

Digital Marketing Training Assistance for Batik Business Actors in Klampar Village Community

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Abstract:

This community service activity aims to educate and train the batik artisan community in Klampar village about digital marketing. This will help them to reach a broader market and compete effectively with products that have entered the digital marketing sphere. This community service method uses the Asset Based Community Development (ABCD) approach, based on assets, strengths, and potentials in Klampar village. Highlighting Pamekasan's batik assets will contribute to global recognition, preserving the cultural heritage of Klampar residents. After the training, the activity was evaluated with an interactive discussion regarding the batik sales stats. This community service activity has enhanced their understanding of digital marketing for promoting products in the digital era. This includes increased sales of products marketed through digital channels and a heightened awareness of the importance of global distribution in selling a product globally by using the features in the Shopee and WhatsApp Business applications as a medium for digitalising batik marketing.

Keywords: *Batik business owners; digital marketing; training*

Introduction

Pamekasan is the largest *batik*-producing district in Madura (Iskandar & Kustiyah, 2017). This can be seen from the many *batik* centres found in this district. Each batik centre's style and characteristics show its local identity and culture. Based on data from the Department of Industry and Commerce of Pamekasan, the department plays a

crucial role in overseeing and supporting the development of local industries, especially the *batik* sector. This is achieved through effective trade regulation, supporting batik businesses, and enhancing production and marketing. There are around 28 *batik* centres spread across several sub-districts in the Pamekasan district, and most are in the Proppo sub-district, namely 12 *batik* centres consisting of five centres in Klampar village, three centres in Toket village, three centres in Candi Burung village, and one centre in Rang Perang Dajah village (Fawaid, 2018). The government has made many efforts to increase the creativity and productivity of *batik* artisans in Pamekasan; one is by making Klampar village the centre of *batik* craft and marketing activities in Pamekasan. This step is proven by the construction of a *batik* centre in Klampar village with the aim that *batik* can reach a broader market. This *batik* centre was built on one hectare and is about 5 km from Pamekasan city centre. The construction lasted four years, from 2017 to 2021, with a budget of five billion rupiahs (Aziz, 2022).

However, the *Batik Centre's* products have not been optimised for various market opportunities. The *batik* artisans currently rely solely on conventional marketing methods, specifically offline marketing based on orders they receive from customers (Srisusilawati, Hilal, Azzahra, & Nurlaeli, 2023). Product penetration into the market also runs quite slowly because the information about Pamekasan *batik* has not been widely exposed, even though the quality of *batik* produced by these artisans is able to compete with similar products made by artisans outside Madura island. One strategy that can be used to support *batik* artisans in Klampar village in marketing their products is to increase promotion and sales using digital marketing. Utilising digital marketing in a business becomes a crucial aspect of balancing technological advancement and business localisation. Its use opens up significant opportunities for business development (Magvira, Hakim, Pramesti, & Ova, 2023).

Digital marketing is a series of activities and processes to create, communicate, deliver, and exchange product/service offerings using

the Internet as the primary medium (Muljono, 2018). The Internet as a marketing medium today is necessary to reach the broadest possible market share without distance and time restrictions. Based on data from the *Global Web Index*, the average person uses the Internet for six hours daily (Ahdiat, 2022). In Indonesia, people use the internet for nine hours per day, meaning that a third of the day is used to access the internet. The increasing use of smartphones causes this phenomenon due to their lower operating costs. The average person who owns a smartphone uses their cell phone 85 times a day, meaning they use it every 15 minutes (Shannon, 2018). Usually, people use smartphones to open social media, find information, and make transactions. The use of smartphones for buying and selling activities is evidenced by the significant increase in transaction turnover in e-commerce, which reached IDR 266 trillion in 2020 from IDR 205 trillion in 2019, or an increase of around 29.6% (Jayani, 2023).

