

Efektifitas Gopro Wangi : Menghadirkan Peluang Pasar Bagi Umkm Banyuwangi

Gopro Wangi Effectiveness: Presenting Market Opportunities For Banyuwangi Umkm

¹Yannira Elda Saharani*, ²Adi Suhendra, ³Daisy Marthina Rosyanti

^{1,3} Program Studi Manajemen, Fakultas Ekonomi, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

² Pusat Riset Pemerintahan dalam Negeri, Badan Riset dan Inovasi Nasional, Indonesia

Yanniraelda059@gmail.com¹, adisuhendra.jr@domain.com²,
daisy.m.mnj@upnjatim.ac.id³

(*)Email Korespondensi: yanniraelda059@gmail.com

Abstrak

Penelitian ini mengevaluasi implementasi program GOPRO WANGI, sebuah inisiatif dari Pemerintah Kabupaten Banyuwangi yang bertujuan untuk meningkatkan aksesibilitas fasilitas promosi bagi Usaha Mikro, Kecil, dan Menengah (UMKM) melalui penyediaan gerobak promosi gratis. Program ini diharapkan dapat mendukung visibilitas UMKM, memperkuat daya saing lokal, dan memberdayakan ekonomi masyarakat setempat. Meskipun memberikan dampak positif terhadap peningkatan akses pasar, program ini menghadapi beberapa tantangan dalam hal manajemen, pemeliharaan, dan transparansi proses seleksi. Penelitian ini menggunakan pendekatan kualitatif deskriptif melalui wawancara, observasi, dan studi dokumen untuk mengidentifikasi isu-isu terkait program serta mencari solusi yang dapat meningkatkan efektivitasnya. Hasil penelitian menunjukkan bahwa keberlanjutan program memerlukan peningkatan dalam hal ketersediaan gerobak, pelatihan bagi peserta UMKM, serta evaluasi berkala untuk memastikan manfaat jangka panjang bagi perkembangan UMKM di Banyuwangi.

Kata Kunci: UMKM; Gopro Wangi; Management Program; Pemberdayaan Ekonomi; Akses Pasar; Banyuwangi.

Abstract

This study evaluates the implementation of the GOPRO WANGI program, an initiative of the Banyuwangi Regency Government that aims to improve the accessibility of promotional facilities for Micro, Small, and Medium Enterprises (MSMEs) through the provision of free promotional carts. The program is expected to support the visibility of MSMEs, strengthen local competitiveness, and empower the economy of local communities. Despite its positive impact on improving market access, the program faces several challenges in terms of management, maintenance, and transparency of the selection process. This research uses a descriptive qualitative approach through interviews, observations, and document studies to identify issues related to the program and find solutions that can improve its effectiveness. The results show that the sustainability of the program requires improvements in terms of cart availability, training for MSME participants, as well as periodic evaluations to ensure long-term benefits for the development of MSMEs in Banyuwangi.

Keywords: MSMEs; Gopro Wangi; Program Management; Economic Empowerment; Market Access; Banyuwangi.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the national economy, particularly in Indonesia, where they are recognized as important drivers of job creation and local economic development. In Banyuwangi Regency, MSMEs form the backbone of the local economy, contributing significantly to employment and community empowerment (Mariyudi et al., 2022; Handoko et al., 2023). The importance of the strategic role of MSMEs is underscored by their contribution to national GDP, where MSMEs account for around 60% of economic output and employ around 97% of the workforce (Andika et al., 2021; Rahman, Sudarmiatin and Hermawan, 2023).

Despite their important role, MSMEs in Banyuwangi face major challenges, particularly regarding access to promotion and sales facilities. Many MSME players struggle with limited resources and market access, which hinders their growth potential (Sutrisno, Permana and Junaidi, 2023; Wijaya et al., 2023). To address these challenges, the Banyuwangi Regency Government has initiated the GOPRO WANGI program, which provides free promotional carts for MSME players. This initiative aims to increase the visibility and accessibility of MSMEs during exhibitions and events, thus facilitating better market engagement and sales opportunities (Handoko et al., 2023; Tresnasari and Zulganef, 2023). The GOPRO WANGI program is aligned with the legal framework established by the Law of the Republic of Indonesia No. 20/2008 on MSMEs, which emphasizes the need for government support in fostering a conducive environment for the growth of MSMEs (Suparji, 2021; Tresnasari and Zulganef, 2023). In addition, Minister of Cooperatives and SMEs Regulation No. 05/Per/M.KUKM/XII/2013 highlights the importance of promoting MSMEs through various means, including financial support and marketing assistance (Sunita and Prihatinah, 2023a; Tresnasari and Zulganef, 2023). By implementing such programs, Banyuwangi Regency Government is not only meeting the immediate needs of MSMEs, but

also contributing to the broader goal of improving the competitiveness and sustainability of the MSME sector in Indonesia (Handoko et al., 2023; Sutrisno, Permana and Junaidi, 2023).

