

PACKAGING AND MARKETING OPTIMIZATION FOR RURAL COMMUNITY ENTERPRISES: ENHANCING PRODUCT VALUE AND ADVANCING THE SDGS

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Abstract: *Packaging design and marketing strategy play an important role in improving product competitiveness, especially for community-based enterprises in rural areas that focus on local economic development. Tanggul Wetan Village offers a variety of superior products made by local business communities, such as bolen, getuk singkong, and prol tape, which have great potential to expand into wider markets. However, several challenges remain, including the lack of innovation in packaging design, the limited use of digital marketing technology, and the absence of effective and sustainable promotional strategies. This community service activity aimed to analyze and develop optimal strategies in packaging design and marketing to enhance product excellence and support the achievement of the Sustainable Development Goals (SDGs), particularly SDG 8, SDG 10, and SDG 12. The program was implemented using the ADDIE training model, which consists of five stages: analysis of community needs, design of training approaches, development of training materials, implementation of training, mentoring and assistance, and finally, evaluation. The results showed a significant improvement in participants' abilities to create attractive and informative packaging, as well as an increased understanding of digital marketing platforms. Based on pre- and post-assessment data, participants demonstrated measurable progress: packaging design skills increased from 2.3 to 4.1, branding and logo from 1.9 to 3.8, marketing strategy from 2.5 to 4.3, digital marketing from 1.7 to 3.9, and content creation from 2.0 to 4.0 (on a 1–5 scale). Several products were successfully rebranded with better packaging and labeling, making them more competitive in the market. This activity not only increased the marketability of local products but also demonstrated the importance of design and marketing innovation as a pathway for empowering rural communities and supporting inclusive and sustainable economic growth.*

Keywords: *Community Empowerment; Packaging; Marketing Strategy.*

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INTRODUCTION

Empowering rural-based community enterprises is a critical component of inclusive and sustainable local economic development. Among the key factors influencing the competitiveness of community products are packaging design and marketing strategy¹. Packaging functions not only

¹ Astri Wulandari and others, 'How to Develop Marketing Strategy, Packaging Designs, and Superior Product Processing Education?', *Jurnal Penyuluhan*, 20.01 (2024), 1–13 <<https://doi.org/10.25015/20202448777>>.

as a protective layer but also as a representation of identity, value, and professionalism to consumers. In parallel, marketing strategies that adapt to the digital transformation era are essential to expand market reach and increase visibility in an increasingly competitive marketplace². Tanggul Wetan Village in Jember Regency, East Java, is home to several community enterprises producing a variety of traditional products such as bolen, getuk singkong, and prol tape. These products reflect the cultural richness of the village and have significant market potential. However, they remain constrained by various challenges, including unattractive and non-informative packaging, the absence of consistent branding or product identity, low digital marketing literacy among producers, and a lack of access to continuous mentorship and training³. These constraints limit the competitiveness and perceived value of the products, preventing them from reaching wider regional and national markets⁴.

The persistence of these issues makes intervention highly necessary, especially in the context of achieving several targets within the Sustainable Development Goals (SDGs), namely SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), and SDG 12 (Responsible Consumption and Production). While several community service initiatives have been conducted in various rural areas, such as digital marketing training⁵, eco-friendly packaging development [4], and local product branding assistance⁶, most of these efforts tend to be fragmented and focus on a single aspect of business development without integrating design and marketing in a comprehensive and sustainable model⁷. The novelty of this community engagement program lies in its holistic use of the ADDIE training model (Analysis, Design, Development, Implementation, Evaluation), which allows for a structured, needs-based, and iterative development process⁸. This model is complemented by a collaborative approach involving lecturers, students, and local

² Muhammad Rizki Fahdia and others, 'Pelatihan Digital Marketing Untuk Meningkatkan Penjualan Bagi UMKM Tajur Halang Makmur', *Abdifomatika: Jurnal Pengabdian Masyarakat Informatika*, 2.1 (2022), 34–39 <<https://doi.org/10.25008/abdifomatika.v2i1.147>>.

