

PRODUCT PACKAGING AND DIGITAL MARKETING TRAINING FOR MSME MEMBERS OF PDA NORTH LOMBOK

Zaenafi Ariani¹⁾, Dina Soes Putri^{2)*}, Marianah³⁾, Surmini⁴⁾, Ariansyah⁵⁾, Nurul Hidayah⁶⁾

Universitas Muhammadiyah Mataram

¹⁾efisholiha@gmail.com, ²⁾putri_dinasoes@ummat.ac.id, ³⁾marianah14.msi@gmail.com,
⁴⁾minisur52@gmail.com, ⁵⁾ariansyah868@gmail.com, ⁶⁾nurulhidayahagt@gmail.com

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Abstract

The Aisyiyah Regional Leadership (PDA) is one of the organisations under Muhammadiyah that has women members distributed across all provinces in Indonesia. One such organisation is the North Lombok PDA. The North Lombok PDA has a significant number of members who are micro-entrepreneurs, but they are still lacking in terms of product promotion. The objective of this service activity is to enhance the knowledge and skills of the North Lombok PDA members in the domains of product packaging and digital-based marketing. The methodology employed in this service activity is Participatory Action Research, wherein the partners assume an active role in the activity. The enhancement of the participants' knowledge and abilities was gauged through pre- and post-tests and practical assessments. The effectiveness of the service is evaluated through a satisfaction questionnaire completed by participants at the conclusion of the event. The service activity was conducted over a two-day period and was executed in an orderly and seamless manner. The results of the pre- and post-test data processing demonstrate that there was an increase in the participants' knowledge before and after they were given counselling material. The increase in participant knowledge was 25%. In conclusion, the results of the participant satisfaction questionnaire indicate that the service activity was a success. The participants' assessment per indicator was predominantly positive, with the majority scoring in the good and excellent categories.

Keywords: Bussiness Actors, Micro and Small Enterprises, PDA North Lombok

*Penulis Koresponden: Dina Soes Putri (putri_dinasoes@ummat.ac.id)

Abstrak. Pimpinan Daerah 'Aisyiyah (PDA) merupakan salah satu organisasi di bawah persyarikatan Muhammadiyah yang beranggotakan perempuan yang tersebar di seluruh provinsi di Indonesia, salah satunya adalah PDA Lombok Utara. PDA Lombok Utara memiliki banyak anggota yang merupakan pelaku usaha mikro. Sebelumnya, tim pengabdian ini pernah melakukan beberapa kegiatan pengabdian bersama PDA Lombok Utara, seperti pelatihan pengolahan hasil pertanian lokal menjadi aneka produk fungsional bernilai jual, pelatihan pembukuan sederhana, serta pendampingan pengajuan NIB dan sertifikasi halal produk-produk mitra. Oleh karenanya, kegiatan pengabdian ini merupakan tindak lanjut dari program-program pengabdian sebelumnya untuk menuntaskan sebagian besar permasalahan yang dihadapi oleh UMKM mitra. Tujuan dari kegiatan pengabdian ini adalah meningkatkan pengetahuan dan keterampilan mitra (anggota PDA Lombok Utara) dalam hal pengemasan produk dan pemasaran berbasis digital. Metode yang digunakan pada kegiatan pengabdian ini adalah Participatory Action Research, dimana mitra ikut berperan aktif dalam kegiatan. Adapun peran ketua mitra dalam kegiatan ini adalah menyiapkan tempat dan sound system untuk berkegiatan serta menginformasikan kepada anggotanya tentang kegiatan pengabdian ini sekaligus memberikan undangan untuk menjadi peserta kegiatan. Peningkatan pengetahuan dan keterampilan peserta diukur melalui pre- dan post-test serta hasil praktik. Sedangkan evaluasi pelaksanaan pengabdian diukur melalui kuisioner kepuasan yang diisi peserta di akhir acara. Kegiatan pengabdian ini berlangsung selama 2 hari dan terlaksana dengan tertib dan lancar. Berdasarkan hasil olah data pre- dan post-test dapat dilihat bahwa terjadi peningkatan pengetahuan peserta sebelum dan sesudah diberikan materi penyuluhan. Dimana, peningkatan pengetahuan peserta mencapai 25%. Sedangkan berdasarkan hasil kuisioner kepuasan peserta, dapat disimpulkan bahwa kegiatan pengabdian ini telah berlangsung dengan baik melihat dari penilaian peserta per indikator yang lebih dominan di kriteria baik dan sangat baik.

