



FOSTERING THE DEVELOPMENT OF GENERATION Z SELF-POTENTIAL AS THE MAIN BASIS FOR PIONEERING CREATIVE AND INNOVATIVE BUSINESSES

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Abstrak

Program ini bertujuan untuk meningkatkan keterampilan soft skill, literasi digital, dan adaptasi teknologi peserta Sedangkan metode yang digunakan adalah Metode Participatory Action Research (PAR) karena merupakan salah satu pendekatan yang relevan dalam pembinaan pengembangan potensi diri Generasi Z. (siswa SMAN 1 Sangakupra Bawean sebanyak 40 orang) sebagai dasar utamam untuk merintis usaha kreatif dan inovatif. Hasil dari program ini menunjukkan adanya peningkatan kepercayaan diri peserta dalam merintis usaha, keterampilan manajerial yang lebih baik, serta kemampuan dalam memanfaatkan teknologi digital untuk mendukung usaha mereka. Pelaksanaan pengabdian dengan judul "Pembinaan Pengembangan Potensi Diri Generasi Z sebagai Fondasi dalam Merintis Usaha Kreatif dan Inovatif" telah berjalan dengan baik dan mencapai tujuan yang diharapkan. Program ini berhasil membangun kesadaran generasi muda akan pentingnya mengenali dan mengembangkan potensi diri sebagai bekal untuk merintis usaha yang kreatif dan inovatif. Melalui serangkaian kegiatan yang meliputi motivasi, pelatihan keterampilan, diskusi, simulasi, dan pendampingan, peserta memperoleh pemahaman mendalam tentang strategi dasar kewirausahaan. Mereka tidak hanya belajar menggali ide-ide kreatif, tetapi juga diajak untuk merancang langkah konkret dalam merealisasikan gagasan tersebut menjadi usaha yang berkelanjutan.

Kata kunci: *Soft Skill; Literasi Digital; Kewirausahaan Generasi Z; Pendampingan Usaha Kreatif*

Abstract

This program aims to improve the soft skills, digital literacy, and technological adaptation of participants While the method used is the Participatory Action Research (PAR) method because it is one of the relevant approaches in fostering the development of the potential of Generation Z. (40 students of SMAN 1 Sangakupra Bawean) as the main basis for starting creative and innovative businesses. The results of this program showed an increase in participants' confidence in starting a business, better managerial skills, and the ability to utilize digital technology to support their business. The implementation of the service with the title "Guidance on the Development of Generation Z Self-Potential as a Foundation in Pioneering Creative and Innovative Businesses" has gone well and achieved the expected goals. This program succeeded in building young people's awareness of the importance of recognizing and developing their potential as a provision for starting a creative and innovative business. Through a series of activities that included motivation, skills training, discussions, simulations, and mentoring, participants gained an in-depth understanding of basic entrepreneurial strategies. They not only learned to explore creative ideas, but were also invited to design concrete steps in realizing these ideas into sustainable businesses.

Keywords: Soft Skill; Digital Literacy; Generation Z Entrepreneurship; Creative Business Assistance

INTRODUCTION

Generation Z, who was born in the 1990s to early 2010s, grew up in the digital era with wide access to technology and information (Moeins et al. 2024). Generation Z is the generation that will dominate the world of work in the future. Bloomberg of the United Nation labels Generation Z as the generation of innovative and independent realism (Hastalona et al. 2021). So they are known to have unique characteristics such as high adaptability to technology, creativity, and innovative mindset. However, in the context of developing entrepreneurial potential, not all Generation Z have enough skills in exploring their potential to pioneer creative and innovative businesses.

One of the main problems faced by generation Z at this time is the lack of structured coaching in the development of soft skills and digital literacy. Soft skills, such as effective communication, leadership, time management, and problem-solving, which are indispensable in building and managing a sustainable business, are considered less important, so many of Generation Z have difficulty starting an entrepreneurial world (Pratiwi, Setyowati, and Shomad 2023).