The substantial potential represents a promising market opportunity for *batik* artisans in Klampar village to showcase their handicrafts through the Internet or digital marketing. Consequently, these opportunities and possibilities serve as strengths for the batik industry in Pamekasan to penetrate both domestic and international markets (Permatasari, Yogapratama, Kurniafitra, & Islamiah, 2022). Yet, the insufficient level of literacy about digital marketing poses a challenge for artisans attempting to market their products in cyberspace (Adcharina, Riani, Harisudin, & Rum HP, 2020). This community service activity is intended to provide education and training regarding digital marketing to the batik artisan community in Klampar village so that they can reach a broader market and be able to compete with products that have already entered digital marketing.

Departing from this background, the training theme raised in this community service activity is "Digital Marketing Training to Increase *Batik* Sales in Klampar Village". The target of the training conducted by the team is *batik* business actors in the Klampar village area because these batik business actors have the potential to expand their marketing

wings so that they are not only around Pamekasan but can expand outside the island of Madura and even reaching all of Indonesia.

The training materials will consist of digital marketing strategies, including product branding and product advertising content beautification and simple tutorials on opening an online store through the Shopee application and using WhatsApp Business, accounts for the online buying and selling process.

Implementation Method

This community service method uses the Asset Based Community Development (ABCD) approach; where this approach is based on assets, strengths, and potentials that exist in Klampar village to increase the knowledge of *batik* business actors in Klampar village about marketing digitalisation (Kamelia, Sururie, Aziz, & Martina, 2023). The implementation of the Asset-Based Community Development (ABCD) approach begins with the initial phase of comprehensive asset mapping. This involves an in-depth analysis of communities' assets, strengths, and potentials (Kristanto & Putri, 2021). This process entails the detailed identification and documentation of diverse assets related to the evolving *batik* industry in Klampar village.

Asset mapping is conducted through open dialogues with community members, enabling the collection of in-depth information about the strengths possessed by the community. This encompasses local expertise, natural resources, and creative potential that can be integrated into the development of the batik business (Rosyada & Tamamudin, 2020). Following the mapping results, activities are designed to enhance these assets. Interactive workshops, skill training, and collaborative programs are organised to strengthen and leverage the identified strengths. For instance, training in implementing digital technology in batik marketing, utilisation of social media, or branding strategies that can support business growth.

This activity was carried out with a training method of two sessions. The first session was about digital marketing training in

general, and the second session focused on using the Shopee and WhatsApp Business applications door-to-door to the business owners' homes. Research objects are people who know information from research as actors who understand the object of study (Bungin, 2018). Meanwhile, the research subjects are people who are directly and indirectly involved through community service programs. In this case, community service activities focus on the program to increase social and cultural capital in the *batik* artisan community through digital marketing training activities.

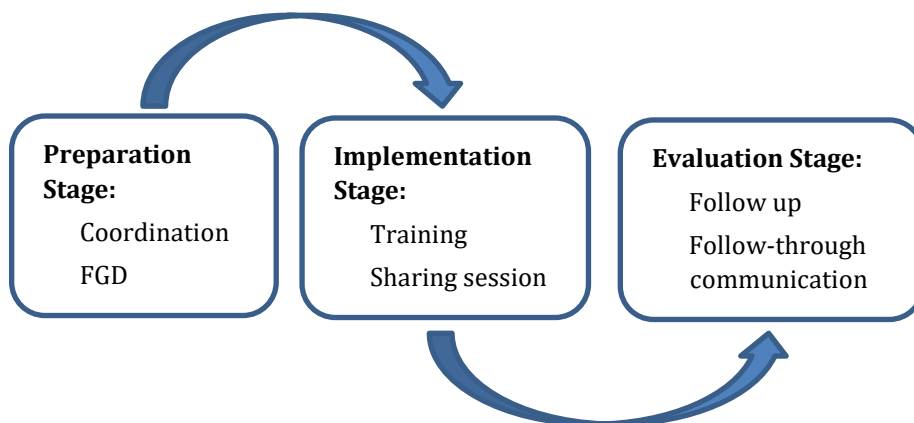
Community service activities are carried out through training consisting of three stages: preparation, implementation, and evaluation (Figure 1). In the preparation stage, the community service team conducted forum group discussion (FGD) activities which were held on July 22, 2023. This activity aims to discover the problems faced by the community around batik and then equalise perceptions between the community service team and the community to realise community expectations in solving the issues faced.

