



Developing a Social Media Landing Page Specialist to Advance Creative Media MSMEs

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Abstract: The increasing use of social media platforms such as Instagram and Facebook offers significant opportunities for businesses to reach a broader audience through organic content and paid advertisements. A landing page designed specifically for social media specialists is a crucial tool in digital marketing strategies. This type of landing page enables social media specialists to effectively showcase their expertise and services to potential clients. Utilizing a landing page template tailored to business needs can help attract and convert visitors into clients in a more professional and appealing manner. Instapage, as a platform offering such templates, provides various features, including modern design, strategic call-to-action (CTA) buttons, and A/B testing capabilities to optimize webpage effectiveness. The platform also facilitates the customization of designs to align with business branding, thereby enhancing the landing page's role in not only showcasing expertise but also increasing the likelihood of converting visitors into loyal clients.

Keywords: Social Media; Landing Page; Digital Marketing.

1. Introduction

Since its introduction in 2011, the concept of Industry 4.0 has fundamentally transformed how businesses operate and compete in the global market. Industry 4.0 refers to the integration of digital technologies with production processes through the use of the internet, automation, and data analytics. This shift has significantly altered the business landscape, driving the transition from conventional business models to more modern and efficient digital ones. This transformation is marked by the emergence of technologies such as the Internet of Things (IoT), cognitive computing, and artificial intelligence (AI), which have enabled companies to automate processes, enhance efficiency, and create new value propositions. The profound changes brought about by Industry 4.0 have resulted in increased competition across various industrial sectors. As technology advances rapidly, businesses are compelled to adapt quickly to remain competitive. The implementation of technologies like AI, for instance, has not only facilitated more efficient operational management but also improved the prediction and optimization of costs, as seen in water management and chemical usage in industries [1][2]. By adopting these technologies, companies can introduce more innovative business models, ultimately enhancing their competitiveness in the global market.

Moreover, government support in promoting digital technology adoption has been a critical factor in accelerating digital transformation, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. Government initiatives aimed at fostering digital transformation among MSMEs are essential to ensure that this sector can compete effectively in the increasingly digitalized market. MSMEs that successfully adopt digital technologies can not only expand their markets but also improve their operational efficiency and overall competitiveness [3]. The digitalization of business models offers significant opportunities for growth and business expansion.

The application of Industry 4.0 technologies has also intensified global competition, with leading companies vying to develop and implement Industrial Internet Platforms (IIP). The construction and application of IIP have become a primary focus in industrial development across various countries, as these platforms are crucial for enhancing efficiency and fostering innovation in production processes. Additionally, the integration of next-generation information technologies such as IoT and cloud computing has played a significant role in advancing industrial transformation, enabling companies to automate processes and reduce operational costs [4].

In this digital era, continuous innovation and the adoption of the latest technologies are vital for business sustainability. Technologies such as artificial intelligence, business analytics, and green technology not only help companies improve business performance but also meet the demands of an increasingly dynamic and competitive market [5][6]. Therefore, the ability to adapt to technological changes is crucial for companies to remain relevant and competitive in the ever-evolving global marketplace [7]. Amid these technological advancements, digital marketing has emerged as a critical component of modern business strategies [8][9]. Digital marketing, defined as the use of the internet and information technology to enhance and expand traditional marketing functions, has become a primary medium in the current wave of digitalization. Digital marketing enables businesses to reach consumers more effectively by leveraging data and analytics to craft more targeted marketing strategies.

Entrepreneurship training for MSMEs, the primary focus is not merely to guide individuals towards becoming entrepreneurs but also to help them recognize business opportunities available to them. By leveraging their potential and surrounding resources, MSMEs can develop their businesses more effectively [10]. Assistance in creating and managing digital accounts on platforms such as Google Business and Instagram is also a key part of digital marketing strategies, helping MSMEs promote their products and services optimally. B&G Media Creative is a digital agency focused on brand development and digital marketing activities for MSMEs in Indonesia. With core services including landing page creation and company profile development, B&G Media Creative helps MSMEs to more effectively introduce their products or services to consumers. A well-crafted landing page not only attracts consumer attention but also guides MSMEs in achieving their business goals more efficiently. Thus, the advancements in Industry 4.0 and digital marketing present significant opportunities for MSMEs to grow and compete in an increasingly global and digital market. The support of digital technologies and the implementation of effective marketing strategies are key for MSMEs to enhance their competitiveness in this digital age.

