to posters and highlights the differences in various text styles. Additionally, she demonstrated how to upload pictures to the Canva web platform. Following that, Kanageswari instructed them on decorating posters using elements from Canva, explaining each section, including shapes, graphics, stickers, frames, grids, and more. Moreover, a unique trick for removing backgrounds from pictures was shared using the remove-bg website. The session concluded at 11:30 p.m.

Evaluation of KKN activities in Domplang Village: KKN activities went well. There are a few problems with product photo training and photo editing on Canva. This is due to inadequate facilities such as no projector and a limited number of laptops, so training cannot be optimal and takes quite a long time. Villagers seemed less interested in this training because they had difficulty seeing it on the small laptop screen.



**Figure 7.** Doplang village villagers' knowledge about product photos and videos before and after training

Villagers' knowledge of interesting product photos and videos increased after the KKN team conducted training. Data was obtained from fourteen product photo and video training participants, as shown in Figure 7. Initial knowledge, which was only 26%, increased to 84%, so there was an increase in knowledge of 58%. Therefore, it can be said that this training in photography and photo-video editing was successful. In the future, it is hoped that village villagers can utilize their knowledge to maximize product marketing. The Desa Doplang international service-learning project has laid the foundation for positive change, emphasizing the importance of education, cultural exchange, and community empowerment. By addressing the identified challenges and implementing the recommended strategies, the collaboration can continue to make a meaningful and sustainable impact on the lives of the people in Desa Doplang.

#### 4. CONCLUSION

The international service-learning collaboration between Universiti Teknologi Malaysia (UTM) and Universitas PGRI Semarang in Desa Doplang has been a transformative experience, fostering cultural exchange,



community engagement, and knowledge transfer. The partnership aimed at promoting service-learning principles internationally has successfully brought together students from different backgrounds to address the unique challenges faced by Desa Doplang. The project's objectives were well-defined, focusing on transferring advanced drone technology knowledge, providing hands-on training in photo and video capturing techniques, engaging in digital marketing, and immersing participants in Indonesian culture. Throughout the journey, the team actively participated in various activities, ranging from agricultural practices to distilling local products and learning traditional art forms like batik.

The challenges faced by Desa Doplang, particularly the absence of digital and social media marketing exposure, were addressed through educational sessions on photography, videography, and digital marketing. The team played a crucial role in empowering the community with essential skills and ensuring a sustainable economic and cultural advancement approach. Villagers' knowledge of product photos and videos initially only increased by 26% but increased to 84%, increasing knowledge by 58%. Therefore, it can be said that this training in photography and photo-video editing was successful.

Some of the recommendations for further improvements of the program are: 1) Continued Skill Development: Establish continuous programs to develop digital skills within Desa Doplang, ensuring the community utilizes modern marketing and promotion tools, 2) Community Empowerment: Encourage the community to take ownership of their digital presence by actively participating in online platforms and sharing their unique products, culture, and landscapes, 3) Sustainable Tourism Initiatives: Collaborate with local authorities and organizations to explore sustainable tourism initiatives that highlight the natural beauty and cultural richness of Desa Doplang, 4) Partnership Extension: Strengthen and expand the collaboration between UTM and Universitas PGRI Semarang, ensuring long-term support for Desa Doplang's development beyond individual projects, 5) Monitoring and Evaluation: Establish a framework for monitoring and evaluating the impact of international service-learning initiatives, focusing on measuring the socio-economic and cultural growth of Desa Doplang, 6) Documentation and Storytelling: Document the progress and success stories of Desa Doplang's journey, using compelling narratives and visuals to attract wider attention and support, dan 7) Cultural Exchange Programs: Facilitate regular cultural exchange programs between UTM and Universitas PGRI Semarang students, fostering a deeper understanding of each other's cultures and creating lasting bonds.

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