

INNOVATION OF PALM SUGAR DIGITAL MARKETING THROUGH LEGAL POLICY IN VILLAGE DEVELOPMENT SERVICES

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ABSTRACT

Digital Marketing Innovation of Palm Sugar Through Legal Policy in Village Development Service is the implementation of Kosabongan's community service. With the implementing team and assistants interested in further exploring this hot theme and providing technology and innovation results to the community, especially implementing partners where the Granule packaging machine produces palm sugar packaging from traditional to modern. The ant palm sugar mixer machine produces small modern rectangular palm sugar. Its marketing is a traditional word-of-mouth marketing system with direct sales and promotions at local events. With the presence of Kosabongan, a digital intelligent marketing system is created for predicting palm sugar sales. The method in implementing this service is with stages: socialization, training, application of technology, assistance and evaluation, and ensuring sustainability. Successfully increasing sales and skills of craftsmen, expanding market access, and supporting the village economy. Regulatory support and ongoing assistance are very important for the sustainability of the program and can be a model for other villages. Shows the importance of technology adaptation and regulatory support in developing local products. This success emphasizes that digital marketing is not just about selling products but also empowering craftsmen to be more independent and competitive. Legal support and ongoing assistance ensure that craftsmen comply with regulations, protect their products, and maximize market potential. This model is important to be adopted in other villages because it not only improves the local economy but also provides a strong foundation for sustainable growth by integrating technology and policies in village development.

Keywords: Innovation, Digital Marketing, Palm Sugar, Legal Policy, Village Development

INTRODUCTION

Posono Village in Atinggola District, North Gorontalo Regency, has very promising potential in developing palm sugar processing businesses. Palm sugar craftsmen in this area have a vital role in the local

economy, but they face a series of challenges that require serious attention. Despite advantages such as the availability of raw materials, adequate knowledge and skills, and profitable market demand, they struggle

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Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

with significant production constraints, including limited technology, equipment, and varying product quality. In addition, limited market access and intense competition add to the complexity of the problem. To maximize this potential, optimal support from the local government is needed, especially in terms of managing more modern palm sugar production results and high-value packaging and implementing policies that are more supportive of small and medium businesses.

Posono Village has around 4 active craftsmen who are directly involved in palm sugar production, joined in 5 business groups with an average of 20 members per group. Most of the craftsmen have been operating for more than 10 years, inheriting expertise from previous generations. The main product produced is palm sugar, with an average production reaching 150 kg per week per group. Upstream, craftsmen still use traditional equipment such as large pans, wood stoves, and bamboo stirrers. Fresh sap is cooked until it thickens, then pressed into bamboo molds or processed into palm sugar.

With the priority of partner issues in the form of regional issues, the education sector in Posono Village plays an important role in improving the quality of human resources, which supports economic and social development. The two main aspects are accessibility and improving the quality of education. The main challenges include the difficulty of accessing formal education, especially at the middle and high levels, due to long distances, lack of transportation, and poor road conditions. Health Sector, Health affects the productivity and welfare of the community. The main focus is access to health services and healthy lifestyles. Posono Village has limited health facilities, with only one assistant health center for the entire village. Production Sector, this sector is related to the economy of palm sugar craftsmen, with a focus on production efficiency and product diversification. The challenge is the use of traditional equipment and manual production methods. Economic

Sector: The economy of Posono Village depends on agriculture and processing of agricultural products. The main focus is access to financing and the development of small and medium enterprises (SMEs). Craftsmen have difficulty accessing affordable and sustainable business capital. Socio-Cultural Sector: This sector affects community cohesion and the preservation of traditions. The main focus is strengthening communities and preserving local culture. The level of community participation in social activities and local organizations is still low. Environmental Field: The environmental field is important for the preservation of nature and business sustainability. The main focus is waste management and natural resource conservation. Liquid waste from palm sugar production has the potential to pollute the environment if not managed properly. In the tourism field, tourism can increase community income and promote local culture. The main focus is the development of tourist destinations and tourism promotion.

Posono Village is categorized as a disadvantaged area based on indicators of accessibility, infrastructure, and community welfare. The village road network is still a dirt and rocky road, making transportation difficult, especially during the rainy season. Per capita income is low, with most residents relying on agriculture and palm sugar production. According to BPS, more than 40% of the population is below the poverty line, and many work in the informal sector. Limited access to quality food leads to malnutrition. Health and education services are also limited. The Kosabangsa Program prioritizes Posono Village to improve welfare and reduce poverty through community empowerment.

