

Enhancing Local Product Market Share Through Digital Platform Utilization in Ciputri Village, Cianjur

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ABSTRACT

Technological advancements fundamentally alter the business landscape, a change most notably marked by the Industrial Revolutions, which heighten market competition across various sectors. With the ubiquitous emergence of digital media, inappropriate platform selection or underutilization can negatively affect business continuity and lead to failure. This paper, therefore, seeks to demonstrate how community service initiatives can leverage scholarly expertise to improve public knowledge—particularly in effective digital platform usage—as a means to help Ciputri SMEs increase their market share. The intervention was delivered through a structured workshop and continuous mentoring to ensure participant comprehension. The findings confirm that the program successfully contributed to participants' knowledge and practical experience related to digital platforms.

ARTICLE INFO

Article History:

Submitted/Received: 08-08-2025

First Revised: 25-10-2025

Accepted: 30-10-2025

First Available online: 31 October 2025

Publication Date: 31 October 2025

Keyword :

Local Products

Market Shares

Digital Marketing

Digital Platforms

Smart Villages

Community Empowerment

INTRODUCTION

The significance of technological developments impacts the overall business environment. These changes were marked by the Industrial Revolution, which impacted various business activities. Over the last decade, technological changes have occurred rapidly, requiring businesses to anticipate and adapt to significant changes. Technological developments not only impact business activities but also various aspects of life.

In business, technological change is increasingly felt, especially in production and marketing activities. Significant changes have occurred in the era of the Industrial Revolution 4.0 (IR 4.0), where businesses can not only operate without geographical boundaries due to globalization but also without time constraints through the internet. The Industrial Revolution has also brought changes in marketing practices and strategies, which are evolving rapidly.

In IR 4.0, the term of marketing practice is known as marketing 4.0, where business processes are transforming from traditional to digital (Kotler et al., 2017). This change is characterized by the implementation of the internet, resulting in market development not only in physical markets but also in virtual markets (marketspace).

This development has also led to intense competition among businesses. Various media platforms, particularly digital ones, have emerged, such as social networking sites (SNS) that were initially used solely for social interaction and sharing personal moments, but are now increasingly utilized for business purposes, including marketplaces on Facebook, business accounts on Instagram, and WhatsApp Business. However, it is not only the function of SNS that evolves, but various digital platforms, such as Shopee, Tokopedia, and Bli-Bli, have also emerged.

Utilizing digital platforms can maximize business activities (Setiawan, 2018) due to the flexibility it offers. However, it cannot be denied that they involve significant costs, which can be a barrier for entrepreneurs. Selecting an inappropriate digital platform can also significantly impact business continuity, resulting in suboptimal results.

Indonesia, as a developing country with the fourth largest population in the world, is also reported as a country which is 49.9% of the total population are social media users (Kemp, 2024) and 66.5% of its population already uses the internet for various purposes (Kemp, 2024), making internet use in business strategy worth considering.

However, the utilization remains suboptimal due to limited digital literacy, inadequate individual competencies, and insufficient infrastructure, particularly in rural areas. According to the Indonesian Digital Society Index (IDSI) 2024, the digital infrastructure and ecosystem index in Indonesia is recorded at 52.70, showing a decrease of approximately 4.39 points compared to 2023.(BPSDM KOMDIGI, 2024). Komdig (2024) states that currently, fiber optic penetration has reached 60.84% of all sub-districts in Indonesia. The fiber optic network reaches approximately 4,398 of Indonesia's 7,281 sub-districts. Despite the digital infrastructure and ecosystem index surpassing 50%, digital empowerment within the economic domain remains limited, as indicated by a score of merely 25.66 points.

To improve the digital empowerment index, the government has implemented numerous programs addressing this issue. The initiatives encompass socialization, training, and mentoring programs for entrepreneurs aimed at enhancing the effective utilization of digital capabilities. To promote the dissemination of this knowledge throughout Indonesia, collaboration among various stakeholders is

essential. This can be effectively achieved through community service activities, a key pillar of the Tri Dharma of Higher Education.