Kata-kata Kunci: PDA Lombok Utara, Pelaku usaha, Usaha Mikro dan Kecil

INTRODUCTION

Micro, small and medium enterprises (MSMEs) are the backbone of the Indonesian economy. This is because MSMEs are the largest contributors to gross domestic product (GDP). In 2022, it was recorded that MSMEs had contributed more than 60% of Indonesia's total GDP. Here, micro enterprises are the largest contributors with a percentage of up to 98% (Anatan & Nur, 2023).

Although 99.99% of the national business units are MSMEs, unfortunately, the export contribution of MSMEs still lags far behind that of large enterprises (LE), which account for only 0.01% of the total business actors in Indonesia. On the other hand, the export contribution of MSMEs does not exceed 16%, which means that most MSME products are only marketed locally or nationally. In fact, MSMEs can absorb up to 96% of the national labour force (Prasetyo & Wibowo, 2022).

There are several factors that make MSMEs less active in the international market, including: limited capital, limited production technology and the low quality of their human resources (HR) (Prasetyo & Wibowo, 2022). In fact, MSMEs are able to grow faster than LE during the pandemic and post-pandemic. Therefore, there is a need for a strategy to promote the acceleration of exports of MSME products.

To date, the Indonesian government has implemented various strategies to help MSME products go international. Some of them are through the People's Business Credit (KUR) distribution programme (Simanjuntak, 2023), the easier and faster management of the Business Identification Number (NIB) online (Anonim, 2022), the free halal certification programme of MUI (SEHATI) (D. S. Putri, Asmawati, & Gunawan, 2024), and the digitalisation programme for MSME players through the National Movement for Proudly Made in Indonesia (Gernas BBI) (Alamsyah, 2023). Meanwhile, the government aims to increase the export share of MSME products to 17% by 2024 (Anam, 2022).

Some of the structural problems that need to be addressed by MSMEs to improve their competitiveness are: quality and continuity of production (Annisa Cindy Maurina & R Yuniardi Rusdianto, 2023), access to marketing (Sobar, Permadi, Alhidayatullah, & Fathussyaadah, 2023), product packaging (Widiati, 2020), quality of human resources or actors in managerial, financial (Panjaitan, Tamba, & Situmorang, 2023) and production fields. To accelerate the resolution of these problems, support and assistance is needed from various parties, including academics. Academics, such as lecturers, can contribute through research and community service.

The North Lombok Aisyiyah Regional Leadership (PDA) is one of the women organisations under Muhammadiyah that have fostered MSMEs. The MSMEs supported by the North Lombok PDA consist of 67 business units with products in the form of typical or traditional foods such as semprong, opak, bakery, various other pastries and wet cakes. Some of their sales are quite good, but unfortunately the products are usually only distributed or sold within the sub-district or district. In fact, with a good management strategy, these products can be marketed outside the city and even abroad, increasing sales and employment for local residents.

Previously, the service team had worked with the North Lombok PDA on several service agendas, such as training in processing local agricultural products into various functional products with selling value, simple bookkeeping training, and assistance in applying for NIB and Halal certification of the partners' products. Therefore, this service activity is a follow-up to previous service programmes to address most of the problems faced by partner MSMEs. The purpose of this service activity is to address 2 of the many structural problems in MSMEs, namely product packaging and digital-based marketing. The partners of this service activity are MSMEs that are members of the North Lombok PDA.

