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Transforming Nard Supply (SME) Marketing through Digital Marketing and Social Media

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ABSTRACT

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This marketing strategy design to support the development of a Go To Market strategy for Nard Supply, a garment company located in Beji, Depok, West Java. The research was conducted using descriptive qualitative methods through interviews and direct observation of the company owner, as well as literature review related to digital marketing strategies, the Business Model Canvas (BMC), SWOT analysis, Porter's Five Forces Model, and marketing funnels for small medium enterprises (SME) in the digital age. The analysis results show that Nard Supply has advantages in garment and printing quality, loyal customers, and a specific target market: Generation Z and the Indonesian music community. However, the company still faces several obstacles, such as suboptimal digital branding, marketing still relying on word-of-mouth, and limited human resources for consistently managing social media. Strategically, this design is expected to help Nard Supply optimize digital marketing, strengthen its community-based brand, and implement a more effective marketing funnel strategy to increase brand awareness, customer engagement, and support more structured and sustainable business scaling.

I. INTRODUCTION

The fashion and apparel industry in Indonesia has experienced rapid growth in recent years, particularly in the community goods and clothing sector. The emergence of social media platforms like TikTok, Instagram, and Facebook has also transformed the garment industry's marketing model, making it more visual, community-focused, and prioritizing digital interaction. Furthermore, Generation Z, one of the largest consumer groups today, tends to view fashion, music, and merchandise as part of their identity and lifestyle. This situation has intensified competition in the garment industry, requiring companies to excel not only in production quality but also in developing branding and digital marketing strategies tailored to their target market.

Nard Supply as one of the Small and Medium Enterprises (SMEs) in Indonesia's garment industry, is a garment manufacturing company established in 2019 and located in Beji, Depok, West Java. The company is owned by Febri Purnama and currently employs 12 workers who focus on apparel production, embroidery, and screen printing activities. As an SME, Nard Supply plays an important role in supporting the local creative economy, particularly in the community-based apparel and merchandise sector. The company primarily targets Generation Z consumers who are interested in Indonesian bands and music culture, such as Mocca, Jason Ranti, and Dongker. However, Nard Supply does not only produce merchandise for bands, but also serves various apparel needs such as community clothing, event wear, festival merchandise, and custom-made clothing. To date, the company's marketing strategy has relied mainly on word-of-mouth, while social media has only been utilized as a simple catalog platform. Despite these limitations, Nard Supply has successfully built a loyal customer base and maintained relatively stable revenue through its strengths in garment manufacturing quality and printing services.

In reality, users often encounter many obstacles when using garment manufacturing services, such as production delays, inconsistent product quality, and unresponsive communication. On the other hand, today's customers demand not only high-quality products but also fast, flexible, and reliable service. Therefore, garment manufacturing companies need to build quality service and a positive customer experience to maintain customer loyalty in an increasingly competitive industry.

While many studies have addressed digital marketing, the Business Model Canvas (BMC), and business strategies to enhance company competitiveness, research gaps still remain in the community-based garment manufacturing and music merchandise industries. Previous studies have mainly focused on general business strategies, such as understanding consumer behavior in digital marketing (Juwita et al., 2024), optimizing resources through BMC and SWOT analysis (Fitri et al., 2024), and the importance of competitive strategies in the digital market (Naibaho et al., 2024). In addition, the implementation of Business to Business (B2B) models and Go-To-Market strategies also emphasizes the importance of fast and responsive customer service (Sulistyoningsih & Nurhayati, 2024). However, studies integrating digital marketing strategies, community-based branding, and internal operational management in the garment manufacturing industry remain limited. Research on garment manufacturing operations still tends to focus on general production planning (Adji, 2022), while social media studies are mostly directed toward non-commercial personal branding (Sakir, 2025). As a result, many small and medium-sized enterprises (SMEs) still have not fully utilized social media as an effective digital marketing tool (Ningsih et al., 2025).

