

## Community Economic Empowerment in Sukamaju Village Through Strengthening Business Skills Ornamental Fish

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### ABSTRACT

This article is resulting from community service activities (PKM) organized by the Faculty of Economics and Business, Widyatama University in collaboration with partners, namely the Family Welfare Improvement Effort (UP2K) PKK Sukamaju Village, Bandung City. The PKM activity carried out was training aimed at empowering the community's economy and/or businesses fostered by UP2K Sukamaju Village in the form of increasing the ability of ornamental fish businesses for export purposes. The stages of implementing the activities carried out consisted of 6 stages including (1) pre-survey, (2) proposal preparation, (3) preparation, (4) implementation, (5) monitoring and evaluation, and (6) preparation of activity reports. The participants in this training activity were 30 people. The training activities carried out were in the form of presentations of materials from resource persons accompanied by discussions or questions and answers as well as simulations or demos. The results are also the main conclusions of the PKM activities carried out, namely that ornamental fish cultivation and export business is a promising business for residents or businesses fostered by UP2K Sukamaju Village. The initial stage of starting a business for participants after training is the cultivation of Brushmouth Black Slayer fish, Brushmouth Albino Slayer, and Corydoras and improving several competitive strategies for old entrepreneurs. Some suggestions for similar PKM activities or future developments include providing initial business capital and presenting international speakers or participants.

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## INTRODUCTION

Development in Indonesia still leaves some groups behind in enjoying development progress as reflected in the size of Indonesia's Gini ratio in 2024 which reached 0.381 (BPS, 2024). Although Indonesia's Gini ratio is relatively low, it still indicates that there is still inequality in community acceptance so that empowerment efforts are needed. Another indicator that is the urgency of community empowerment in Indonesia is the problem of poverty and unemployment. BPS data shows that the percentage of poor people in September 2024 was 8.57 percent or equivalent to 24.06 million people (BPS, 2024). The percentage of urban poverty in September 2024 was 6.66 percent. Although the poverty rate has decreased compared to 2023, the number of poor people in Indonesia is still high. Meanwhile, the Open Unemployment Rate (TPT) in February 2025 was 4.76 percent or equivalent to 7.28 million people (BPS, 2024).

One component of society that is directly affected by the problems of urban poverty and unemployment is the family. To overcome the negative impacts of poverty and unemployment, the government has launched the Family Empowerment and Welfare Movement, hereinafter referred to as the PKK Movement. PKK is a village/sub-district community institution that accommodates community participation in the field of family welfare empowerment at the neighborhood and neighborhood levels or other names that coordinate *dasawisma* groups.

One of the tasks of PKK is to empower the economy of the community around its area. PKK can conduct various community, skills and entrepreneurship training (Hamid et al., 2018). In terms of entrepreneurship, PKK usually aims to enable its fostered residents to become new entrepreneurs or become old entrepreneurs who are able to develop their businesses (Noviandari, 2020). In conducting training, PKK usually collaborates with various parties or partners such as the government and universities as well as community organizations or associations (Nursjanti et al., 2023).

Sukamaju Village as one of the Villages in Bandung City currently has a Family Income Improvement Business Group (UP2K) PKK which is under the Working Group II of the Sukamaju Village PKK Movement. UP2K in Sukamaju Village has 274 members who have run businesses in various business fields but until now it has not run optimally when viewed from the sales income obtained or seen from the sustainability of the business. The biggest obstacle faced by mothers who are members of the Sukamaju Village UP2K is the problem of product marketing.

To encourage the progress of the Sukamaju Village UP2K business activities, the Community Service Team of the Faculty of Economics and Business, Widyatama University or the FEB UTama PKM Team carried out Community Service activities, namely Community Economic Empowerment Mentored by the Sukamaju Village UP2K, Cibeunying Kidul District Through Improving Ornamental Fish Farming Skills for Export. Similar PKM activities have been carried out previously by the FEB UTama PKM Team in a different location, namely in Sukapada District. In this PKM activity, the participants of which came from Sukamaju Village, the FEB UTama PKM Team provided motivation, knowledge, and skills related to the ornamental fish business for export purposes. In this PKM, the FEB Utama Team also tried to provide competitive strategies and strategies for developing the ornamental fish business so that it provides great income potential for participants or business actors.

