

Merchant Education and Digital Marketing Guidance for *SM Snacks* and *Ribs Corner* in Salatiga City

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Abstract

This community service activity aims to provide digital marketing training to traders mentored by the Trade Office of Salatiga, offer digital marketing assistance, and create a minimum of 3 digital marketing contents for 2 traders fostered by the Trade Office of Salatiga. This activity was carried out in 3 stages (training, socialization, and mentoring). Digital marketing training activities have been done for all traders fostered by the Salatiga Trade Office. The socialization of mentoring activities was carried out through WhatsApp chat, and then followed up by visiting traders who responded positively. The results of the mentoring successfully encouraged the SM Snacks owner to try digital marketing using Business WhatsApp, and the manager of the Ribs Corner food outlet wanted to try the boost feature on her Business Instagram. Community service activities also help complement SM's Business WhatsApp snack with product catalog features, Anyflip-based digital catalog, and promotional posters, as well as creating 2 video contents to be uploaded to the Ribs Corner business Instagram. Because the team in the mentoring process has developed two social medias, each with minimum of 2 contents for two traders, then it can be concluded that the team has achieved the objectives of the activity.

Keywords: boost, digital marketing, Instagram, merchant, WhatsApp

Abstrak

Kegiatan pengabdian masyarakat ini bertujuan memberikan pelatihan pemasaran digital kepada pedagang binaan Dinas Perdagangan Salatiga, serta memberikan pendampingan pemasaran digital dan membuat minimal 3 konten pemasaran digital bagi 2 pedagang binaan Dinas Perdagangan Salatiga. Kegiatan ini dilakukan dalam 3 tahap (pelatihan, sosialisasi, dan pendampingan). Kegiatan pelatihan pemasaran digital telah terlaksana untuk semua pedagang binaan Dinas Perdagangan Salatiga. Kegiatan sosialisasi kegiatan pendampingan dilakukan melalui chat whatsapp dan kemudian ditindaklanjuti dengan melakukan kunjungan kepada pedagang yang memberi respon positif. Hasil pendampingan berhasil mendorong pemilik snack SM untuk mencoba pemasaran digital menggunakan WhatsApp Bisnis, dan pengelola warung makan Ribs Corner mau mencoba penggunaan fitur boost di Instagram business-nya. Kegiatan pengabdian masyarakat juga membantu melengkapi WhatsApp Bisnis snack SM dengan fitur katalog produk, katalog digital berbasis Anyflip serta poster promosi, serta membuat 2 konten video untuk diunggah ke instragram business Ribs Corner. Karena dalam pendampingan tim telah mengembangkan 2 media sosial dengan masing-masing minimum 2 konten bagi kedua pedagang, maka dapat disimpulkan, tim telah mencapai tujuan dari kegiatan.

Keywords: pemasaran digital, pedagang, whatsapp, instagram, boost

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a role in encouraging Indonesia's economic growth. In 2023, 66 million MSMEs in Indonesia contributed to 61% of the Gross Domestic Product (GDP), and absorbed 97% of the total workforce (Kadin Indonesia, 2023). Of these, MSMEs that have entered the digital ecosystem are only 20.76 million (31.5%) (Kadin Indonesia, 2023). In fact, digital technology that supports digital marketing and payments makes it possible to reach a wider market at a more efficient cost cause it can be done online (Ayesha et al., 2022; Sifwah et al., 2024; Wati et al., 2020).

A similar condition occurred in Salatiga City. In 2024, there will be 1,618 small and medium units (BPS Salatiga, 2025). In the pre-pandemic period, only 35% of MSMEs in Salatiga implemented digital marketing (Adhitya et al., 2022; Fevriera et al., 2023a, 2023b). The pandemic has not significantly encouraged the use of digital marketing cause only 38% of MSMEs use digital marketing (Fevriera et al., 2023a, 2023b). In 2022, MSMEs in Salatiga that had implemented digital payment methods were only 30.6% (Wahyudi et al., 2024). It is in accordance with the picture of MSMEs that have not yet utilized digital marketing, cause the application of digital marketing by MSMEs will generally encourage the use of digital payments. Meanwhile, 72% of consumers in Salatiga have used digital payment methods (Wahyudi et al., 2024). The use of digital payments by consumers will encourage digital purchases. Therefore, MSMEs that do not want to transform into digital marketing will risk being left behind by consumers. The biggest obstacle for MSMEs not using digital marketing is a lack of technology proficiency skills (29.51%), and the main reason they are reluctant to practice it is because digital applications are considered complicated (22.97%) (Adhitya et al., 2022). Therefore, training and assistance are needed for traders in Salatiga to increase the use of digital marketing.