2. Research Method

The ADDIE method is a systematic approach in instructional design that encompasses five main stages: Analysis, Design, Development, Implementation, and Evaluation. This model has become a fundamental framework in instructional systems design, recognized for its ease of application across various educational contexts. In this study, the ADDIE model is employed as a generic model adaptable to various educational settings, including the development of Micro, Small, and Medium Enterprises (MSMEs). The method's systematic nature requires adherence to sequential steps, ensuring a comprehensive and structured process. Below is a detailed explanation of how the ADDIE method is applied in the context of MSME development:

2.1. Analysis

The first stage of the ADDIE model involves conducting a thorough analysis of the needs of MSMEs. This analysis covers several aspects, including products, operations, marketing, finance, and human resources. The goal of this stage is to identify the specific challenges faced by MSMEs and the potential areas for development. By understanding the unique characteristics and profiles of MSMEs—such as the type of business, scale, growth rate, and existing constraints—the analysis provides a solid foundation for the subsequent stages. This stage is critical in ensuring that the program developed is tailored to the actual needs and conditions of the MSMEs, thereby increasing the likelihood of successful implementation.

2.2. Design

Following the analysis, the Design stage involves crafting a development program that aligns with the identified needs. This stage requires setting clear objectives and goals for the MSME development program. The design process also includes the creation of strategies and approaches that will be utilized in the program, such as training, mentoring, access to financing, or network development. Additionally, an action plan and schedule for the implementation of the MSME development program are prepared during this stage. The careful design ensures that the program is well-structured and strategically sound, enhancing its potential for achieving the desired outcomes.

2.3. Development

In the Development stage, the focus shifts to the creation of the necessary materials, modules, and instruments for the MSME development program. This stage also involves preparing the resources required for program execution, including human resources, infrastructure, and budget. Furthermore, this stage includes conducting pilot tests and validating the program before its full-scale implementation. The pilot tests help identify any potential issues and allow for adjustments to be made, ensuring the program's effectiveness and efficiency. This stage is crucial in refining the program and ensuring that it is ready for implementation.

2.4. Implementation

The Implementation stage is where the MSME development program is put into action according to the design laid out in the previous stages. This stage involves facilitating MSMEs in applying the developed strategies, such as through training, mentoring, or providing access to financing. Ensuring the active participation and involvement of MSMEs in the program is essential for its success. The implementation stage is where the program's strategies and plans are tested in real-world scenarios, allowing for the observation of how well the MSMEs adapt to and benefit from the program.

2.5. Evaluation

The final stage of the ADDIE model is Evaluation, which is divided into formative and summative evaluations. Formative evaluation is conducted throughout the MSME development process to assess the program's effectiveness and efficiency. This ongoing assessment allows for real-time adjustments and improvements to the program. Summative evaluation, on the other hand, takes place after the program's completion to measure its overall impact and sustainability. During this stage, data and feedback from the MSMEs are analyzed to identify strengths, weaknesses, and areas for improvement. The insights gained from this analysis are then used to make recommendations for future enhancements to the MSME development program. The evaluation stage is vital for ensuring that the program not only achieves its immediate goals but also contributes to the long-term growth and sustainability of the MSMEs.

3. Result and Discussion

3.1 Results

The application of the ADDIE method in the development of Micro, Small, and Medium Enterprises (MSMEs) has proven effective in enhancing the sustainability and impact of development programs. By utilizing this systematic approach, we have designed a service that addresses the specific needs of MSMEs, particularly those struggling to market their products or services in the digital space. This service, named "Media Creative," is a social media management service aimed at assisting MSMEs in navigating the complexities of digital marketing.