METHOD

The method used in this Service Activity is Participatory Action Research (PAR). The partners are actively involved in this programme. The partner leader is responsible for preparing the venue and sound system for the activity and for informing the members of this activity.

This community service is divided into two main agendas: counselling and training on product packaging and digital marketing. Prior to the counselling, the partners are first given a pre-test to measure their initial ability and later the pre-test results are compared with the post-test results to see the percentage of knowledge that has been successfully absorbed by the partners during the service activities. The flow chart of the stages of this service activity can be seen in Figure 1.



Figure 1. Flow chart of community service activities

1. Product packaging

There are 3 agendas in this activity: 1. Counselling on the importance of product packaging and storage process, 2. introduction to the role and services of the Mataram Packaging Centre and 3. packaging practice. In practice session, partners were introduced with various standing pouch plastic and boxes that could be used to package their products and were taught to use a hand sealer. A sealer is a tool employed to affix a tight seal to plastic packaging, thereby extending the lifespan of the products within. Upon completion of the activity, the containers and sealers were provided to the participant. The consultancy material was provided by Mrs Marianah (lecturer of the Packaging and Storage Technology course) and the packaging practice was guided by Mrs Dina Soes

Putri, while the introduction to the packaging centre was provided by Mr Dico Muhammad, S.TrIP.

2. Digital-based marketing

The presentation of material related to digital marketing is divided into two sessions, each comprising two days. On the first day, participants were introduced to the fundamentals of digital marketing, including definitions, tools, benefits, and techniques for implementing digital marketing strategies. On the second day, participants were presented with material related to branding and digital marketing optimisation using social media. This was followed by a practical session where participants were guided through the process of designing logos and product packaging using Canva, and printing transaction receipts using thermal printers.

3. Activity evaluation

The efficacy of activities is assessed by analysing the outcomes of participants' pre- and post-tests, participant satisfaction questionnaires, practices, and direct discussions with partners about persistent issues that can subsequently be utilised as a focus for service activities at the subsequent opportunity.

4. Publication of community service outputs

This service activity has been publicised through videos uploaded to the youtube channel and instagram and also online newspaper publications in the NTBSATU publishing house. In addition, this activity will also be published in a SINTA accredited journal.

RESULT AND DISCUSSION

Result

The community service activity was completed in two days. The initial day was devoted to counselling activities pertaining to the significance of product packaging and digital marketing, in addition to an introduction to the NTB Packaging Centre. The second day was devoted to mentoring on digital marketing strategies and optimisation using social media, packaging practices using sealers and design creation using the Canva application, as well as assistance in creating a free website (Google business profile). A total of 15 business owners participated in the programme, which was overseen by the North Lombok PDA. The first day of the event was opened by the chairperson of the North Lombok PDA, Mrs. Fauziah. Documentation of the opening activities can be seen in Figure 2.



Figure 2. The opening ceremony by the chairperson of the North Lombok PDA

1. Product packaging

There are 3 agendas in this activity: 1. Counselling on the importance of product packaging and storage process, 2. introduction to the role and services of the Mataram Packaging Centre and 3. practical use of packaging. During the practice, the partners were provided with various standing pouch plastic containers that could be used to package their products. In addition, at the end of the activity, the partners will be given a sealer, which can be used to seal the packaging tightly, minimising product contact with air and extending the shelf life of the product. The consultancy material was provided by Mrs Marianah (lecturer of the Packaging and Storage Technology course) and the packaging practice was guided by Mrs Dina Soes Putri, while the introduction to the Packaging Centre of West Nusa Tenggara was provided by Mr Dico Muhammad, S.TrIP. Documentation of the one activity can be seen in Figure 3.