Along with the implementation of the Kosabangsa devotion, the implementing team and assistants are interested in further exploring this hot theme and providing the results of technology and innovation to the

Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

community, especially implementing partners, where the Granule packaging machine produces palm sugar packaging from traditional to modern. The Ant Palm Sugar Mixer Machine produces small, modern rectangular palm sugar. The marketing system is a traditional word-of-mouth marketing system with direct sales and promotions at local events. With the presence of Kosabangsa, a digital intelligent marketing system is created to predict palm sugar sales.

The implementing and mentoring teams are very enthusiastic to explore this topic further. This theme is currently hot in academic and community service discussions, providing additional encouragement to carry out deeper community service. The application of this technology is in accordance with the RPJMD and RPJMDes of Posono Village, supporting the strengthening of the local economy through the development of MSMEs, preserving local culture with product innovation, and sustainable environmental management through waste processing technology and renewable energy.

The development of technology and communication is the main driver in this modern era, The changes in the era of the fourth generation refer to the technological revolution that can change the way of life, work and relate to each other. The development of information technology in this modern era (Fitriah 2022).

With the aim of increasing the marketing of palm sugar through digital platforms by implementing supportive legal policies, as well as increasing the understanding of farmers and entrepreneurs about applicable regulations. This aims to expand market reach, increase sales, and provide the necessary training to utilize digital technology in product promotion.

LITERATURE REVIEW

Marketing Innovation Theory

This theory refers to the introduction of new marketing methods that include changes in product design, packaging, distribution, and promotion. In the digital context, marketing innovation includes the use of online platforms, social media, and digital technologies to reach consumers. "Sustainable Marketing Innovation" refers to efforts to change or develop marketing strategies, products, services, or processes that aim to create sustainable economic, social, and environmental value (Danang Sunyoto 2024). By applying the concept of innovation in marketing management, companies can improve cost efficiency and competitiveness, as well as create better customer experiences to stay relevant in a competitive market (Sudiantini et al. 2023).

Community Empowerment Theory

This theory focuses on efforts to increase the capacity of individuals or groups to control and influence their own social, economic, and political conditions. Economic empowerment through digital marketing of palm sugar aims to improve the welfare of local communities. The concept of empowerment emerged with two major premises: failure and hope ((Maami 2011)

Digital Economy Theory

States that an economy that operates by utilizing information and communication technology creates higher efficiency in various sectors, including local product marketing. separate digital economy theory and conditional separation of authors according to these theories, its three main stages in the formation of the conceptual integrity of the digital economy, the system of relations of its institutional components in the development of the digital economy, and its mechanisms in the digital economy. The main components of the economy

E-government electronic commerce; opinions on e-employment are put forward (Otakuzieva 2023), this supports the use of digital technology to increase the competitiveness of MSMEs, enable wider market access, and reduce operational costs.

Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

Each of these theories provides a strong basis for developing arguments about the importance of digital marketing innovation, legal policies, and community empowerment in supporting village economic development through local products such as palm sugar.

METHOD

Design

The research design is a participatory action research-based approach where community involvement, especially palm sugar producers, is key. The program integrates digital marketing technology with appropriate legal guidance to increase the competitiveness of palm sugar products in the wider market.

Approach

The approach used is a combination of legal and digital marketing approaches. This project focuses on improving the digital skills of palm sugar craftsmen, supported by regulations that strengthen the legality and consumer trust in the products produced.

Scope

The scope of this project includes education, training, and legal assistance for palm sugar producers in target villages. The coverage area can involve several villages that are the main palm sugar producers, as well as mapping the potential of the digital market at the national and international levels.

Object

The object of this program is palm sugar craftsmen in target villages who still use conventional marketing methods. The focus is on improving digital marketing skills and understanding the law that can protect and develop their businesses.

Conceptual DEFINITION

The conceptual definition of this project is the combination of digital marketing innovation with legal policy support to improve the quality and competitiveness of palm sugar products, so that it can improve the village economy.

Research OPERATIONS

Research operations involve several stages, including an initial survey to understand market conditions, development of digital marketing training modules, implementation of marketing strategies, and evaluation of program success based on increased sales and product legality.

Data Collection Techniques

Data collection techniques used include interviews with artisans, digital market surveys, direct observation of the production and marketing process of palm sugar, and documentation of training and legal assistance programs.

Sampling Techniques

The sampling technique uses purposive sampling, where participants are selected based on certain criteria such as the scale of palm sugar production, interest in digital marketing, and willingness to participate in training programs.