3.1.1. Explanation of the Proposed Innovation

One of the key innovations proposed by Media Creative is the development and enhancement of digital literacy among MSME owners who may not yet fully understand the benefits of digitalization. The goal is to equip these business owners with a deeper understanding of how to effectively use social media, digital marketing, and branding strategies. This is crucial for businesses that are transitioning from traditional to digital methods of marketing. Media Creative also introduces a personalized consultation service, where MSME owners can discuss the specific challenges and issues they face in their business operations. This consultation serves as a basis for creating tailored content that best suits their marketing needs. The innovation is designed to increase the awareness of MSME owners about the advantages of digitalization and the importance of an online presence in growing their businesses. With the support of Media Creative, MSMEs can take concrete steps to leverage social media and digital technology to expand and develop their businesses.

3.1.2. Technology, Tools, and Resources

To implement the innovations proposed by Media Creative, a variety of technological tools and resources are required:

- 1) Information Technology

The essential hardware includes computers, laptops, servers, and networking equipment necessary to manage online platforms, websites, and social media accounts.

- 2) Communication

The personalized consultation service relies on communication technologies such as teleconferencing, email, chat, and telephone. These tools facilitate effective communication between Media Creative and its clients, ensuring that MSME owners receive the guidance they need.

- 3) Human Resources

Creative personnel, consultants, and content writers experienced in digitalization and digital marketing are crucial intellectual resources. These professionals are responsible for developing and delivering the content and strategies that MSMEs need to succeed in the digital marketplace.

- 4) Educational Content

Educational materials must be developed based on extensive knowledge of digitalization, social media, and branding strategies. These materials will be used to educate MSME owners and help them understand how to effectively use digital tools to enhance their business operations.

To successfully develop these innovations, Media Creative must invest in technology, human resource training, and the necessary software to support educational and consultation services for MSME owners. With these resources in place, Media Creative can continuously improve the digital literacy of MSME owners and assist them in leveraging digital technology for better business growth.

3.1.3. Prototype Design Plan

The social media management service offered by "Media Creative" is designed to attract clients who are eager to enter the digital marketing world but may lack the expertise or time to manage their social media marketing efforts independently. Media Creative offers an efficient solution, managing the entire social media marketing process on behalf of the client. The prototype design includes several portfolios that demonstrate the range of services provided, which can be used as examples of the quality and effectiveness of the services offered by Media Creative. Figure 1, A sample landing page designed to capture the attention of potential clients and convert visitors into leads or customers. The landing page is crafted to be visually appealing and user-friendly, ensuring that it effectively communicates the client's brand message.

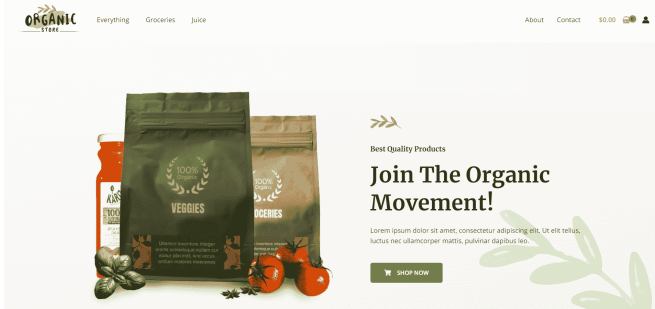


Figure 1. Landing Page

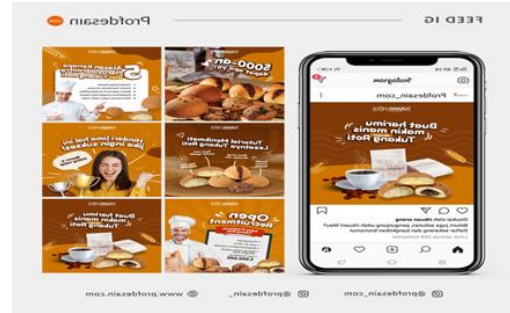


Figure 2. Instagram Feed

Figure 2, An example of an Instagram feed managed by Media Creative, showcasing how the service can enhance the client's social media presence with consistent, high-quality content that aligns with the brand's identity. These prototypes serve as tangible examples of what clients can expect when they engage Media Creative for their social media management needs.