Figure 3. Introduction of NTB Packaging Centre

2. Digital marketing

On the first day of the course, participants were introduced to the theoretical foundations of digital marketing. This included an overview of the key concepts, such as the definition, urgency, tools, techniques, and more. On the second day, participants were presented with supplementary material pertaining to branding and digital marketing strategies and optimisation utilising social media. To assess the extent of the participants' prior knowledge, they were required to complete a pre-test comprising 10 multiple-choice questions prior to the commencement of the training session. Subsequently, the material session commenced, during which participants were instructed on the use of the Canva application to design logos, packaging, and promotional flyers. Figure 4 presents a selection of logo and packaging designs created by participants during the practical activities.



Figure 4. Examples of logo and packaging designs created by participants using Canva

In addition to training in the use of Canva, participants were also assisted in creating a free website provided by Google for MSME players, namely Google Business Profile. Furthermore, this website will be connected to the business owner's Gmail account and can be accessed at any time. It can also be connected to a WhatsApp number. The process of creating this website is straightforward, it is directly connected to Google Maps, and it has a statistical feature that will be reported to the email connected to this website. An example of a Google Business Profile created by one of the participants can be seen in Figure 5.

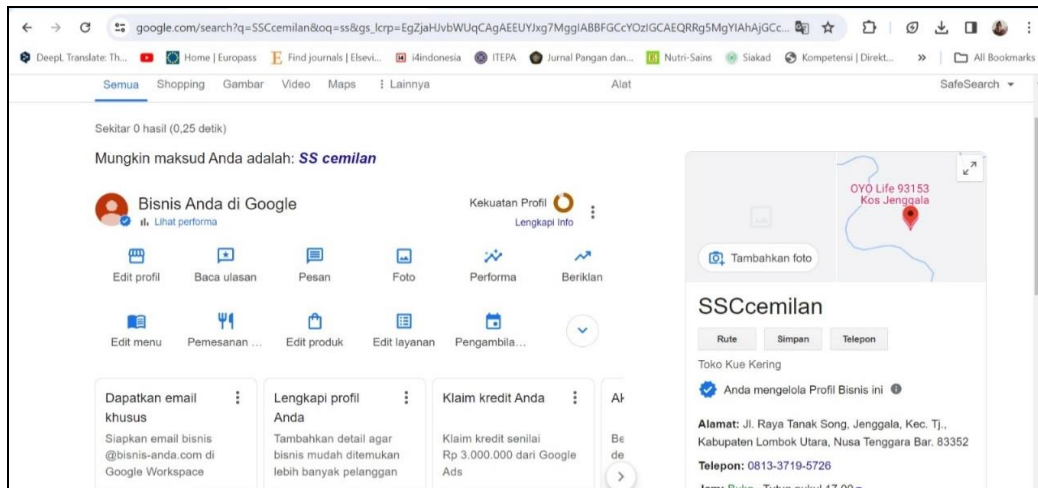


Figure 5. Viewing a Google Business Profile belonging to a participant

Discussion

Based on the Kirkpatrick evaluation model, there are 4 levels of evaluation, namely 1. Reaction; to see how satisfied participants are with the service programme, 2. Learning; to measure how much and how well participants understand the service material, 3. Behaviour; to see whether the learning outcomes obtained are applied in the workplace, and 4. Results; to examine the impact on the organisation as a whole (Banuwa & Susanti, 2021). In this service activity, only two levels were applied, namely levels 1 and 2, through the distribution of satisfaction questionnaires and the administration of pre- and post-tests. The questionnaire and raw test data were initially processed, and the resulting data are presented in Tables 1 and 2. The total number of participants was 15, comprising individuals with a diverse range of ages and educational backgrounds, as illustrated in Figures 2 and 3.