The GOPRO WANGI program, which aims to improve the economic empowerment of local communities in Banyuwangi, faces several implementation challenges that hinder its effectiveness. Among these challenges is the limited number of sales carts available to MSME (Micro, Small and Medium Enterprises) actors, which limits their ability to reach customers effectively. This limitation is compounded by issues related to effective loan management, as many MSMEs struggle to access the financial resources necessary for their operations (Tambunan, 2019a). In addition, maintenance of facilities is also critical as inadequate maintenance can lead to operational inefficiencies that further hinder the growth of MSMEs (Fatih and Fachrizah, 2021).

Training for MSME participants is another significant hurdle. Lack of training can reduce the ability of MSME actors to make optimal use of available resources, including the selling carts provided by the GOPRO WANGI program (Badriyah and Muhtarom, 2024). This is particularly relevant as research shows that education and training are critical in improving the management capabilities of MSMEs, which directly correlates with their financial performance (Sarah Maesaroh, 2021; Supriadi et al., 2023a). In addition, transparency in the participant selection process is crucial to ensure fairness and equity, and foster trust among stakeholders involved in the program (Erni Yuningsih, Sri Harini, and Endang Silaningsih, 2022).

Despite these challenges, GOPRO WANGI's long-term vision is to contribute positively to local economic empowerment by improving access to sales and promotion facilities for MSMEs in Banyuwangi. The program is expected to support the growth of these enterprises, which play an important role in the local economy by providing employment and fostering entrepreneurship (Tambunan, 2019a). Regular evaluation and

collaboration with various stakeholders are critical to the sustainability of this program, to ensure that it adapts to the evolving needs of MSMEs and continues to have a positive impact on their development (Hendrayani, Maryam and Uljanatunnisa, 2020).

The importance of this study lies in its emphasis on the implementation of the GOPRO WANGI program as a real solution to overcome barriers to market access and promotion for MSMEs in Banyuwangi. Unlike previous studies that have emphasized the strategic role of MSMEs in the national economy, this research focuses on the implementation of the GOPRO WANGI program.

METHOD

The qualitative research method used to analyze the GOPRO WANGI (Gerobak Promosi UMKM Banyuwangi) program in Banyuwangi Regency is based on a descriptive approach, which is critical to gaining an in-depth understanding of the program's implementation, challenges and impacts. This method is particularly effective in exploring the complexity of social phenomena, as it allows researchers to capture the nuances of participants' experiences and the context in which those experiences take place (Hillebrand and Berg, 2000; Bradshaw, Atkinson and Doody, 2017; Doyle et al., 2020). This research utilizes comprehensive data collection techniques, including interviews with Micro, Small and Medium Enterprises (MSMEs) actors, field observations of cart usage during exhibitions, and the study of official documents, such as Law No. 20/2008 on MSMEs. This multi-faceted approach is in line with the principles of descriptive qualitative research, which emphasizes the importance of collecting rich and detailed data to gain a better understanding (Kim, Sefcik and Bradway, 2017; Rakuasa and Pakniany, 2023).

The main objective of this study was to identify emerging issues related to the program, such as cart availability and loan management, and seek potential solutions through program evaluation and quality improvement. This is in line with the objective of qualitative research which is not only to describe phenomena, but also to interpret the

underlying issues and dynamics (Asrobi et al., 2023; Suryani and Suyatno, 2023). This analysis highlights the involvement of various stakeholders, the sustainability of the program, and efforts to increase the capacity of MSME actors, which are critical components in evaluating the effectiveness of such initiatives (Chafe, 2017). The descriptive qualitative approach facilitates a thorough examination of these aspects, allowing for a comprehensive understanding of the program's impact on the local economy and community development (Mawadah and Marsudi, 2023).

