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Strengthening Capacity of "Sarining Trigona Pertiwi" Beekeeper Through International Networking

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ABSTRACT

The development of small-scale honey beekeeping businesses relies on strong networking, effective marketing, and knowledge transfer. This community service program aimed to strengthen the capacity of the Sarining Trigona Pertiwi beekeeping group in Bongkasa Pertiwi Village, Bali, through international collaboration. In partnership with Central Bicol State University of Agriculture (CBSUA) and the Beekeeper Association of Camarines Norte (BACN) from the Philippines, the program facilitated knowledge exchange on Trigona bee cultivation, honey production, post-harvest handling, and market expansion strategies. The program employed mentoring, skill development, and networking activities involving 49 participants, including beekeepers, university experts, and local government officials. The results showed that international mentoring and collaboration significantly enhanced the group's knowledge, promotional strategies, and market access. Strengthening networking at regional and global levels also created new opportunities for sustainable honey production and tourism-based economic development (Melitourism). The findings highlight the importance of ongoing capacity-building programs to ensure the resilience and competitiveness of small-scale honey businesses in Indonesia.

Contribution to Sustainable Development Goals (SDGs):

SDG 1: No Poverty

SDG 8: Decent Work and Economic Growth

SDG 9: Industry, Innovation, and Infrastructure

SDG 12: Responsible Consumption and Production

SDG 17: Partnerships for the Goals

1. INTRODUCTION

1.1. Research Background

Honeybee cultivation is one of the agricultural sectors that can build Indonesia's economy. Trigona bees (Ordo Apidae, Suborder

Meliponinae) are stingless bees found in Indonesia that live naturally or have not been widely cultivated, especially in Bali [1]. Honey is a natural liquid that is generally sweet, derived from flower nectar collected by honey bees, has antioxidants that can reduce cholesterol and MDA (malondialdehyde), and is one of the



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products of beekeeping and is included in non-timber forest products. [2]; [3]; [4].

Bongkasa Pertiwi Village is one of the villages in Abiansemal District, Badung Regency, Bali, which has a population of 2600 people consisting of 1299 men and 1301 women. The village's total area is 157 hectares, and most of the population works in agriculture, namely 325 families [5]. Meanwhile, this village also has potential in the field of tourism, which is being developed. Various village potentials are explored and developed to support tourism development. Even though the tourism sector is currently experiencing shocks, the village government is still making preparations and mapping the potential that can be empowered to improve the economy of rural communities. The Head of Bongkasa Village established the "Sarining Trigona Pertiwi" group on 23 September 2020. This group comprises 22 members carrying out honey beekeeping activities (Figure 1). The honey bees widely cultivated are local *Tetragonola laevicep* and *Heterotrigona itama* bees. Both types of bees are classified as stingless bees (stingless bees). The number of "kela-kela" bee colonies owned is 353 colonies (2020), 440 colonies (2021), and 508 colonies (2022). Of the 508 colonies, they can produce 20 liters of honey/month with a honey-selling price of IDR. 1000/ml so that the total income is IDR. 20,000,000 per month.

The resulting honey products have been marketed to the local community and several buyers from outside the village directly or indirectly and the use of social media has also been used to expand access to marketing and promotion. Even though beekeeping is not the primary job for the people of Bongkasa Pertiwi village, especially the Sarining Trigona Pertiwi group, it can provide sufficient additional income to support family needs amidst the economic downturn due to COVID-19.

The training, coaching, and mentoring activities carried out by Warmadewa University from 2020 to 2022 have not shown progress as expected. Some indicators used to view and evaluate group development include the number of bee colonies being small, the amount of flowering plant vegetation still being limited, promotion and market access still lacking, and environmental management of beekeeping not attractive enough to be used as a tour package.