The PKM activity of the FEB UTama PKM Team is also a form of empowerment of village communities using the participation action research approach (Djauhari et al., 2021; Brydon-Miller et al., 2020; Rahmat and Mirnawati, 2020; Silmi, 2017). For institutions, this PKM will be a material for achieving the IKU for increasing the quality of higher education lecturers in the form of lecturers guiding students to carry out activities outside the Study Program. As well as supporting the achievement of the IKU for increasing the

quality of higher education graduates in the form of social activities/community service which is a higher education program in order to contribute to society.

## IMPLEMENTATION METHOD

The implementation of PKM activities carried out is divided into several stages of implementation. The stages of PKM implementation are the result of elaboration between the PKM Team of the Faculty of Economics and Business, Widyatama University and the UP2K of Sukamaju Village. The stages of PKM implementation are divided into three stages, namely (1) preliminary survey, (2) preparation of activity proposals, (3) preparation, (2) implementation, (3) monitoring and evaluation, and (4) preparation of activity reports. Details of the stages of PKM activities carried out can be seen in the chart below:

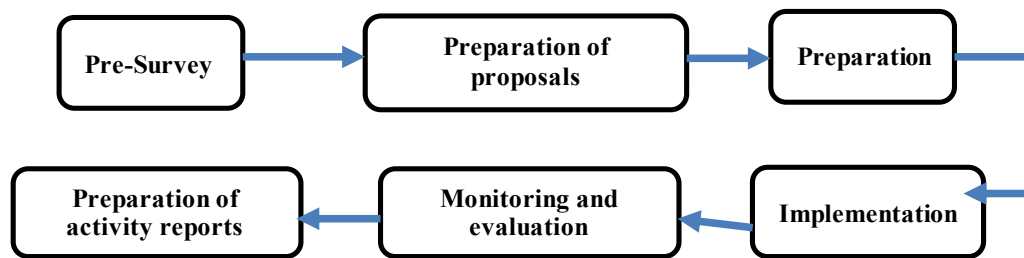


FIGURE 1. Implementation Methodology

Referring to Figure 1, the detailed explanation of the stages of PKM implementation carried out can be explained as follows:

1. **Pre-survey.** At this stage, a discussion was held between the Head of the PKM Team of the Faculty of Economics and Business, Widyatama University (Mr. Ismail Solihin, S.E., M.Si) and the Head of the Sukamaju Village UP2K (Mrs. Entin Rustini) regarding the PKM material that needs to be provided to the community or MSMEs fostered by the Padasuka Village UP2K. At this stage, the objectives of the activity, themes, speakers, partners, participants, time, and place of implementation of the PKM activity were determined. (The Pre-Survey was conducted in January 2025).
2. **Preparation of proposals.** At this stage, a complete PKM activity proposal is prepared as a guide for the implementation of PKM activities as a whole. The preparation of the proposal was carried out by the PKM Team of the Faculty of Economics and Business, Widyatama University (Mr. Ismail Solihin, S.E., M.Si, Mr. Dr. Rizal Ramdan Padmakusumah, S.E., M.M., Mr. Dr. Ryan Kurniawan, S.E., M.M., Mr. Asep Sudrajat, S.E., M.T., and Arus Reka Prasetia, S.E., M.M.). (Proposal preparation was carried out in February 2025).
3. **Preparation.** At this stage, an activity committee of 6 people was formed consisting of lecturers and students. The committee from lecturers consists of Mr. Ismail Solihin, S.E., M.Si (Chairman), Mr. Dr. Rizal Ramdan Padmakusumah, S.E., M.M (Member), Mr. Dr. Ryan Kurniawan, S.E., M.M (Member), Mr. Asep Sudrajat, S.E., M.T. (Member), and Arus Reka Prasetia, S.E., M.M (Member). The committee from students consists of Fransina Hesty G Kehek (Member), Sharon Doherty (Member), and Nutmaida (Member). At this stage, various technical, administrative, and financial preparations were carried out for the PKM activities that will be carried out by referring to the activity proposal that was prepared in stage 2 (the previous stage). In addition to the committee, the event preparation was also assisted by the management of the Sukamaju Village UP2K. (Preparations were carried out throughout March 2025).