RESULTS

A. Effectiveness of the GOPRO WANGI Program in Improving Accessibility of Sales Facilities for Micro Business Actors

The GOPRO WANGI (Gerobak Promosi UMKM Banyuwangi) program has emerged as an important initiative that aims to improve the accessibility of sales facilities for micro enterprises in Banyuwangi Regency. The program is based on the legal framework established by Law No. 20/2008 on Micro, Small and Medium Enterprises (MSMEs) and Minister of Cooperatives and SMEs Regulation No. 05/2013, which collectively provide an enabling environment for the development of MSMEs in Indonesia (Asmah and Rompegading, 2024). The GOPRO WANGI initiative addresses the common challenge of limited capital that micro enterprises face when seeking sales facilities by offering a free cart loan system. This innovative approach not only eased the financial burden but also encouraged increased participation of local businesses in government-sponsored exhibitions, thereby increasing their market visibility (Cattleyana and Putri, 2022a).

Despite the success of the GOPRO WANGI program, it is not without its challenges. Issues related to the management and maintenance of cart loans have been identified as potential barriers to the program's effectiveness (Novita, Fera and Dewi, 2023). Nevertheless, the program has been successful in fostering the growth of micro enterprises by providing better access to markets and essential selling tools. This is in

line with the government's broader goal of empowering MSMEs as a cornerstone of economic development, as highlighted in the development, as highlighted in various studies that emphasize the importance of regulatory support and community engagement in driving sustainable business practices (Habibi et al., 2023; Sunita and Prihatinah, 2023b). The sustainability of the GOPRO WANGI program is anticipated to further enhance the capacity of micro enterprises, stimulate local economic growth, and promote Banyuwangi's signature products to a wider audience (Novita, Fera and Dewi, 2023; Asmah and Rompegading, 2024).

B. Challenges in the Management and Management of GOPRO WANGI Cart Lending

The management of the GOPRO WANGI Cart Lending program faces several significant challenges that hinder its effectiveness in supporting micro enterprises in Banyuwangi Regency. The main issue is the limited availability of carts, which cannot meet the growing demand from local micro-entrepreneurs. This scarcity can lead to dissatisfaction among users, thus highlighting the need for a fair and efficient loan management system that effectively regulates the rotation and scheduling of cart usage (Darwis, Sembiring and Muslim, 2023).

In addition, maintenance and upkeep of the carts are often neglected, resulting in a decline in their quality and usability. This neglect can undermine the sustainability of the program, as the physical condition of the resources directly impacts the ability of entrepreneurs to use them effectively (Atmadja, Su and Sharma, 2016). The lack of training and guidance for micro-entrepreneurs further exacerbates this problem. Without proper guidance on how to maximize the use of carts, many entrepreneurs struggle to integrate this resource into their business operations, limiting their potential for growth and success (Hameed et al., 2017; Ojong and Simba, 2019). In addition, the challenge of ensuring a fair and transparent selection process for participants cannot be ignored. Inappropriate selection can lead to feelings of unfairness and dissatisfaction among businesses, which can undermine the credibility and effectiveness of the program (Sihombing

and Meilani, 2019). To overcome these challenges, it is crucial to improve coordination among stakeholders, conduct regular evaluations of the program's effectiveness, and secure local government support. These steps are essential to foster a sustainable and impactful loan program that truly benefits the micro merchants it serves (Mustapa, Al Mamun and Ibrahim, 2018). Addressing the challenges faced by the GOPRO WANGI Cart Loan program requires a multifaceted approach that includes increasing resource availability, ensuring proper maintenance, providing adequate training, and establishing a transparent selection process. These measures are critical for the sustainability of the program and to maximize its impact on the local micro-enterprise community.

C. Sustainability Impact and Stakeholder Support for MSME Empowerment

Through the Gopro Wangi Program The GOPRO WANGI (Gerobak Promosi UMKM Banyuwangi) program plays an important role in improving the sustainability of micro, small and medium enterprises (MSMEs) in Banyuwangi Regency. The program is supported by the legal framework established by the MSME Law and related regulations, which facilitates the provision of free carts to micro enterprises. This initiative significantly lowers barriers associated with start-up and operational costs, thereby fostering a conducive environment for entrepreneurship (Suliswanto and Rofik, 2019).

In addition, ongoing support from various stakeholders, including local governments and community organizations, is critical to the sustainability of the program. These collaborative efforts ensure that MSMEs receive the necessary resources and guidance to thrive (Srijani, 2020; Martínez-Peláez et al., 2023). Strategic issues such as cart maintenance, fair management, and comprehensive training for microenterprises are important components that need ongoing attention. Addressing these issues through regular evaluation and stakeholder collaboration can improve the operational efficiency of MSMEs and promote sustainable local economic growth (Isa and Mangifera, 2019).