Research Data Analysis Techniques

The data analysis techniques used are descriptive and qualitative analysis, with the aim of understanding changes in marketing behavior, product legality, and the economic impacts resulting from program interventions. Data is also analyzed quantitatively to measure the increase in sales after the implementation of digital marketing strategies. In line with that, the method of implementing this service has stages. Socialization, Training, Technology Application, Mentoring and Evaluation, and Ensuring Sustainability

RESEARCH RESULT

Digital Marketing Innovation of Palm Sugar Through legal policy in village development service, increasing digital understanding and skills was found. Program participants, namely palm sugar producers, showed a significant increase in their understanding and skills in digital marketing. They began to understand the importance of digitalization in expanding the market and increasing sales. Improvement in Legality and Legal Compliance Findings Education

Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village Development Services

related to the law provided through training made craftsmen more aware of the importance of halal certification and labels, distribution permits, and packaging that meets standards. This contributed to increasing the value of the product in the eyes of consumers. Changes in Marketing Patterns: There were changes in marketing patterns from traditional (direct sales or through middlemen) to more modern digital marketing, such as through social media, marketplaces, and websites. This has an impact on increasing market access and consumer reach. Increased sales and revenue were found. The implementation of a digital marketing strategy succeeded in increasing palm sugar sales. The average increase in sales reached 50% in the three months after the program took place, with a significant increase in income for producers.

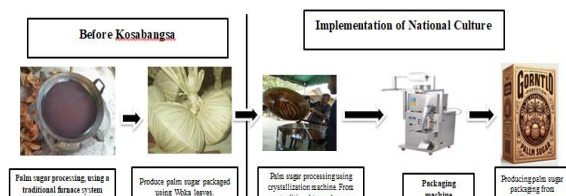
The challenges faced are limited internet infrastructure in some areas, lack of consistency in the implementation of digital marketing strategies by some participants, and still limited technical knowledge related to marketing technology. For sustainability, regular mentoring, capacity building through advanced training, and collaboration with related parties are needed to strengthen marketing networks. In addition, investment in internet infrastructure in villages is needed to support digital marketing. This program is expected to continue with support from local governments and the private sector, as well as the development of policies that support the sustainability of digital-based small businesses in rural areas.

Digital Marketing Innovation of Palm Sugar Through Legal Policy in Village Development Service, this service produces modern packaging and high-quality palm sugar to increase local community income with Halal Product Guarantee (JPH). Towards Halal Awareness (Yunus 2021) solutions are needed to increase community income, increase employment, increase community participation, and increase environmental awareness, with the aim of

achieving productive targets economically in the fields of production, business management, and palm sugar business groups. Education and knowledge are needed. palm sugar business groups with education that palm trees are not only for the production of palm sugar but palm trees can be made into kolang kaling, the palm fruit (Arman et al. 2023)and increase community income (Mandey et al. 2020) The development of technology that has occurred has changed the social order in society (Poluan, Mandey, and Massie 2022), and Massie 2022, and soft skill training is carried out Skill (Pratiwi, Ali, and Solikahan 2023)for palm sugar craftsmen in Posono Village.

In the implementation of the community service needed by partner 1 is a palm sugar processing machine, namely a crystallization machine and a granule packaging machine producing palm sugar packaging from traditional to modern. Palm Sugar Digital Marketing Innovation Through Legal Policy in Village Development Community Service, which is assisted by Sam Ratulangi University Manado, it will integrate digital marketing system technology to predict purchase intention. This innovation includes the modernization of palm sugar packaging from traditional to modern, with the use of crystallization and packaging machines. Although this topic has been widely discussed in academic circles and is still hotly discussed, the implementing and accompanying teams are committed to exploring further in order to make a significant contribution, especially in the application of box packaging for palm sugar craftsmen in Gorontalo, which has not been implemented, and in general in the Sulawesi region.

In figure C, the processing of palm sugar, using a crystallization machine from traditional to modern, a Palm Sugar Processing machine in processing, namely the Palm Sugar Crystallization Machine (Junita et al. 2022). The design of the



machine indicates that this machine is used in

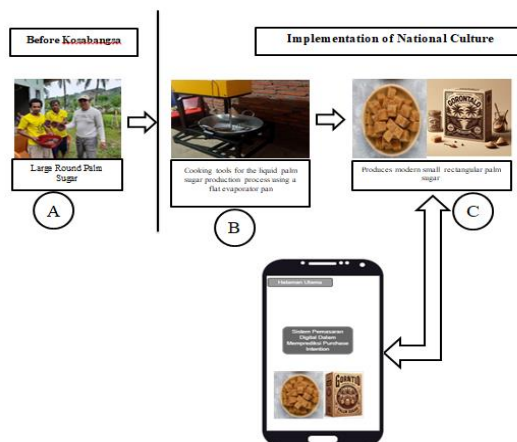
semi-automatic with the aim of helping to improve their productivity and work output with packaging Machines. This can include technology for palm sugar processing that is relevant to the needs of local communities can improve their quality of life and welfare. By having this machine, they can



