

REFERENCES

- Azhar, Muzayyin et al.,(2023). Analysis of the Promotion Mix Implementation of smkn 7 Bengkulu City. *The Manager Review Vol 5 No 2*.
- Collazos, Alexander, Zuñiga et al.,(2024). Digitalization, Innovation, Sustainability and Performance: A Causal Analysis Applied to Tourism MSMEs. *International Journal of Innovation Studies*.
- Fahmi, Khaerul et al., (2022). Health Care Smes Products Marketing Strategy: How the Role of Digital Marketing Technology Through Social Media?. *UJoST- Universal Journal of Science and Technology*, 1(1), 16–22.
- Farhani, Hilma et al.,(2023). Analysis of Bank Mandiri's Entrepreneur Expo Program in Encouraging Entrepreneurial Spirit. *Journal Economic and Entrepreneurship*. Vol. 1, No. 09, September 2023.
- Hasan, Samsurijal et al.,(2022). *Manajemen Keuangan*. Pena Persada. Kota: Kab. Banyumas Jawa Tengah.
- Indrajaya, Sonny.(2024). *Manajemen Pemasaran*. Kaizen Media Publishing. Kota: Antapani, Bandung
- Kulkarni, Apoorva Vikrant et al.,(2024). Artificial Intelligence Technology Readiness for Social Sustainability and Business Ethics: Evidence from Msme in Developing Nations. *International Journal of Information Management Data Insights*.
- Mathory, E. A. S., & Syahna.(2022). Dampak Video Promosi Objek Wisata pada Peningkatan Pengunjung Dewi Sri Waterpark. *Journal of Business Administration Economics & Entrepreneurship*, 4(2), 105–119.
- Nasution, Muhammad Iqbal. et al.,(2024). Marketing Strategical Analysis of Products Umkm Markets With Tol. *Kontigensi: Jurnal Ilmiah Manajemen Vol. 12, No. 1, June 2024*.
- Navas, Elsa Beatriz Guti´errez et al.,(2024). Determining Factors for the Digitization of Micro, Small, and Medium-Sized Enterprises (MSMEs) in Ibero-America. *Journal of Innovation & Knowledge*.
- Nurhayaty, Maria. 2022. Strategi Mix Marketing (Product, Price, Place, Promotion, Eople, Process, Physical Evidence) 7p Di Pd Rasa Galendo Kabupaten Ciamis. *Jurnal Media Teknologi Vol. 08 No. 02 Maret 2022*.

- Permatasari, Dwi Novita Cahyaningtyas.(2022).Strategi Peningkatan Brand Awareness dan Aktifitas Promosi dalam Sport Event Studi Kasus Event Maybank Bali Marathon.*Jurnal Kepariwisataaan*. Vol. 21 No. 1 – Maret 2022.
- Prayetno, Muhammad Pringgo et al.,(2023).Service Quality Analysis of Business Consultants Using Ipa and Csi Methods (Case Study on Cv. ABC).*Management Studies and Entrepreneurship Journal Vol 4(2) 2023*.
- Putri, Tasya Yustika et al.,(2023). Analisis Implementasi Strategi Bauran Pemasaran (Marketing Mix) 11p pada Umkm Tenis (Teh Nikmat Sidamanik).*Syarikat : Jurnal Rumpun Ekonomi Syariah Volume 6 Nomor 1, Juni 2023*.
- Rachman, Abdul, et al.,(2024).Challenges and Opportunities for Qris Implementation As a Digital Payment System In Indonesia.*EkBis:Jurnal Ekonomi dan Bisnis*, 8(1), 1-13.
- Sitanggang Debora Danisa Kurniasih Perdana.(2022).Company Profile Adalah: Contoh, Susunan, dan Cara Membuat yang Benar.*Detik Jabar*. Diakses pada 13:25. <https://www.detik.com/jabar/bisnis/d-6280455/company-profile-adalah-contoh-susunan-dan-cara-membuat-yang-benar>
- Soleha, Arin Ramadhiani.(2022).Analisis Laporan Keuangan Untuk Menilai Kinerja Keuangan Pt Kimia Farma, Tbk.*Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, dan Bisnis*, Vol. 6 No. 2, September 2022.
- Sudirjo, Frans. (2023). Marketing Strategy In Improving Product Competitiveness In The Global Market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63–69.
- Sukoco, Hendro, & Aldila Krisnaresanti.(2024).Penggunaan Media Sosial Sebagai Adaptasi Strategi Pemasaran Umkm Saat Pandemi Covid-19: Tinjauan Literatur. *Jurnal Manajemen, Akuntansi, Ekonomi*, 3(1), 32–40.
- Suryono, Atallah Anya.(2022).Meningkatkan Wawasan Dan Pengetahuan Tentang Bisnis Melalui Ebc Expo 2022.*Program Studi Kewirausahaan*.
- Syachromdhon, Muhammad Fachrul. et al.,(2022).Aplikasi Katalog Produk Berbasis Website.*Eureka Media Aksara*.
- Syafira, Dinda & Hendra Ibrahim.(2023).Peran Umkm Dalam Strategi Dan Pemasaran Bisnis Internasional.*Jurnal Minfo Polgan Volume 12, Nomor 2, Desember 2023*.

- Tresnawati, Yuni & Kurniawan Prasetyo.(2022).Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil Dan Menengah Bisnis Kuliner. *Journal of New Media and Communication* April 2022, Vol. 1, No. 1.
- Yahyoyevna, O.F., dan Alexandrovich, A.A.,(2024).The Role Of Financial Management In Improving The Financial Condition Of Enterprises. *Journal Of Education, Ethics And Value*, 3(1), 44–47.
- Yuswardi & Anggun Dea Ananda.(2023).Penerapan Promotion Mix Pada Bisnis Sate Banyumas Sagulung – Batam.*Social Engagement Jurnal Pengabdian Kepada Masyarakat*.Vol. 02. No. 01 Tahun 2023.