

REFERENCES

- Adi Nugraha, Y. (2020). the Improvement of Tourist-Village Promotion Through the Optimalization of Information and Communication Technology for Rural-Youth. *International Journal of Business, Economics, and Social Development*, 1(2), 90–98. <https://doi.org/10.46336/ijbesd.v1i2.29>
- Alimudin, Arasy. 2019. *Analisis Pengaruh Penerapan Perspektif Balanced Scorecard Terhadap Peningkatan Kinerja UMKM*. Jurnal EkoNiKa. Vol. 4, No. 1, April 2019 : 1- 17. P-ISSN : 2502-9304. E-ISSN : 2581-2157.
- Alwi, F., & Maulana, H. A. (2023, November). *Pembuatan Video Promosi Mitra Binaan Umkm Pt. Kilang International Ruu Ii Sungai Pakning*. In *Seminar Nasional Industri dan Teknologi* (pp. 600-603). <https://doi.org/10.56457/jimk.35>.
- Asra, Y., Maulana, H. A., & Adam, A. (2023). *The Infulence of Online Marketing on Increasing Sales and Brand Awareness of MSME Product*. *Inovbiz: Jurnal Inovasi Bisnis Seri Manajemen, Investasi dan Kewirausahaan*, 3(2), 255-258. <https://doi.org/10.35314/inovbizmik.v3i2.3791>
- Assauri S. (2018). *Marketing Management: Concepts and Cases*. Depok: PT Raja Grafinda Persada.
- Daryanto (2011). *Marketing Strategy: Concepts and Implementation*. Bandung: Sarana Tutorial Nurani Sejahtera.
- Dimitrios, B., Ioannis, R., Ntalakos, A., & Nikolaos, T. (2023). *Digital marketing: The case of digital marketing strategies on luxurious hotels*. *Procedia Computer Science*, 219 (2022), 688–696. <https://doi.org/10.1016/j.procs.2023.01.340>
- Davidson, R. (2020). *Financial Statements and Their Role in Business Performance*. New York: Business Press.
- Fahmi, I. (2015). *Pengantar Manajemen Keuangan: Teori dan Soal Jawab*. Bandung: Alfabeta.

- Farhani, H., Fikriah, H., & Sukamto, B. (2023). *Analysis of Bank Mandiri's Entrepreneur Expo Program in Encouraging Entrepreneurial Spirit*. *West Science Journal Economic and Entrepreneurship*, 1(09), 219–226. <https://doi.org/10.58812/wsjee.v1i09.215>
- Indonesia. (2008). *Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah*. Jakarta: Sekretariat Negara.
- Kasmir. (2018). *Analisis Laporan Keuangan*. Jakarta: Raja Grafindo Persada.
- KBBI (2019). *Kamus Besar Bahasa Indonesia*. Accessed on 21 Juni 2024 <https://kbbi.web.id/katalog>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th red.). New York: Pearson Education.
- Kotler & Armstrong (2016). *Principles of Marketing*. 17th red. New York.
- Maulana, H. A., & Asra, Y. (2022). *Efektivitas Digital Marketing Sebagai Integrated Marketing Communication Pada Umkm Binaan Pt. Pertamina Hulu Rokan*. In *Prosiding Seminar Nasional Terapan Riset Inovatif (SENTRINOV)* (Vol. 8, No. 2, pp. 146-152). <https://doi.org/10.9744/pemasaran.8.2.146-152>
- Minister of Cooperatives and SMEs (www.depkop.go.id accessed on 10 June 2020).
- Nugraha, A. (2020). *Strategi Promosi dan Pemasaran Produk*. Jakarta: Penerbit Media Persada.
- Nugroho, Faozan Tri. (2022). *Pengertian Pameran Menurut Ahli, Tujuan, Fungsi, Manfaat, dan Jenis-jenisnya*. Diakses dari <https://www.bola.com/ragam/read/4919009/pengertian-pameran-menurut-ahli-tujuan-fungsi-manfaat-dan-jenis-jenisnya> pada 21 Juni 2024.
- Pratama, A. (2023). *Adaptasi UMKM Kuliner terhadap Tren dan Preferensi Konsumen*. Jakarta: Penerbit Nusantara.
- Santos, O. N., Santos, M. S., Dragas, C. D., & Posadas, M. A. (2022). *Effective Digital Marketing Strategies Used by MSMEs in NCR Under New Normal*.

Journal of Business and Management Studies, 4(1), 124–130.
<https://doi.org/10.32996/jbms.2022.4.1.15>

Sudarsono, H. (2020). *Buku ajar: Manajemen pemasaran*. Jember: Pustaka Abadi.

Tjiptono (2015). *Introduction to Marketing*. Edisi 4. Andi : Yogyakarta.

Wijoyo et al. (2020). "Digital Marketing and E-commerce Strategies." *Journal Name, Volume(Issue)*. CV. Pena Persada Redaksi.