Based on these problems, it is necessary to carry out mentoring and coaching activities for the Sarining Trigona Pertiwi group on an ongoing basis. Activities in the form of international service in collaboration between the Community Service Institute of Warmadewa University, Bali, Indonesia, and the University of the Philippines, namely Central Bicol State University of Agriculture (CBSUA). This collaborative activity in the form of dedication aims to introduce and promote the existence of the group to overseas communities, especially from the CBSUA campus and beekeepers, Philippines, to exchange information, knowledge, technology, and experiences related to bee cultivation, post-harvest and processing of honey bees, as well as to establish closer cooperative relations between Warmadewa University and CBSUA, the Association of Beekeepers (BACN)-Philippines and the Sarining Trigona Pertiwi group.

Related to the plan of Bongkasa Pertiwi Village to develop a tourism village, the development of honey bees that can maintain environmental sustainability, which is economically and socially beneficial, is a very relevant perspective to be developed. According to Ref. [6], Trigona bees have an essential role in the

process of pollinating flowers as well as bees of other genera. Bees help pollinate by attaching pollen to the stigma.

The program plan above is under the strategic plan being developed by Warmadewa University, namely the development of science with an ecotourism perspective. Warmadewa University can help overcome the obstacles groups face through the PKM activity program carried out every year. Solving the challenges encountered will be carried out in stages by looking at the condition of the problem and the goals to be achieved. In 2023, International PKM activities will be carried out in collaboration between Warmadewa University and CBSUA-Philippines as well as Sarining Trigona Pertiwi partners, Bongkasa Pertiwi Village, Badung Regency, and the Beekeeper Association of Camarines Norte (BACN) from Camarines Norte-Philippines.

1.2. Research Objective

The purpose of this service activity is to 1) increasing of access for the honey market by inviting stakeholders from abroad, especially from CBSUA and BACN partners, Philippines to visit and observe directly the cultivation of kela-kela honey bees, the harvesting process, and environmental management related to the development of Melitourism in Bali 2) providing and sharing information, experience, and technology from other countries, namely with CBSUA and BACN partner, Philippines therefore the group can get input and new information and 3) provide of mentoring and coaching activities through direct intensive promotion of the location of the Sarining Trigona Pertiwi group.

2. MATERIALS AND METHODS

This community service was carried out at Sarining Trigona Pertiwi Group in Bongkasa Pertiwi Village, Abiansemal District, Badung Regency, Bali Province, at an altitude of 400 m above sea level. This Community Services activity was conducted from June to August 2023.

The implementation method for the international community service program is to provide counseling directly to the Sarining Trigona Pertiwi group. The material provided is relevant to the problems and, therefore, can solve the issues. The resource persons who will provide material are from CBSUA, Philippines, and Warmadewa University-Indonesia, who come from various disciplines. In addition to the material's presentation, discussions were held between resource persons and participants and field practices related to Trigona honey bee cultivation, harvesting techniques, and developing a honey bee-based tourism model, "Melitourism". The stages of the implementation of this international service activity include: socialization activities plan of the global community services, preparation of counseling and coordination materials for resource persons from CBSUA, BACN, Philippines as well as resource persons from Warmadewa University, implementation of international service activities and providing theory, discussion, and practice as well as field visits.

3. RESULT AND DISCUSSION

3.1. Transfer knowledge and skill.

Developing the "kela-kela" (Trigona) honey bee cultivation business in the Sarining Trigona Pertiwi Group, Bongkasa Pertiwi Village, is needed for more local, national, and global

promotional activity. In addition, increasing market access by expanding the networking is also urgently needed to increase sales volume. The development and improving the group income and economy of the Bongkasa Pertiwi village community is not enough for the honey bee business, but it is necessary to diversify products from honey and diversify businesses such as developing honey-based tour packages that are integrated with existing tourism objects. To realize this program, the location arrangement for the kela-kela honey bee cultivation needs to be carried out in stages; therefore, it is more organized and attractive as one of the tour packages to support the Tourism Village program. Institutional strengthening of this group requires support and cooperation with various parties, such as universities, both internal and external. In this international-scale community service program, Warmadewa University, in collaboration with a university from the Philippines, namely CBSUA and their partners, will share knowledge and technology (science and technology), innovation, and experience. In addition. Related to Trigona honey bee cultivation, post-harvest handling, and honey marketing strategies will be submitted to the Sarining Trigona Pertiwi group, a collaborative partner of Warmadewa University in the field of service and research. The stages of science and technology transfer that will be carried out include:

a. Strengthening the Capacity of Human Resources

In the early stages, the Sarining Trigona Pertiwi group, a total of 22 members, will be given knowledge and innovation related to the development of Trigona honey bee cultivation, experience and technology sharing by speakers from foreign universities, namely Central Bicol State University of Agriculture (CBSUA) and (BACN), Philippines. Speakers from Warmadewa University also provided the material.

b. Increased promotional activities

Promotional activities need to be carried out more intensively and attractively. Promotional activities can be carried out online or offline. In this international service activity, a CBSUA, Philippines team will provide promotion strategies and expand market access. After being given the material, it will be followed by discussion.

c. Networking expansion

The cooperation carried out by the Sarining Trigona Pertiwi group is still lacking. Therefore, it needs to be improved. Collaboration can be carried out with various parties to disseminate information related to group identity, group activities, types of products, and the advantages of honey products. Collaboration at the ASEAN and global levels was conducted through international service activities; therefore, the access and networking owned by the group will be wider.

d. The knowledge of groups, communities, and Bongkasa Pertiwi village government officials regarding the development of honey bee-based tourism and its integration will increase through the provision of knowledge and experience by cooperation partners, namely CBSUA and BACN, Philippines

The community services in Sarining Trigona Pertiwi started with an opening ceremony before continuing to transfer knowledge to the participants, as shown in Figure 1 and Figure 2.



Figure 1. The opening ceremony and introduction team to the participants of Sarining Trigona Pertiwi and Village official,

3.2. Strengthening of Group Capacity

This community service with the title "Strengthening Capacity of Sarining Trigona Pertiwi" Beekeeper Through International Networking was held on Thursday, June 22, 2023, at Bongkasa Pertiwi Village, Abiansemla District Badung Regency. This program activity is a collaboration community service between Warmadewa University, Indonesia, and Central Bicol State University of Agriculture-Philippines. Many activities were conducted from morning to afternoon, as shown in the agenda program.

According to the agenda program, the first activity is an opening ceremony that includes an opening speech from the Head of Community Services Institution Warmadewa University, Head of Bongkasa Pertiwi Village, Chief of Sarining Trigona Pertiwi Group, and the Chief of the Committee teams. In this section, all participants gave a good response and were friendly. 49 participants joined in this community service, consisting of 33 participants from the group and community, 7 students from Warmadewa University-Indonesia 16 from the committee team, and 3 speakers namely 2 speakers from CBSUA-Philippines and 2 speakers from Warmadewa University. The title of papers that the speakers presented is related to the topic and problems owned by the group. The title of the documents and the speakers that presented on the community service Sarining Trigona Pertiwi in Bongkasa Pertiwi Village are interested for the group.



Figure 2. The transfer of knowledge and skills to the participants.

Regarding the paper presented with the title about Stinglessbee Beekeeping in the Philippines. The result showed that many stingless bees of different types or species have different characteristics. In Bali, especially in Bongkasa village, most beekeepers cultivate *Tregonela Laevicep*, usually called in Bali "kela-kela". This is a local bee that has more advantages than other bees. The other bee also cultivated in Bali is *Tregonela Itama* This bee comes from West Sumatra province (Lampung).

Meanwhile, the bee cultivated abundantly in Bicol Philippines is *Tregonela Biroi*. That means different bees can grow in different geographical environments. In the Philippines, most hive colonies are made from coconut wood due to the many coconut tree populations available. The cost of a hive box colony in the Philippines is cheaper; therefore, the honey product price is more competitive than that of "kela-kela" honey from Bali. According to [7], beekeepers in rural communities prefer adopting the indigenous method, where hives are found on house walls.

