

Digital Capability, Promotion Strategy and AR-Based Social Media for Indonesian Businesswomen in West Java

Bethani Suryawardani^{1,*}, Dandy Marcelino², Astri Wulandari¹, Fat'hah Noor Prawita³

¹Digital Marketing, School of Applied Sciences, Telkom University, Bandung, West Java, 40257, Indonesia.

²Doctoral Economic Science, Faculty of Economy, Universitas Katolik Parahyangan, Bandung, West Java, 40141, Indonesia.

³Application Software Engineering, School of Applied Sciences, Telkom University, Bandung, West Java, 40257, Indonesia.

*E-mail correspondence: bethanisuryawardani@telkomuniversity.ac.id

ABSTRACT

IWAPI West Java serves as a community collaboration center that enhances residents' creativity, requiring broad societal support for its programs. Functionally, IWAPI activation aims to facilitate women entrepreneurs in West Java by improving access to and mastery of technology. Their role in the Creative Economy sector is significant, necessitating continuous empowerment to ensure sustainable growth. However, many IWAPI West Java members still lack knowledge in digital marketing and business management. To address these challenges, our team offers solutions in two key aspects: technology and management. First, we provide workshops and assistance on effective business management by implementing integrated financial and operational systems. Second, we develop and apply a digital promotion strategy to enhance organizational operations. This includes workshops on social media marketing and other digital tools. Third, we introduce a workshop on Augmented Reality-Based Social Media Content. By utilizing AR techno.

Keywords: digital promotion strategy, social media marketing, social media content, augmented reality, Ikatan Wanita Pengusaha Indonesia

INTRODUCTION

The current economic situation in Indonesia and advanced technology for some people is an opportunity to start a new business. The growth and development of a country's economy is related to entrepreneurial activities and entrepreneurs because entrepreneurship has been recognized as a solution to economic growth, unemployment and poverty. According to (Sladana *et al.*, 2012) entrepreneurship is one of the main factors of economic growth and development which helps create jobs and also has an important role in developing the country's competitiveness. Economic development can be achieved if economic activities also run well. Economic activities that can increase economic growth are the Micro, Small and Medium Enterprises sector.

Teten Masduki as the the Minister of Cooperatives and SMEs stated that complete data collection on Cooperatives and SMEs has a target of 14.5 million data spread across 34 provinces and 240 selected districts or cities. This data collection will also be carried out until 2024 with a total data collection target of 65 million business actors. The graph below shows the growth of MSMEs in Indonesia from 2010 to 2021. In this graph you can see that the number of MSMEs in Indonesia continues to increase consistently until in 2024 it will reach 65 million.

Apart from that, MSMEs also really support the Indonesian economy and their role is very large and even dominate the economy in Indonesia. The number of business units is 98.8% of the total business units, and the labor contribution is 96.99% of the total workforce. Apart from that, the contribution of MSMEs to GDP is 60.3%. From there, Pph UMKM revenues in the last five years have also continued to increase. For example, the Pph for UMKM Agency continues to increase from 1.3 trillion in 2014 to 2.5 trillion in 2017. Thus, the government supports to encourage the growth of MSMEs, namely by reducing the final income tax (Pph) rate for MSMEs down from 1% to 0.5%.

Another potential is seen from the penetration of internet users in Indonesia from 2019 to 2020 (Q2); it is 196.71 million people out of 266.91 million people or the entire population of Indonesia. This indicates that as many as 73.7% of the 100% of Indonesia's population are currently using the internet. If we look at the increase in internet user penetration from 2018, according to a survey conducted by APJII, it is stated that internet user penetration is currently at 64.8%.

Social media platforms are the main feature that is currently really needed by business people, while the business currently being conducted has been greatly disrupted by other digital businesses which continue to erode MSMEs. Therefore, digital literacy related to marketing is really needed by MSMEs to continue to support and improve their performance so that the community's economy can continue to run. MSMEs are focused enough on their products and quality so that they are able to compete with the disruption that is currently occurring. This condition was exacerbated by the decline in sales that occurred due to the Covid-19 pandemic. IWAPI (Indonesian Women Entrepreneurs Association) is one of the centers for coordination and communication between MSMEs to be able to increase the capacity and capability of these business actors in facing increasingly difficult challenges.