The digital marketing training and assistance for the Karya Marang Community (a processed food MSME community in Salatiga City) by Pitaloka & Kardoyo (2024) was able to increase online visibility by up to 17% and increase interaction with consumers by 28% in just three months. These findings indicate that digital marketing is not only relevant in the context of modern marketing but also has a significant impact on the growth and sustainability of MSMEs, especially in a more competitive market.

The same result was found from the training and mentoring by Zahwa et al. (2024) for "Salsabila" MSMEs in Salatiga. After three months of training and mentoring, the ability of business actors to utilize social media increased significantly, which further contributed to a 20% increase in daily sales turnover. One of the promotional contents uploaded through the TikTok platform even went viral by reaching more than 93,000 impressions, which helped expand the market range and increase digital business visibility.

The two studies provide proof that digital marketing is an effective strategy and has a significant impact on enhancing the competitiveness of MSMEs in the digital era. Not only does it help expand market reach and increase sales, but digital marketing is also an important tool in building engagement with consumers and strengthening brand identity. Therefore, continuous training and mentoring in this field are important for the sustainability and growth of MSMEs, especially in small cities like Salatiga, which are experiencing rapid development in the local creative economy and culinary sectors.

This community service is a collaboration between the Economics Study Program, Faculty of Economics and Business (FEB), Satya Wacana Christian University (SWCU), and the Salatiga City Trade Office. Therefore, this activity has three objectives. First, it provides digital marketing training to merchants in Salatiga. Second, assisting traders in Salatiga to use digital marketing.

This community service is also a form of practice from the Digital Economy course in the Economics Study Program of FEB of SWCU. Students participating in the Digital Economy lecture are equipped with digital marketing methods and methods to create content for digital marketing. Then, students were divided into several groups, and each group was asked to accompany up to two fostered traders from the Salatiga City Trade Office. In the implementation, the student group was accompanied by one lecturer. Each group of students is tasked with assisting in the development of digital marketing and creating a minimum of three content for the digital marketing of these traders. Therefore, this is the third goal of this activity.

The two students who are members of the community service team were assigned to accompany two traders located at Rejosari Market, Salatiga. The first is Pak Sam's snack business under the SAM brand, which produces and sells a variety of local snacks. These products actually have a wide market potential, but they are still marketed conventionally without adequate digital media support. The second is Mrs. Santi's all-rib culinary business (Ribs Corner food outlet). The less strategic business location, as well as the lack of promotional activities, make this food outlet less visited by consumers, despite its strong and distinctive flavors.

It is the second integration of Digital Economy courses with community service activities. In the previous semester, similar activities had been done, but cooperation was carried out with the Cooperative Office of Salatiga.

This community service has several differences with Pitaloka & Kardoyo (2024) and Zahwa et al. (2024). First, this community service is part of an activity of the Digital Economy course and in collaboration with the Salatiga City Trade Office. So the training in this community service is given to fostered traders of the Trade Office of Salatiga, and not only to two traders being mentored by our team. The products of the traders participating in the training are various, viz, services, food, and non-food goods. Zahwa et al. (2024) only provide the training for one MSME that they mentored, while Pitaloka & Kardoyo (2024) provide the training to 7 members of Karya Mapan Community that they mentored, which all are food traders. Zahwa et al. (2024) not only developed social media accounts (TikTok and Facebook), but also developed a website. Pitaloka & Kardoyo (2024) focused merely on Instagram, while we used Instagram and a business whatsapp. Last, Zahwa et al. (2024) and Pitaloka & Kardoyo (2024) developed a digital marketing by uploading photos and videos in a website or social media, while we also developed Anyflip-based digital catalog, which is easy to be shared.

METHOD

This community service activity consists of 3 parts. The first is training, the second is socialization, and the third is mentoring.

First Stage - Training

The training section consists of two types, namely training for students who will accompany traders and training for fostered traders from the Trade Office of Salatiga.

Training for Students

Training for students is executed through lecture activities in the classroom every Thursday, starting from March 27 to May 8, 2025. During this period, students received briefings from two teachers of the Digital Economy course, namely Mrs. Christina Ari Pramono Putri and Mrs. Angelita Titis Pertiwi. The provision is given so that students are ready to assist traders in learning and starting digital marketing, specifically through social media. Students are not only equipped with methods to create content for digital marketing, but also with methods to advertise products digitally.