³ Winny Purbaratri, Nani Krisnawaty Tachjar, and Lely Priska DT, 'Peningkatan Daya Saing UMKM Melalui Pelatihan Digital Marketing Berbasis Canva', *Jurnal KKN Kuliah Kerja Nyata Pengabdian Masyarakat*, 1.2 (2024), 1–5 <<https://doi.org/10.70234/3jy8gj78>>.

⁴ Hafiz Rafi Altair and others, 'Pendampingan UMKM Desa Tanggul Wetan Dalam Memperoleh Nomor Induk Berusaha (NIB)', *Jumat Ekonomi: Jurnal Pengabdian Masyarakat*, 5.2 (2024), 71–75 <<https://doi.org/10.32764/abdimasekon.v5i2.3911>>.

⁵ Robiatul Adawiyah and Arika Indah Kristiana, 'Assistance in the Development of RBL-STEM Learning Tools Based on AI and IoT to Improve Students' Thinking Skills', *ABDIMAS: Jurnal Pengabdian Masyarakat*, 7.1 (2024), 259–64.

⁶ Lela Nur Safrida and others, 'Analisis Kemampuan Berpikir Kritis Mahasiswa Program Studi Pendidikan Matematika', *EDU-MAT: Jurnal Pendidikan Matematika*, 6.1 (2018) <<https://doi.org/10.20527/edumat.v6i1.5095>>.

⁷ A A Susilowati and others, 'Aktivitas Pembelajaran Berbasis Proyek Terintegrasi Dengan Pendekatan STEAM: Pemanfaatan Wrapper Dalam Mendesain Artificial Flower Berdasarkan Konsep Simetri Lipat Untuk Meningkatkan Metaliterasi Siswa', *Ebook CGANT Universitas Jember*, 2022.

⁸ Robiatul Adawiyah and Arika Indah Kristiana, 'Business Community Empowerment: Branding Optimization, Product Diversification and Digital Marketing', *As-Sidanah: Jurnal Pengabdian Masyarakat*, 7.1 (2025), 35–49 <<https://doi.org/10.35316/assidanah.v7i1.35-49>>.

producers, enabling contextually grounded solutions. Thus, the program goes beyond technical skill development⁹; it serves as a strategic empowerment effort aimed at building a competitive, innovative, and self-reliant village economy over the long term¹⁰.

To address the problems faced by the partner community and based on the existing conditions in the field, it is necessary to conduct training, mentoring, and assistance for the residents of Dusun Krajan, Tanggul Wetan Village¹¹. The University of Jember, as a teacher training institution (LPTK) located in Jember, is committed to supporting the advancement of local villages in the region. Therefore, the community service team proposed a program entitled "Empowerment of the Community Enterprises in Tanggul Wetan Village", with the specific focus on "Optimizing Packaging Design and Marketing Strategies of Community Enterprise Products in Tanggul Wetan Village to Enhance Product Competitiveness and Support the Achievement of the SDGs." Through this program, the residents of Tanggul Wetan Village were introduced to effective marketing strategies and attractive product packaging techniques. The goal was to enable their locally produced goods to compete in the global market and meet current consumer preferences and market trends.

RESEARCH METHOD

This community service activity was carried out using the ADDIE development model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation¹². In the analysis stage, the team conducted field observations and informal interviews with members of the community enterprises in Dusun Krajan, Tanggul Wetan Village, to identify problems related to packaging, branding, and marketing. The participants in this community service consist of mature women and men involved in community enterprises in Dusun Krajan. The design stage involved formulating a training framework tailored to the needs and capacities of the participants, focusing on practical and contextual learning. During the development stage, training materials were prepared, including packaging design templates, marketing strategy modules, and examples of digital promotional content. In the implementation stage, the program was delivered through a

⁹ Inge Wiliandani Setya Putri, Saddam Hussien, and Robiatul Adawiyah, 'Kemampuan Berpikir Kreatif Dalam Menyelesaikan Masalah Kesebangunan Di SMPN 11 Jember (Creative Thinking Skill in Solving Similarity Problem at Junior High School 11 of Jember)', *Jurnal Edukasi*, 4.3 (2017), 59–62.