develop small businesses or increase the productivity of palm sugar. In partner 1, Atinggola Group, the Blessing of Digital Marketing Innovation of Palm Sugar Through Legal Policy in Village Development Service, produces palm sugar packaging from traditional to modern in image E, producing small modern rectangular palm sugar with a selling price of Rp. 20,000.00 with 500 grams and 1000 grams of Rp. 35,000.00.

The next technology is needed for partner 2. The ant palm sugar mixer machine produces small modern rectangular palm sugar and digital intelligent system marketing in predicting previous palm sugar sales. Its marketing system is a traditional word-of-mouth marketing system, direct sales and promotions at local events with the presence of vocabulary that can be beneficial and provide welfare for the local community and especially the Maju Bersama Group. Figure B A cooking tool for the liquid palm sugar production process using a flat evaporator pan. This pan is rectangular in shape with dimensions of 60 cm x 120 cm x 20 cm. This pan is made using stainless steel that meets food safety requirements. This invention improves the method of cooking palm sugar which usually uses a large cauldron, and the palm sap is put in at once.

By using this designed tool, the cooking process occurs in a flat evaporator with the principle of continuous flow. With this principle, stirring is no longer needed as when using a cauldron. This flat evaporator is given partitions. Giving



This flow-directing partition makes the path of the sap flow longer. The strengthening process occurs along the flow, so that at the end it is expected that the sap will have turned into palm syrup or liquid palm sugar with a sugar content of around 67 to 68 on the Brix scale. In addition to these tools, Palm Sugar Making Technology through Legal Policy and Community Service for Village Welfare in the digital marketing system in predicting palm sugar as in Figure D.

In image D in the digital marketing system for predicting palm sugar (Azhari 2019), The development and utilization of digital images have grown rapidly. Currently, the capabilities and techniques of digital image processing allow for more effective and efficient use in identifying the quality class of brown sugar. One of them is the concept of an intelligent system with the utilization of Matlap-based applications so that public awareness of the importance of



Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

choosing good quality brown sugar can be a little. By using Palm Sugar Making technology through Legal Policy and Devotion for Village Welfare, modern packaging can be produced, high-quality palm sugar and production can be increased, and it can enter supermarkets and hypermarkets, online shopping sites Tokopedia, Shopee, Lazada, and Bukalapak, as can be seen in the modern packaging image C.

Picture C Modern small square palm sugar vintage style sugar gives a classic and natural impression, indicating that this product is marketed as a traditional and natural product with a production location in Posono Village, palm sugar as a natural sweetener in various traditional dishes and drinks. Picture A

The proposer looks proud to show the results of their palm sugar production and palm sugar packaged using Woka leaves, which are processed traditionally in a basin filled with palm sugar, while others hold several pieces of palm sugar. Digital Marketing Innovation of Palm Sugar Through Legal Policy in Village Development Service for Partner 2 Maju Bersama Group produces a smart digital marketing system in predicting palm sugar that can be used in picture D. The implementation of digital marketing innovation of palm sugar through legal policy in the village has a significant positive impact on the local economy. This program begins with socialization regarding the importance of digital marketing and understanding the legal aspects related to marketing local products, such as copyright, business permits, and consumer protection. The training provided includes creating digital content, using social media, and utilizing e-commerce platforms, which help palm sugar craftsmen market their products more effectively. The evaluation results showed an increase in palm sugar sales by 40% in the first three months after implementing the digital marketing strategy. Digitalization allows palm sugar products to

be known more widely, both within and outside the region, and craftsmen have increased their ability to use technology.

Support from the village government through legal policies, such as the establishment of village-owned enterprises (BUMDes) that focus on marketing local products, plays a major role in this success. BUMDes not only helps with distribution but also provides legal and technical assistance to craftsmen. The digitalization of palm sugar marketing is a strategic step in facing an increasingly competitive market. Through digital marketing, craftsmen can access a wider market without being limited by geographic location. Social media such as Instagram, Facebook, and TikTok effectively increase brand awareness and attract consumers, while e-commerce platforms facilitate transactions. Legal policies support this digitalization by ensuring that craftsmen understand regulations related to business permits, product certification, and intellectual property rights.