3.1.4. Evaluation Stage

The final stage in the ADDIE process is the evaluation phase. This phase involved the distribution of questionnaires to local MSMEs to assess the feasibility and effectiveness of the Media Creative service. A total of 100 respondents, all of whom were local MSMEs, participated in the survey. The questionnaire included four indicators and five categories of response options: Strongly Disagree (1), Disagree (2), Somewhat Agree (3), Agree (4), and Strongly Agree (5).

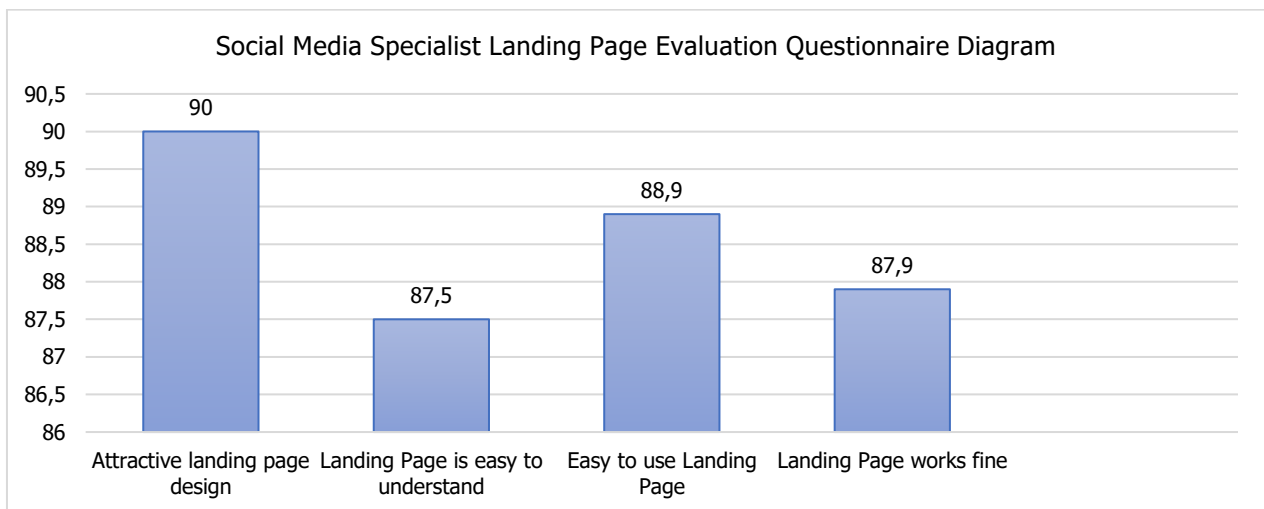


Figure 3. Questionnaire results

The survey results are depicted, indicating that the majority of respondents agreed that the specialized social media landing page was effective and suitable for their needs. The overall satisfaction rate was an average of 88.57% across the designated indicators, reflecting a strong positive response from the participants. The data suggest that the landing page and associated services provided by Media Creative are well-received and considered valuable by the respondents. The positive feedback indicates that the service is both effective and applicable, confirming its potential to significantly benefit MSMEs by enhancing their digital presence and marketing capabilities. The application of the ADDIE method has facilitated the development of a targeted and effective service offering, designed to meet the specific needs of MSMEs in the digital age. By addressing the challenges faced by these enterprises and providing tailored solutions, Media Creative has the potential to make a significant impact on the growth and sustainability of MSMEs in the competitive digital marketplace.

3.2 Discussion

The implementation of the ADDIE method in the development of Micro, Small, and Medium Enterprises (MSMEs) has yielded significant insights into the effectiveness of structured, systematic approaches to business development in the digital era. The success of the Media Creative service, which was designed using the ADDIE model, underscores the importance of comprehensive planning and evaluation in addressing the unique

challenges faced by MSMEs. One of the key findings from the application of the ADDIE method is the critical role of the Analysis stage. The detailed needs assessment conducted during this phase allowed for the identification of specific challenges and opportunities unique to MSMEs. By understanding the precise needs of these enterprises—ranging from digital literacy gaps to marketing inefficiencies—Media Creative was able to design a service that directly addresses these issues. This tailored approach is crucial for MSMEs, as it ensures that the solutions provided are both relevant and effective, ultimately leading to greater adoption and success.