Table 1. Data processing results of the service questionnaire

No	Question	Assessment results (%)				
		5	4	3	2	1
1	Materials presented in Community Service	60	33	7	0	0
2	The material presented in the community service answers the problems that exist in the community	27	60	13	0	0
3	Linkage between material and applications that can be absorbed/implemented in the community	33	40	20	7	0
4	Clarity of material and delivery techniques	47	53	0	0	0
5	Participants' response to the practical process of making processed food products that are modelled	33	47	20	0	0
6	Time used in providing material	33	47	20	0	0
7	Participants' response to the material presented	7	73	20	0	0
8	Presenters' response to participants' questions	53	33	7	7	0
9	Participants' interest in the activity	53	40	7	0	0
10	Participant satisfaction with community service activities	60	27	13	0	0

Description: 5 = excellent; 4 = good; 3 = fair; 2 = deficient; 1 = very deficient

The service participant satisfaction questionnaire comprises 10 questions pertaining to the four key areas of Facilitators, Facilities, Presenters and Materials (F2PM), as defined by the Kirkpatrick Level I method (Madi, Hadiwidodo, Tuswan, & Ismail, 2020). Based on the responses to the satisfaction questionnaire completed by participants in the service activity indicated that the respondents' assessments were more likely to be of excellent and good variety (Table 1). It was observed that no participants exhibited a very deficient in all items, and only two items were scored as deficient. Furthermore, the material presented was rated highly in terms of both quality and interest, with participants expressing high levels of engagement and satisfaction. The results demonstrate a clear dominance in the quality ratings of 4 and 5 (good and excellent), which can be taken to indicate that the service activity was executed to a high standard and proved to be an engaging experience for the participants (Madi et al., 2020).

Table 2. Comparison of pre- and post-test scores of participants

No	Question	Correct answers (%)		↑ (%)
		Pre	Post	
1	Simply put, branding is the process of ...	27	93	66
2	The aspects involved in branding activities are as follows, except...	33	73	40
3	The following are the urgency of branding, except...	13	53	40
4	Information that is not required to be included on food packaging labels is....	60	67	7
5	Have you understood the theory of digital marketing?			
	(a) fully understand	0	20	
	(b) less understanding	47	33	
	(c) very poor understanding	13	7	
	(d) sufficient understanding	40	40	
6	Examples of digital marketing media are as follows, except ...	20	80	60
7	The following are incorrect statements regarding the difference between offline and online-based marketing...	53	53	0
8	The following are digital media that can be used in digital marketing, except ...	87	80	-7
9	A cashless payment system that uses barcode codes is...	73	73	0
10	The following are the benefits of implementing a cashless payment system, except ...	40	60	20
Average		45	70	25

The pre- and post-test consisted of ten questions as shown in Table 2. The questions on the pre- and posttest were the same because they were designed to measure the participants' understanding before and after receiving the counselling materials (Banuwa & Susanti, 2021). From the data processing results, only questions 7 and 9 did not increase in

value, question 8 showed a decrease, while the remaining 7 questions showed an increase in knowledge, characterised by more participants answering the questions correctly. In addition, questions 1 and 6 showed the greatest increase, which was over 50%.

A comparison of the pre- and post-test results of the participants, as presented in Table 2, reveals that there was an increase in their knowledge in the majority of the question items. When the data is averaged, it can be observed that there has been an increase in knowledge among the participants as a whole of 25%. Furthermore, the responses to question 5 indicated an increase in participants who demonstrated a comprehensive understanding of the digital marketing material, rising from 0% to 20%. Conversely, the proportion of participants who exhibited limited or no comprehension of the material decreased from 13% to 7% and 47% to 33%, respectively. Despite an increase in participants' knowledge, the results were not particularly high, given that the participants were predominantly of an elementary school level of education.