Based on these issues, the authors developed a Go-To-Market strategy for Nard Supply using the Business Model Canvas (BMC), Porter's Five Forces, SWOT analysis, and TOWS to analyze the company's business conditions. In addition, this study utilized the marketing funnel approach to design a more structured digital marketing strategy covering awareness, consideration, conversion, and retention stages. Through these strategies, Nard Supply is expected to maximize its business potential,

strengthen digital branding, increase customer engagement, and improve its competitiveness in the apparel and community-based merchandise industry.

II. METHODS

This study employs a descriptive qualitative methodology with a case study approach at Nard Supply. Data collection was conducted through direct interviews with the company owner on Friday, May 15, 2026, at Nard Supply's conference venue in Beji, Depok, West Java. The interviews were conducted in two sessions and discussed various issues related to the company's business operations, from target market, marketing strategy, production operations, customer relations, competitive conditions, to internal obstacles the company currently faces. In addition to the interviews, this research was also supported by literature studies on digital marketing, the Business Model Canvas (BMC), Porter's Five Forces, SWOT analysis, TOWS analysis, and the marketing funnel. All these methods are used to help better understand Nard Supply's business conditions and develop a market approach strategy that is more aligned with the company's needs and potential.



Figure 1 Interview with Nard Supply Owner

III. RESULTS AND DISCUSSION

3.1 Business Model Analysis of Nard Supply

1. Customer Segmentation

Nard Supply's primary target market is Generation Z, who are interested in Indonesian bands and music culture. Additionally, the company caters to various other apparel needs, such as community goods, events, festivals, and organizations, as well as limited-edition custom-made clothing. Most of the company's customers are young people who demand custom-made clothing with flexible designs, high production quality, and comfort.

2. Core Values

Nard Supply provides high-quality stitching and printing, a key competitive advantage over its rivals. The company also offers flexibility in design modifications, communication services, and quality control throughout the production process to ensure product quality reaches customers. Experience in producing merchandise for bands, festivals, and artists is also an added value, fostering customer trust in Nard Supply.

3. Distribution Channels

To date, Nard Supply's marketing activities have primarily relied on word-of-mouth and relationships with existing customers. Social media platforms like Instagram and Facebook are used, but only in a limited way for simple catalogs and haven't been optimally utilized for brand building or customer acquisition. Additionally, the company attracts customers through community networks and referrals from existing customers.

4. Customer Relationships

Customer relationships are built through good communication, flexible pricing, design customization services, and consistent production quality. This approach has helped Nard Supply gain a loyal customer base and a steady stream of repeat orders. Furthermore, the company offers incentives to customers with large orders to maintain long-term relationships and increase customer satisfaction.

5. Revenue Sources

Nard Supply's main revenue comes from the production of clothing such as t-shirts, hoodies, band merchandise, festival merchandise, and other custom apparel needs. Product prices range from 65,000 to 120,000 IDR, depending on the material, design, and production complexity. Currently, the company's revenue is between 150,000,000 and 200,000,000 IDR per month.

6. Main Activities

The company's main activities include garment manufacturing, screen printing, embroidery, quality control, design editing, and customer order management. In addition, the company maintains and develops production equipment to improve work efficiency and reduce reliance on manual labor.

7. Key Resources

Nard Supply's key resources include production machinery, labor, raw material suppliers, community relations, and experience in goods manufacturing. The company has 12 employees divided into a screen printing and embroidery department and a sewing department. Stable production quality and loyal customers are also important assets that help the company continue to grow.

8. Key Partnerships

Nard Supply maintains close working relationships with raw material suppliers, such as fabric, screen printing ink, and sewing thread, to maintain a stable production process. Furthermore, the company has established competitive partnerships with two main competitors, where they cooperate when receiving large orders. This cooperation is achieved through sharing production and profits based on each party's contribution, creating a mutually beneficial and supportive business ecosystem.

3.2 Industry and Competitive Analysis Using Porter's Five Forces

1. Competition Among Rivals

Currently, competition in the garment industry is quite high due to the large number of garment manufacturers offering clothing production services at competitive prices. The development of social media also helps competitors easily access a wider market through digital branding. Nard Supply itself has two main competitors with similar segments, targets, and positioning, especially in the community goods and music culture market. However, the relationship between the three companies is not purely competitive, as they also apply a cooperative model, a combination of competition and cooperation when receiving large orders. To face this competition, Nard Supply relies on the quality of stitching, printing, and customer loyalty as its main strengths.