¹⁰ Robiatul Adawiyah and Arika Indah Kristiana, 'Improving Educators Digital Literacy Through Assistance in the Development of Lectora Inspire-Based Mathematics Learning Media', *ABDIMAS: Jurnal Pengabdian Masyarakat*, 6.4 (2023), 4343–51.

¹¹ Adawiyah and Kristiana, 'Assistance in the Development of RBL-STEM Learning Tools Based on AI and IoT to Improve Students' Thinking Skills'.

¹² Angiah L Davis, 'Using Instructional Design Principles to Develop Effective Information Literacy Instruction: The ADDIE Model', *College & Research Libraries News*, 74.4 (2013), 205–7.

series of workshops, hands-on packaging redesign sessions, and digital marketing mentoring using social media and e-commerce platforms. Finally, in the evaluation stage, feedback from participants was collected through questionnaires and interviews to measure knowledge improvement, skill acquisition, and the applicability of the materials. The team also documented the visual transformation of selected products and prepared academic output based on the program outcomes. The procedure adopted in this community service project is shown in Figure 1.

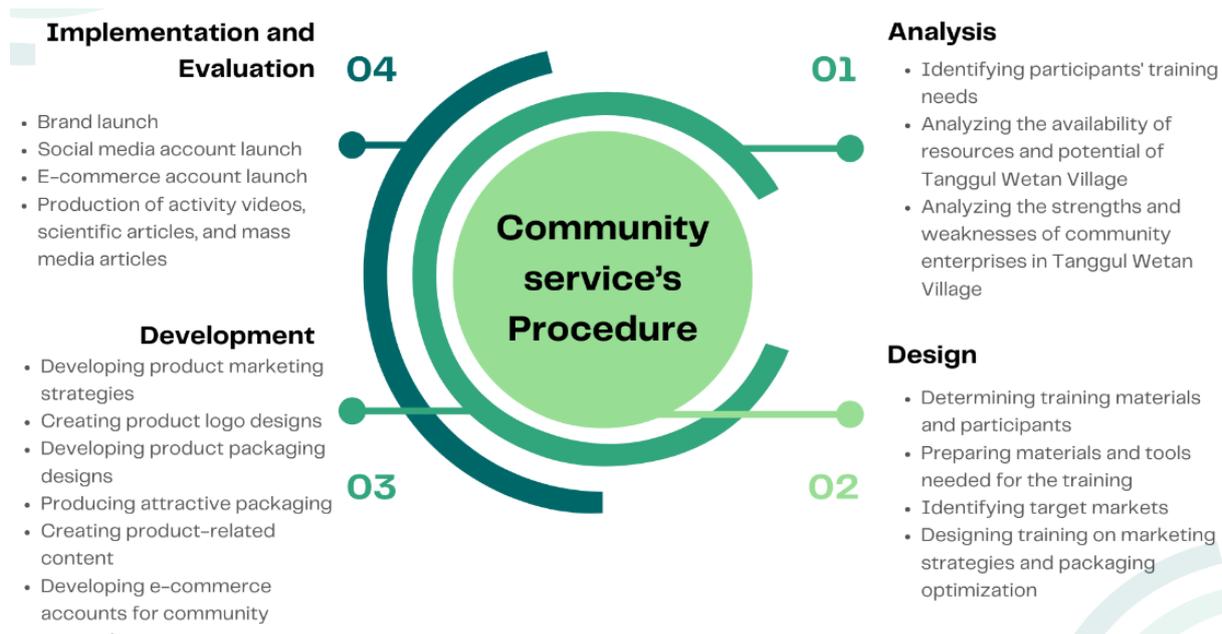


Figure 1. The procedure adopted in this community service project

RESULTS AND DISCUSSION

This community engagement program was initiated to enhance the market competitiveness of community-based products in Tanggul Wetan Village by improving packaging design and implementing digital marketing strategies. The initial phase involved conducting a needs assessment and identifying the core challenges faced by the local business actors. Survey findings revealed that most enterprises in the village continue to struggle with several basic limitations. As illustrated in Figure 1, the highest percentages of respondents reported not utilizing e-commerce platforms (93%) and social media (87%) for product promotion, indicating minimal engagement with digital marketing tools. Furthermore, 90% of participants had never received any formal training or mentoring related to product packaging or marketing. Other key issues included the use of plain or unattractive packaging (80%), the absence of a brand identity or logo (73%), and limited capacity in producing promotional content (70%). These barriers significantly limit both the appeal and market reach of their products. Taken together, the results underscore a critical need for targeted

interventions aimed at improving visual product presentation, branding skills, and the effective use of digital platforms, so that rural enterprises can compete more professionally and expand their market access.

