

Online Marketing Through Digital Marketing Platform for Micro, Small, and Medium Enterprises Bamboo Craftsmen in Sukolilo Village, Lamongan, East Java

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Abstract

In the face of increasingly difficult economic challenges, Micro, Small and Medium Enterprises (MSMEs), especially bamboo craftsmen, are faced with the need to sell and market products online in order to survive. Although many products produced by bamboo artisan MSMEs have quality, the limited location far from the city center and the lack of understanding about online sales cause a lack of interest from consumers. Therefore, the purpose of this service program is to provide training and assistance to MSMEs in Sukolilo Village, Lamongan, especially bamboo craftsmen, in using digital marketing strategies by utilizing the Shopee platform. The community service implementation method consists of 4 stages, namely identification, training and mentoring, monitoring and evaluation, and the impact of the community service. The results of the community service found that this digital marketing strategy can provide various benefits, ranging from increasing brand awareness to increasing online sales turnover. The implementation of digital marketing involves the stages of partner surveys, training and mentoring, the creation of social media specifically for MSME Bamboo Craftsmen in Sukolilo Village, Lamongan Regency, and evaluation of the implementation of digital marketing to expand sales reach and maintain business continuity amidst competition and the current sluggish economic conditions. The impact of this community service is that bamboo craftsmen understand the importance of digital marketing.

Keywords: Bamboo Craftsmanship, Digital Marketing, MSMEs, Online Marketing

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs), as explained by Halim (2020), are considered as economic drivers that are expected to promote the improvement of community welfare. Developing economic development can be reflected in increased local production with the support of community creativity. Financial independence and improved welfare not only benefit individuals, but also have a positive impact on the economy at the local level. The development of digital-based and easily accessible MSME businesses has spurred economic activity in various remote regions. Currently, the potential of the creative industry offers promising opportunities. If Indonesia's numerous creative industries continue to be explored and developed by MSMEs, economic absorption capacity will be evenly distributed in both cities and villages (Marlinah, 2020).

As the capital of Lamongan, Lamongan District is the center of socio-cultural and economic government activities in the last 2 years, the development of MSMEs has been constrained due to the outbreak of the corona pandemic. Nevertheless, the growth in the number of micro small businesses, product variations and turnover continue to stretch. In the small and medium trade sector, especially grocery stores in residential areas, markets and retail merchants have recently begun to rise.

Sukolilo Village, Sukodadi District, Lamongan is one of the famous bamboo woven handicraft industry centers in Lamongan. Most of the bamboo handicrafts produced are in the form of fans, jaranan, kalo/rice filters, and steamers. According to Rudi Siswanto as Kaur (Head of affairs)/Bayan of Sukolilo village, 70% of Sukolio villagers make a living as bamboo weaving craftsmen. Of the 255 households, there are 155 households who make a living as bamboo weaving craftsmen. The resulting products are not sent to the island of Java but to outside Java

such as Sumatra, Kalimantan, and even Papua. Moch. Lasmiran as the Head of Sukolilo Village explained that Sukolilo Village itself has 5 hamlets, including Sukolilo, Dukoh, Nogo, Kebon Agung, and Karang Rejo. Among the 5 hamlets, only Dukoh hamlet is the center of woven bamboo crafts in the form of fans. Bamboo weaving crafts in Sukolilo Village have existed since 1958, the first person to make woven in Sukolilo Village was Pandi, at that time the crafts made were just fans, then in the 1970s, a group of craftsmen formed an organization called "bamboo seruni cooperative" which was founded and chaired by Alm. Mat. At that time, not only fan matting was made but developed into several crafts such as kalo/rice filter holders, and steamers (Mulya and Mutmainah, 2017).