2. Buyer Power

Buyer power is very high because customers have many choices of suppliers with varying prices and quality. Furthermore, customers tend to switch more easily if production results, communication, or delivery times don't meet their expectations. However, customer loyalty is a crucial factor in Nard Supply's customer retention, especially in the community goods and band markets, where quality and long-term partnerships are prioritized over low prices.

3. Supplier Strength

Supplier strength is average because raw materials such as fabric, screen printing inks, and sewing threads significantly impact both the quality and cost of the company's production. Changes in raw material prices, especially fabric, can directly affect the company's operating costs. However, Nard Supply has established long-term relationships with key suppliers and also has backup suppliers of comparable quality. This helps the company maintain production stability and reduce dependence on a single supplier.

4. Threat of New Competitors

The risk of new competitors entering the garment industry is quite high because the industry has relatively low barriers to entry and can start on a small scale. Furthermore, the development of social media makes it easier for new garment businesses to promote and build their brands on digital platforms. However, building customer loyalty, maintaining production quality, and building relationships with the community requires a long process, experience, and consistency. This is one of Nard Supply's competitive advantages over new competitors.

5. Threat of Substitute Products

The threat of substitute products comes from other clothing brands, print-on-demand services, and garment manufacturers offering similar products with more diverse ideas and price points. Moreover, some customers may also choose to produce goods through other suppliers at lower prices. However, customer demand for quality manufacturing, design flexibility, and long-term partnerships helps keep the threat from alternative suppliers to Nard Supply at a moderate level.

3.3 Internal and External Business Analysis Through SWOT and TOWS

3.3.1 SWOT Analysis

1. Strengths

Nard Supply possesses several key strengths that give it a competitive advantage in the garment industry. The company is renowned for its superior sewing and printing quality compared to competitors, helping to build customer loyalty and maintain a stable volume of repeat orders. Furthermore, Nard Supply has a clear target market: Generation Z, who are interested in Indonesian bands and music culture. Experience producing merchandise for bands, festivals, and artists like Raisa adds value and strengthens the company's reputation. Strong supplier relationships and robust community ties also help the company maintain operational and marketing stability.

2. Weaknesses

Despite its high production quality, Nard Supply still has some weaknesses that could hinder business growth. The company's marketing strategy still relies heavily on word-of-mouth, and social media is not yet optimally utilized as a tool for brand building and customer acquisition. Furthermore, the company still lacks a dedicated digital marketing or business development team, as most of its workforce remains focused on production. Other common obstacles include production deadline delays and the presence of defective goods, which can impact customer satisfaction if not handled properly.

3. Opportunities

The growth of social media and the increasing use of digital marketing presents significant opportunities for Nard Supply to expand its market and enhance brand awareness. Moreover, the growth of music culture, creative communities, and apparel among Generation Z also opens up substantial market opportunities for the company. Platforms like TikTok, Instagram, and Facebook can be used to build emotionally-driven branding, enhance community engagement, and showcase product quality to potential customers. Other opportunities also arise from the potential for collaboration with bands, festivals, communities, and event organizers, which can help expand the company's market network.

4. Threats

The main threat facing Nard Supply stems from intense competition in the apparel industry, particularly from established digital brand competitors with larger social media user bases. Furthermore, rapidly changing fashion trends and consumer behavior require the company to constantly adapt to market developments. Rising raw material costs, such as fabric and screen printing inks, also threaten the company's operating expenses. Moreover, customers have many choices of apparel suppliers, so the company must maintain production quality, service, and customer relationships to retain customers.

3.3.2 TOWS Matrix

1. SO Strategy (Strengths – Opportunities)

Nard Supply can leverage its production quality, loyal customer base, and established community relationships to build a digital brand based on music culture through social media platforms like TikTok and Instagram. Furthermore, the company's experience producing merchandise for bands and festivals can serve as social proof to increase potential customer trust and reach a broader market.

2. WO Strategy (Weaknesses – Opportunities)

The company's weaknesses in digital marketing can be overcome by leveraging the growing influence of social media and content marketing. Nard Supply can begin employing freelance content creators, regularly producing content about its production process, and developing a marketing funnel strategy to increase awareness and engage customers more targetedly.