In recent years, a growing number of research and community service initiatives have focused on digital platform-related topics. Having good knowledge of using digital platforms provides numerous advantages across various fields. For example, in education, digital platform use as learning media (Mardiyah et al., 2024; Sabilalo, 2024; Yamani, 2022; Yanti & Wedayanthi, 2024) and increasing education quality (Sesmiarni, 2025). Other examples are in organization governance (Lisa & Qalban, 2025; Tabrani et al., 2023) and business activities primarily marketing (Alfiyah, 2019; Febryanti & Utami, 2023; Hartono et al., 2023; Kamil et al., 2022; Marni et al., 2025; Natania & Dwijayanti, 2024; Permadi et al., 2022; Sendi et al., 2022; Yulistiawan et al., 2024) and increasing organization competitive advantages (Pattisahusiwa et al., 2024; Yeni et al., 2025; Yuzahrani et al., 2024). This paper seeks to demonstrate that community service initiatives enable scholars to enhance public knowledge—particularly regarding the use of digital platforms—thereby supporting SMEs in expanding their market share.

Digital platform defines purely technical artifacts where the platform is an extensible codebase, and the ecosystem comprises third-party modules complementing this codebase (Reuver et al., 2017). Meanwhile, in business, digital platform defines as a business models that use online infrastructure to facilitate interactions between groups (Gibson, 2024). Either in technical or business, digital platform is known as one of eco-system in developing network. In digital marketing, digital platform is one of 7Ds which have to be learn. Better understanding of digital platform will help SMEs to choose the correct and appropriate one of digital platform. The most famous digital platform known as FAMGA, which is an acronym standing for Facebook™ (which owns Instagram™ and WhatsApp™), Amazon™, Microsoft™ (which owns LinkedIn™), Google™ (whose parent group Alphabet™ owns YouTube™) and Apple™(Chaffey & Chadwick, 2022).

Partner's Issues and Needs

According to an initial audience result between the team, Ciputri Village officials, and residents on September 29th, 2024, it was discovered that the problems faced by partners were limited market access and a lack of understanding of e-commerce, digital platforms, and digital marketing, which became their constraint in marketing their products. Based on the team's discussion regarding the problems faced by partners, the team considered providing training and mentoring on using digital platforms as a way to sell their products. The training consists of socialization and hands-on practice for participants regarding platforms that can be used for online product marketing.

METHOD

This community service project was conducted on September 2024 up to January 2025. This project was a collaboration between several universities within LLDIKTI Region 3 under the big theme “Smart Village”, where the initial stages were carried out by LLDIKTI Region 3 and the subsequent stages were carried out by participating universities. The main partners of this project are entrepreneurs in Ciputri Village, which are mothers of the family welfare empowerment community (PKK) and regional owned enterprises (BUMDES). Figure 1 shows the process of the community service which is run by the team.

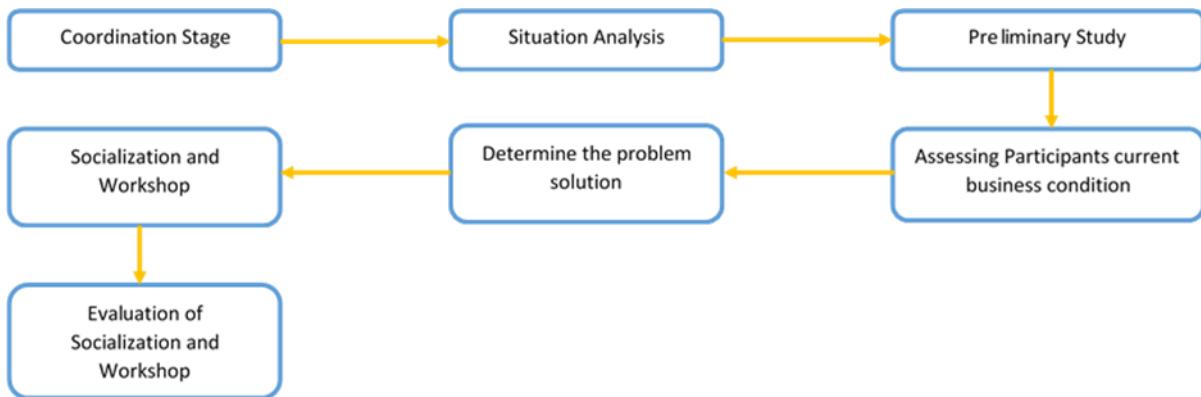


FIGURE 1. Process of Community Services in Ciputri, Cianjur

Coordination Stages

In this stage, the team coordinated 2 times. First, coordination between collaborating universities member to determine the specific topics. Second, coordination with Ciputri's stakeholders to map the problems, needs, and current condition, including Ciputri entrepreneurs, and regionally owned enterprises (BUMDES), regarding the current condition and its constraints in running business nowadays.