According to Riyanto as the Head of the Hamlet of Dukoh hamlet, the sale of woven bamboo products is distributed to big cities such as Solo, Sragen, Sampang, and Jakarta, even to Kalimantan and Sumatra. Distributor branches in these areas sell again to middlemen in various other places to be distributed in markets, shops and others. The distribution of fan woven products does not target cold temperature areas such as Malang and Bandung. The product sent by Malang is a small Kalo which is used as a place for bird livestock (Mulya and Mutmainah, 2017). According to Asan, the owner of the home industry "Berkah Anyam", weaving skills have been owned by Sukolilo villagers for generations and still survive today. Webbing in the form of sheets for fans is made with Ceplok motifs and sasak motifs, while for Kalo and Kukusan using serong/sesek motifs. The motif is used for generations and as a characteristic of Sukolilo village. The skills of the artisans in Sukolilo village need to be accommodated and further developed so that the products made are more diverse and can increase their selling prices.

The sales system of these bamboo craftsmen is actually quite good; unfortunately, sales are still lacking through digital marketing platforms so that the product is not fully known by the wider community. Digital marketing is an integral part of the digital business transformation process. Digital marketing incorporates new marketing techniques based on information and communication technology (Veleva and Tsvetanova, 2020). MSMEs should utilize digital media as a marketing tool to better familiarize consumers with their products. Advances in digital technology enable MSMEs to market their products online (Naimah et al. 2020). Hadi and Zakiah (2021) state that few MSMEs utilize digital marketing (15.08%) as a strategy to increase turnover and an understanding of digital marketing is required for MSMEs. The majority of people, both inside and outside Indonesia, are turning to online shopping to purchase their desired items. Shopee is also contributing to this growth thanks to the continued growth of e-commerce (Fitri, 2022). Therefore, our group aims to provide information about digital marketing training using the Shopee platform. Shopee, as a forum for transactions between buyers and sellers, has been adopted by various levels of society in Indonesia. Shopee users are not only limited to large companies, but also include MSMEs and individuals who want to sell goods more efficiently, even for those who do not run regular sales. Shopee's advantages, which include ease of use, affordable costs, and clear features, make it the top choice for sellers and buyers in transactions. The security provided by Shopee is also an important consideration for buyers and sellers. Therefore, in order to increase understanding of digital marketing and expand market penetration, our group organized a special Shopee training for bamboo artisan MSMEs in Sukolilo Village, Lamongan. This training aims to enable MSME players to understand more deeply about digital marketing, use the Shopee platform as an effective tool to market their products, and ultimately increase sales.

2. METHOD

Business partners in this program are MSME players, especially bamboo craftsmen, who continue to innovate in marketing their products digitally through the Shopee platform. Bamboo craftsmen in Sukolilo Village were chosen as partners in the community service program because they were unfamiliar with digital marketing concepts. Their marketing methods were still traditional, resulting in a continued decline in bamboo craft sales during the COVID-19 pandemic.

The solution to this problem is to provide training and assistance on how to market products online through digital marketing strategies in order to expand sales coverage and how

to communicate with customers to be interested in the products produced in an attractive, short and concise manner. Digital marketing itself uses information technology such as mobile phones, internet, applications, websites, etc. The concept of digital marketing is more utilizing the use of social networks in cyberspace. Due to its easy and fast spread, social media is often the main medium for carrying out this strategy.

Digital marketing has several advantages, among others, saving advertising costs, increasing brand awareness, and increasing sales. As well as many promos that can be given to sellers and buyers in making transactions, making transaction actors happier to use them. In addition, mentoring activities aim to increase motivation and enthusiasm for development and sustainability and increase the innovation and creativity of Bamboo Craftsman MSME actors in Sukolilo Village, Lamongan.

