

Strengthening Edukreatif Branding in Dadap Village Community, South Tangerang Through Digital Communication

Fauzi Nur Iman¹⁾, Suraya Mansur²⁾, Nurhayani Saragih³⁾, Sophan Wahyudi⁴⁾, Gadis Octory⁵⁾

¹⁾ fauzi@mercubuana.ac.id, Faculty of Computer, Universitas Mercu Buana

²⁾ suraya.suraya@mercubuana.ac.id, Faculty of Communication, Universitas Mercu Buana

³⁾ nurhayani.saragih@mercubuana.ac.id, Faculty of Communication, Universitas Mercu Buana

⁴⁾ sophan.wahyudi@mercubuana.ac.id, Faculty of Communication, Universitas Mercu Buana

⁵⁾ gadas.octory@mercubuana.ac.id, Faculty of Communication, Universitas Mercu Buana

Article Info:

Keywords:
*Digital Media,
Public Speaking,
Video Learning Process,
Website Management*

Article History:
Received : 20-09-2024
Revised : 01-02-2025
Accepted : 04-02-2025

Article Doi:
[10.22441/jam.v10i2.30108](https://doi.org/10.22441/jam.v10i2.30108)

ABSTRACT

The South Tangerang City Government, Banten, welcomed the selection of West Dadap Village as an Independent, Food Secure, Clean, and Superior Village (Mantul) because it supports the Village Development program criteria. Therefore, Dadap Village was formed into an independent village and an educational tourism destination for the community in 2022. This community service activity fulfills the University's Additional Performance indicators, namely strengthening the Partners' competence in craft production, packaging management, branding, and digital marketing to strengthen the Edukreatif branding of Dadap Village. The solution offered is to transfer knowledge through training in making souvenirs unique to Dadap Village in the form of chunky bags, product packaging, branding, product photography as marketing content, and digital marketing. The target output is to strengthen competency in creativity in crafting souvenirs, packaging, branding, product photos, and digital marketing. Second, produce outputs in the form of Chunky bag souvenirs, posters, activity videos, publications on online news portals, scientific journal articles accredited by Sinta and HAKI copyrights.

How to cite: IMAN, Fauzi Nur et al. Strengthening Edukreatif Branding in Dadap Village Community, South Tangerang Through Digital Communication. Jurnal Abdi Masyarakat (JAM), 10(2), 116-128, doi: <http://dx.doi.org/10.22441/jam.v10i2.30108>.

INTRODUCTION

Dadap Village is a village located in Rawa Buntu in one of the sub-districts in Serpong District. Other sub-districts are Buaran, Ciater, Cilenggang, Lengkong Gudang, Lengkong Gudang Timur, Lengkong Wetan, Rawa Mekar Jaya, and Serpong. Quoted from tangerangselatankota.go.id, Rawa Buntu Sub-district is located in the eastern part of Serpong District and has an area of 372.50 hectares, or 15.55 percent of the Serpong District area. The boundaries of Rawa Buntu Sub-district are as follows: North: Bordering

Lengkong Gudang/Lengkong Gudang Timur Sub-district East: Bordering Rawa Mekar Jaya Sub-district West: Bordering Serpong/Cilenggang Sub-district South: Bordering Ciater Sub-district (Sujoni, 2023).

Tangerang (ANTARA) - The South Tangerang City Government, Banten, welcomes the selection of Dadap Barat Village as an Independent, Food Secure, Clean, and Superior Village (Mantul) because it supports the Village Development program that is being initiated. "Hopefully this effort will encourage the emergence of mutual symbiosis between urban villages and townships such as BSD City so that villages are not left behind, their residents are educated, and employment opportunities are opened up so that the community can be economically independent," said Deputy Mayor of South Tangerang Pilar Saga Ichsan in Tangerang Friday (Irfan, 2022).