Situation Analysis

In this stage, the team evaluated discussion results between Cianjur Stakeholders and LLDIKTI Region 3, which depicts the overall situation in Cianjur Region for all aspects such as people, infrastructure, natural resources, human capital, economic conditions, etc.

Preliminary Study

In preliminary, observation and on-site survey to see the environmental conditions such as infrastructure, human resources, business location, natural resources, and business management.

Assessing Participant's Current Business Condition

In this part, the team assessed participants' current business condition. The assessment aspects include business activities such as production and marketing, revenue and product cost, the platform , which used to market the products, and business constraints of each business.

Determine the Problems Solution

After conducting a preliminary study and assessing participants' current business condition, the team determined a solution based on the participants needs, which includes a workshop in determine the appropriate digital platform and digital marketing literacy and practice.

Socialization and Workshop

The approaches used were socialization and a workshop on digital platform literacy and digital

marketing. Regarding digital platform literacy, the team provided materials on selecting an appropriate platform, registering, managing accounts, and marketing products on platforms like Tokopedia, Bukalapak, Shopee, and TikTok. Whereas for digital marketing, the team provided material on definitions, available media and applications, product photography techniques, and using the live feature on digital platforms. This workshop utilized scientific and technological resources, including mobile phones for the management of chosen digital platforms and the execution of live activities, as well as the Canva app for producing digital content in image format.

Evaluation of Socialization and Workshop

A post-activity evaluation was conducted by the team, following the completion of the Community Service program, to assess the effectiveness of the material, the material provider's delivery, and the practical exercises in relation to participant interest and objective attainment.

RESULT AND DISCUSSION

Ciputri Village is one of seven villages in Pacet District, Cianjur Regency, West Java Province. It was split off from Ciherang Village in 1978 due to its large population. Ciputri Village encompasses four hamlets. According to available information, the name Ciputri comes from the words "Cai" and "putri," meaning a bathing place for princesses in the past. Boundaries-wise, Ciputri Village borders Ciherang Village in the north, Cugenang District in the east and south, and the Gunung Gede forest area in Sukabumi in the west. Ciputri covers an area of 636 hectares and has a total population of 12,107, with 6,283 males and 5,824 (UPTD Puskesmas Pacet Kab. Cianjur, 2023)

In terms of natural resources, Ciputri Village is predominantly agricultural. Ciputri Village is renowned for its diverse cultivation of vegetables (e.g., chili peppers, Chinese cabbage, cabbage, tomatoes, leeks) and other cash crops (e.g., strawberries, stevia leaves, red ginger, and palm sugar). Furthermore, Ciputri Village is striving to develop its village as a tourist destination. Currently being developed in Ciputri Village are the Sarongge hut, Sarongge Coffee, and the Sarongge Valley Camping Ground, including the Sarongge Valley Tea Agrotourism, the Sarongge Flower Garden, the Ciputri River Cruise, the Sarongge Sheep Farm, the TNGGP Camping Ground, and the Sarongge Coffee Plantation at the foot of Mount Gelis (Anggraini et al., 2024)

Coordination Stages

As mentioned before, in this stage team did 2 times coordination. First, coordination between collaborate universities members to determine the specific topics. The coordination was held on Tuesday, September 24th 2024 used Zoom as communication media. The result showed 3 universities was joined the Smart Economy theme in Ciputri which would give few of topics such as digital literacy, marketing topics, digital marketing, platform introduction, etc.

Second, coordination between the team and Ciputri's stakeholders to map the problems, needs and current condition. In this part, team visit Ciputri Village to do survey and mapping program. The event was held on September, 29th 2024 located in Ciputri Village Office Hall, which are 32 participants from various universities. In this part, the team conducted FGD with the business owner and regional owned enterprises (BUMDES).