Base on the speaker suggested that the beekeeper of Sarining Trigona Pertiwi prefers to make the hive-bee colony from wood, especially coconut trees. Otherwise, Balinese people usually have good skills in making kraft from wood and good carving skills, so the design of the hive box colony will be more attractive to visitors. The group needs to increase the variety of designs of the hive if they want to improve the number of products sold and increase the access market. [7] reported that the key success factors of beekeeping are the type of bee species, the availability of bee flora, and the technology used in its propagation. Increasing market access to local honey can also be conducted by making the cultivating area more attractive for bees and growing more plants and flowers in the bee cultivating area. Increasing plants and flowers can increase the availability of nectar, resin, and propolis for the bees to feed produce honey. The study by [8] found that cultivating plants to increase the food supply for the local bees in Sarining Trigona Pertiwi group is needed to increase honey. According to [9] & [10]: [11]Honey productivity decreases due to a lower food supply, such as nectar and pollen, as well as carbohydrate and protein resource corn from plants. Many plants and flowers also make the environment more fresh, comfortable, and attractive for visitors.

The beekeepers from Sarining Trigona Pertiwi also need to create a variety of products that sell fresh honey and derivate products such as soap, bee bread, bee pollen, and royal jelly. The increasing variety of honey products will give more opportunities for the consumer or people to choose their products and can increase product selling. Increasing collaboration Sarining Trigona Pertiwi with Research Institutes and Universities is the priority strategy for the development of Trigona honeybee [12].

Marketing is an important aspect of business. Sarining Trigona Pertiwi has used social media to sell the honey product. The local honey has limited market access, and the number of products sold is still limited. Most of the local honey is sold in the local and Bali area. However, market access and product selling volume need to increase. Based on the research and speaker, many factors can affect the success of the business even in the business of honey products. Marketing of honey can be conducted with conventional methods but the result is not effective and can not survive. Digital marketing and mixed marketing are the most common market strategies used today to be winners in the hard competition level. According to Ref. [7], stakeholder collaboration must be institutionalized to strengthen the industry and create strong business linkages among the chain operators. As reported by [13] Informal networking plays an important role in the early stage of business development.

The limited product variety became the Sarining Trigona Pertiwi group, less competitive with the other beekeepers. The group focuses on producing honeybees due to the higher demand for "kela-kela" honey. However, increasing variety and honey production is needed in the future. Meanwhile, the consistency and quality of the honey continuously increase. However, quality

is paramount in the marketing of honey products. Many consumers buy honey products that a good quality, original, and have healthy benefits, although the price is more expensive.

In the legal aspect, a honey business needs a license and certification from the government. Sarining Trigona Pertiwi in Bongkasa Village was declared and recognized by the local government in 2020. However, the group needs local regulation to manage and control the business and protect the internal conflict from external conflict. The group condition is not yet growing due to the management's lack of skills and capabilities. Improving human quality with increasing group capacity and expanding networking at national and international levels are essential. Studied by [13] that networking can reduce the risk of the business from failure and increase success. The group also needs regulation and commitment from all member groups and official villages to avoid some cases that will appear during the development of the business

3.3. *Benefit and impact to the community*

Many people joined in this community service including of Sarining Trigona Pertiwi group, the Head of Bongkasa Pertiwi Village and the staff, students from Warmadewa University, speakers from CBSUA, Warmadewa University, committee and delegate from University of Sabah Malaysia. Most participants were very enthusiastic and joined in this activity from the beginning to the end.

The participants, mainly Sarining Trigona Group, had advantages such as asincreasedg networking with speakers from the Philippines and Malaysia. These speakers will help promote the local honey product to everyone when they return to their countries. The group that has access to honey is in the local area and globally. In general, many benefits were obtained by the group such as 1) increasing the knowledge and understanding about how to make branding for local honey, 2) the group obtaining knowledge and strategy on how to make local honey more unique and popular, 3) getting knowledge and strategy to increase market access in the global area.