The percentage of correct answers and the improvement of participants' understanding can be affected by a number of factors, including age and education level. Individuals of a greater age are likely to demonstrate superior maturity and information-processing abilities in comparison to younger individuals (Sari, Sailan, & Lanaya, 2020). The age range of respondents (participants) in this activity was between 30 and 70 years old (Figure 6). The demographic profile of the participants in this service can be described as follows: 20% are early adult (aged 20-40 years) (A. F. Putri, 2018), 67% are middle adult (Nurhazlina Mohd. Ariffin, 2021), and 13% are late adult (aged 60 years and over) (M. N. Putri, Putra, & Usman, 2021) (Nurhazlina Mohd. Ariffin, 2021). Although the majority of participants in this activity were middle-aged women, the inclusion of late adult participants whose academic capabilities are waning (Nurhazlina Mohd. Ariffin, 2021) has resulted in a relatively low degree of enhancement in partner comprehension.

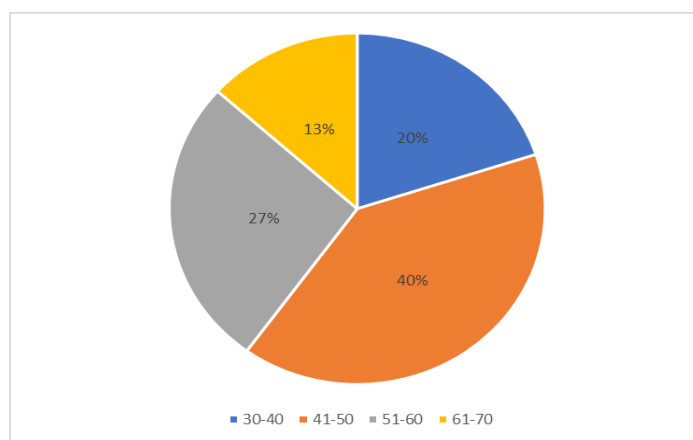


Figure 6. Respondent data by age

The level of education will also be a determining factor in the capacity to absorb new information. It can be reasonably deduced that the higher the level of education, the more readily new information can be absorbed and the more logical the resulting thought processes will be (Sari et al., 2020). In terms of educational attainment, only 20% had obtained a diploma or equivalent qualification and 27% of them have complete basic education (9 years primary school). Furthermore, up to 33% of the panelists are only elementary school graduated (Figure 7). This results in a relatively modest percentage increase in knowledge, with a figure of 25% being a reasonable estimate.

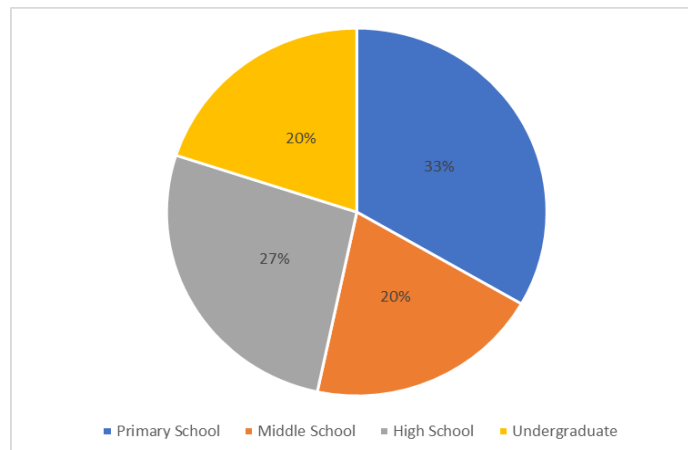


Figure 7. Respondent data based on education level

CONCLUSION

Community service activities have been conducted in collaboration with the North Lombok PDA. A total of 15 participants were involved in the activity, all of whom were micro-entrepreneurs who are members of the North Lombok PDA. In this activity, the head of the partner played a role in preparing the venue and inviting his members to participate. The results of the pre- and post-test data processing indicate that there has been an increase in the partner's knowledge of the service material that has been delivered. Furthermore, participants have been engaged in practical activities, including the design of logos and product packaging using the Canva application. The results of the participant satisfaction questionnaire indicate that the service activity was a success. The participants' assessment of the items was dominated by very good and good criteria. Furthermore, the material items presented were rated highly, as were the participants' interest, response, and satisfaction with the overall service activity.

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