The Design and Development stages further highlight the importance of customization and adaptability in service creation. The careful design of Media Creative's offerings, such as personalized consultations and tailored content creation, reflects an understanding that one-size-fits-all solutions are often ineffective in the diverse landscape of MSMEs. The development of specific tools and resources, such as the landing page and Instagram feed prototypes, demonstrates how targeted design can meet the exact needs of MSMEs, providing them with the resources necessary to thrive in a digital marketplace. The positive reception of these prototypes, as indicated by the evaluation results, confirms that MSMEs value services that are specifically designed to address their unique challenges.

The Implementation stage of the ADDIE model revealed the practical challenges and opportunities associated with deploying digital solutions within the MSME sector. The process of facilitating MSMEs in adopting new digital tools highlighted the need for ongoing support and training, which is critical in ensuring that these businesses can fully leverage the technologies available to them. This stage also underscored the importance of flexibility in implementation, as MSMEs often face varying levels of resource availability and digital readiness. The success of Media Creative in this stage can be attributed to its ability to adapt the implementation process to the specific circumstances of each client, thereby enhancing the overall effectiveness of the service.

The Evaluation stage provided valuable feedback that not only validated the approach taken by Media Creative but also offered insights into areas for future improvement. The high satisfaction rates recorded in the survey indicate that the services provided are both effective and appreciated by the MSMEs. However, the evaluation also pointed to the need for continuous improvement and adaptation of the service to meet the evolving needs of MSMEs as they grow and develop in the digital space. This ongoing evaluation and refinement process is critical for maintaining the relevance and effectiveness of the service in a rapidly changing digital environment.

One of the most significant discussions arising from this project is the broader applicability of the ADDIE model in business development, particularly in digital transformation initiatives. The success of Media Creative demonstrates that the ADDIE model, typically used in educational contexts, can be effectively adapted for use in business settings. This adaptation is particularly relevant for MSMEs, which often require structured guidance to navigate the complexities of digital transformation. By applying the ADDIE model, businesses can ensure that their development initiatives are not only well-planned but also adaptable to the specific needs and challenges of their target audience. The application of the ADDIE method in the development of the Media Creative service has proven to be highly effective in addressing the digital marketing needs of MSMEs. The structured, systematic approach provided by the ADDIE model ensured that the service was both relevant and effective, leading to high levels of satisfaction among clients. The insights gained from this project suggest that the ADDIE model could be a valuable tool for other businesses seeking to develop targeted, effective solutions in the digital age. Moving forward, the continued application of this model, combined with ongoing evaluation and refinement, will be essential in ensuring that Media Creative remains a valuable resource for MSMEs navigating the challenges of digital marketing.

4. Related Work

Research on the development of Micro, Small, and Medium Enterprises (MSMEs) has been extensive, addressing various aspects crucial to their growth and sustainability. Niode and Rahman (2022) conducted an insightful study focusing on the development potential of MSMEs within the creative economy and marine tourism sectors, examining the implications of these industries for regional economic resilience. Their research employed a diverse methodological approach, including Focus Group Discussions (FGDs), questionnaires, interviews, and observations, to collect comprehensive data. The study provided valuable insights into how these sectors could be leveraged to strengthen regional economies, highlighting the importance of MSMEs in contributing to economic resilience.

Ahsyar *et al.* (2020) explored the integration of e-marketplaces as a strategic platform for promoting MSMEs in Pekanbaru City. This study emphasized the successful implementation of an e-marketplace system, which was positively received by local businesses [11]. The findings demonstrated that e-marketplaces could significantly enhance the visibility and market reach of MSMEs, thus supporting their growth and development in an increasingly digital economy. The study provided practical insights into how digital platforms can be utilized to foster MSME development, particularly in urban settings. Iriani (2023) focused on product innovation within the MSME sector, specifically examining the processing of catfish otak-otak at the "Ahmadi Kuliner" MSME. The study employed qualitative data collection methods, including interviews and observations, to explore the innovative processes involved in product development. Iriani's research contributed to the existing literature by providing a detailed case study that demonstrated how innovation at the product level can drive business success within the MSME sector [12]. The findings underscored the importance of continuous innovation for maintaining competitiveness in the market.