IWAPI West Java is a center for community collaboration which has an impact on increasing the creativity of residents, therefore the various programs it implements need support from all levels of society. Functionally, IWAPI activation is expected to be a means of locating activities for women business actors in West Java Province as well as a means of providing and increasing access and mastery of technology for its users. Their role is also very potential for development in the Creative Economy sector, so these creative economy actors need to be continuously nurtured and empowered in a sustainable manner so that they can develop and progress further, considering that the female business actors who are members of IWAPI West Java still have very little knowledge, especially regarding with digital marketing and business management.

Women Entrepreneurs Groups or the Development of Women Entrepreneurs in Indonesia are an important phenomenon that must be paid attention to, because they can act as the main motor driving the process of women's empowerment and social transformation, which in turn can have a very positive impact on reducing unemployment and poverty levels (Tambunan, 2009 in Darmanto and Yuliari, 2016). This statement is again supported by research by Tulus Tambunan in (Darmanto and Yuliari, 2016) which conducted a study on motivation and challenges that focused on women entrepreneurs in Semarang. The study shows that the main motivation for starting a business is to earn money and the desire to be more successful, intense competition is the biggest challenge for women entrepreneurs in developing their businesses.

IWAPI members usually still run their own businesses due to limited information and newly formed organizations. Some of the products produced by members have great potential but have not been marketed on a massive scale. Training and assistance regarding how to market products using digital and e-commerce platforms is not yet understood by partners. Social media has been used but is still limited to individual groups. Efforts to grow entrepreneurship are followed by the use of business theory in business feasibility and business growth so that in entrepreneurial activities a business theory is needed in order to be able to grow the business and business viability.

HR management is a function in an organization that focuses on recruiting, managing, and providing direction to the people who work in the organization. The people who work for a company are one of the main assets and one of the factors in determining its progress. The quality of workers, attitudes and behavior in the workplace, along with other factors, play an important role in determining the success of a company. Significant relationship between human resource functions, resource management and entrepreneurship. Human resources in an organization are the main principle of the organization and the existence of a competitive environment, optimized using the mental and executive strengths of employees to strengthen innovation and creativity Hassanpour *et al.*, (2012).

Entrepreneurship has been recognized as a solution to economic growth, unemployment and poverty. Entrepreneurship is a profession that is a middle way for women to increase their income and create jobs for themselves, others and the surrounding community. Economic activities that can increase economic growth are the Micro, Small and Medium Enterprises sector. Promotional activities are very important to be carried out by every business from the smallest scope to even large companies, because no matter how good the quality of the product the company has, it will not be successful in selling it without proper promotion. Promotional media consists of two types, namely printed promotion tools and digital promotion tools, but good companies need to integrate several alternative promotion tools so that their promotions can reach the right targets.

From the background described above, the Telkom University community service team will provide guidance and development for creative economy business actors who are members of the Batununggal coworking space so that they can increase their knowledge and skills to create a highly competitive Batununggal coworking space. Based on interviews and information gathering that have been carried out, the problems faced by partners can be described as follows. First, there is lack of ability to manage integrated business operations and support businesses that optimize operations and the absence of applications to support business operations that can make businesses more effective. Second, less than optimal use of digital promotion strategies in businesses is run by IWAPI members in West Java, and they do not yet know the effectiveness of using digital media. Then third, there is lack of knowledge and expertise of West Java IWAPI administrators and members regarding the use of updated digital marketing, for example Augmented Reality-based social media marketing.

The female entrepreneurs within IWAPI West Java often encounter difficulties in managing integrated business operations, utilizing effective digital promotion strategies, and leveraging AR technology for social media content creation. Limited access to training and insufficient familiarity with these digital tools hinder their ability to optimize business processes and expand market reach. This study aims to empower female MSME actors under IWAPI West Java by enhancing their digital capabilities and promotional strategies. Through workshops and hands-on training, participants will gain skills in effective business management, social media marketing, and AR-based content creation. The ultimate goal is to improve their competitiveness in the creative economy sector, fostering sustainable growth and increased market visibility for their businesses.