In addition, the GOPRO WANGI program significantly expands market access for MSMEs, encourages local product recognition and increases participation in exhibition activities. This aspect is crucial as it can increase the visibility of local companies and foster a sense of community pride and local pride (Cattleyana and Putri, 2022b). The adaptability and growth of this program, supported by stakeholder engagement, ensures it continues to empower more MSMEs in the future, ultimately contributing to regional economic resilience (Widia, 2021). The GOPRO WANGI program exemplifies a comprehensive approach to MSME empowerment, leveraging legal frameworks, stakeholder support, and strategic management to drive sustainable economic development in Banyuwangi Regency.

D. The Effectiveness of Gopro Wangi MSME Empowerment Activities in Accordance with Marketing Management Theory

The GOPRO WANGI MSME Program activities are of course directly related to marketing activities that are able to improve the welfare of micro, small and medium enterprises (MSMEs) in the city of Banyuwangi. It is said that the GOPRO WANGI MSME Program activities are related to marketing activities because marketing management is a process of planning, controlling concepts, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that can realize individual and organizational goals (Management & Marketing, 2023). MSMEs, as smaller business units, rely heavily on the application of marketing management principles and theories to compete and survive in the market (Sari et al., 2023). Through an integrated approach, the GOPRO WANGI MSME program not only succeeds in increasing the visibility of MSME products, but also facilitates market expansion. By providing adequate promotional facilities and encouraging the adoption of digital technology, this program has empowered MSMEs to become more competitive (Risqi et al., 2023). The GOPRO WANGI program in Banyuwangi is a real implementation of various concepts in marketing management theory. This program not only provides physical facilities (carts), but also designs comprehensive strategies to

improve the competitiveness of MSMEs (Sedyastuti, 2018).

In addition, the empowerment of GOPRO WANGI MSMEs is said to be able to compete with local and national markets in terms of quality, price, promotion, and a wide distribution network, this was said by (Sri Lestari, 2023). This is also in line with the existence of marketing theories, one of which is the theory of marketing mix or commonly referred to as marketing mix, which is a marketing strategy carried out by business actors or companies with the intention of achieving marketing objectives by fulfilling the needs and desires of consumers through the exchange of goods and services (Kotler, 2014). With the marketing mix theory, it can be interpreted that the Banyuwangi Regency government (Perkab) has prepared this GOPRO WANGI MSME to the maximum with the aim that the economy in Banyuwangi does not die and is able to rise to the state of being able to compete with local and national markets. In marketing mix theory, there are variables consisting of product, price, place, promotion (Firdaus & Faizasari, 2022).

In the product element, the empowerment program encourages MSMEs to continue to improve the quality of their products. This is evidenced by the many products produced by Banyuwangi MSMEs in various sectors in the form of food, beverages, handicrafts and fashion products (Fanani, 2022). This has an impact on increasing product competitiveness in the market, both locally and nationally, because until now it continues to grow because the products produced by GOPRO WANGI MSMEs are made from quality local raw materials with unique and attractive designs so that consumers are made more interested in GOPRO WANGI MSME products because of their guaranteed quality. Then in the price element, GOPRO MSMEs have the freedom to determine the selling price of their products according to market conditions and production costs incurred by MSME actors, so that the prices given are also quite affordable and can be enjoyed by all groups, then the Price

Promotion of the GOPRO WANGI MSME program opens up opportunities for MSMEs to carry out special price promotions or discounts to consumers (Pendik, 2022). Then in the place element, the GORPO WANGI MSME Program is provided by Perkab Banyuwangi in various places with examples carried out at MSME events such as Bazzars, festivals, exhibitions, squares and city parks, this is done so that GOPRO WANGI MSME products can increase visibility by introducing products among the wider community and even tourists. Furthermore, in the promotion element, the products available in the GOPRO WANGI MSME program are very good by providing branding both offline and online, meaning that the GOPRO WANGI MSME program is able to distribute its products widely as said by (Danisworo, 2022) that superior products in GORPO WANGI MSMEs are able to be reached quickly through e-commerce which is packaged in the Banyuwangi Mall Rebound branding.