Deputy Mayor of South Tangerang (Tangsel) Pilar Saga Ichsan will make Dadap Village, RW 03, Rawa Buntu, Tangsel, a one-stop shopping tourist spot. This was stated by Pilar when reviewing the location of the Kampung Membangun in Dadap Village on Thursday (7/4). Pilar explained that in the future, Dadap Village will become a tourist spot. "The target for the future is to attract tourists so that it can become an educational village. It can also be a one-stop shopping because later there will be an MSMEs building so it can also sell MSMEs products," said Pilar. Pilar explained that in this village the support facilities for residents are very good. Be it environmental roads, drainage, or supporting facilities such as integrated health posts, MSMEs buildings, futsal fields, and waste banks. In the future, there will be traditional Betawi dance training, Betawi music and a place to eat on the edge of the river that is packaged in a modern way, a place to sell local products, so as to attract the attention of other residents so that they want to visit this village (Prasetyo, 2022).

Pilar sees the economic potential that does not exist in other villages. One of them is the development of eco-printing, which is currently being carried out by the Dadap Village community. Therefore, he hopes that this potential can be developed so that it is more optimal and can improve the economy for local residents. After the construction of this building village, Pilar ensures that several other facilities will be prepared. For example, the Blandongan House or community hall can later be multifunctional. "The target for the future is to attract tourists so that it can become an educational village. It can also be a one-stop shopping because later there will be an MSMEs building so it can sell MSMEs products too," said Pilar (Budiyanto, 2022).

Dadap Village, Rawa Buntu Urban Village, Serpong District, and South Tangerang City were formed into an independent village and an educational tourism

destination for the community in 2022. From Tribun Tangerang's investigation at the location, especially RW 3, it was found that the process toward the target was stalled. Junaedi (58), former RT 04, RW 03, said that residents had difficulty marketing agricultural products and MSME products. "If you say it's optimal, it's actually not yet. Because people now have their own busy lives, so not everyone focuses on MSMEs or gardening like before," he said on Tuesday (5/16/2023). Rini, a local resident, expressed the same thing. She admitted that residents had been provided with a handicrafts workshop. However, the lack of a marketplace has reduced the enthusiasm of residents (Simanjorang, 2023).

Dadap Village, an area located in South Tangerang, has a very strategic location that makes it attractive to various parties, including private companies, local governments, central governments, and other institutions. Located close to four toll accesses, shopping centers, stations, and elite housing such as Anggrek Loka BSD 1 & 2, Dadap Village has great potential for development. The demographics of this village consist of 60% native people and 40% immigrants, with a total of 800 heads of families spread across 4 RTs. The livelihoods here are mostly office workers around BSD and Tangerang and many MSMEs actors in the culinary field who trade in Dadap Village and its surroundings. The entrepreneurial potential in Dadap Village is also very rich, reflected in the many shops and food vendors in this area, as well as the creativity of young people in various activities such as hanging out, and creating educational murals (Desnamita et al., 2020), (FRANZIA et al., 2021), (Jaya, 2021), (Lingga et al., 2020), (Mustaqim, 2021). Local products such as gemblong, banana chips, garden produce, and handicrafts (Lestari, 2020), (Kusyairi et al., 2021), (Rahmadieni et al., 2022), (Herdiansah et al., 2022), (Rustiarini et al., 2021) such as sewing and weaving, also make a significant contribution to the village economy.

PkM partners, namely the Dadap Village community, want to create an educational and creative village by increasing the productivity of existing MSMEs. Although access to capital is very lacking, the MSMEs in Dadap Village are still running. The number of MSME actors only in the culinary sector is not as varied as MSME actors in the craft sector or others because of the lack of awareness and motivation of the community to grow and develop independently economically. Therefore, it is necessary to have (1) strengthening competence in craft production that reflects the local wisdom of Dadap Village better, (2) strengthening competence in Branding (Natalia et al., 2020), (Saifulloh, 2021), (Primantari et al., 2022), (-, 2023), (Dinata et al., 2022), (Mansur et al., 2021) and (3) Strengthening competencies in Content Marketing (Aryani & Fatmawati,

2021), (Camilleri & Falzon, 2021) (foto Produk) (Kusuma et al., 2020), (Haquu et al., 2020), (Saptiyono et al., 2021), (Candra D.A., 2020) and Digital Marketing (Dwityas et al., 2020), (Hiola, 2022), (Kusumastuti et al., 2020).