The next stage is the implementation of training activities on August 02, 2023. The digital marketing training activities that took place at the service team posts involved 25 *batik* business actors consisting of business owners, artisans, traders, and marketers in Klampar village. The training was conducted using lecture and hands-on practice methods.

The last stage is the evaluation stage which aims to evaluate whether the overall training activities are successful and can be directly applied by the trainees. The evaluation is conducted with a question-and-answer session between the training coach and the participants. Training participants can also apply for a personal training session at their homes with the assistance of the community service team. Moreover, the evaluation of activities is continuous, and participants may communicate with the community service team after the training session to discuss the execution of digital marketing of their products through WhatsApp Business and Shopee.

Figure 1.

Stages of training activities



Results and Discussion

The following are the results and discussion of digital marketing training activities for *batik* business actors in Klampar village to expand the marketing of *batik* products.

1. Asset Mapping

Fully utilising the natural resources in a community requires dedicated attention. This is because specific approaches are necessary in determining the types of assets that exist.

According to the United Kingdom Department for International Development (DFID), there are five assets that support community livelihoods:

- a. Human assets: This includes the skills and knowledge of individuals in implementing strategies in living life;
- b. Physical assets: Consisting of means of production and infrastructure;
- c. Financial assets: Sources of capital;
- d. Social assets: Involving community group members;
- e. Natural assets: Encompassing the natural environment managed by a community (Riyanti, 2021).

Klampar Village is renowned as a *batik* artisan village in Madura due to the distinctive and characterful *batik* it produces, making it a unique attraction. The *batik* from Klampar village has a rich history, with an indirect impact on the social and cultural aspects of the community.

The most prominent social and cultural asset in Klampar village is the united *batik* artisan community, working together to enhance the presence of Klampar village batik and extend its reach to a broader audience. Additionally, the cultural assets of the Klampar village community involve an approach that identifies and appreciates the cultural wealth associated with batik.

After identifying the community's assets, the next step involves realising opportunities using a priority scale. This provides a straightforward method to determine which dreams can be realised using the community's own potential without external assistance (Windiani & Effendi, 2021). The "low-hanging fruit" principle is also associated with quality management, signifying coordinated activities to organise a community and achieve quality programs (Alsaif, Savage, & Reed, 2018).

The envisioned outcome of community service activities is an improvement in digital marketing strategies, facilitating the Klampar village community to promote their products online through agreed-upon platforms such as Shopee and WhatsApp Business. The design of these marketplace applications is anticipated to enhance the economy of the Klampar village community, particularly for SMEs and batik craftsmen, by effectively marketing products through these platforms. This ensures that the audience can easily access the applications to purchase and explore details of Klampar batik products.

2. Implementation of Community Service Activities

Community service activities carried out by the service team for one day on August 02, 2023, lasted approximately three hours. The training activities were carried out offline at the service team post. The

theme used in this training is "Digital Marketing Training to Increase Sales of Pamekasan Batik in Batik Center Village Klampar, Proppo District, Pamekasan Regency".

The activity ran successfully without any problem, using the plans and rundowns that the service team had prepared as facilitators. The number of participants invited to this activity as participants was 25 people, consisting of batik business actors in the Klampar batik centre village. The attendance rate of participants was 80%, meaning that the majority of all participants attended and participated in this training activity.

This community service activity is intended to improve the insights and skills of *batik* business actors in Klampar village regarding digital marketing, namely utilising digital media to market *batik* products produced by artisans in Klampar village. Fajrina Nur Sabila Yuniato, S.E, and Khulud Fahrudin S.Sos are the coaches who participated in this training. They were selected as coaches because they also strategically developed UMKM in Pamekasan Regency, especially *batik* business actors in Klampar Village.