That way the Marketing theory linked by the GoPro Wangi Program has proven that by approaching and implementing an effective marketing mix strategy and understanding market conditions in the GOPRO WANGI MSME program can maximize market potential, increase competitiveness, and face various challenges that exist. This approach allows GOPRO WANGI MSMEs to continue to grow and achieve success in all market sectors with more intense training and empowerment. Application of marketing mix theory.

E. The Role of Local Government in The Running of The Gopro Wangi MSME Program

The running of the GOPRO WANGI MSME program in Banyuwangi, of course, there are local government policies that support this umkm program. as stated in (PerDa) Banyuwangi Regency Number 11 of 2013 concerning Empowerment of Micro, Small and Medium Enterprises, it is said that MSME Empowerment is an effort made by the Local Government, Non-

Governmental Organizations, Educational Institutions, the Business World, the Indonesian Cooperative Council and the Community to foster a conducive business climate in the form of guidance and business development (Rahmat et al., 2013). This is with the aim of being a means of fostering, empowering, developing and protecting micro, small and medium enterprises in Banyuwangi Regency. Therefore, the role of local government is expected to be able to maximize the empowerment of MSMEs in the area. With the existence of small and medium enterprises, including micro-scale ones, it is a form of economic growth in Indonesia. The role of the Banyuwangi Regency Government states that the local government is ready to increase the empowerment of banyuwangi district MSMEs as an economic improvement and overcome marketing problems and maximize sales in Banyuwangi district MSMEs (Behind, n.d.).

The GOPRO WANGI MSME program is a flagship program of the Banyuwangi district government as a facilitator role. The role of facilitator is a role that has the responsibility to direct, organize and facilitate the necessary needs (Widiansyah Anugerah, 2023). In contrast to the expression (Tawulo et al., n.d.) the role of facilitator is a role that has the task of assisting the community to be independent and able to organize in strong community institutions. This facilitator role is carried out by the Banyuwangi Regency Government, this is evidenced by the existence of the GOPRO WANGI MSME program which provides sales promotion carts in the implementation of events, bazaars both at the Banyuwangi district level. The government in carrying out the Gopro Wangi Program also provides online platforms such as Banyuwangi Mall Rebound which connects MSMEs with various marketplaces in Indonesia. This is very helpful for MSMEs in expanding their market reach (Danisworo, 2022).

CONCLUSION

The GOPRO WANGI program in Banyuwangi Regency is an innovative initiative that aims to empower micro enterprises through the provision of free promotional carts. The initiative is supported by the national legal framework, particularly Law No. 20/2008 on Micro, Small and Medium Enterprises (MSMEs) and Minister of Cooperatives and SMEs Regulation No. 05/2013, which regulates Islamic financing for MSMEs. These legal instruments create an enabling environment for the growth and sustainability of MSMEs in Indonesia, ensuring access to necessary resources and support for their development (Sunita and Prihatinah, 2023c; Supriadi et al., 2023b).

Despite the promising framework, the GOPRO WANGI program faces challenges related to facility availability, loan management, and training for businesses. These hurdles may hinder the effectiveness of the program and limit its potential impact on local economic growth. Research shows that stakeholder engagement is critical to improving MSME performance, and suggests that collaboration among various entities can increase the effectiveness of initiatives such as GOPRO WANGI. In addition, the sustainability of the program relies on regular evaluation and improvement of management practices, as well as ongoing collaboration with stakeholders to ensure the needs of MSMEs are met.

The potential benefits of the GOPRO WANGI program are significant, as it aims to increase accessibility, reduce operational costs, and expand MSME participation in exhibitions. By increasing the visibility of Banyuwangi's local products, the program can contribute to local economic growth and overall regional development. Literature shows that MSMEs play a crucial role in economic growth and community welfare, thus reinforcing the importance of initiatives that support their development (Tambunan, 2019b; Iqbal, Nadya and SariPudiN, 2021). In conclusion, the GOPRO WANGI program is poised to have a meaningful impact on the local economy, provided it can address its challenges through effective stakeholder engagement and sustainable improvement strategies.

SUGGESTION

It is hoped that the results of this research can become a benchmark for Bank Muamalat Indonesia to continue to improve its financial performance so that in the future Bank Muamalat Indonesia's health level can be even better, so that it can continue to compete with other banks in Indonesia. And also these results can be a reference for other sharia banks in Indonesia so that they can become even better so that sharia banking in Indonesia can continue to compete and can maintain the health level of its banks in the long term.

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