Based on initial observations, several key challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in Dadap Village, South Tangerang City have been identified:

(1) Limited Creativity: The community primarily relies on selling food and cakes consumed only by the local population. There is a lack of handicraft products that could create new business opportunities, such as bag-making and embroidery for souvenirs. Many housewives, who often gather at PAUD or other schools while waiting for their children, have the potential to engage in creative economic activities but lack the necessary skills and encouragement.

(2) Lack of Business Management Skills and Knowledge: Many MSME owners struggle with business management, branding, and product identity. Although several MSMEs operate in Dadap Village, most do not have their own brands or distinctive product identities, limiting their competitiveness and growth.

(3) Insufficient Infrastructure: Poor road access, as Dadap Village is located in an isolated area within the BSD city development, hinders the mobility and distribution of MSME products, making business expansion difficult.

(4) Limited Market Access and Promotion: MSMEs face challenges in reaching a broader market due to inadequate promotional strategies and lack of access to digital marketing channels. The absence of structured digital communication further restricts their ability to expand and attract more customers.

(5) Dominance of the Culinary Sector: The MSME landscape in Dadap Village is heavily concentrated in the culinary sector, with minimal presence in handicrafts or other creative industries. This is primarily due to low awareness and motivation within the community to explore and develop alternative business ventures.

This study aims to address these challenges by implementing structured training and mentorship programs, equipping MSMEs with the necessary skills, knowledge, and resources to foster creativity, enhance business management, improve infrastructure utilization, expand market reach, and diversify economic activities beyond the culinary sector.



Figure 1. Activity situation in Dadap village, Playroom, and Waste Management Training

The purpose of this activity is to facilitate lecturers and students to carry out higher education Tri Dharma activities outside campus. This activity also means to fulfill the Main Indicator, IKU 2 (Students activities outside the campus) and IKU 3 (Lecturers activities outside the campus) as Community Service. The focus of this community service activity is to fulfill the University's Additional Performance Indicator, such as strengthening Partner competencies in the fields of craft production, packaging management, branding, and digital marketing to strengthen the edukreatif branding of Dadap Village.

Based on discussions with the community of RW 3 Dadap Village, it was agreed upon in the formulation of problems that were the main priority to be resolved and followed up. The main problems include the fields of production, management, and marketing.

Production Field Problems: Partners' limited knowledge regarding the management of materials from the surrounding environment to be used as production goods. Supplies of raw materials, auxiliary materials, semi-finished materials, and finished materials are not always available. Partners' limitations regarding creative craft ideas do not always appear. Partners' limitations with production tools because they are manual laborers.

Management Field Problems: There is no brand or branding for each product produced. There is no branding management for the products produced. Partners' limitations regarding product packaging.

Digital Marketing Field Problems: Partners' limitations regarding mastery of digital communication or IT. Partners' limitations regarding product photos for e-commerce. Partners' limitations regarding software usage skills for marketing

Based on the description of the priority problems faced by Dadap Village Partners, the author has created a draft solution that can be offered to overcome the problem of implementing educational and creative branding reinforcement that is not yet

optimal, such as (1) the lack of ability to generate creative ideas to make souvenirs unique to Dadap Village: the solution offered is to provide strengthening of souvenir-making competencies, (2) the lack of attractive packaging: the solution offered provides strengthening of competencies in the field of packaging, (3) the lack of brand ideas or branding of the product: the solution offered provides strengthening of product branding competency, (4) the lack of mastery of content marketing creation: the solution offered provides strengthening of content marketing competency (product photos), (5) the lack of mastery of digital marketing: the solution offered provides strengthening of competency in the field of digital marketing.

METHOD

The implementation process begins with discussions with partners to formulate appropriate solutions within the PkM program period. The results of these discussions are then translated into concrete implementation steps. The preliminary stage involves an initial examination through observation and interviews to assess internal and external conditions in the learning process, identifying the challenges faced by the community and MSMEs in Dadap Village.

In the Implementation Stage of Competency Strengthening Training, knowledge transfer is conducted through training workshops. These sessions include the development of training modules, lectures, simulations, Q&A sessions, practical enactments according to the training topics, and mentoring to ensure effective learning. The program also integrates technology applications using provided materials and tools, ensuring their continuous use to support economic sustainability in Dadap Village. This training targets 50 MSME participants, ensuring a direct and measurable impact on the local community.