This community service activity consists of 4 stages, namely:

- a. Identify problems (mapping); identify marketing problems that follow current trends, which not only use social media, because it is considered less effective and the level of security for customers is still low so that using other methods that use the Shopee media platform is an option.
- b. Offline training and mentoring on Online Marketing Through the Digital Marketing Platform "Shopee" for MSMEs Bamboo Craftsmen in Sukolilo Village, Lamongan. Training and mentoring are carried out on Bamboo Craftsman MSMEs both through shopeefood and shopeemarket. This aims to facilitate the absorption and provision of material. The material deepening was delivered through a question and answer forum during offline training and mentoring.
- c. Online and offline monitoring and evaluation of material through interviews and requested outputs after the mentoring stage such as media profiles of Shopee MSMEs digital marketing platforms through social media. The results of this stage are useful for evaluation materials that can be used as a foundation for further service.
- d. The results of the implementation of virtual marketing through the shopee digital marketing platform show an increase in the sales volume of MSMEs products and are expected to continue and increase with a more adequate level of security compared to social media.

The plan of community service activities in Sukolilo Village, Sukodadi District, Lamongan is as follows:

Table 1. Action Plan

| Information | Identify the Problem | Training and Mentoring | Monitoring and Evaluation | Implementation Results |
|-------------------------------|--|---|---|---|
| Date | September – October 2023 | November 2023 – December 2023 | Februari 2024 | September 2023 – Februari 2024 |
| Place and time | Offline | Offline | Online and offline | Online and offline |
| Person in Charge (PIC) | a. Head of Activities b. Member Activities | a. Head of Activities b. Member Activities | a. Head of Activities b. Member Activities | a. Head of Activities b. Member Activities |
| Number of Participants | 10 partners | 10 partners | 10 partners | 10 partners |
| Media | Visit to Sukolilo Village Hall, Sukodadi sub-district, Lamongan, East Java | Face to face and whatsapp group | Face to face and whatsapp group | Face to face and whatsapp group, Shopee account |

Source: Author (2024)

3. RESULT AND DISCUSSIONS

Sukolilo Village, Lamongan has its own charm related to various kinds of woven bamboo and rattan which are used as goods that have selling value. When this service activity takes place, it can be an expansion of knowledge and skills as well as the final distribution for woven craftsmen as a form of creativity development so that it is known by many people and not only in Sukolilo Village. Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya provides topics related to online marketing through shopee Indonesia. In addition to products that can be a pride for Sukolilo Village, the results of this craft are able to be an attraction for the outside world, especially related to creativity from Indonesia.

This activity is carried out through several stages including problem identification, training, mentoring and monitoring and evaluation activities. Here are some brief discussions related to this series of activities:

3.1. Identify the Problem

The problem that becomes a benchmark for a product is the marketing process. The marketing process carried out by all Sukolilo village craftsmen is still conventional and only the surrounding areas are able to enjoy handicrafts from bamboo and rattan in the area. This marketing is only done through distribution from one place to another or market to market. The price applied to this product is relatively cheaper when compared to similar products, because it is felt that the materials used are low standardization. This problem is the basis for the STIESIA service team to be able to increase the number of products ordered by the wider community. In addition, this product can actually be an opportunity for international products and an opportunity for craftsmen in Sukolilo Village to be able to introduce their products throughout the world. Currently Sukolilo Village has received orders from other countries, namely from Malaysia, but only one customer. So that with marketing through shopee Indonesia, it is hoped that this product can be known to the wider community abroad. Another weakness is the type of raw material used relative to Grade B quality, so that the products produced are not as strong as other products in other parts of Indonesia.

3.2. Training and Mentoring

The targeted participants are those who have food and beverage businesses as many as 10 MSMEs from Sukolilo Village, Sukodadi District, Lamongan, East Java. The participants who participated were very enthusiastic in the event, so the material presented was very helpful for MSMEs business owners.