3. ST Strategy (Strengths – Threats)

The company's sewing quality, printing quality, and loyal customers could be key strengths in facing industry competition and digitally superior competitors. Furthermore, long-standing relationships with suppliers and the community help the company maintain business stability and retain customer trust in a rapidly changing market.

4. WT Strategy (Weaknesses – Threats)

To mitigate weaknesses and address existing threats, Nard Supply needs to improve its operational and quality control systems to minimize delays and defective products in production. Moreover, the company needs to progressively build its digital brand to maintain its leading position against competitors who are actively and strongly developing on social media.

3.4 Identification of Key Problems and Business Opportunities

1. The Core Problem

The main problem Nard Supply is facing is not product quality or market fit, but rather limitations in the company's digital growth and branding system. To date, marketing strategies have relied primarily on word-of-mouth, while social media has not been optimally utilized as a branding and customer acquisition tool. Furthermore, all of the company's human resources remain focused on production, resulting in a lack of a dedicated team for digital marketing,

content creation, or business development. Additionally, operational constraints such as deadline delays and rejected goods can hinder the company's ability to scale and accept larger orders.

2. Identifying Opportunities

Nard Supply has significant growth potential because the company already has a clear niche market, loyal customers, high-quality production, and strong community relationships within the music and apparel industries. Furthermore, the growth of social media platforms like TikTok, Instagram, and Facebook presents substantial opportunities for the company to build a digital brand and reach a broader market at a relatively cost-effective price. The target market, Gen Z, who are deeply connected to music, community, and culturally-driven content, also offers Nard Supply the opportunity to build a stronger emotional brand and community engagement than traditional apparel factories. By systematically utilizing digital marketing, content marketing, and community-based branding strategies, Nard Supply has the potential to develop into a robust and scalable creative merchandise production partner.

3.5 Go To Market Strategy Design for Nard Supply

Nard Supply's marketing strategy is designed based on a marketing funnel model encompassing the stages of awareness, consideration, conversion, and customer retention. This strategy aims to enhance brand awareness, expand market reach, build customer loyalty, and maximize the untapped potential of digital marketing. Furthermore, this strategy is tailored to the characteristics of Nard Supply's target market, primarily Generation Z and communities passionate about music, fashion, and youth culture.

3.5.1 Marketing Funnel Strategy for Digital Media Optimization

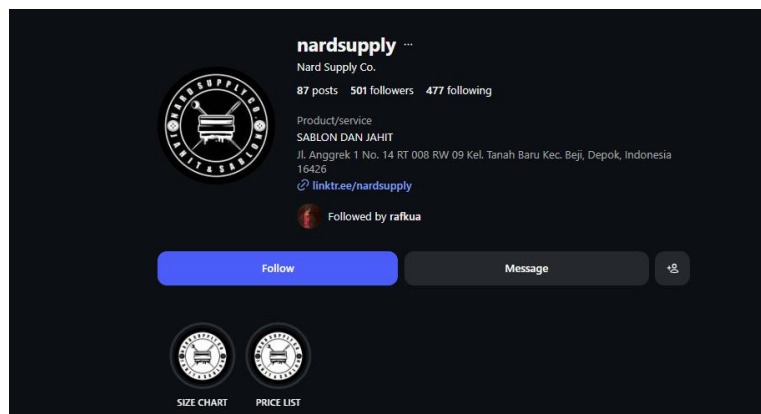


Figure 2 Nard Supply Social Media

1. Awareness

At the awareness stage, the strategy focuses on enhancing Nard Supply's digital presence and reach through social media platforms such as TikTok, Instagram, and Facebook. Content is created to align with the characteristics of Generation Z and music culture, including content about Indonesian bands, memes or perfectly crafted collages, emotional content, educational materials, and end-to-end production process videos. Furthermore, the company needs to showcase its large-scale packaging process to build potential customers' trust in Nard Supply's production capabilities. Another strategy is to utilize KOLs (influencers) and bands that have collaborated with the company as a form of social proof. Using Facebook ads, TikTok ads, and Instagram ads can also help increase content reach and engagement. Furthermore, the company can leverage public relations or organic communication by showcasing Nard Supply products at concerts, festivals, community events, and other events to increase brand awareness in the target market.