In addition, digital literacy is a key factor in business success in the modern era. The ability to leverage technology, understand digital marketing trends, and manage data and cybersecurity is essential for the sustainability of creative ventures. Without adequate digital literacy, business actors will find it difficult to compete in a competitive market (Misidawati et al. 2023). As an alternative solution, a structured and comprehensive coaching program is needed to develop the potential of Generation Z in the field of creative and innovative business, including Soft Skill Development and Digital Literacy. So with this approach, it is hoped that Generation Z will not only be able to recognize their potential, but also be able to implement it in innovative and sustainable creative ventures so that it can have a positive impact on the economy and society at large (Rosita, Martinus Tjendana, and Karo-karo 2023).

Through the coaching program from the STAI lecturer team, Hasan Jufri Bawean can provide an understanding of the importance of exploring one's potential to pioneer innovative and creative businesses for generation Z, in this case SMAN 1 Sangkapura by providing, guidance to generation Z, in this case SMAN 1 Sangkapura systematically to achieve a change in the situation and improve the economy in a better standard of living. Coaching is carried out by improving soft skills and digital literacy.

Service Activities by Ginting et al., (2024) regarding Strengthening Digital Literacy in Educating and Developing the Entrepreneurial Spirit of Vocational High School Students, the difference in service is carried out using the Community

Partnership Empowerment model. Community Service by Hartayo et al., (2023) on Entrepreneurship Soft Skill Training at Puja Bhakti Youth Cetiya Vijja Gana in Tangerang City, the difference in the method of service used using training is following the needs of the participants. From this explanation, it can be understood that in starting a business, it must improve soft skills and digital literacy without the provision of both, the business that is pioneered will never develop, as the results of research conducted by Resti et al., (2023) he closed by concluding that without soft skills and adequate skills in the use of technology and digital platforms, it is difficult for MSMEs to take advantage of marketing opportunities and improve operational efficiency. offered in a digital world (Arsyad and Tamrin 2023).

After observing the rapid development of technology, in pioneering creative and innovative businesses, soft skills and digital literacy are needed because soft skills and digital literacy are no longer complementary, but the main need in pioneering creative and innovative businesses. Soft skills help build a solid interpersonal, character, and leadership foundation, while digital literacy allows the use of technology for business transformation and efficiency. By mastering these two aspects, entrepreneurs can create businesses that are not only competitive but also relevant to future needs and challenges. Meanwhile, the objectives of this service are (1) to Improving Soft Skills Relevant to the Business World such as business ethics, work culture, positive attitudes, creativity and innovation, and integrity, and encourage the younger generation to think creatively in finding innovative solutions that are relevant to market needs (2) Building Digital Literacy to Support Businesses by equipping individuals with the ability to use software, e-commerce platforms, and social media to expand the market.

MATERIALS AND METHODS

The method used in this service is the Participatory Action Research (PAR) Method because it is one of the relevant approaches in fostering the development of the self-potential of Generation Z. (students of SMAN 1 Sangakupra Bawean) as a foundation for pioneering creative and innovative businesses. This method prioritizes the active participation of participants in the entire activity process, from problem identification, solution planning, to implementation and evaluation.