METHODOLOGY

This research employs a community empowerment program facilitator to conduct participatory action research. A participative approach is used to achieve community empowerment (Li *et al.*, 2020). Combining qualitative and quantitative approaches to data analysis is a typical practice in qualitative research whose primary focus is on summarizing the data it gathers (Madondo, 2021). Since qualitative research is focused on both procedure and interpretation (subjective perspective), the theoretical underpinnings provide a map to keep the research rooted in reality (Aspers & Corte, 2019). Existing qualitative research was bolstered by quantitative analysis of survey data. To corroborate the findings of the qualitative research, a survey was conducted utilizing questionnaires sent to all community empowerment participants to assess the efficacy of extension efforts and collect quantitative data for analysis. We do an analysis that is specific to the demands of creative businesses by way of in-depth

interviews, surveys, and observations in the field. Information was gathered via participant observation, marketing campaigns, in-depth interviews with influential personalities, and focus group discussions (FGD).

This collaborative community service involves several parties as target partners, namely the management and members of IWAPI West Java which oversees the Association of Indonesian Women Entrepreneurs from West Java. The method for implementing the internal collaborative community service activities that we will carry out can be described into several stages as follows: the preparation stage, the strategy used in this preparation stage is approaching and extracting information from the target community, namely members of IWAPI West Java. This is done to find out the problems and obstacles faced in business operations. The team provided input on the importance of implementing Information and Communication Technology and utilizing digital media in the current era of advances in information technology. Once the community is aware of the importance of using ICT in company operations, the next preparation is planning community service activities that suit needs in the field. It is necessary to carry out literature studies and initial surveys regarding needs in the field that will support the implementation stage.

In the implementation stages, workshops and assistance related to how to manage a business effectively are carried out by implementing an integrated management and integration system for finances and business operations. The next step is to develop and implement a digital promotion strategy to promote and improve organizational operational optimization. Digital tools will be developed through providing workshops on social media marketing and other promotion tools. After the strategy is created, the target community will be given socialization and tutorial modules to facilitate its implementation. Then, a workshop on Augmented Reality Based Social Media Content will be provided. It is hoped that by creating interesting informational and promotional content on social media using AR technology, the promotions created will be able to attract the attention and interest of potential consumers. The last step is mentoring, defined as a post-training activity carried out by lecturers together with target partners. Assistance was carried out over a period of 3 months to see the system implementation process in the field.

The stage of program evaluation of program implementation and program sustainability after completion of activities is carried out based on the methods and stages of PKM activities so that the results can be seen from the start and immediately become input for making improvements because they will become input for the next steps and stages. PKM program evaluation form consists of measuring the satisfaction of the target community from community service activities, in this case the participants of the workshop that will be held. Measurement is carried out by filling out a questionnaire regarding satisfaction with the activity program that has been carried out. Measuring user assessment of the system is conducted using Mean Opinion Score (MOS) assessment. Measurements are carried out by assessing several points such as convenience, functionality, application appearance and so on.

RESULTS AND DISCUSSION

Community service team activities and coordination are carried out online via Zoom Meeting. The coordination activities carried out include discussion of mentoring preparations, evaluation of activity achievements, discussion of analysis results, and evaluation of the sustainability of community service activities. Furthermore, survey and interview activities for data collection, data requests and coordination of training participants as well as functionality requirements took place in a hybrid manner, where onsite activities were carried out directly at the IWAPI secretariat office, while online activities took place via Zoom or via WhatsApp chat. Meanwhile, the main activities in the form of mentoring and workshops for target partners take place at Digital Innovation and Business Hub (Ranggamalela Street, Number 11, Tamansari, Bandung City, West Java) on Tuesday, July 5 2023 (09.00 WIB to 13.00 WIB).

In this activity the participants who are members and administrators of the West Java Province Indonesian Women Entrepreneurs Association gained an understanding of Augmented Reality (AR) and the practice of making AR for the products they produce; participants were also given material regarding the Business Model Canvas and developing digital capabilities and promotions. It is hoped that after doing this activity, IWAPI West Java Province can optimize various digital media, the capabilities of its members regarding digital promotion will increase so that business productivity will improve, and they can increase their brand equity and increase their market share.

Based on the conditions experienced by the target partners, namely female MSME actors gathered in IWAPI West Java Province, the community service team carried out training and workshops aimed at increasing the competence and capability of IWAPI members related to business digitalization and marketing. This training and mentoring is important to encourage the capabilities of female business actors who are members of IWAPI so they can increase their knowledge and skills in digital and integrated business processes and use the right marketing tools according to their target market. The team provides training in the form of digitally integrated business operations, digital marketing strategies and the use of social media-based Augmented Reality.