The Evaluation and Mentoring Stage ensures that at least 90% of participants demonstrate an increase in skills and competencies after receiving training. The evaluation process includes pre- and post-training assessments to measure skill improvement, surveys and interviews with participants to gauge training effectiveness, and performance tracking of MSMEs based on sales and marketing enhancements.

To ensure the sustainability of the program, all training, learning, and mentoring processes will be continuously evaluated, serving as feedback for future initiatives. Regular follow-ups with participants will be conducted to monitor progress, address challenges, and propose additional programs that further enhance their development.

This ensures that the program remains relevant and beneficial even after the formal implementation period ends.

The outputs of this program include activity videos documenting the implementation process, articles for publication in mass media, scientific journal articles published in the Community Service Journal (SINTA 4), and additional intellectual property rights (HAKI) registrations.

Through discussions and coordination with partners, it has been agreed that partners will actively participate in all community service program activities, particularly in workshops and training. They will also contribute by providing hall space for program implementation and supplying necessary data and documents to support the program's success. Partners have expressed a strong commitment to ensuring that the planned targets are met.

The community service program will be implemented over six months. In alignment with the Merdeka Belajar Kampus Merdeka (MBKM) program, which fulfills IKU 2 (providing opportunities for students to study outside the campus), students involved in this program will be eligible for a course conversion equivalent to 10 academic credits.

RESULT AND DISCUSSION

This community service activity was carried out in three activities: (1) delivery of study material; (2) direct practice; (3) mentoring. The activity was carried out on the day/date: Sunday, August 4, 2024, starting at 08.00 - 18.00 in the Multipurpose Room, RW. 03, Dadap Village, Rawa Buntu Urban Village, South Tangerang. The event was opened by the Dean of the Faculty of Communication Sciences: Prof. Dr. Ahmad Mulyana, M. Si.. This activity was attended by Mr. Rusdi (head of RW. 03), Mohammad Saleh, S. Sos. as Secretary of Rawa Buntu Urban Village, Serpong District.

The implementation of the activity began with initial observations of community activities in RW 03 Dadap Village, meeting with Mrs. and Mr. Rusdi as heads of RW 03. Based on the results of the discussion, it was agreed to provide training in making distinctive souvenirs that were not yet available in South Tangerang City, even though Dadap Village was actually used as a pilot village for Edukreatif. In addition to making souvenirs, it is supported by packaging and branding, and finally, digital marketing to market the souvenir products.

The first activity was the delivery of study material by Prof. Dr. Suraya regarding the crafting of Chunkybags as a unique souvenir of Dadap Village. After the delivery of the study material, the practice of making chunky bags was carried out. This activity was

accompanied directly by Alma and Fani as alumni of Universitas Mercu Buana who are currently entrepreneurs selling chunky bags, as well as KPN class students who were involved in providing training on chunky bags in the Kranggan tourist village. The 50 participants had to be accompanied during the practice so that they could immediately produce chunky bags. The participants were very enthusiastic about the material provided; this could be seen from the many who asked questions and the cheers that were expressed when they succeeded in making chunky bags.

In the second session, the delivery of material on packaging and branding was carried out by Gadis Octory, M. Ikom, and Dr. Nurhayani Saragih. These mothers must have this competence to be able to provide attractive packaging and branding for the chunky bags. This activity was also interspersed with the practice of building packaging and branding labels for their respective chunky bags.

In the third session, the next competency is product photography of the results of chunky bags. This competency is called Product Photography competency. This material was given by Sophan Wahyudi, M.Ikom (photo editor from Rakyat Merdeka). This study discusses various angles of taking pictures using cellphone/smartphone cameras. This competency must be successfully delivered because it greatly determines the results of product photos. In addition, study material on lighting techniques is also provided. This competency is very necessary because the lighting side must be arranged considering the small size of the mini product photo studio according to the product to be photographed.

Next, the third session, namely Training on Creating and Managing Digital Marketing through Instagram by Fauzi Nur Iman, M.Kom (Lecturer at the Faculty of Computer Science). We have prepared this Instagram by purchasing a domain: id: taschungkybag. password: Taschungkybag123!!