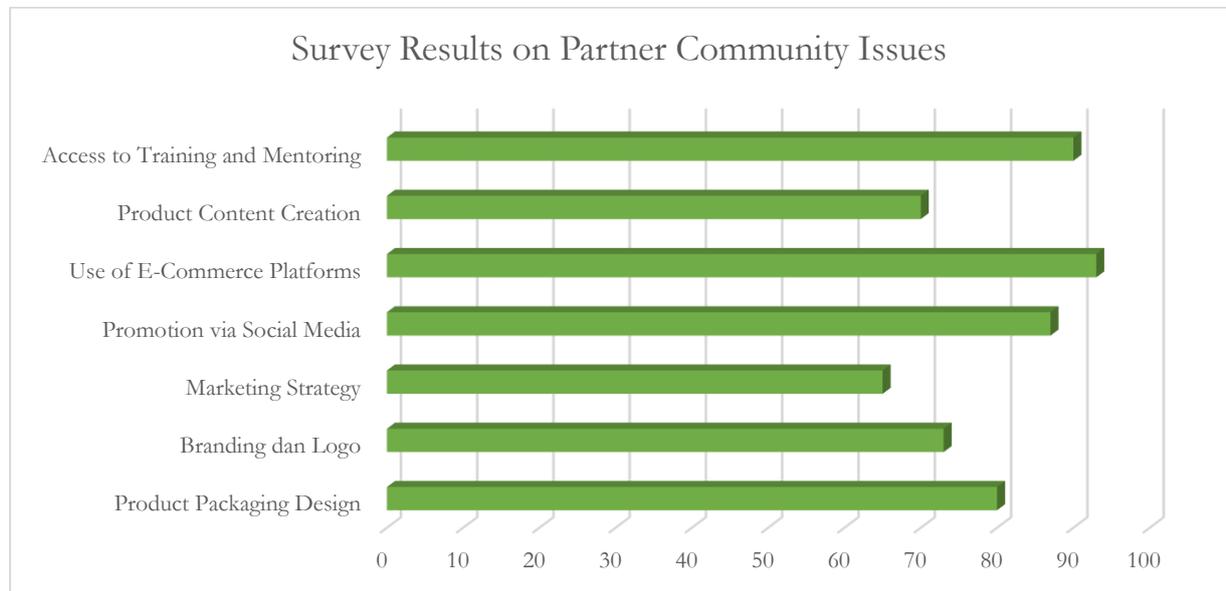


Figure 2. Survey Results on Partner Community Issues

Based on these findings, the team designed a training program that included an introduction to packaging design concepts, logo creation and brand identity development, digital marketing strategies, and promotional content creation techniques using photos and videos. The training modules were developed contextually and tailored to the participants' level of digital literacy. The learning materials included packaging design templates, guides for creating social media and e-commerce accounts, and examples of visually engaging promotional content. Furthermore, an assessment of the initial capabilities of business actors in Dusun Krajan was conducted. During the analysis phase, problems were identified through field observations and participant surveys. The results indicated that many business owners faced difficulties in creating attractive packaging, lacked brand identity, and had not utilized social media or e-commerce platforms as marketing channels. The initial skill scores of participants across five key aspects, packaging design, branding, marketing strategy, digital marketing, and content creation, were all below 2.5 on a 5-point scale, with digital marketing being the lowest at 1.7.