Hanfan (2017) investigated the role of iconic product development in enhancing the marketing performance of MSMEs. The study aimed to address a gap in the literature by examining how the capability to develop iconic products can impact the marketing outcomes for MSMEs. Hanfan's research provided evidence that the development of distinctive, market-leading products could significantly boost an MSME's visibility and appeal in the market, thereby improving overall marketing performance [13]. This study highlighted the strategic importance of product differentiation as a key driver of competitive advantage for MSMEs. Prasetyo *et al.* (2021) examined the role of social media marketing during the COVID-19 pandemic, with a particular focus on MSMEs [14]. The study aimed to identify flagship products and business profiles, develop social media strategies tailored for MSMEs, and enhance public awareness of technology-based business strategies. The research offered practical recommendations for MSMEs to navigate the challenges of the pandemic by leveraging social media as a tool for sustainable business operations. The findings illustrated the critical role of digital platforms in maintaining business continuity during times of crisis.

Herdiana *et al.* (2022) designed a Business Intelligence (BI) system to support the development of flagship products in MSMEs. The study utilized data from MSMEs in Tasikmalaya City to create a BI system prototype that could help businesses identify and develop their most promising products. This research demonstrated the potential of BI systems to enhance decision-making processes within MSMEs, leading to more effective product development and market strategies [15]. The study provided a forward-looking perspective on the role of data-driven decision-making in the future of MSME development. Nampa (2024) explored the diversification of products, packaging development, and branding strategies for palm sugar products produced by home industries in Lasiana Beach, NTT, with the aim of supporting local tourism. The study was conducted through a series of service activities, including lectures, problem-solving discussions, and workshops, to engage and educate local producers. Nampa's research highlighted the importance of product differentiation and branding in enhancing the marketability of traditional products, thus contributing to the growth of local tourism and the overall economic development of the region [16]. These studies collectively underscore the multifaceted nature of MSME development, emphasizing the need for strategic innovation, digital integration, and data-driven approaches to ensure their growth and sustainability in an increasingly competitive and digitalized global economy.

5. Conclusion

The adoption of specialized social media landing pages by Micro, Small, and Medium Enterprises (MSMEs) presents significant advantages across multiple dimensions of business operations. Firstly, the integration of landing pages with strategic social media marketing efforts considerably enhances the visibility and image of MSMEs in the digital marketplace. This heightened visibility is crucial not only for improving brand perception but also for attracting a broader and more engaged consumer base. Furthermore, these digital tools facilitate more direct and meaningful interactions between MSMEs and their customers. By leveraging well-designed landing pages and engaging social media content, MSMEs can foster deeper consumer engagement, which is essential for building stronger, long-term customer relationships. In addition to improving customer engagement, the use of specialized landing pages can lead to higher conversion rates. By focusing on the user experience and ensuring that the landing pages are both visually appealing and functionally effective, MSMEs can convert a greater proportion of visitors into paying customers, thereby boosting sales and enhancing overall customer satisfaction. Moreover, the efficiency of marketing efforts is significantly improved through the targeted use of landing pages and social media. This allows MSMEs to optimize their marketing resources, reducing costs and enabling a more focused approach to reaching their target audience.

Another critical benefit of this approach is the ability to continuously refine and develop products and services based on consumer data and feedback. By analyzing customer interactions and preferences, MSMEs can make informed decisions that improve the quality of their offerings, ultimately enhancing their reputation and increasing consumer trust. Finally, the adoption of the latest digital technologies and marketing strategies through specialized landing pages strengthens the competitiveness of MSMEs in an increasingly saturated market. This competitive edge is vital for standing out among rivals and achieving sustained profitability. The implementation of specialized social media landing pages by MSMEs has the potential to significantly impact their visibility, brand image, customer interaction, conversion rates, marketing efficiency, and competitive positioning. This highlights the critical importance of embracing digital technologies and innovative marketing strategies in the current digital landscape, where adaptability and continuous improvement are key to business success.

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