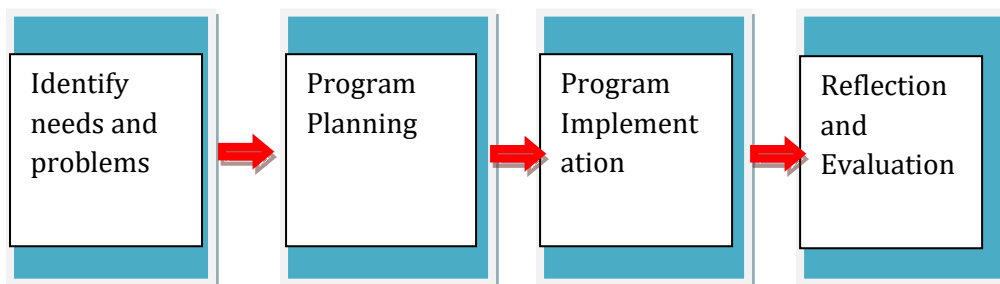


Figure 1. Steps of Community Service Activities

The application of the PAR method in this service program includes the following stages: First, the identification of needs and problems, the initial stage is carried out by involving Generation Z in this case the students of SMAN 1 Sangakupra Bawean directly to identify the potential, interests, and challenges they face in pioneering creative ventures. Group discussions and interviews are the main tools to dig up this information. Second, program planning, program planning starts from one week before implementation after getting information about the problems faced by generation Z in pioneering creative and innovative businesses through discussions and interviews, between SMA Negeri 1 Sangkapura students and the Community Service team from STAI Hasan Jufri Bawean which coincides on November 25, 2024. Then the team compiled materials related to the Development of Generation Z Self-Potential as the Main Basis for Pioneering Creative and Innovative Businesses, preparing equipment and needs for the implementation of activities and ensuring a stable Internet connection as a means to find references regarding trends in pioneering creative and innovative businesses.

Third, Program Implementation, the implementation of activities on December 1, 2024, in the form of workshops, business simulations, and technical guidance. In this case, SMAN 1 Sangakupra Bawean students were allowed to directly practice the concepts that have been learned, such as making product prototypes or designing marketing strategies, this activity was carried out for one day from 8:00 WIB to 14:00 WIB. Fourth Evaluation and Reflection: After the program is implemented, participants and facilitators evaluate the results achieved. This activity was carried out at the end of the activity by distributing a Google form. This reflection is important to do to understand what is working and what needs to be improved for the next program (Hendra et al. 2024).

RESULTS AND DISCUSSION

The service activity entitled *Fostering the Development of Generation Z Self-Potential as the Main Basis for Pioneering Creative and Innovative Businesses* began with a survey first and then a discussion with the principal and students of SMA Negeri 1 Sangkapura, this activity aims to identify the problems and needs needed in developing self-potential in pioneering creative and innovative businesses. After the mapping was carried out, the service team and partners agreed to assist for one day, which was attended by 40 students, this activity was focused on soft skills and digital literacy training on December 1, 2024. Mentoring activities regarding the *Development of Generation Z Self-Potential as the Main Basis for Pioneering Creative and Innovative Businesses* in the first two sessions in the form of soft skill development training, the second is digital literacy development.

Soft Skill Development in Pioneering Creative and Innovative Businesses

In this case, the presenter explained the aspects of soft skills that must be known by people who want to pioneer creative and innovative businesses. Soft skills themselves are abilities that are inherent in a person, but can be developed optimally and are needed in the world of work as a complement to hard skills (Septianti and Pamuji 2022). There are 23 dominant soft skill attributes that actors must have in the workplace, namely: having initiative, integrity ethics, critical thinking, willingness to learn, commitment, motivation, enthusiasm, reliability, being able to communicate orally, being creative, having analytical skills, being able to overcome stress, self-management, being able to solve problems, being able to summarize, being cooperative, flexible, resilient, logical argumentation, time management.

In delivering the material, the presenter conveyed five aspects of soft skills that must be possessed by people who want to pioneer creative and innovative businesses: business ethics, work culture, positive attitudes, creativity and innovation, and integrity. The first aspect of soft skills is business ethics. Business Ethics is the knowledge of ideal procedures in regulation and management, among others: norms and morality that apply universally and apply economically and socially (Yulihardi, Malik, and Amrullah 2024). Business ethics must be possessed by people who want to pioneer creative and innovative businesses. Business actors must be honest, loyal, fair, and compliant with regulations. Do not commit acts that harm the community or industry, do not commit reprehensible acts.

Furthermore, the third aspect of soft skills for those who pioneer creative and innovative businesses is a positive attitude (Ali, Inggriyani, and Fauzy 2018). A positive attitude must be possessed by people who pioneer creative and innovative businesses, because basically the work or business activities they carry out are related to customers or the community. The positive attitude that people who pioneer innovative creative businesses have will help many people in their business environment, and of course one day it will make them progress and develop well in their industry.