This workshop and training activity was attended by 50 participants who were administrators and members of IWAPI West Java Province. The high enthusiasm of IWAPI members in participating in this activity was expressed by the Chief Executive of IWAPI, namely Mrs. Avianty Sukarmadijaya, SE., she said that there were still many participants on the waiting list to take part in this activity and in the end could not take part because of the limited room quota. The activity began with singing the song Indonesia Raya, followed by an opening and remarks from the Chair of IWAPI West Java represented by Mrs. Kartikowati Djoharijah, SS. As Deputy Chairperson of General XIII for Cooperatives and UMKM. The speech from Telkom University was given by the head of the external community service team, namely Bethani Suryawardani. After welcoming remarks from both parties, the activity continued with presentation of material by resource persons from Telkom University.

The series of training events is divided into 3 (three) parts, namely: (1) Augmented Reality Based Social Media Content material by Mr. Fath'ah Noor Prawita, ST., MT, (2) Digital marketing strategy and digital accounting material by Mr. Moch. Yudha Febrianta, ST., MM., and (3) Material for developing effective business management capabilities and promotion strategies by a team from the D3 Digital Marketing study program, namely Bethani Suryawardani, SE., MM., Mrs. Dr. Astri Wulandari and Mr. Dandy Marcelino, S.AB., MM.

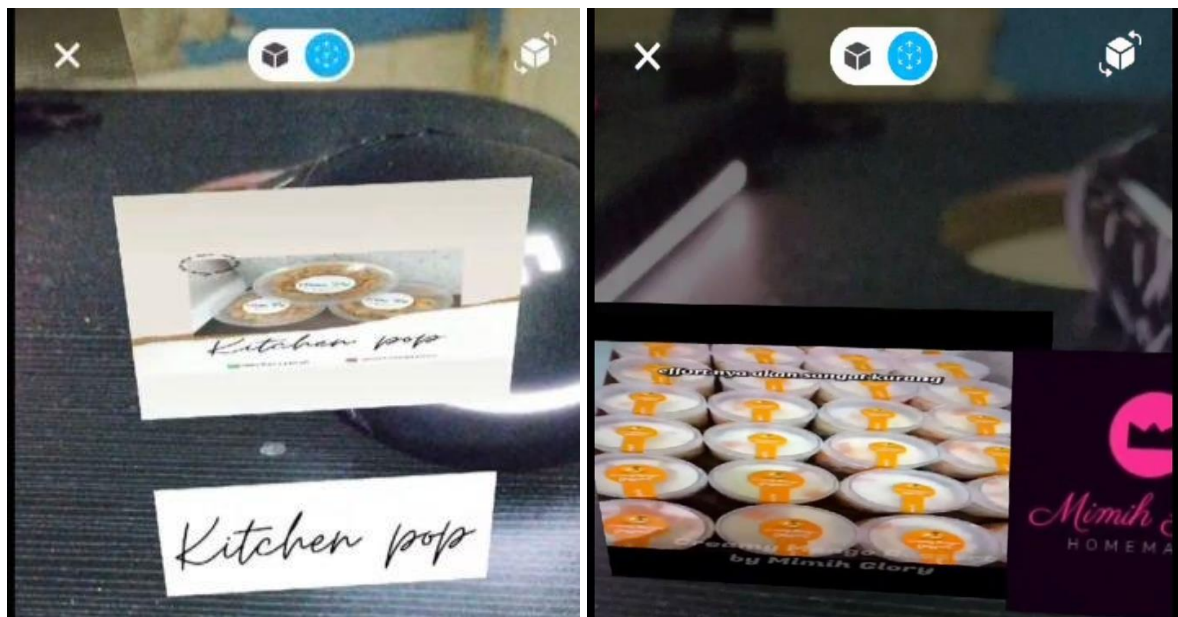


Figure 1. Augmented Reality from IWAPI Member Products

During the process of this training activity, the participants were very enthusiastic about listening to the material and actively asked questions during the presentation of the material from the resource persons. The elongated layout of the training room was felt to be less effective because the interaction between resource persons and training participants was less intense. This obstacle was increasingly felt during practical activities since participants who sat in the back seat had difficulty following because the screen was quite far away. The team anticipated this with the help of training assistants, namely student representatives who helped participants in order to run this training smoothly. Apart from that, all participants did not bring laptops and only used gadgets to practice creating AR so this was a difficult obstacle to overcome.