Situation Analysis and Preliminary Study

As mentioned before, in this stage, the team evaluated the discussion result between Cianjur Stakeholders and LLDIKTI Region 3, which depict the overall situation in Cianjur Region for all aspects such as people, infrastructure, natural resources, human capital, economics condition, etc. based on the information given by LLDIKTI Region 3 through meeting notes file. The team also conducted an observation and an on-site survey to see the actual realities. The team found a few problems regarding the economy and business, such as:

- Ciputri Village, Cianjur, has a lot of potential natural resources and local products such as vegetables, herbs, spicy and traditional foods. However, limited market access and a lack of understanding of digital literacy hinder the community from marketing their products.
- Access infrastructures such as roads, public street light, public vehicles become the constraint factors of mobilization products or people
- Limited internet access. A few of regions in Ciputri have weak the provider's signal which affect the internet access connection.
- Middlemen monopolize the supply chain of Ciputri vegetables product
- Few of the entrepreneur has not yet having legally document for their business such as business registration number, halal certificate, food and beverage businesses operating on a small, household scale in Indonesia license.

Determining The Problem Solution

According to the partner's issues and needs, the team decided that the aims of this program should increase public knowledge and understanding of digital business, primarily using digital platform and digital marketing activities, facilitate participants in learning how to use digital platforms and application to create content for digital marketing activities, promoting local products through digital platforms and building online networks between local businesses and consumers. In line with these objectives, the team elected to design a socialization and workshop series addressing the effective implementation of digital platforms and digital marketing for expanding local product market share.

Socialization and Workshop

This Community Service activity was conducted in two phases: First phase was on November 14th to 15th, 2024, and the second phase was on December 17th to 18th, 2024. The training took place in the Ciputri Village Hall. A total of twenty-six participants were involved, consisting of local business owners, managers of the Village-Owned Enterprise (BUMDES), and representatives from the Family Welfare Movement (PKK). Before the activities begun, the team conducted a pre-training survey regarding digital platform utilization, the team asked several questions related to their knowledge and understanding of digital platforms. The following is a description of the participants' responses:

Length of Business

Analysis of business longevity revealed a significant range, with one entrepreneur operating for 14 years while others were just beginning their ventures. Ms. Nina was one of the participants with the longest business experience. Her business focuses on pastries, including cookies, wedding cakes, and snacks for various events. Meanwhile, some other participants had been in business for 3 years, 2 participants already in business for 5 years, 2 participants already in business for 7 years, and the rest

participants already in business for over than 10 years.

Type of Business

In terms of business distribution, the predominant sector among Ciputri Village entrepreneurs is food and beverage, encompassing the sale of main meals, various snacks, health and mixed drinks, and food supplements (e.g., chili sauce). A minority of entrepreneurs, however, operate in the service industry, running homestays and providing motorcycle taxi services.

Digital Platform Account Ownership

Meanwhile, in terms of digital platform ownership, only a few entrepreneurs in Ciputri Village have digital platform accounts. Survey data shows that only 30% have digital platform accounts for product marketing activity. Significantly, the remaining participants who had digital platform accounts were only active in a consumer capacity, abstaining from using them as sales channels.

Length of Time with Digital Platforms

The longest membership period for participants with digital platform accounts was 5 years, indicating that entrepreneurs experienced changes before and after using the platform. The most recent was 1 month after the training, when they changed their Shopee shopping account to a Shopee seller account.

Reasons Participants Don't Have Digital Platform Accounts

The survey revealed that some participants lacked digital platform accounts due to their learning curve, inconsistent time management, lack of confidence in facing price competition on digital platforms, and a lack of the necessary knowledge for digital marketing.

Pre-Training Assessment

Before the workshop began, the team conducted a survey regarding participants' knowledge about digital platforms. Several questions were given to evaluate the participant's digital platform literacy. These are:

- Familiarity with digital platforms

A significant majority of the participants (20 out of 26) reported having never encountered the term 'digital platform.' The remaining six participants provided a neutral response due to uncertainty regarding their familiarity. This outcome suggests that participants recognize various digital platform brands but lack awareness of the underlying formal terminology.

- Social Media Vs E-Commerce.

A key finding was the universal ability of participants to explain the differences between social media and e-commerce. Most respondents perceived social media primarily for networking, while reserving e-commerce for shopping purposes.

- The difference between marketplace and marketspace.

Most participants were unable to distinguish between 'marketplace' and 'marketspace,' instead offering only brand examples of online marketplaces (e.g., Facebook, TikTok, Shopee, and

Bukalapak).

- Popular terminology for “Shopee”-“Bukalapak”-“Bli-bli”

Regarding the terminology for Shopee, BukaLapak, or Bli-bli, fifteen participants opted for a marketplace, with the remaining eleven selecting e-commerce.

- Way to open online store in Shopee application.