4. **Implementation.** According to the activity proposal, the implementation of the PKM activity was carried out on Sunday, April 24, 2025, located at GSG Masjid Ar Rohmat, RW 15, Padasuka Village, Bandung City. The PKM activities carried out were :
  - a. Providing information and motivation related to the potential of ornamental fish export business to participants by speakers namely Mr. Elan Aprilianto (Owner of CV Gama Aqua Culture) and R. Ahmad Solahudin Fauzi (Ornamental Fish Business Practitioner) and discussion.
  - b. Providing technical knowledge, tips, and tricks for successfully entering and developing ornamental fish export business by speakers namely Mr. Elan Aprilianto (Owner of CV Gama Aqua Culture) and R. Ahmad Solahudin Fauzi (Ornamental Fish Business Practitioner) accompanied by discussion and simulation.
  - c. Formation of ornamental fish business group by PKM Team of Faculty of Economics and Business, Widyatama University with speakers namely Mr. Ismail Solihin, S.E., M.Si (Head of PKM Team of Faculty of Economics, Widyatama University) assisted by team or committee and also partners.
  - d. The overall delivery of the material uses lecture methods, simulations, personal discussions, and focused group discussions (FGD).
5. **Monitoring and evaluation.** Monitoring and evaluation are carried out offline and online (whatsapp group and / or email). (This stage is carried out since after the completion of the PKM activity until the independent participants run the ornamental fish export business and / or continue to the next stage of PKM activities if necessary).
6. **Preparation of activity reports.** (Activity reports will be prepared in May 2025).

## RESULT AND DISCUSSION

Overall, the series of PKM activities from the preliminary survey to the preparation of the report were carried out for 5 months (January to May 2025). With good cooperation, communication and coordination between the PKM Team of the Faculty of Economics and Business, Widyatama University and the PKM partner, namely UP2K Sukamaju Village, the PKM activities carried out ran effectively, efficiently, and smoothly. The smooth running of this PKM activity is certainly a contribution from the strong collaboration and understanding between the PKM Team Leader (Mr. Ismail Solihin, S.E., M.Si) and the UP2K Chair (Entin Rustini). The PKM event began with a briefing or briefing session from the PKM Team Leader as the initiator of the PKM activities carried out.



**FIGURE 2.** Briefing and Opening Session by Mr. Ismail (PKM Team Leader)

In this session, Mr. Ismail Solihin, S.E., M.Si provided direction regarding the objectives, mechanisms, and outputs of the PKM activities carried out. In this session, Mr. Ismail Solihin, S.E., M.Si as the head of the PKM Team introduced the team or committee, resource persons, partners, and PKM participants. In this briefing, Mr. Ismail Solihin, S.E., M.Si had high hopes that later the participants who participated could really dive into the ornamental fish export business and be able to compete in the business. Mr. Ismail Solihin, S.E., M.Si in this session representing the Faculty of Economics and Business, Widayatama University, is committed to not only providing incidental training but also continuing to mentoring and exploring other activities that are beneficial for improving the economic welfare of the Sukamaju Village community and its surroundings, especially the UP2K fostered residents. Mr. Ismail Solihin, S.E., M.Si also gave directions to the participants to be serious, enjoy, relax, and active in participating in the training or PKM so that the benefits of the activity can be truly maximized.

The next session or core session of the training is divided into 3 (three) parts. The first part, namely the part where the speakers, namely Mr. Ellan Aprilianto as a practitioner (Owner of CV Gama Aqua Culture) and R. Ahmad Solahudin Fauzi (Ornamental Fish Business Practitioner) as an expert in the cultivation and export of ornamental fish, provide explanations and motivations about the ornamental fish export business market. In this session, the speakers said that the ornamental fish export business market from Indonesia to abroad is still very large or broad. The large number and diversity of ornamental fish in Indonesia is a business potential for Indonesian citizens. The demand for ornamental fish from abroad from year to year is increasing for various needs such as cultivation, hobbies, decoration, and others. In this session, the resource person mentioned several ornamental fish that are favorites in overseas market demand, including brushmouth slayer ornamental fish, guppy, angelfish, and corydoras. The five largest export destinations for ornamental fish exports abroad are the United States, European Union, China, United Kingdom, and Malaysia.