The implementation of training activities is provided in the form of training divided into three methods (Kotler, Bowen, Makens, & Baloglu, 2017):

1. Using the lecture method about the importance of digital marketing for business development, especially in terms of increasing promotional activities. The lecture was also accompanied by several examples of businesses that have successfully used social media for promotional activities. So it is hoped that *batik* business actors in Klampar village are aware of the importance of utilising digital marketing in today's era.
2. Provided hands-on practice accompanied by tutorials on the use of social media for digital marketing. The social media used was WhatsApp Business, the online buying and selling application Shopee. If there are participants who do not understand, they can ask the speaker guided by the moderator. In this practical session,

the facilitator accompanied and helped participants who experienced problems.

3. Evaluated the participants' success rate in utilising Shopee and WhatsApp Business to market products. All 25 participants who attended successfully used Shopee and WhatsApp Business to market their products.

Figure 2.

Training Activity Flyer

The flyer is for a digital marketing training session. At the top left is the logo for K.L.A.M.P.R.O. The main title is 'KPM Kolaboratif Antar Perguruan Tinggi' with a subtitle '(UINSA SURABAYA, IAIN MADURA, INSTIKA SUMENEP, UIM PAMEKASAN)'. Below the title are four circular portraits of the lecturers: Khulud fahrudin, S.Sos. (@khuludf), Fajrina Nur Sabila, S.E. (@fajrinansy), Dimas Suryaga (@dimassuryaga), and Nur Arofah (@nura_rofah01). The main event title is 'PELATIHAN DIGITAL MARKETING Masyarakat Desa Batik Klampar' with the theme 'Tema: "Modal Sosial dan Budaya pada Masyarakat Pengrajin Batik"'. A 'Benefit' box lists: 1. Market Place (Toko Online Shopee), 2. E-book, 3. Mendapatkan Ilmu Kewirausahaan, 4. Strategy Digital Marketing, 5. Free Registrasi. The event details are: Wednesday, 2 August 2023, 15.00 WIB, at Kediaman H. Harun. At the bottom, contact numbers are provided: 0858-9162-3550 (Karamatun Nafisah) and 0878-8884-1880 (Faiz). The 'MEDIA PARTNER' section includes logos for Unews, INAMIKAPOS, and Yakusa.ID.

The initial presentation of the training material used the lecture method so that the speaker could explain the basic concepts of digital

marketing. Digital marketing utilises a digital platform as its medium (Paranoan, Askikarno, & Sau, 2021). There are several factors that determine the success of digital marketing implementation. Only some of these factors are presented in this activity, namely (Alves, Fernandes, & Raposo, 2016):

- a. Branding, which is building a brand that gives a deep impression to consumers. A strong brand will always be the choice of the community when determining the products, they want to use. A strong brand can be built by presenting a qualified development and excellent service, accompanied by effective promotion using media that can reach the most expansive target market;
- b. Social Media is a social platform that can connect everyone worldwide and eliminate the barriers of distance that have always been an obstacle for anyone to communicate with others. Internet-based social platforms can be a reliable medium for building relationships with customers because these platforms are used by almost every level of society. It is certain that everyone who has a smartphone also has at least one social media application on their cellphone, such as WhatsApp, Facebook, YouTube, Instagram, and others;
- c. Content Marketing is a marketing strategy using all types of content in text, images, videos, and sound. Marketing that is wrapped with exciting content may be able to attract market intention to take action to purchase a product. Besides being attractive, good content must also be able to provide accurate information about the products being sold. Therefore, content that can attract the interest of the audience is usually simple, dynamic, and appears as it is. Video content is the one that gets the most engagement from netizens. This is also the reason behind the success of TikTok in the social media industry.

Figure 3.

The resource person delivered the material



The speaker further explained that social media is the most popular and easy-to-use digital media for small businesses. Several social media platforms can be used to market products, namely Shopee and WhatsApp Business.

Shopee is an online sales or e-commerce brand easily accessible via smartphones through its application, facilitating convenient online shopping without the need for a computer. Integrated with diverse logistical and payment supports, Shopee aims to enhance the ease and safety of online shopping for both sellers and buyers. Despite being a newcomer in the marketplace industry, Shopee competes effectively with existing competitors, thanks to vigorous promotion and strategic positioning (Pasaribu, 2022).