As a result of this training activity, participants were able to understand practices in business operations and evaluation using the Business Model Canvas and practice in creating AR on Instagram social media for one of the training participants' products. Participants were given time to install the application to create AR for their products, and follow the resource person's directions and produce AR that can be implemented on their respective business social media accounts.

While the workshops successfully provided practical knowledge and tools, the findings from this initiative did not directly align with the stated objectives of the article. The primary goal was to evaluate the measurable impact of these interventions on the business operations and market performance of the participants. However, the results were limited to qualitative feedback and participant satisfaction surveys, without concrete data to illustrate the improvement in business metrics or digital adoption rates. This gap highlights the need for more rigorous methods to assess the outcomes, such as pre-and post-intervention analyses or case studies of individual participants.

The activities conducted serve as a starting point for building the digital capacity of female entrepreneurs. However, further evaluation and targeted follow-up actions are necessary to achieve the intended objectives of improving digital adoption and business management practices within the IWAPI West Java community.

Evaluation and feedback or input from the target community regarding community service activities that have been implemented can be seen in the table below.

Table 1. Recap of Feedback Results

Assessment of Community Service Activities	Number of Each Important Factor				
	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. Activity materials are in accordance with the needs of partners/participants	0	0	0	22	28
2. The material/technology/art presented is very useful for society	0	0	0	8	42
3. The time for carrying out this activity is relatively suitable and sufficient	0	0	0	31	19
4. The material/activities presented are clear and easy to understand	0	0	0	23	27
5. The committee team provided good service during the activity	0	0	0	10	40
6. The community hopes that activities like this will continue in the future	0	0	0	9	41
Amount	0	0	0	103	197
% (Amount of each / total)	0	0	0	34,3	65,7
Total % agree+strongly agree	100				

Interest in studying business groups has recently grown, as a result of increased awareness of their widespread presence and economic importance in both developing and developed countries. This research defines business groups based on ownership and control relationships and will not deny the importance of other forms of relationships between companies that are not based on ownership relationships (Granovetter 1995) so that the theory can be useful for the advancement of entrepreneurship in Indonesia. In order for small and medium enterprises to achieve their goals, they must be able to organize human resources, financial management and the ability to control finances so that a financial perspective is very necessary for the progress of small and medium enterprises in Indonesia.

The research results of Enrico Guzzini, Donato Iacobucci, Peter Rosa (2012) suggest that financial and organizational perspectives can be seen as complementary in explaining business groups in the small business sector. Specifically, the financial explanation fits the data in predicting the prevalence of capital-intensive firms in business groups while the organizational explanation fits the data in predicting the presence of knowledge-intensive firms in business groups. In addition, the organizational

perspective seems more appropriate when the diversification strategy of the business group is concerned and when explaining the ownership structure of the company is controlled.

To achieve the desired goals of an organization or company, strategic steps are needed in managing the business. The implementation of strategy is actually very necessary so that what is desired together can be achieved as well as possible. When the role of strategy is implemented in an organization, each unit or section in the organization can carry out its duties and responsibilities as best as possible, especially considering today's developments, where every corporate organization has expanded its market in order to gain large profits. All of this requires strategic steps and appropriate tactics so that the processes or steps taken by the leadership can be carried out as effectively and efficiently as possible.

Competition that gives rise to competitiveness is closely related to understanding market mechanisms (standards and benchmarking), speed and accuracy in delivering products (goods and services) that are capable of creating added value. Therefore, increasing organizational competitiveness is unique, but is essentially influenced by aspects of creativity, capacity, technology used and marketing reach achieved. This is realized from the appearance of the product, high productivity and good service. Hiring valuable employees means what employers have to do is follow a Human Resource Management (HRM) approach. Human Resources Management (HR) is a function in an organization that focuses on recruiting, managing, and providing direction to the people who work in the organization.

Human resources provide a source for competitive advantage and the quality of HRM is an important influence on company performance; the strategic approach is a characteristic of HRM. Personnel management is seen as operational. The people who work for a company are one of the main assets and one of the factors in determining its progress. The quality of workers, attitudes and behavior in the workplace, along with other factors, play an important role in determining the success of a company.