**FIGURE 3.** Motivation and Business Strategy by Mr. Ellan Aprilianto  
(Expert Practitioner in Ornamental Fish Export)



**FIGURE 4.** Motivation and Business Strategy by Mr. R. Ahmad Solahudin Fauzi  
(Ornamental Fish Practitioner)



The second part of the core session was a briefing from the speakers Mr. Ellan and R. Ahmad Solahudin Fauzi Aprilianto on how to cultivate three types of ornamental fish, namely Brushmouth Black Slayer, Brushmouth Albino Slayer, and Corydoras. In general, aspects that must be considered in cultivating ornamental fish include fish selection, fish maintenance, fish habitat, fish food, and fish breeding. One of the guppy fish management from the speakers was that it was necessary to pay attention to things such as the number of fish to be bred, the color of each fish, and the shape of its tail. If you choose two fish with the same color pattern to breed, their offspring will also have the same color pattern. The same principle also applies to the shape of the fins. Regarding guppy fish breeding, the speakers emphasized the importance of paying attention to the condition of the breeding tank and how to manage or care for baby fish or commonly called fry.



**FIGURE 5.** Brushmouth Pleco L144 Fish (One Type of Ornamental Fish Export Commodity)

Regarding the management of Brushmouth Pleco L144, the resource person conveyed the characteristics of the bristlenose plecos, or better known as the brushmouth fish (*hypoclinemus* sp), is a species of freshwater fish originating from South America and Panama. Known as a peaceful fish, brushmouth fish live at the bottom of the waters and are omnivores who like algae attached to rocks and other aquatic plants, and are active at night. The pleco fish can reach an absolute length of 18 cm, can live in a temperature range of 22–30 °C or more, namely a temperature of 32 °C pH 6–7. With proper care, and can live up to 10 years if properly cared for.



**FIGURE 6.** Corydoras Fish (One Type of Ornamental Fish Export Commodity)

The next type of fish management presented by the resource person is the management of corydoras fish. The resource person explained the characteristics and/or profile of the corydoras fish, which is a type of freshwater ornamental fish that is in great demand by ornamental fish lovers and has export opportunities. In addition to being used as a freshwater ornamental fish, it can also be used as a raw

material for making cosmetics in developed countries. Although this fish comes from South America, it has long been successfully cultivated in Indonesia. This fish is known to be easy to cultivate.

Tips for maintaining this fish from the resource person are (1) examine various types of corydoras fish species, (2) Buy at least 100 fish, (3) Choose healthy fish with normal colors, (4) monitor fish behavior, and (5) fish breeding. The resource person also conveyed in the training about important things in breeding corydoras fish, namely (1) look for fish that are sexually mature, (2) separate the fish into groups of three and we must place at least one trio (one female and two males) in a separate 10 gallon aquarium, (3) condition the fish by providing the right breeding environment for the fish, and they will breed, (4) give the fish insects and live food, and (5) cool the water after 2-3 days of giving live food.

Tips for maintaining and cultivating the last type of fish, namely the brushmouth slayer fish. The ideal water conditions for this fish are a pH between 6.5 and 7.5 and a temperature between 15 and 27 degrees Celsius. They consume various types of food, including vegetables, sinking pellets, and small live food. This fish is nocturnal and half of their time is used to hide in the gaps of the aquarium. This reproduction is relatively easy to do in an aquarium. This fish is peaceful and can live side by side with many other types of fish, making it suitable for combining with other fish in an aquarium. Although they have a calm nature, it is important to be careful with aggressive fish that may disturb them.



**FIGURE 7.** Brushmouth Black Slayer Fish dan Brushmouth Black Albino Fish  
(One Type of Ornamental Fish as an Export Commodity)

In addition to the various explanations above, the resource person also provided supplies or materials related to how to quarantine fish, namely (1) preparing a separate container for fish quarantine, (2) providing anti-fungal drugs in the fish quarantine container, (3) carrying out the fish acclimatization process, and (4) fasting the fish for 3 days. Other things explained in this PKM are that in six months this ornamental fish business will have the potential to provide income of up to 5 million per month with initial business capital that is not too large or can be said to be quite light for the abilities of participants who take part in this ornamental fish export business training PKM activity.