The survey revealed that participants' knowledge was limited to establishing buyer accounts on Shopee and other marketspace applications, without the corresponding understanding of seller account setup

- Taking a photo product for commercial needs

The majority of respondents were unfamiliar with the techniques for commercial product photography. Their knowledge was limited to simple picture-taking for personal use.

- Live feature in Shopee or Tiktok

In terms of familiarity with the Live feature requirements on platforms such as Shopee or TikTok, a significant knowledge gap was observed, with only six individuals possessing prior knowledge and the remaining twenty being unaware.



FIGURE 2. Socialization Activity



FIGURE 3. The Team Member Accompanies Participants in Creating Digital Platform Accounts.



FIGURE 4. “Live” Practice on Shopee

As previously explained, the team ultimately decided to provide training on digital platform utilization, starting with an introduction to digital platforms and the types and options available in Indonesia. The training included creating digital platform accounts. During the training, the team used Shopee accounts. This was because the majority of participants already used Shopee as a digital shopping

platform. Subsequent to the creation of the accounts, the team also provided instruction on the proper procedure for uploading images of the products to be advertised. Poor signal quality and mobile phone devices that did not meet the minimum required specifications, such as low internal memory, weak provider networks, and the lack of signal boosters in the Village Hall, made the training process difficult.

In addition to the digital platform material, the team also provided material related to the use of Canva for visual content on social media and digital platforms. However, this section was somewhat difficult to put into practice due to the limited tools used. Furthermore, the team also provided digital marketing material as a strategy that can be used on social media and digital platforms. In addition, the team and participants also practiced using live feature on the digital platform Shopee. On this occasion, Mrs. Yuni tested embedding product photos in the live session and also participated in live activities (Figure 4).

Evaluation of Socialization and Workshop

After completing the Community Service activity, the team conducted an evaluation of the material, the presenter, and the practical activities to determine the level of participant interest and the achievement of the activity's objectives. Evaluation methods consisted of a quantitative descriptive design, specifically incorporating a Likert scale to assess participant feedback on the program. As mentioned, to conduct the evaluation, the team posed several questions via a Google form at the following link: <https://forms.gle/MSibvjAiH48SRFkt9>. The evaluation results were as follows, based on the interpretation of the majority answer:

- The material was relevant to the problem at hand.
- The method used was appropriate to the theme and stated objectives.
- The presenter delivered material in accordance with the theme and used easy-to-understand language.
- The activity was presented engagingly.
- Participants acknowledged increased knowledge and understanding of digital platforms.
- Participants successfully encouraged to create digital platform accounts for their businesses, such as Reiyacakesarongge, yuniandrianibabang, and ayumi cemilan.
- There was a request for more in-depth training on marketing through digital media, both digital platforms and social media.

Moreover, participants' post-training knowledge indicated a full understanding of the following key areas:

- Digital platform terminology and specific platform terms (Shopee, Bukalapak, BliBli)
- The distinction between social media and e-commerce
- The difference between marketplace and marketspace
- Commercial product photography techniques (step-by-step)
- Requirements for utilizing the Live features on Shopee and TikTok.

CONCLUSION

Based on the evaluation results, it can be concluded that the implementation of this activity went smoothly, and participants were enthusiastic about participating. Evidence for this claim was derived from the frequent questions and extensive discussion that occurred during the sessions regarding the presented material. Moreover, a small number of participants proceeded to open seller accounts on the digital platforms that were the focus of the training. Participants requested further assistance in practicing digital platform management, as many features were still not fully understood. The limitations encountered during the program stemmed from time constraints, device incompatibility for digital tasks, and poor provider signal strength for internet access. However, there are several suggestions following the event, as follows:

- Collaboration between all stakeholders in information technology infrastructure is needed to provide affordable and comprehensive internet access, as several areas in Ciputri Village still have limited signal access, which is impacting business owners' access to digital platforms.
- A system needs to be created to assist business owners who may need tools to do marketing activities on digital platforms.
- Ongoing mentoring is needed to ensure tangible results and impact business sustainability.

ACKNOWLEDGMENT

Special acknowledge to Universitas Indraprasta PGRI for the financial and equipment support provided, The Institute for Research and Community Service of Universitas Indraprasta PGRI, for the support and facilitation that made this porgram possible and LLDIKTI Region 3 for the opportunity given in order to join the Smart Village Community Services Program. Least but not the last, Mrs. Nia Novi Hertini as Head of Ciputri Village and all Ciputri stakeholders.

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