Training is provided related to the necessary skills, expertise, and understanding. This includes online marketing training and more creative and high-quality new product innovations (Faishol et al., 2021). Community service activities as a form of STIESIA Surabaya's responsibility as an educational institution are carried out on:

Table 2. Community Service Schedule

| Information | Identify the Problem | Training | Mentoring | Monitoring and Evaluation |
|-------------|---|--|--|--|
| Day | Tuesday | Moday | Friday | Monday |
| Date | 24 October 2023 | 11 December 2023 | 5 January 2024 | 05 Februari 2024 |
| Location | Their respective homes/places of business | Visit to Sukolilo Village Hall, Sukodadi sub-district, Lamongan, East Java | Visit to Sukolilo Village Hall, Sukodadi sub-district, Lamongan, East Java | Visit to Sukolilo Village Hall, Sukodadi sub-district, Lamongan, East Java |
| Time | 15.00–17.00 WIB | 08.00–12.00 WIB | 08.00–12.00 WIB | 12.00–15.00 WIB |
| Presenters | Speakers: 1. Dr. Wahidahwati, | Presenters: Virtual Marketing: 1. Rika Rahayu, S.M., M.B.A. | Speakers: 1. Dr. Wahidahwati, | Conduct monitoring and evaluation (monev) after |

| | | | | |
|-----------------------------------|---------------------------------|-----------------------------------|-----------------------------------|---------------------------|
| | S.E., M.Si., Ak., CA. | 2. Mar'atus Zahro, S.E., M.S.A | S.E., M.Si., Ak., CA. | training and mentoring |
| 2. | Rika Rahayu, S.M., M.B.A. | | 2. Dewi Maryam, S.E., M.M. | |
| 3. | Mar'atus Zahro, S.E., M.S.A. | | 3. Ardilla Ayu Kirana, SA., MA | |
| 4. | Dewi Maryam, S.E., M.M. | | | |
| 5. | Ardilla Ayu Kirana, SA., MA | | | |
| Number of Participants | 10 MSMEs | 10 MSMEs | 10 MSMEs | 10 MSMEs |

Source: Author (2024)

During the training and mentoring phase, the artisans brought several bamboo weaving products to be marketed through the Shopee platform. During the training and mentoring, the resource person provided information on digital marketing. Many business owners, both small and large, have experienced the benefits of digital marketing. In today's crucial digital and internet era, this represents a new advancement in marketing strategy. Thanks to online marketing strategies, sectors such as micro, small, and medium enterprises (MSMEs) have the potential to generate significant profits (Aditya and Rusdianto, 2023). In the initial phase of the training, MSMEs were asked to register their Shopee accounts as sellers. Because the Shopee app is widely used by Indonesians, most bamboo artisans have Shopee accounts. The artisans then fulfilled the requirements to register as sellers. After that, the artisans began adding products to their accounts. After adding products, the bamboo artisans registered for free shipping seller accounts. Free shipping encourages customers to purchase from their accounts. As a result of the training and mentoring, five Shopee seller accounts were successfully opened. Meanwhile, other craftsmen were unable to create accounts due to limitations in installing the Shopee app on their phones. Furthermore, some bamboo craftsmen were over 50 years old and unfamiliar with the Shopee app on their phones. The results of this training and mentoring were a valuable step for MSMEs in digitalizing their marketing, particularly through the Shopee platform. Increasing MSMEs' knowledge in managing the Shopee marketplace made it easier for them to publish more widely and reach more customers (Wusqo et al., 2023).



Figure 1. Activity Photos

Figure 1 shows a literacy activity on the importance of digital marketing for the sustainability of MSMEs. This training and mentoring activity was attended by 10 bamboo craftsmen in Sukolilo Village. The challenges facing MSMEs amidst the increasingly rapid growth of the digital economy require them to be literate in information technology. This is because the number of MSMEs using internet services or having websites is still relatively small, and this means that the products or services they market are sometimes unable to reach markets outside of regional and remote areas (Marlinah, 2020). The Shopee platform utilizes various digital marketing strategies to increase sales, including following trends, engaging content, focusing on user experience, promotions and discounts, and using brand ambassadors (Kartajaya et al., 2019). Utilizing the Shopee platform as an online promotional media has helped MSMEs expand their

market reach, as well as providing many conveniences and benefits for MSMEs in promoting their products (Nazila, 2024; Rudiarto and Dwiasnati, 2022).