Training for Traders

The second training was conducted for traders. This training activity aims to provide a basic understanding of the importance of digital transformation in marketing merchant products. The training was conducted on May 14, 2025, at the Salatiga Trade Office through a presentation by Mrs. Christina Ari Pramono Putri. Mrs. Christina was chosen as a presenter because she is also an experienced influencer through her personal Instagram (IG) account (@kuliner_salatiga). The material provided focuses on: (a) the introduction of digital marketing strategies, (b) the creation of engaging visual content, (c) target market analysis and consumer segmentation, and (d) the implementation of consistent and sustainable digital marketing. Training activities for traders were also attended by students who will accompany the traders and several field supervisors.

Second Stage – Socialization

At the end of the training, the team told the trainee traders that they would be contacted by the team for further digital marketing assistance. Furthermore, from May 15 to 19, 2025, the student group contacted the traders, who were distributed by the lecturer of the Digital Economy class. Traders are contacted via WhatsApp (WA) to explain the intention of the community service activities to be carried out and to make an appointment to visit traders. The team's first visit to traders was carried out as much as possible with the assistance of the Field Supervisor. During the visit, the team re-explained the purpose of the mentoring activities, persuading traders to be willing to be accompanied, or in other words, willing to try digital marketing.

Third Stage - Mentoring

The mentoring section is carried out using the Participatory Action Research (PAR) approach. PAR is a participatory research activity in which all parties are involved in the process from identifying the problem until taking action to problem-solving (Afandi et al., 2022; Khasanah et al., 2024). In community service activities, PAR is applied to identify and solve problems faced by the community being assisted. The purpose of PAR in community service activities is to produce knowledge from the community or produce a process of social change in society. Five processes in community service activities are carried out using the PAR

approach (Afandi et al., 2022; Khasanah et al., 2024), i.e., (1) recognizing problems, (2) understanding problems, (3) finding solutions to the problems faced, (4) solving problems, and (5) building awareness to make sustainable changes (Afandi et al., 2022).

In this activity, the people referred to in the definition above are assisted traders, that is, SM Snacks owners and managers of Ribs Corner food outlet. The problem that must be identified and solved is the right digital marketing model for merchants. The expected social change in this activity is the willingness of merchants to try or start digital marketing. The first to third processes in PAR are carried out by creating merchant profiles, and the fourth to fifth processes in PAR are executed by assisting in the creation of digital marketing content and providing assistance to start digital marketing.

Students must make reports on merchant profiling, the first content creation, the second content creation report, the third content creation report, and the final report.

RESULT AND DISCUSSION

First Stage Results - Training

Training Outcomes for Students

The Digital Economy is a class managed by the Economics Study Program of FEB of SWCU. This class was attended by 11 students from the Economics Study Program and 15 students from the International Class of Management and Accounting Program (ICMAP) FEB UKSW. This course is mandatory for students in the Economics Study Program, but it is an optional course for ICMAP students. Participants in the Digital Economy lecture were divided into 12 groups. Students in this writing team are one of these groups.

Training Outcomes for Traders

This activity was carried out for traders assisted by the Trade Office of Salatiga. About 70 traders attended the training activity. Based on the training, it was identified that several traders have actually done digital marketing.



Source: Instagram of the Trade Office of Salatiga
Figure 1. Digital Marketing Training for Traders

Second Stage Result – Socialization

Not all traders who attended the training were contacted by the team. The team selects merchants whose products are considered to have the potential to be marketed digitally. Each student group receives two traders fostered by the Trade Office of Salatiga to be contacted. The first two traders contacted by the student group in this writer's team on May 16, 2025, rejected the offered assistance program. They are traders of products and services in the information technology industry. On the same day, the student group received two more traders to be contacted, but only one gave a positive response, namely the SM Snacks business. On May 18, 2025, students, accompanied by the Field Supervisor, visited SM Snacks business owners and also traders who had not responded at Rejosari Market. The purpose of the visit, in addition to introducing yourself, was also to directly explain the purpose of the activity. However, traders who did not respond when contacted via WhatsApp still did not give a positive response. Furthermore, on May 19, 2025, the student group received one more trader to be contacted, and it turned out to be willing to be accompanied, namely the Ribs Corner food outlet.