The concept of digital marketing comes from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo for search engine optimization (SEO). The use of searching via the internet grew in 2006 and in 2007 the use of mobile devices increased drastically, which also increased the use of the internet and people from various parts of the world began to connect with each other through social media (Khan & Siddiqui, 2013). The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions and processes that are facilitated by digital technology in creating, communicating and delivering value to consumers and other interested parties (Kannan & Hongshuang, 2016).

Chaffey (2013) defines digital marketing as the use of technology to assist marketing activities aimed at increasing consumer knowledge by adapting to their needs. Sawicky (2016) defines digital marketing as the exploitation of digital technology used to create a channel to reach potential recipients to achieve company goals through meeting consumer needs more effectively. Digital marketing is also defined as marketing activities that use internet-based media (Wardhana, 2015). The internet is quite an influential tool for business. Roger in Rahardjo (2011) states that the characteristics of the internet are as follows: 1. Interactivity, the ability of technological devices to facilitate communication between individuals such as meeting face to face; 2. Demassification, messages can be exchanged among participants involved in large numbers; and 3. Asynchronous, communication technology has the ability to send and receive messages at the desired time of each participant.

Social media allows businesses to reach consumers and build more personal relationships. Zhu and Chen (2015) divide social media into two groups according to the basic nature of connections and interactions: 1. Profile-based, namely social media based on profiles that focus on individual members. This group's social media encourages connections that occur because individuals are attracted to the social media users (e.g. Facebook, Twitter, WhatsApp); and 2. Content-based, namely social media that focuses on content, discussions and comments on the content displayed. The main goal is to connect individuals with content provided by a particular profile because the individual likes it (e.g. YouTube, Instagram, Pinterest).

A recent systematic review investigated that social media are internet-based channels that allow users to interact with large or specific communities that derive value from user-generated content and a sense of connection with others, either in real time or asynchronously (Carr & Hayes, 2015). The importance of using social media is gained from interactions or connections with other users and content created by an organization, company, or person. Social media marketing strategy refers to an organization's integrated activities that transform social media communications (networking) and interactions (influence) into useful strategic tools for achieving desired marketing outcomes (Li *et al.*, 2020). The

scope of social media marketing is the use of social media as a way of interacting with one or more stakeholders as a necessary tool for communication.

Kim & Ko (2012) developed the social media marketing construct to emphasize that using social media as a marketing tool will have a different appeal compared to traditional marketing platforms such as print advertisements, billboards, etc. First, customers will be more entertained by the company's free marketing content and will generate social networking activity. Second, customers can customize information searches by utilizing default search features, hashtags, or direct custom search services provided by the company. Third, social media is real time and fast, allowing customers to get the latest information and trends in the products/services offered by the company. Fourth, social media marketing campaigns make it possible to generate direct interaction between users which can lead to the fifth, that is the word of mouth effect, which includes the willingness of customers to convey information seen on the company's social media to others. Thus, social media marketing involves five constructs: entertainment, interaction, trendiness, customization, and word of mouth.

Social media represents a business as well as an efficient channel for displaying commercial and institutional communications to the extent that it is considered a mixed element of the promotional mix. In fact, it links aspects of the traditional marketing communications mix to "massive forms of marketing WOM" among customers where companies cannot manage the content or frequency of these communications (Mangold and Faulds, 2009). In the social media environment, customers post opinions and questions about a company's offerings and other customers answer and comment. As a result, customers themselves become a means of information for other customers, and companies need to engage with their customers to successfully exploit new forms of marketing communications (Brondoni, 2006).

Additionally, on social media, companies can increase customer engagement "by providing superior value than competitors to build trust and commitment in long-term relationships" (Sashi, 2012, p. 260) but also by actively interacting and collaborating with customers in the co-process, co-creation of new products (Gummerus *et al.*, 2012; Hollebeek *et al.*, 2014). According to Piller *et al.*, (2012), customer co-creation can be described as a set of methods that build active, creative and social collaboration processes between producers and customers in the context of new product development and determine a paradigm shift from a producer-active paradigm to a customer-active paradigm.