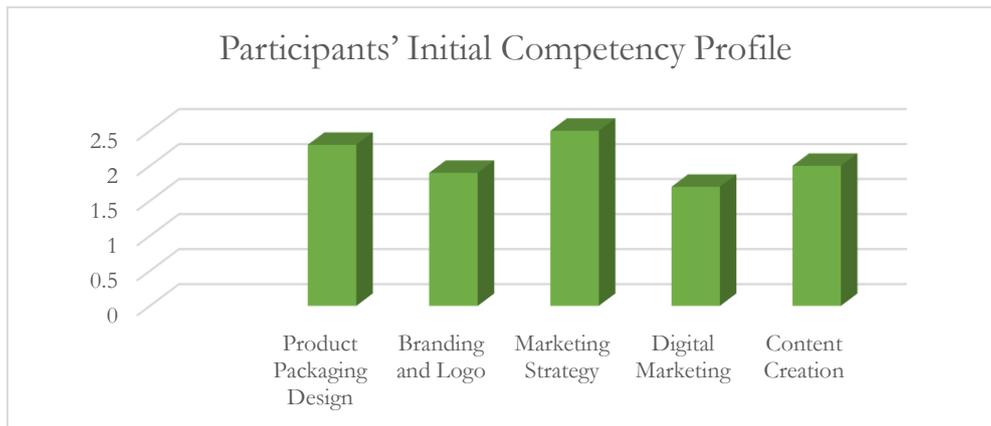


Figure 3. Participants' Initial Competency Profile

The diagram illustrates that participants' initial competencies across the five key aspects of business development were still relatively low. On a scale of 1 to 5, the highest score was found in the aspect of marketing strategy (2.5), indicating that some participants were already familiar with conventional marketing methods. The product packaging design received a score of 2.3, though it still required improvement to enhance visual appeal. The remaining three aspects scored below 2.1: branding and logo (1.9), digital marketing (1.7), and content creation (2.0). These results suggest that participants were generally unfamiliar with brand identity development and the use of digital platforms such as social media and e-commerce for marketing purposes. Overall, the findings reveal a clear need for training and mentoring in packaging design and marketing strategies, especially those based on digital platforms, to better prepare community enterprise products for wider market competition.

The next stage was design, in which the team developed training materials based on the participants' identified needs. The content included simple but attractive packaging design, logo and brand name development, digital marketing strategies, and promotional content creation. The necessary tools, media, and delivery methods, which emphasize hands-on practice, were also determined at this stage. In the development phase, the team prepared comprehensive training modules, packaging templates, visual identity designs, and relevant video tutorials. Additionally, social media and e-commerce accounts (e.g., Shopee) were created for direct use by participants as part of their practical implementation of the training outcomes.

The implementation stage was carried out through workshops, technical guidance, and direct mentoring. During the workshops, participants were introduced to the fundamentals of visual branding, packaging layout, and digital marketing strategies. They engaged in hands-on sessions where they practiced designing packaging using simple design tools, created brand logos, and

developed basic marketing plans tailored to their local products.



Figure 4. Technical Guidance and Direct Mentoring for the Business Community in Tanggul Wetan

The technical guidance component involved step-by-step assistance in setting up business social media accounts (such as Instagram and Facebook) and registering products on e-commerce platforms like Shopee. Meanwhile, the direct mentoring provided personalized support in content creation, particularly in capturing product photos, writing promotional captions, and editing short videos suitable for online promotion. This stage ensured that each participant received not only theoretical input but also practical experience and individualized feedback, enabling them to apply the skills directly to their business activities. They also received guidance on identifying target markets and developing promotional strategies that suited the characteristics of their products, such as Bolen, Prol Tape, and Getuk Singkong. All participants actively engaged in the sessions and successfully produced tangible outputs, including redesigned product packaging, new business logos, Instagram business accounts, and content uploads for product promotion.



Figure 5. One of the Culinary Product and Packaging Samples of Alorsi Culinary

Several flagship products, including bolen pisang, prol tape, and getuk singkong, were successfully rebranded with more professional and visually appealing packaging. In addition to the competency improvements, the program also produced several key outputs, including the launch

of a community social media account, the creation of an e-commerce presence, documentation videos, and the publication of both academic and popular articles for dissemination.