This domain will be used as a place to sell all products produced by housewives of Dadap Village, starting with the Chunkybag catalog, and can be accessed and utilized by the general public through the friendship network of housewives in Kampung Dadap. The next session is Digital marketing practice via Instagram.

In the implementation of the activity, an evaluation was carried out to measure the increase in competence from the results of the PKM activity, by distributing questionnaires to the housewives participating in the activity.

The results show that the community service program effectively addresses community problems and meets objectives. However, improvements may be needed for infrastructure, facilities, or service quality. The implementation team's coordination and

collaboration are excellent, and their training is effective. The packaging approach positively impacts participants, but some aspects need improvement. The program adds value to participants, and interest in community service activities is high. The implementing team effectively manages the program.



Figure 2. PkM activity

The obstacles faced in the process of mentoring PkM activities in Dadap Village include; (1) there is no designated place to display the souvenirs to be sold, (2) the number of participants is large, so more time is required, (3) special monitoring is needed for the implementation of activities in the field. 4) The individual abilities of the housewives are different individually, so the absorption capacity is also different, 5) marketing is absorbed rather slowly.

Based on the resources that are already available, the community service program should continue to offer more chances to learn how to use digital media more effectively across a range of formats and programs. Before the activity, the residents of Dadap village had received a lot of training from CSR Sinar Mas for creative products, but there was none in the form of souvenirs that are unique to South Tangerang, also, marketing has been handled by CRS Sinar Mas, so further training is needed for mothers regarding local wisdom products and an in-depth study of digital marketing.

CONCLUSION

In the implementation of the community service program Community-Based Empowerment Activities, Integrated with Independent Learning Independent Campus, Based on Key Performance Indicators, for Private Universities in 2023, with the theme "Strengthening Edukreatif Branding in the Dadap Village Community, South Tangerang Through Digital Communication," several key findings and contributions can be highlighted.

The program was conducted over four weeks from July to September 2024, consisting of structured training sessions on Chunky Bag Souvenirs, Product Packaging, Product Branding, Product Photography, and Digital Marketing. Additionally, practical workshops and mentoring sessions were provided, including hands-on practice in souvenir making, product packaging, branding strategies, photography techniques, and digital marketing applications.

This program has contributed significantly to empowering the local community by enhancing their creative and entrepreneurial skills. Participants, particularly *UMKM* owners, have gained practical expertise that can help them improve product quality, market reach, and overall business sustainability. The integration of digital communication and branding strategies has provided them with essential knowledge to adapt to modern marketing trends, increasing their competitiveness in the marketplace.

A key takeaway from this initiative is the importance of continuous and structured community engagement. The program demonstrated that direct skill enhancement, combined with ongoing mentorship, leads to measurable improvements in participants' abilities and confidence. This approach can serve as a model for other community empowerment initiatives, emphasizing the need for sustained intervention rather than one-time training.

SUGGESTION

To ensure long-term impact, the university academic community must maintain and expand community-based empowerment activities. Sustainable collaborations with various stakeholders and integration with other programs can further enhance the quality of life and economic independence of local communities. Future initiatives should focus on deeper community engagement, cross-sector partnerships, and continuous evaluation to refine and expand the program's reach and effectiveness.

ACKNOWLEDGEMENT

This Community Service Activity is a Community Service Grant program from the Directorate General of Higher Education of Indonesia with the Community Partnership Empowerment Scheme for the 2024 fiscal year. The theme of this service is the result of the Research of the Proposer Chair with the title: Utilization of Digital Media to Meet the Information Needs of Maritime Tourism Destinations in Indonesia (Study on Young People in Jakarta); Consumer Brand Engagement Brand Communication Against Destination Brand Equity of Ujung Kulon and Anak Krakatau Marine Tourism.

Therefore, we would like to thank the Ministry of Education and Culture, the Director General of Higher Education, and the Chancellor of Mercu Buana University for having the opportunity to implement this program. We would also like to thank all residents of RW. 03 Kampung Dadap, South Tangerang.