WhatsApp is a sleek and straightforward messaging-based social media platform. Besides text messages, users can send voice messages, videos, and images. It's presently one of the most popular messaging applications globally. Users have the capability to create chat groups accommodating 256 to 512 members. Moreover, WhatsApp offers business features for those using it for commercial purposes, including catalogue features, quick replies, customer grouping, and more.

Integration with Facebook and Instagram allows users to leverage all three platforms simultaneously, expanding their marketing reach (Hendriyani, Dwianti, Herawaty, & Ruslan, 2020).

After knowing the Shopee and WhatsApp Business applications that can be used to market a product, business actors must know the conditions of the market they are targeting, namely netizens. The content used to sell a product must be able to attract the attention of netizens and persuade them to provide feedback on the content.

Citizens love information that is fast, concise, and global. Everyone wants to be the first to know information. The sooner they learn about an event, the more satisfaction they will feel. Therefore, for information to be conveyed quickly, it must also be packaged shortly. The success of TikTok is proof that short content is more desirable than lengthy content. The duration of videos on TikTok is concise because, instinctively, netizens do not like watching videos that are longer than one minute (Budiarti, Riandhita, & Tally, 2022).

The content form choice used to convey information about the product also determines the interest of netizens in the product. Citizens prefer dynamic content in videos and animations to static content such as text and images, which translates into better engagement revenue. Therefore, digital marketers should have video production skills to convey their product information to more netizens instead of using static content. But what needs to be underlined is that not all videos are liked by netizens. The videos selected are as they are, give a realistic impression, and do not have a long duration.

After the material presentation, the coach and facilitator assisted and guided the participants in practising using social media to market products. In this training, WhatsApp Business is the social media application used in this practice. Some of the business features practised include:

- a. How to use the Broadcast feature to spread advertisements about products for sale. The Broadcast feature can reach 256-512 audiences who store seller contacts without having to send messages to them individually;

- b. Quick Reply is a feature allowing sellers to answer customer messages using pre-made replies quickly. This feature is beneficial for answering the same question from many different customers;
- c. Set operating hours and away messages, this feature allows sellers to determine their service hours. If a customer contacts the seller outside of service hours, the away message feature will automatically answer their message. Through this feature, sellers will not be disturbed by incoming messages outside working hours, and relationships with customers will be maintained because the message is still replied to by the seller using robots outside working hours.

Figure 4.

Training session on using WhatsApp Business



3. Evaluation of Community Service Activities

Evaluation is carried out to measure the extent to which participants can capture the material presented by the resource person and practice it. Although the practical activities only provided WhatsApp Business because it is considered more straightforward and helpful, the service team also provides training sessions on Shopee

specifically to facilitate training participants who want intensive digital marketing training.

In general, all participants were able to use Shopee and WhatsApp Business features that can help them market *batik* products. In this evaluation session, the presenters and facilitators also offered door-to-door training services on the use of WhatsApp Business and Shopee features to the training participants.

Figure 5.

Follow through with digital marketing guidance



Conclusion

The conclusion obtained from this community service activity in the form of digital marketing training is that there is an increase in community understanding of the use of digital marketing to market products in the digital era. This is shown by the enthusiasm of the participants, which means that their awareness of the urgency of digital marketing has been awakened so that it becomes a motivation for them to find out more about digital marketing. In addition, the training activities on using social media to market products were also categorised as successful, as evidenced by the success of the participants in using WhatsApp Business and Shopee and utilising their features to market

the *batik* products they sell. Although several participants experienced network constraints in practice so that they were not focused on practising the material that the resource person had delivered, this obstacle could be overcome by sharing the network between one participant and another.

Recommendations

The recommendation that can be conveyed after this training is that it is hoped that further digital marketing training can be carried out for other marketplaces, such as TikTok, Lazada, Tokopedia, etc. Thus, the marketing reach of *Batik* from Klampar village is not only limited to contacts on WhatsApp but can be more comprehensive to cover all of Indonesia.

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