Figure 2. Implementation of Soft Skill Development Activities

Then, the next aspect of soft skills is creative and innovative. These two things are very important and are one inseparable unit. Creativity and Innovation are soft skills that are very closely related and must be possessed by a professional or entrepreneur. Creative ideas and innovations come from curiosity, this soft skill is also very useful in terms of problem-solving. When business people face a problem at work, curiosity will make them look for the source of the problem until they succeed in getting it. When business actors already know the source of the problem, they must think of the right and efficient solution to be able to solve it. Creativity and innovation will greatly help business actors to find the most efficient solutions to the problems they are facing.

The last aspect of soft skills that is explained is integrity. Based on the Great Dictionary of the Indonesian Language, integrity is defined as quality, nature, or circumstance that shows a complete unity so that it has the potential and ability to radiate the authority of honesty. One of the most frequently cited indicators as a representation of the traits of a person with integrity is honesty, (Tukiran, Susilowati, and Mahriyansah 2021) but it is not impossible that someone who is always honest has a low level of integrity (Safitri 2019).

There are two aspects of integrity for individual people or organizational individuals with integrity: first, integrity is related to how individuals build and maintain their identity; and second, integrity is related to how individuals perform moral acts (external participation process) (Endro 2017). It is important for creative and innovative pioneers to have integrity so that the deeds or actions carried out can be in harmony with intentions and thoughts which are invisible and very difficult to measure personal aspects. Thus, it is hoped that there will be harmony in accordance with the values of the company, society, and fulfilling the principles of Good Corporate Governance.

Development of Digital Literacy in Pioneering Creative and Innovative Businesses

In today's digital era, the development of the internet and digital technology that occurs continuously affects the existence of unlimited access. Technology will have a great influence if people are able to make good use of it in their way to a more dignified life (Rahayu, Nugraha, and Rosliani 2023). Digital literacy skills are the main key in pioneering and developing creative and innovative businesses. Because with the ability to apply the functional skills contained in digital devices, the person can find and be able to choose information, think critically, be creative, collaborate with others, communicate effectively and still pay attention to electronic security and the developing socio-culture (Aulia et al. 2021). Digital literacy includes not only basic skills in using technology, but also a deeper understanding of how to utilize digital media to build, manage, and develop businesses (Redhana 2024). So that material on the development of digital literacy

is very important to be understood by creative and innovative business pioneers in order to develop their business easily, therefore the presenter in this case conveyed his material about digital platforms that can be used and how to use them in the business world.

Digital marketing techniques using digital platforms can be used to get to know various applications for marketing, be able to use google analytics, be able to create social media accounts. Here is the detailed explanation.

First, get to know the various applications for marketing

In today's all-connected digital era, the ability to understand and utilize various digital platforms is one of the keys to success in marketing (Sobron, Titik, and Meidawati 2020). Today's business world has changed significantly, where an online presence is no longer an option, but a necessity. In this ever-evolving landscape, it is necessary to get to know various digital platforms for marketing because they can provide great opportunities for individuals and business actors to reach a wider audience, build relationships with customers, and increase competitiveness in the market.

Digital platforms not only facilitate communication between businesses and customers, but they also provide advantages in terms of efficiency, market segmentation, and analytics capabilities. Some of the main reasons why it is important to know digital platforms include: First, Wide Reach and Right on Target With billions of active users every day, platforms such as Google, Facebook, Instagram, and e-commerce are very capable of reaching potential consumers in various locations. Second: The ability to target audiences based on age, location, interests, or behaviors ensures that marketing messages are delivered to the right people at the right time. Third, Cost and Time Efficiency Compared to traditional marketing, digital marketing offers a more cost-effective solution. Platforms such as Google Ads and Facebook Ads and other platforms that can be used to allow advertisers to set budgets as needed, so that every dollar spent can be maximized for optimal results. Fourth, the Ability to Track and Measure Results One of the main advantages of digital platforms is the ability to track and measure campaign results in real-time. This data allows businesses to understand the effectiveness of their strategies, make adjustments, and continuously improve performance.