Third Stage Results – Mentoring

Snack SM Profiling Results

On May 18, 2025, the student group, accompanied by the Field Supervisor, visited Mr. Samuri (Mr. Sam), the owner of SM's snack business, at his outlet at Rejosari Market. During the visit, the research team, in addition to conducting direct observations at Pak Sam's kiosk, also conducted interviews and discussions to discover the digital marketing model needed by Pak Sam.

The SM Snacks business offers a variety of local snacks, such as chips. This business already has loyal buyers, particularly the elderly. However, SM Snacks marketing tends to be done conventionally, that is, it offers more through its outlet in Rejosari Market and distributes to several small supermarkets in Salatiga.

At first, Mr. Sam was hesitant to receive assistance because he thought he was quite old (over 60 years old). Mr. Sam has actually often been encouraged by his children to apply electronic marketing (e-commerce), but is worried that he will not be able to manage it because he does not have workers to help him at the outlet.

From the results of the interview, we know that digital marketing was occasionally carried out by Mr. Sam's wife, i.e., by offering her products through WA status. Pak Sam's wife helped with the business from home. Mr. Sam felt comfortable and just wanted to continue marketing in that way. As a solution, the team did not necessarily introduce complex social media, but adjusted the digital strategy to the media that were more familiar and easily accessible to Pak Sam, namely Business WhatsApp. This method is also considered suitable, considering that the majority of snack customers are elderly people. The majority of whom are likely to be unfamiliar with using complex digital technology.

Ribs Corner Profiling Results

On May 20, 2025, with the owner of Ribs Corner's permission, Mrs. Santi, the student group visited the food outlet to conduct observations, as well as interviews and discussions with the food outlet manager to discover the digital marketing needs for Ribs Corner. The Ribs

Corner food outlet has a major visibility problem. Although it tastes good, has a competitive price, and a strategic business location in the market area, its position outside of the outlet complex in the market makes Ribs Corner less widely known to the people of Salatiga. Based on the interview, it is also known that Ribs Corner has had a Business Instagram to market its products since March 2025. However, it is still relatively new, so the uploaded content is still limited and considered less interesting. To overcome this problem, the team decided to focus its digital promotion strategy on the Business Instagram platform, which they already owned, and helped prepare the videos that are uploaded to Ribs Corner's Business Instagram.

Snack SM Assistance Results

(1) Digital Catalog



(2) WA Business Catalog and Sample Orders Through WA Business

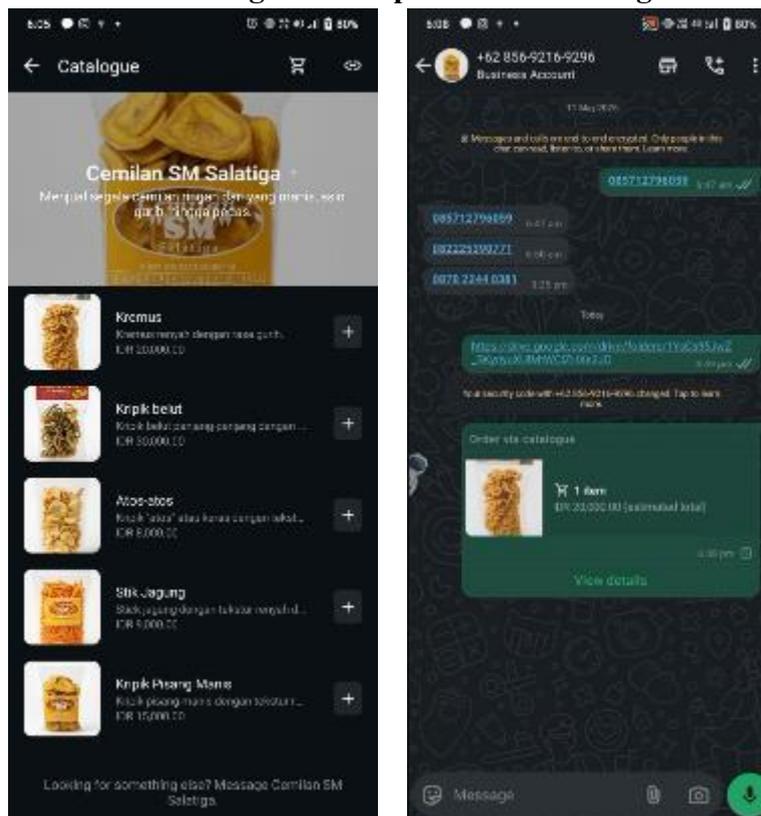


Figure 1. Catalog for SM Snacks

To support the marketing strategy through the SM Snacks Business WhatsApp, the team created several supporting contents, viz., an interactive digital catalog based on Anyflip, digital posters for WA status, and filling in the catalog feature on the Business WhatsApp application (see Figure 1). With this approach, product information can be delivered in a structured, professional, and easily accessible manner to customers. The use of quick reply features and broadcast messages also facilitates interaction between business owners and customers, improving communication efficiency while expanding the reach of promotions.