Apart from using social media for innovation and knowledge purposes, the relevance of social media marketing for companies lies precisely in the interaction between consumers and society, and in direct, interactive and low-cost communication (Kaplan and Haenlein, 2011). Social media increases the power of online communities in various ways (Antonacci *et al.*, 2017). First, social platforms stimulate deeper relationships among users that are more affluent than in the past. Second, they can result in rapid mobilization of online communities for specific events such as promotions or business deals. Additionally, in social media, knowledge generated by members is aggregated into documents or Web pages that are frequently updated and corrected by other members deepening the dissemination of news and knowledge about the company's products or brands. Due to the multitude of social media availabilities, companies need to efficiently choose how to build their social presence by using different social media sites and defining in other words what Weinberg and Pehlivan (2011) call a "social media mix." Each social media site performs a specific task related to one of the functional blocks identified by Kietzmann *et al.*, (2011) such as, for example, identity, conversation or sharing. By analyzing each block, companies can monitor and understand how social media varies, thereby developing efficient social media strategies by maximizing the return of their social presence (Kumar and Mirchandani, 2012). In fact, social media management has been recognized as a valuable solution for influencing relational outcomes, as online users can show empathy for a brand even if they cannot purchase the company's products (Clark and Melancon, 2013).

Several social media platforms are widely used to support business people's marketing plans, such as Facebook, YouTube, Instagram, Twitter, LinkedIn, TikTok and Snapchat. These social media platforms have certain characteristics that suit customer segmentation, such as age-based aspect, demographics, content type, strategy and certain weaknesses. To use the platform requires a special strategy that is created to suit market conditions and the segmentation that MSMEs will target.

CONCLUSION

The community service activities conducted with the Indonesian Women Entrepreneurs Association (IWAPI) of West Java have demonstrated significant potential to enhance the digital capabilities and

promotional strategies of female entrepreneurs. These efforts aimed to empower MSMEs by equipping them with the necessary skills and knowledge to integrate digital tools into their business operations and effectively utilize social media, particularly through augmented reality (AR) technology.

The workshops and training sessions provided participants with hands-on experience in creating AR-based promotional content, managing integrated business processes, and developing digital marketing strategies. These initiatives resulted in increased competence among IWAPI members, enabling them to optimize their business processes, enhance brand equity, and expand market reach.

Feedback from participants and IWAPI administrators reflected a strong interest in continuing and expanding similar programs in the future. Participants expressed enthusiasm for further training, emphasizing the need for practical, hands-on sessions to deepen their understanding of AR technology and other digital tools.

Future programs should focus on advanced training in AR content creation tailored to specific business needs, workshops on digital advertising strategies including the use of analytics tools for campaign optimization, and long-term mentoring to monitor the implementation of learned skills and provide ongoing support. By fostering these capabilities, IWAPI members will be better equipped to compete in the dynamic digital economy, contributing to the overall growth and sustainability of MSMEs in Indonesia.

REFERENCE

- Abdillah Suhendar, H., & Tolle, H. (2022). *Pengembangan Aplikasi Augmented Reality Clothing untuk Meningkatkan Minat Beli Konsumen terhadap Bisnis Clothing Line Kyouka*. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*. Retrieved February 14, 2022, from <https://j-ptiik.ub.ac.id/index.php/j-ptiik/article/view/10686>
- Amazon Advertising. (n.d.). *What is digital advertising? A beginner's guide*. Retrieved February 14, 2022, from <https://advertising.amazon.com/library/guides/what-is-digital-advertising>
- Antonacci, G., Fronzetti Colladon, A., Stefanini, A., & Gloor, P. (2017). It is rotating leaders who build the swarm: Social network determinants of growth for healthcare virtual communities of practice. *Journal of Knowledge Management*, 21(5), 1218–1239. <https://doi.org/10.1108/JKM-11-2016-0504>
- Bappenas. (2021). *Dashboard indikator SDGs*. <https://sdgs.bappenas.go.id/dashboard/>
- Brondoni, S. M. (2012). Corporate Communication and Global Markets. *Symphonya. Emerging Issues in Management*, 2, 9–37. <https://doi.org/10.4468/2006.2.02brondoni>
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Chofreh, A. G., Goni, F. A., & Klemeš, J. J. (2018). Sustainable enterprise resource planning systems implementation: A framework development. *Journal of Cleaner Production*, 198, 1345–1354. <https://doi.org/10.1016/j.jclepro.2018.07.096>
- Chofreh, A. G., Goni, F. A., Klemeš, J. J., Malik, M. N., & Khan, H. H. (2020). Development of guidelines for the implementation of sustainable enterprise resource planning systems. *Journal of Cleaner Production*, 244, 118655. <https://doi.org/10.1016/j.jclepro.2019.118655>
- Clark, M., & Melancon, J. (2013). The Influence of Social Media Investment on Relational Outcomes: A Relationship Marketing Perspective. *International Journal of Marketing Studies*, 5(4), 132–142. <https://doi.org/10.5539/ijms.v5n4p132>
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. In *Management Research Review*, 35(9). <https://doi.org/10.1108/01409171211256578>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Holsapple, C., Pakath, R., & Hsiao, S. (2014). Business Social Media Analytics : Definition, Benefits, and Challenges. In *Proceedings of the Twentieth Americas Conference on Information Systems*,