3. Consideration

At the consideration stage, the strategy focuses on building brand trust and connecting emotionally with potential customers. One way to do this is to build personal branding for both owners and employees through social media by sharing insights into clothing materials, production processes, and content related to music culture and the youth community. Moreover, companies should showcase videos of screen printing, quality control, and packaging processes to increase transparency and customer trust. Another strategy is to directly engage with university students, college students, the community, and organizations through social media to explore opportunities for collaborative clothing production. Nard Supply can also implement a referral program by offering discounts to customers who successfully refer new clients. Furthermore, the company can create special promotions and utilize Google Search Optimization (SEO) to help potential customers easily find them online.

4. Conversion

In the conversion phase, strategies focus on simplifying the ordering process to expedite transactions for potential customers. Nard Supply can enhance order convenience through WhatsApp Business, provide quick responses from administrators, and offer a faster and clearer pricing system. Moreover, the company can offer free design services or simple mockups to increase customer interest in placing orders. Ease of communication, price transparency, and flexible service are crucial factors in increasing the company's conversion rate.

5. Retention/Loyalty

During the customer retention phase, the strategy focuses on maintaining customer loyalty and creating a presence in customers' minds so they remember Nard Supply when they need reciprocal services. One strategy is to build long-term relationships with customers through active communication on WhatsApp, Instagram, and Facebook. Furthermore, the company needs to create a customer database to store customer data, order history, and customer needs to facilitate repeat orders. Nard Supply can also collaborate with events, communities, and bands to maintain brand presence in the target market. Another strategy is to create switching costs through product and service quality, flexibility in design modifications, and emotional connection with customers, so that customers are more likely to continue using Nard Supply's services than to switch to a competitor.

3.5.2 Infrastructure and Operational Expansion Strategy



Figure 3 Nard Supply Garment Production

In addition to digital marketing strategies, Nard Supply also needs to develop infrastructure to support its business expansion. One step could be to expand and improve the appearance of its stores and

production facilities to make them more prominent in the surrounding community, while also enhancing the company's professional image. Furthermore, the company needs to improve operational systems such as quality control, standard operating procedures (SOPs), and deadline management to minimize the risk of production delays and defective goods. Developing digital infrastructure is also crucial, for example, through creating a customer database, utilizing WhatsApp Business, and hiring freelance content creators or social media administrators to ensure more consistent and centralized management of the company's social media presence.

3.6 Key Performance Indicator for Strategy Evaluation

Key performance indicators (KPIs) were used to measure the effectiveness of the product marketing (Go-To-Market) strategy designed for Nard Supply. These indicators focused on enhancing brand awareness, social media engagement, customer growth, and customer loyalty.

1. Brand Awareness KPIs

In the awareness phase, key metrics focus on enhancing Nard Supply's brand visibility on social media. Some metrics that can be used include follower growth, reach and content impressions, and TikTok and Instagram Reels video views. Furthermore, engagement rates, such as likes, comments, shares, and saves, are also important indicators of audience interest in the created content. The number of new viewers accessing Nard Supply's social media pages can also be used to measure the company's brand awareness growth over time.

2. Consideration KPIs

In the consideration phase, the metrics used focus on the level of interest from potential customers in the services offered by Nard Supply. These metrics include the number of direct messages (DMs), the number of WhatsApp requests, the number of quote requests, and the number of viewers interacting with the company's educational and production content. Furthermore, increased traffic from Google Search and social media to the company's contacts can also be an indication that potential customers are beginning to consider Nard Supply as a potential clothing and merchandise supplier.

3. Conversion KPIs

In the conversion phase, key metrics used relate to the company's success in converting leads into current customers. Some metrics that can be used include the number of orders, the conversion rate from request to transaction, increased company revenue, and the growth in the number of new customers each month. Furthermore, the response speed of the administration department and the speed of quotations are also important metrics to measure the effectiveness of the company's service in increasing transaction opportunities.