Legal training helps craftsmen manage their rights and obligations in digital marketing, and the village government supports with regulations that simplify licensing and provide legal protection. However, several challenges have emerged, such as limited internet access and low digital literacy among craftsmen. To overcome these challenges, mentoring programs continue to be carried out with repeated training and improving internet facilities in the village. The use of simpler technology is also a solution to increasing digital adoption. The sustainability of the program is highly dependent on the commitment of the village government and the participation of artisans, as well as periodic evaluation and adaptation of strategies according to digital market developments. Overall, the innovation of digital marketing of palm sugar through legal policies in the village has succeeded in improving the local economy and providing long-term positive impacts. It is hoped that

Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

this model can be replicated in other villages, helping local artisans to develop through the use of technology and the support of appropriate legal policies.

DISCUSSION

Digital Palm Sugar Marketing Innovation Through Legal Policy in Village Development Service is a strategic initiative that shows how the integration of digital marketing with legal policy can empower the rural economy. In the era of globalization and increasingly tight competition, this step is not only relevant but also essential to overcome the various challenges faced by palm sugar producers in villages. This discussion will outline the successes, challenges, and recommendations of this program as a model for digital-based local economic development.

Digitization as the Key to Village Economic Empowerment

Marketing digitalization has opened up new opportunities for palm sugar producers who previously only relied on local or traditional markets. With the help of intensive training and mentoring, producers can utilize digital platforms such as social media, e-commerce, and websites to market their products.

This allows them to reach a wider market, increase sales, and ultimately increase income. This transformation is not only about adopting technology but also about empowering producers to interact directly with consumers and better understand market needs. With direct access to consumers, producers can innovate products that are more in line with market demand. This is a real form of empowerment, where small producers can compete in a wider market by utilizing digital technology.

The Importance of Legal Aspects in Local Product Development

The legal aspect of this program is no less important. Many local products, including palm sugar, are often hampered in

marketing due to the lack of certification or necessary permits. This program helps producers understand the importance of legality such as PIRT (Home Industry Product) certification and halal labels, which increase consumer confidence in their products. Legality not only increases product competitiveness, but also provides legal protection to producers. By having valid certification, palm sugar producers can be more confident in selling their products on various platforms and negotiate better in business transactions. Legal policies that support small businesses like this are very important to ensure that local products can compete in a more formal and recognized market.

Challenges and the Need for a Holistic Approach

Despite many successes achieved, this program is not without challenges. One of the main obstacles is the limited internet infrastructure in several areas which is an obstacle to the implementation of digital marketing. In addition, consistency in the implementation of digital marketing strategies is still a problem, where some producers are not yet fully able to manage digital platforms effectively. Lack of technical knowledge and limited access to technology mean that ongoing support is essential. Training should not stop at a single intervention; there must be ongoing mentoring and coaching to ensure producers can make optimal use of technology.

This program requires a holistic approach that focuses not only on marketing, but also on improving infrastructure and technical support. To ensure sustainability, collaboration between government, academia, and the private sector is needed to provide ongoing support and capacity building for producers. The government needs to play a role in improving internet infrastructure in rural areas, while the private sector and academia can provide further training and legal assistance. This program should be a model that can be replicated in

Innovation Of Palm Sugar Digital Marketing Through Legal Policy In Village
Development Services

other villages with untapped local product potential. An adaptive approach and the right support can make digital marketing innovation an effective solution to boost the village economy through local products. Overall, this program proves that digital marketing innovation supported by the right legal policies can be a powerful combination in empowering the village economy. With ongoing commitment and support, this step has great potential to encourage rural economic independence and make local products more competitive in the digital era.

CONCLUSION

Digital marketing innovation of palm sugar through legal policies in the village proves the importance of the role of technology and regulations in supporting the development of local products. This program has succeeded in increasing sales, expanding market access, and empowering palm sugar craftsmen through digital training and understanding of legal aspects. By utilizing social media and e-commerce platforms, craftsmen can reach wider consumers, increase income, and promote palm sugar products more effectively. The support of the village government through the formation of larger partners in terms of income and business that focus on marketing local products as well as legal and technical assistance plays a major role in the success of this program. Clear legal policies regarding business permits, product certification, and intellectual property rights provide security and confidence for craftsmen to market their products digitally. Despite facing challenges such as limited internet access and low digital literacy, this program has succeeded in overcoming them through repeated training and the provision of better facilities. This innovation model shows that the synergy between technology, legal policies, and ongoing assistance can significantly improve the village economy. With a commitment that continues to be maintained, this program has great potential

to inspire other villages in developing local products and improving community welfare.

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Development Services

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