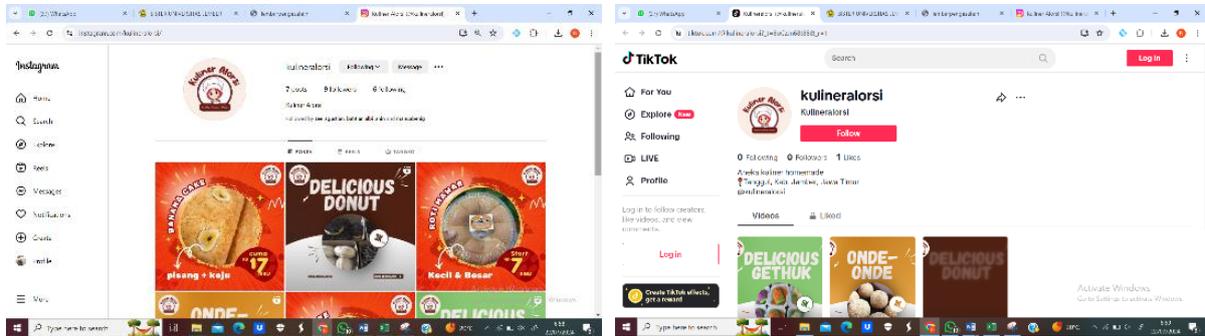


Figure 6. Social Media of Alorsi Culinary

These outcomes indicate that a systematic, ADDIE-based approach can generate tangible impact in strengthening the capacity of rural community enterprises. The final phase was the evaluation, conducted by comparing pre-test and post-test results and observing the participants' product outcomes. The evaluation showed a significant increase across all targeted competency areas. Marketing strategy skills improved from 2.5 to 4.3, packaging design from 2.3 to 4.1, and digital marketing from 1.7 to 3.9. In general, participants demonstrated increased understanding and ability in packaging design, brand identity development, and the use of digital platforms to expand market reach. These improvements suggest that the ADDIE model was effective in systematically transforming the participants' knowledge and skills¹³.

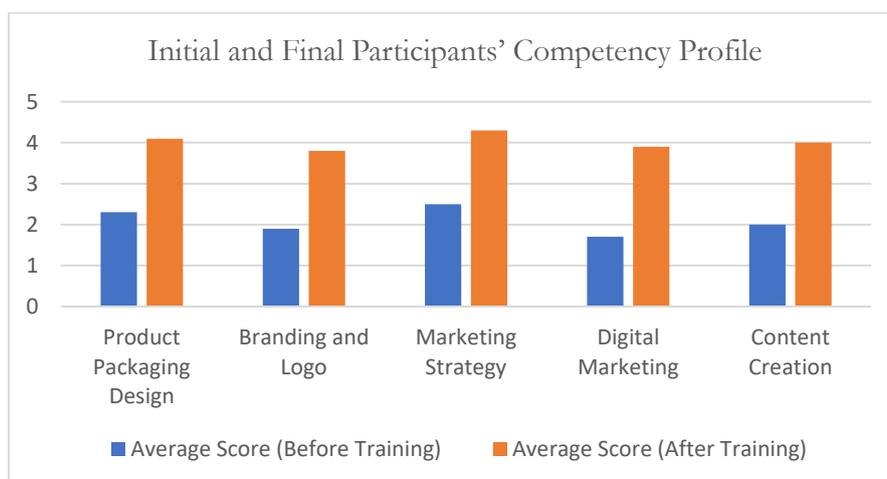


Figure 7. Initial and Final Participants' Competency Profile

¹³ Helen Crompton and others, 'Examining Technology Use within the ADDIE Framework to Develop Professional Training', *European Journal of Training and Development*, 48.3 (2024), 422–54.

The results of this community engagement activity indicate a significant improvement in participants' competencies across key areas such as packaging design, branding, digital marketing, and content creation. This outcome aligns with the findings of previous service programs, such as the initiative titled “Improving MSME Product Quality Through Packaging Innovation and Digital Marketing”^{14,15,16,17}, which also reported enhanced participant skills and understanding in product presentation and digital promotional strategies. However, several notable differences distinguish this program from prior efforts. First, in terms of methodological approach, this program applied the ADDIE model comprehensively, starting with a needs analysis grounded in field data. It was followed by contextual program design, development of tailored training modules, practical implementation, and systematic evaluation using pre- and post-tests. This structured approach ensured more measurable and responsive outcomes that directly addressed the community’s capacity gaps^{18,19}.