Second, being able to use Google Analytics

In the digital era that is full of competition and rapid change, data is the most valuable asset for business actors. Managing creative and innovative ventures no longer relies solely on intuition or experience, but also requires a data-driven approach to understanding customer needs, measuring strategy success, and making informed decisions. In this context, the ability to use Google Analytics is one of the essential skills that can be used to encourage the success of creative and innovative ventures.



Google Analytics is a digital analytics tool designed to help business owners understand customer behavior in the online world (Budiman et al. 2024). With this tool, business actors can track various important data such as the number of site visitors, the origin of traffic, time spent on certain pages, and customer conversion patterns. This information provides in-depth insight into who your customers are, what they're looking for, and how they interact with the products or services you offer.

So Mastering Google Analytics is not just about understanding the numbers, but about translating data into insights that encourage creativity and innovation. In creative and innovative ventures, this capability provides a significant competitive advantage, helping businesses create relevant products, improve customer experience, and maximize the results of each marketing strategy. By using Google Analytics effectively, businesses can turn challenges into opportunities and ensure their businesses remain relevant amid evolving market dynamics (Setiawan et al. 2024).

Third, being able to create social media accounts

In today's digital era, social media has become one of the most effective tools to introduce, promote, and develop creative and innovative businesses (Yasin and Vidiati 2024). Platforms such as Instagram, Facebook, TikTok, Twitter, and LinkedIn are not only communication channels, but also a forum for direct interaction between business actors and customers. The ability to create and manage social media accounts well is a strategic step that can have a significant impact on business growth.

In this context, the ability to create and manage social media accounts is an important skill in developing creative and innovative ventures (Hendra et al., 2024). Social media provides an opportunity to reach a wider audience, build strong relationships with customers, and showcase the creativity that is the main attraction of a business. With a professional and strategic social media presence, business actors can take advantage of digital potential to achieve success in this modern era.

Reflection and Evaluation

After the implementation of mentoring for one day, the service team conducted an evaluation, both internally and externally. Evaluation is considered important because it can help in measuring the extent of the goals and success of the mentoring activities. In addition, through evaluation, we can also find out and identify the strengths and weaknesses of this mentoring program and later it can be improved or can be used as a reference in future service activities (Sa'idah et al. 2023).

In this evaluation activity, the service involved partners represented by the student affairs section. During the evaluation process, the service team formulated and concluded that this service activity was considered effective by referring to the

number of mentoring participants that continued to increase in each session. However, in this mentoring activity there are several obstacles, for example there is a lack of understanding of technology in some participants. This matter is quite influential when assisting in developing self-potential in pioneering creative and innovative businesses. Despite having these obstacles, the participants were very enthusiastic in paying attention to and participating in this activity and the unawkwardness of the participants during the mentoring made the community service team able to solve these obstacles.

CONCLUSIONS AND SUGGESTIONS

This mentoring activity has succeeded in achieving the main goal, namely Improving *Soft Skills* Relevant to the Business World such as business ethics, work culture, positive attitudes, creative and innovative, and integrity and encouraging the younger generation to think creatively in finding innovative solutions that are relevant to market needs and Building Digital Literacy to Support Businesses by equipping individuals with the ability to use devices software, *e-commerce platforms*, and social media to expand the market. Students of SMA Negeri 1 Sangkapura who initially did not know about the importance of developing soft skills and the importance of developing digital literacy now understand and some of them even practice directly in the business world. From the results of this activity, some of the challenges faced, such as the difference in the level of technology mastery among students, can be solved through direct guidance and intensive mentoring. The students felt helped by the existence of this training, technical instructions, and support from resource persons. This shows that well-designed training, supported by adequate facilities and infrastructure, is able to have a positive impact on the development of student competencies in pioneering creative and innovative businesses.

As a suggestion for further service, a follow-up mentoring program is needed to ensure the optimal implementation of training results for SMA Negeri 1 Sangkapura students. This assistance can be done through regular online consultations, and advanced training to improve their ability to further explore the development of soft skills and digital literacy. In addition, it is recommended to expand the scope of training in order to reach more students in various schools, so that the positive impact can be felt widely.

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