Savannah, 1–12.

- Kaplan, A.M. and Haenlein, M. (2011). Two hearts in three-quarter time: how to waltz the social media/viral marketing dance. *Business Horizons*, 54(3), 253–263.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kumar, V., & Mirchandani, R. (2013). Increasing the ROI of social media marketing. *IEEE Engineering Management Review*, 41(3), 17–23. <https://doi.org/10.1109/EMR.2013.6596535>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Menon, S. A., Muchnick, M., Butler, C., & Pizur, T. (2019). Critical Challenges in Enterprise Resource Planning (ERP) Implementation. *International Journal of Business and Management*, 14(7), 54. <https://doi.org/10.5539/ijbm.v14n7p54>
- Monk, E. (2022). *Concepts in Enterprise Resource Planning* (4th ed.). CENGAGE INDIA.
- Noprianto, E. (2018). Pemanfaatan Media Sosial Dan Penerapan Social Media Analytics (Sma) Untuk Perpustakaan di Indonesia. *Jurnal Pustaka Budaya*, 5(2), 1–10. <https://doi.org/10.31849/pb.v5i2.1583>
- Oracle. (n.d.). *What is ERP?*. Retrieved February 14, 2022, from <https://www.oracle.com/erp/what-is-erp/>
- Piller, F., Vossen, A., & Ihl, C. (2012). From Social Media to Social Product Development: The Impact of Social Media on Co-Creation of Innovation. *Die Unternehmung*, 66(1), 7–27. <https://doi.org/10.5771/0042-059x-2012-1-7>
- Samiei, E., & Habibi, J. (2019). The Mutual Relation Between Enterprise Resource Planning and Knowledge Management: A Review. *Global Journal of Flexible Systems Management*, 21(1), 53–66. <https://doi.org/10.1007/s40171-019-00229-2>
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272. <https://doi.org/10.1108/00251741211203551>
- Sutduean, J., Singa, A., Sriyakul, T., & Jermstiparsert, K. (2019). Supply Chain Integration, Enterprise Resource Planning, and Organizational Performance: The Enterprise Resource Planning Implementation Approach. *Journal of Computational and Theoretical Nanoscience*, 16(7), 2975–2981. <https://doi.org/10.1166/jctn.2019.8204>
- Tavana, M., Hajipour, V., & Oveisi, S. (2020). IoT-based enterprise resource planning: Challenges, open issues, applications, architecture, and future research directions. *Internet of Things*, 11, 100262. <https://doi.org/10.1016/j.iot.2020.100262>
- Uddin, M. A., Alam, M. S., Mamun, A. A., Khan, T. U. Z., & Akter, A. (2019). A Study of the Adoption and Implementation of Enterprise Resource Planning (ERP): Identification of Moderators and Mediator. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(1), 2. <https://doi.org/10.3390/joitmc6010002>
- Wamba, S. F., Akter, S., Kang, H., Bhattacharya, M., & Upal, M. (2016). The primer of social media analytics. *Journal of Organizational and End User Computing*, 28(2), 1–12. <https://doi.org/10.4018/JOEUC.2016040101>
- Kecamatan Batununggal. (n.d.). *Website Resmi Kecamatan Batununggal*. Retrieved February 14, 2022,

from <https://batununggal.bandung.go.id>

- Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business Horizons*, 54(3), 275–282. <https://doi.org/10.1016/j.bushor.2011.01.008>
- Zeng, D., Chen, H., Lusch, R., & Li, S. H. (2010). Social media analytics and intelligence. *IEEE Intelligent Systems*, 25(6), 13–16. <https://doi.org/10.1109/MIS.2010.151>