Second, in terms of the target audience, previous programs generally focused on urban or regional MSMEs. In contrast, this initiative was specifically directed at community-based enterprises in rural areas, particularly the entrepreneurial groups in Krajan Hamlet, Tanggul Wetan Village. The rural context posed unique challenges, such as limited digital literacy and infrastructure access, which required a more participatory and empowerment-based approach to learning. Third, in terms of outputs, this program produced tangible and directly applicable results, including the launch of a community social media account, an e-commerce presence, and the visual rebranding of local products such as bolen, prol tape, and getuk singkong. Training videos, scientific publications, and popular media articles for broader dissemination accompanied these outcomes. It demonstrates that, beyond individual skill development, the program also contributed to strengthening the collective identity and market readiness of village-based enterprises.

¹⁴ Rochmat Aldy Purnomo and others, ‘The Effect of Product Packaging Innovation, Branding, and Technological Capability on MSME Performance: A Case Study of Fresh Noodle Producers in The Madiun Residency’, 2025.

¹⁵ Liya Ermawati and Zhatu Restie Utami, ‘Empowering Community MSMEs: Enhancing Economic Potential Through Digital Marketing and Innovative Packaging Solutions in Lampung Province’, *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 9.1 (2025), 10–26.

¹⁶ Agus Setyo Pranowo, Herdiyana Herdiyana, and Hari Muharram, ‘Packaging Innovation and Selling Performance in Microenterprises: Role of Digital Marketing Training’, *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7.3 (2024), 5893–5918.

¹⁷ Elli Sulistyarningsih, Wahyu Murti, and Cicih Ratnasih, ‘Analysis of E-Marketing Strategy and Business Innovation in Optimizing Improvement of Service Quality and Its Effect on Msme Income’, *ADI Journal on Recent Innovation*, 5.2 (2024), 155–67.

¹⁸ Mario Biggeri and Andrea Ferrannini, ‘Opportunity Gap Analysis: Procedures and Methods for Applying the Capability Approach in Development Initiatives’, *Journal of Human Development and Capabilities*, 15.1 (2014), 60–78 <<https://doi.org/10.1080/19452829.2013.837036>>.

¹⁹ Selma C Liberato and others, ‘Measuring Capacity Building in Communities: A Review of the Literature’, *BMC Public Health*, 11.1 (2011), 850 <<https://doi.org/10.1186/1471-2458-11-850>>.

CONCLUSION

The community service activity conducted in Tanggul Wetan Village significantly improved the competencies of local entrepreneurs in five key areas of business development. Utilizing the ADDIE model, the program systematically addressed gaps in packaging design, branding, digital marketing, content creation, and marketing strategy. Based on pre- and post-assessment data, participants demonstrated measurable progress: packaging design skills increased from 2.3 to 4.1, branding and logo from 1.9 to 3.8, marketing strategy from 2.5 to 4.3, digital marketing from 1.7 to 3.9, and content creation from 2.0 to 4.0 (on a 1–5 scale). This improvement not only reflected enhanced knowledge but also the participants' ability to apply what they learned in real business contexts. Tangible outcomes included redesigned product packaging, new brand identities, active social media and e-commerce accounts, and visual promotional content. A key strength of the program was its structured, contextual, and participatory approach, which fostered high engagement and practical skill transfer among rural entrepreneurs, enabling them to implement changes that enhanced their market competitiveness immediately. However, a notable weakness was the limited duration and intensity of mentoring, which constrained deeper mastery in complex areas such as digital analytics and long-term brand positioning; some participants expressed the need for follow-up coaching to sustain momentum and overcome emerging challenges. Overall, the program contributed to strengthening the market competitiveness of village-based enterprises and supported the achievement of Sustainable Development Goals, particularly in the areas of economic growth (SDG 8), reduced inequalities (SDG 10), and responsible consumption and production (SDG 12). The use of a structured, contextual, and participatory approach proved to be an effective strategy in empowering rural entrepreneurs for long-term business sustainability. Future iterations should incorporate extended mentorship and monitoring mechanisms to address identified gaps.

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