4. Customer Retention KPIs

In the customer retention phase, the metrics used focus on the company's ability to maintain long-term customer loyalty. These metrics include the number of repeat orders, customer retention rate, number of customer referrals, and the level of customer loyalty to Nard Supply. Furthermore, the number of customers returning to place orders after a specific event, collaboration, or project can also be an indicator of the company's success in building long-term relationships and maintaining customer trust.

3.7 Strategic Implementation Plan for Business Growth

The implementation plan is designed as a step in executing the Go To Market strategy, ensuring that Nard Supply's business development process is more focused, structured, and practical, aligning with the company's current capabilities. The strategy is implemented in phases, beginning with strengthening the digital brand, improving internal operating systems, and developing the company's business infrastructure. With this implementation plan, the company expects to be able to execute each strategy more consistently and adjust business growth to its existing resources.

1. Short-Term Plan (1-3 Months)

In the initial phase, the company focuses on strengthening its digital presence and improving fundamental operations. Strategies include regularly creating content on social media platforms like TikTok, Instagram, and Facebook, utilizing WhatsApp Business, developing a content plan, and using small-scale Facebook, TikTok, and Instagram advertising to increase market reach. Furthermore, the company needs to start building a simple customer database and improving its quality control system to minimize delays and defective products in production. At this stage, Nard Supply can also utilize the services of freelance content creators or video editors to support social media management without needing to hire many permanent staff.

2. Medium-Term Plan (3-6 Months)

In the medium term, the company focuses on enhancing engagement and expanding its market network. Strategies include collaborating with bands, communities, and event organizers, implementing referral programs, and enhancing the personal branding of owners and employees through social media. Furthermore, the company needs to begin optimizing SEO on Google and increasing consistency in creating educational content and production processes. From an operational perspective, the company could begin developing more structured production standard operating procedures (SOPs) and improve deadline management to make the production process more stable, efficient, and scalable.

3. Long-Term Plan (6-12 Months)

In the long term, the company focuses on scaling its business and strengthening its brand position. Strategies include developing the company website, establishing a dedicated digital marketing team, and expanding its store or production facility infrastructure to create a more professional and recognizable image. Furthermore, the company can strengthen long-term partnerships with communities, festivals, and various music events to expand its brand presence in the market. In the long term, Nard Supply anticipates expanding its business position as a *creative merchandise manufacturing partner*, focusing not only on clothing production but also on becoming a part of the community and music culture of Generation Z in Indonesia.

IV. CONCLUSION

Based on the analysis, Nard Supply has significant potential to develop into a stronger and more competitive partner in the production of apparel and creative goods. The company already possesses high production capacity, loyal customers, strong community relationships, and a clear niche market within the Gen Z youth and Indonesian music culture. Furthermore, experience in producing goods for bands, festivals, and various community apparel needs adds value, strengthening the company's market position. However, Nard Supply still faces several challenges, such as reliance on word-of-mouth marketing, ineffective use of social media, limited human resources for digital marketing, and operational issues such as deadline delays and rejected goods.

Through a market approach strategy developed using the Business Model Canvas (BMC), Porter's Five Forces, SWOT analysis, TOWS analysis, and a marketing funnel, Nard Supply anticipates enhancing brand awareness, expanding market reach, and strengthening customer loyalty through more targeted digital marketing and a community-based branding strategy. Furthermore, developing the company's internal operating systems and infrastructure is crucial for a more stable and sustainable business expansion process. By leveraging digital potential and niche market strengths, Nard Supply has the opportunity to grow into one of the most competitive apparel and community goods brands in Indonesia.

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LIST OF PARTICIPANTS

The participants involved in this research and strategy design process consist of Rizal Fadholi Rachman, Vickran Aditya Nugraha, Fathul Safwan Widyatmoko, Mirza Muzaffar Syah, and Muhammad Rafka as the research team members. In addition, this research also involved Febri Purnama as the Owner of Nard Supply, who provided information and insights regarding the company's business conditions, operational activities, and marketing strategies through direct interviews. Furthermore, Pak Patria Laksamana, S.E., MBA., Ph.D. participated as the supervising lecturer who provided guidance and direction throughout the preparation of this paper.

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