Ribs Corner Assistance Results

To support the marketing strategy through the Business Instagram of Ribs Corner, the team developed two videos. The first content is in the form of a short-duration promotional video that aims to introduce the advantages of Ribs Corner and business locations to the public. The attractive visual style videos adjusted to social media trends, present the main menu, information about the outlet location, business hours, and the outlet atmosphere (see Figure 2). This content is also supported by the Instagram boost feature to increase audience reach.

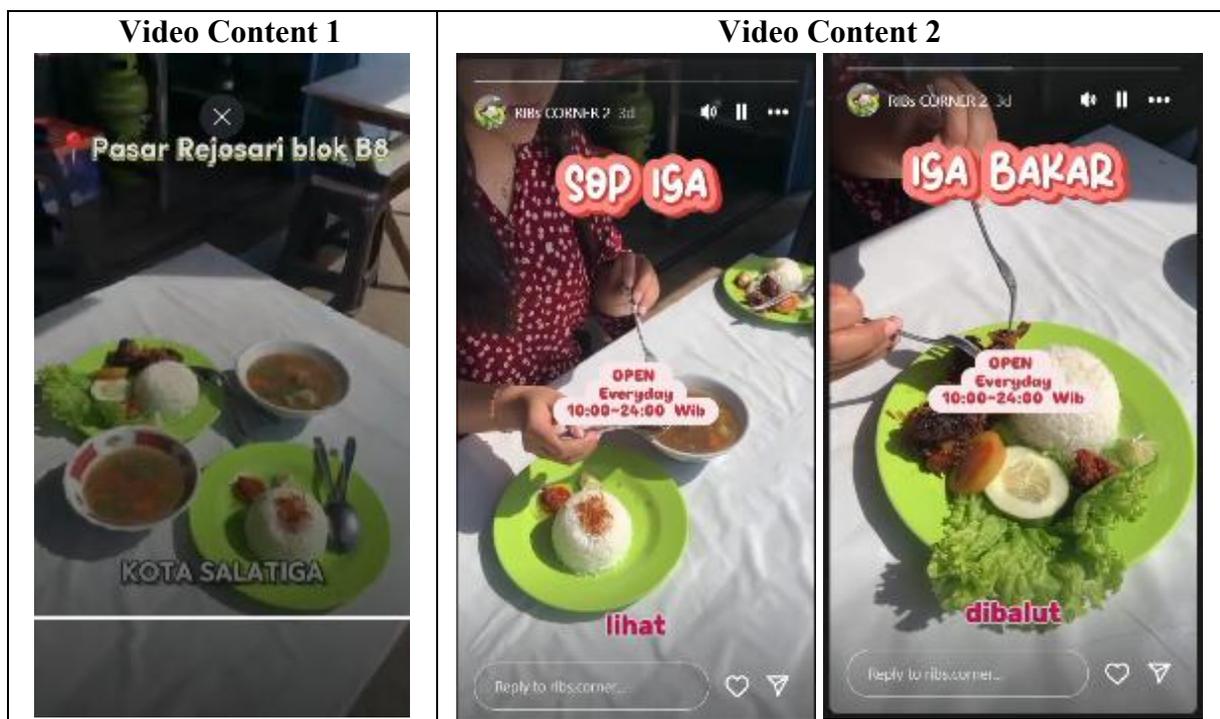


Figure 2. Videos for Ribs Corner's Business Instagram

Furthermore, the second content was developed with a more authentic approach, i.e., a video review of food directly from favorite menus such as Rib Soup and Rib Grilled (see Figure 2). This content is designed to provide a more real experience and build consumer trust through visual testimonials. In the video review, information on taste, portions, prices, and service advantages at Ribs Corner was conveyed. As a result, this content succeeds in strengthening Ribs Corner's image as a "hidden gem" of local cuisine, while showing that quality does not always have to be associated with a premium location.