Figure 2 shows products produced by bamboo artisans in Sukolilo Village. The products produced are limited to fans, hats, and steamers. Training and mentoring revealed a significant lack of product diversification, and more modern product transformation training is essential for future community service activities.



Figure 2. MSMEs Products

3.3. Monitoring and Evaluation

Evaluation is a stage that is closely related to monitoring activities, because evaluation activities can use data provided through monitoring activities. In planning activities, evaluation activities should be an integral part, so that they can be said to be complete activities. Evaluation is directed to control and control the achievement of goals. From the results of monitoring and evaluation carried out in Sukolilo Village, Lamongan, special thinking is needed to make the business more attractive and provide quality products.

Digital Marketing carries the concept of commerce with transactions through electronic transactions that are connected in virtual space. Digital Marketing helps business people and micro, small, and medium entrepreneurs enter a wider and global market. Companies that are clear evidence of the influence of using Digital Marketing to trade include Amazon, Yahoo, and Ebay. Digital Marketing itself is inseparable from the influence of the quality of human resources, internet networks and the availability of electricity in the area where the business is located (Widagdo, 2016; Rahmayanie et al., 2022). Judging from these three factors, Kampung Sota has the power to utilize e-commerce technology in the trade sector. Adequate electricity and a distributed internet network are good opportunities to start wider trade by utilizing Digital Marketing technology. However, one important factor that needs to be held is the human resources that need to be built to be able to recognize and use the Digital Marketing technology.

Therefore, the community service team carries out digital marketing application training activities that will help merchants get to know and learn to use ecommerce applications that can be used to sell their local products. In this e-commerce training, the team used the shopee application as training material. Shopee is the choice because shopee is one of the most disruptive digital marketing startups according to tech in Asia. Shopee is the youngest digital marketing site and lacks experience, but with their vigorous promotions, shopee can stand on equal footing with previous competitors. Shopee is currently on the rise because of its good technology and keeping up with the times so that it can compete in the business world (Sihombing, 2019). Therefore, as a good first step in starting the use of digital marketing technology, the service team proposed a service activity in the form of digital marketing training. In this case, shopee as an initial form of people knows and knows how digital marketing technology works that can help them in trading.

Currently, shopee needs creativity in editing a product so that the product can attract the attention of consumers. After the product is known to the public, account management must also be maintained, from personal data, type of delivery, product definition to the confidentiality of the account concerned needs to be updated at any time. The products to be sold must have differences compared to other products, namely in terms of patterns and raw materials, so that the products will have their own characteristics and be able to become an identity for the region.

4. CONCLUSIONS

A community service activity conducted with MSMEs, specifically bamboo craftsmen, in Sukolilo Village, Lamongan Regency, East Java, successfully achieved its primary goal of improving their ability to utilize digital technology for marketing and selling bamboo crafts. Through systematic training and mentoring, these MSMEs now have better knowledge and skills in using the Shopee platform. Based on community service activities carried out in Sukolilo Village, Lamongan, which were attended by MSMEs actors in the District, conclusions can be drawn, namely (1) MSMEs actors in Sukolilo Village, Lamongan began to learn online marketing, especially at shopee by creating an account first; (2) MSMEs players in Sukolilo Village, Lamongan have a marketing center when products are made and ready to be marketed; (3) Bamboo and rattan woven products in Sukolilo Village have distinctive characteristics in patterns and colors; (4) Many MSMEs players have the Shoope Application just to buy goods, without knowing how to open a store and the concept of selling. The evaluation and monitoring phase demonstrated that, as a good first step in leveraging digital marketing technology, the community service team proposed a service activity in the form of digital marketing training. In this case, Shopee serves as an initial step for the community to learn and understand how digital marketing technology works, which can assist them in their transactions.

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