The Sarining Trigona Pertiwi and the Bongkasa Pertiwi officials greatly appreciate this community service from Warmadewa University because of its many benefits. Therefore, they want and hope this activity can be conducted continuously in the future. Mentoring and guidance from the University is very important for the group due to providing education, skill, and technology based on research and increasing networking at the national or international level. According to [14], social media networking and training positively affected the performance of MSMEs. Inviting some speakers from CBSUA-Philippines also provides some benefits to the group. During the community services, the speakers share their knowledge and experiences with members group; therefore their knowledge and skills will increase gradually. Otherwise, the speakers will share their experience during the community services with their partners, colleagues, friends, and institutions, making the Sarining Trigona Pertiwi more popular in international areas through social media. The activities of harvesting honey and sensory test by all participants were facilitated by the member group as shown in Figure 3 and Figure 4.



Figure 3. The practices of honey harvest with all participants guided by group member.



Figure 4. Sensory test of "kela-kela" honey by speakers and participants.

3.4. Further action plans

In implementing community service activities in the Sarining Trigona Pertiwi group, there were several obstacles found in the group; not all the group members could join for the event, but the group had an initiative to change the member who could not attend at the event. However, this condition is not good in the long term because it will disrupt the operations of honey bee business activities and can cause jealousy among other group members. However, each member understands the conditions because each group member is still in the same area of Bongkasa Pertiwi village. On the other hand, "kela-kela" honey beekeeping activities can still run because each member cares for the bee colonies.

Another obstacle is that the honey beekeeping business is not the main job of the members. Some administrators and group members already have permanent jobs, so the honey bee cultivation business has become a side job. However, this condition will be overcome because, naturally, the Sarining Trigona Pertiwi group already has potential, such as a cool natural environment and many plants that produce nectar, resin, and propolis. Meanwhile, this village is one of the tourist villages programmed by the Badung Regency government; therefore, green and sustainable natural conditions are maintained. The Bongkasa Pertiwi village government and community leaders also commit to encouraging the "kela-kela" honey bee business because it can improve the economy of families and communities and create job opportunities, especially for the local community.

In addition to the constraints mentioned above, the Sarining Trigona Pertiwi group also does not yet have an extensive cooperation network. The group is still primarily passive and

waiting for the arrival of potential buyers. As a result, the number of honey products sold is still limited. The network of cooperation owned at the local level is still limited, and it is still lacking at the national and international levels. This condition resulted in the slow progress of the honey bee business. This is why the honey beekeeping job is not the main job. Through community service activities that present speakers from foreign universities, namely the Central Bicol State University of Agriculture (CBSUA), they can provide knowledge and innovation related to strengthening the Sarining Trigona Pertiwi group through sharing information and experiences in the field of Trigona honey bee cultivation, honey marketing techniques and strengthening group institutions. Through collaborative activities such as mentoring by Warmadewa University with CBSUA-Philippines, it will be possible to expand information, promote "kela-kela" honey, and increase networking with foreign partners, especially with CBSUA-Philippines. The "kela-kela" honey produced by Sarining Trigona Pertiwi is shown in Figure 5.



Figure 5. Sarining Trigona Pertiwi produced the "kela-kela" honey.

4. CONCLUSION

Community service activities in the Sarining Trigona Pertiwi group in Bongkasa Pertiwi Village can run well and smoothly. The response from the local village government and community leaders was enthusiastic about participating in the service activities from start to finish. As a result of the material presentation and discussion, the speakers advised the group to emphasize the product's unique aspects, the advantages of honey, and the diversification of honey products. Mentoring activities through community service on an international scale by presenting papers from speakers abroad, namely CBSUA-Philippines, can increase the enthusiasm and knowledge of group administrators and village government officials. Providing knowledge, skill and experiences from some experts and the other partner can motivate the groups and official villages to continue carrying out "kela-kela" honey bee business activities to increase the volume and market access to honey products. However, the presence of partners from abroad will be able to increase the group's networking at the international level.

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