Discussion

The different approaches applied to each trader are chosen to achieve strategy effectiveness based on specific business needs and conditions. For SM Snacks, the existence of a digital catalog that can be accessed through WhatsApp has proven to be more relevant and functional than other social media platforms. Meanwhile, for Ribs Corner, attractive visual content and distribution strategies through Instagram are expected to increase people's awareness of the business and perception of the business locations.

The evaluation was carried out through observation of customer responses, increased digital interaction, and changes in public perception of both businesses. The results obtained show an increase in followers on Ribs Corner's Instagram, ease of reaching new customers, and strengthening a more professional brand identity.

Field findings indicate that the success of digital marketing strategies is highly dependent on the suitability of the approach to the characteristics of the business actor and the market target. Not all traders need a sophisticated platform. A simple, relevant approach that suits the trader's technological skills can make a bigger impact. This assistance proves that personalizing strategies and strengthening practical skills are keys to accelerating the digital transformation of MSMEs in a sustainable manner.

Since for each trader, the student group was able to develop 1 social media with a minimum of 2 contents, then the total content created is more than 3. Therefore, the student group is successful in meeting the minimum target of 3 contents that is set by the lecturer of the Digital Economy class.

Table 1 summarize the digital marketing of the traders before and after the mentoring program.

Table 1. The Digital Marketing Before and After The Mentoring Program

Trader	Before	After
SM Snacks	Not using digital marketing. Have no content for digital marketing.	Employ a business whatsapp. Have Anyflip-based digital catalog and a promotion poster.
Ribs Corner	Have a business Instagram with limited contents but never try the boost feature.	Develop videos to be advertised in Instagram using boost feature.

Digital marketing is an effort to achieve the marketing goals by applying technology and digital media. It can also be defined as a marketing by internet and digital technology application in order to build a communication with consumers to reach the marketing goals (Sudirman (Eds.), 2022). Driving action and advocacy is the main role of digital marketing and the power of advocacy is strengthened by the development of mobile connectivity and social media communities (Kotler et al., 2017). The digital marketing has various platforms. Among others are social media marketing such as Instagram and broadcast/instant message such as whatsapp, and digital or online advertising (Kotler et al., 2017; Sudirman (Eds.), 2022).

Thus, the creating of whatsapp business for SM Snacks, and the video content making for Ribs Corner's Instagram are an implementation of digital marketing. Furthermore, the video boost in Ribs Corner's Instagram and displaying a product catalog of SM Snacks through whatsapp business is the application of digital or online advertising.

CONCLUSION

The community service activity which is integrated with the Digital Economy course organized by the Economics Study Program FEB UKSW and at the same time is the result of collaboration with the Trade Office of Salatiga has three objectives, namely: (1) providing digital marketing training for traders fostered by the Salatiga Trade Office, (2) providing assistance to 2 traders fostered by the Trade Office of Salatiga to carry out digital research, and (3) create a minimum of 3 content for digital marketing for 2 traders fostered by the Trade Office of Salatiga.

The result of this community service activity is that digital marketing training has been held for traders assisted by the Trade Office. In addition, assistance has been provided to 2 traders fostered by the Trade Office of Salatiga, namely SM Snacks and Ribs Corner food outlets. The team succeeded in encouraging SM Snacks business owners to try digital marketing through Business WhatsApp. For Ribs Corner, which already has a Business Instagram, the food outlet manager is willing to try the boost feature on Instagram to advertise their products. In addition, this community service activity produced several digital marketing contents. For SM Snacks, the team complemented the Business WhatsApp with product catalog features, Anyflip-based digital catalog, and posters for promotion. For Ribs Corner, two promotional videos focused on information about the outlet location, price affordability, and food reviews were created and uploaded to the Business Instagram. These achievements prove that all the goals of community service activities have been achieved. The total content created by the student group is five, and hence, it satisfies the requirement set by the lecturer of the Digital Economy class.

However, this activity has limitations, i.e., the short duration of assistance and the existence of traders who are not cooperative and reject the assistance program being offered. For similar activities in the future, the assistance time should be extended to evaluate the digital marketing accounts and content that have been created. In addition, the Trade Office is expected to be involved in the socialization process, considering that they already know their fostered traders, so it is hoped that the activity will not be rejected by traders. Finally, the development of self-contained technical guidance can also be considered to improve the sustainability of traders' digital strategies.

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