Another important thing in this training that is emphasized in this training is tips on how to be able to compete in the ornamental fish business. Some competitive strategies that can be done according to the resource person are (1) maintaining fish health, (2) providing a variety of types and sizes of fish, (3) actively promoting on social media, online stores, websites and others, (4) creating an attractive fish shop brand, (5) maintaining good relations with customers, (6) maintaining good relations with partners such as the government or ornamental fish exporters, and building a network of ornamental fish markets abroad.

The last session of the training activity is of course the closing ceremony and group photo. This session aims to strengthen the closeness between the team, resource persons, and participants. It is hoped that the good interaction between the resource persons, team, partners, and participants that has been established can continue to be developed into a mutualistic symbiosis that provides mutual benefits

to each other. Below are several series of photos of activities that show the good interaction and communication as well as the distribution of knowledge that occurred during the PKM activities carried out:



**FIGURE 8.** Q & A with Speakers and Participants



**FIGURE 9.** Group Photo and Closing Session

The PKM activities carried out also have several other outputs that are specific goals of the Widyatama University institution; these goals are:

- Publication of activities in online magazines or newspapers.
- Submission of IPR certificates for articles resulting from PKM activities.
- Findings in PKM activities are used as cases in lectures (RPS) on entrepreneurship, strategic management, and other relevant courses.
- Empowerment of students as PKM activity teams.
- Empowerment of the economy of the surrounding community.

Theoretically and practically, several findings or conclusions from this article or PKM activity have several similarities with the findings or conclusions of PKM activities that have been carried out by other teams or institutions previously, namely that the ornamental fish business has strong potential to improve the economy or welfare of the local community (Ratnasari et al, 2022; Pranawukir, 2021). Ornamental fish business strategies include maintaining fish health, (2) providing a variety of types and sizes of fish, (3) actively promoting on social media, online shops, websites and others, (4) creating an attractive fish shop brand, (5) maintaining good relationships with customers, (6) maintaining good relationships with partners such as the government or ornamental fish exporters, and building ornamental fish market networks abroad.

## **CONCLUSION AND RECOMENDATION**



The general conclusion of the PKM activities carried out is that the PKM activities carried out by the Community Service Team of the Faculty of Economics and Business, Widyatama University in collaboration with UP2K Sukamaju Village (PKM Partner) have run smoothly and successfully. The stages of the PKM activities, namely (1) pre-survey, (2) proposal preparation, (3) preparation, (4) implementation, (5) evaluation and monitoring, and (6) preparation of activity reports have been carried out well by the team. To start a business, participants are divided into several groups to cultivate brushmouth albino slayer and brushmouth black slayer fish. Through this PKM activity, participants gain insight into how to start and develop an ornamental fish business and also the potential challenges faced. The conclusions of the results of this PKM activity specifically are:

- There is a positive interaction between the resource person and participants during the training
- Participants gain motivation, inspiration, and education related to the prospects of the ornamental fish export business
- In addition to the outputs during the PKM activity, there are other outputs from the PKM activity carried out, including publication of activities in online magazines, IPR certificates for PKM articles, becoming learning cases in class, and student empowerment.

In theory, this research touches on various concepts or theories of entrepreneurship and/or strategic management related to business opportunities and challenges (Munawar et al., 2024; Arifudin et al., 2021; Solihin, 2012). Ornamental fish export business opportunities are business opportunities that arise due to factors of international cultural developments, including aquariums for decorating rooms, both offices and entertainment venues or hotels (Sudiantini and Hadita., 2022; Solihin, 2012). The potential for export businesses also arises as a result of the potential for a supportive climate and regulations in Indonesia. In addition to potential, there are also challenges in the ornamental fish export business, namely the quality factor and product distribution (Sudiantini and Hadita., 2022; Pranawukir, 2021; Solihin, 2012). Suggestions submitted from the results of monitoring and evaluation during the initial to final stages of PKM activities are (1) the location of PKM activities can be carried out in other outdoor locations to create a fresher atmosphere, (2) providing initial business capital for selected participants, (3) inviting international speakers, and others. In addition to PKM activities, it is also very good to use it at the same time to carry out research activities in the form of case study research, both qualitative and quantitative research.

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