REFERENCE

- , R. M. (2023). The Effect of Branding on Product Marketing. *International Journal For Multidisciplinary Research*, 5(2). <https://doi.org/10.36948/ijfmr.2023.v05i02.2063>
- Aryani, D., & Fatmawati, F. (2021). Strategi Marketing Public Relations Butik Zaskia Sungkar Dalam Memasarkan Busana Muslim. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 3(2). <https://doi.org/10.47467/alkharaj.v3i2.334>
- Budiyanto. (2022). Tak Main-main! Pembangunan Kampung Dadap – Rawa Buntu, Dipantau Langsung Pilar. Diakses dari: <https://radartangsel.com/2022/04/07/tak-main-main-pembangunan-kampung-dadap-rawa-buntu-dipantau-langsung-pilar/>.
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing - ESIC*, 25(2). <https://doi.org/10.1108/SJME-04-2020-0074>
- Candra D.A., N. R. A. (2020). Branding: Video-Foto Instagramable Bagi Pokdarwis Dharma Jati & Komunitas Seni Thinthir Dalam Pengembangan Desa Wisata “A-B-S” (Alam–Budaya– Spiritual) Di Desa Anggrasmanis, Kabupaten Karanganyar. *Abdi Seni*, 11(1). <https://doi.org/10.33153/abdiseni.v11i1.3128>
- Desnamita, D., Imran, S., & P. Mbulu, Y. (2020). COMMUNITY PARTICIPATION IN THE CREATIVITY OF THEMATIC VILLAGE TOURISM DEVELOPMENT. *Journal of Tourism Destination and Attraction*, 8(1). <https://doi.org/10.35814/tourism.v8i1.1407>
- Dinata, R.-, Rini, N.-, & Karnowahadi, K.-. (2022). Branding, Product Quality and Marketing Strategy on Purchasing Decisions in the Batik Creative Industry (Case Study of Pati Batik UMKM Centers). *JOBS (Jurnal Of Business Studies)*, 8(2). <https://doi.org/10.32497/jobs.v8i2.4101>
- Dwityas, N. A., Mulyana, A., Hesti, S., Briandana, R., & Kurniasari, P. M. (2020). Digital marketing communication strategies: The case of Indonesian news'portals. *International Journal of Economics and Business Administration*. <https://doi.org/10.35808/ijeba/517>
- FRANZIA, E., RESPATI, Y. R., & HARYADI, E. (2021). PENINGKATAN KUALITAS ARTISTIK LINGKUNGAN MELALUI MEDIA MURAL DI RPTRA KELURAHAN KRENDANG, JAKARTA BARAT. *Diseminasi: Jurnal Pengabdian Kepada Masyarakat*, 3(1). <https://doi.org/10.33830/diseminasiabdimas.v3i1.1335>
- Haqqu, R., Nugrahani, R. U., Nurfebiaraning, S., & Yusanto, F. (2020). Fotografi sebagai Media Kreativitas Anggota Dekranasda Jawa Barat untuk Memasarkan Produk Unggulannya. *Altruis: Journal of Community Services*, 1(3). <https://doi.org/10.22219/altruis.v1i3.12323>
- Herdiansah, A., Septarini, R. S., Heriyani, N., Firdaus, A., Arizky, J., & Ramadhanty, N. S. (2022). Pelatihan Pembuatan Kerajinan Tangan Kalung Masker di Kelurahan Batuceper. *Journal of Social Sciences and Technology for Community Service (JSSTCS)*, 3(1). <https://doi.org/10.33365/jsstcs.v3i1.1925>
- Hiola, R. (2022). Efek Interaksi Pemanfaatan Media Promosi Pada Strategi Digital Marketing dan Perilaku Konsumen Terhadap Minat Beli Konsumen. *Paradoks: Jurnal Ilmu Ekonomi*, 5(4). <https://doi.org/10.57178/paradoks.v5i4.512>

- Irfan, A. (2022). Wilayah Dadap Barat Tangsel ditata jadi kampung tahan pangan Tangsel. Diakses dari: <https://banten.antaranews.com/berita/219929/wilayah-dadap-barat-tangsel-ditata-jadi-kampung-tahan-pangan-tangsel>.
- Jaya, I. K. P. (2021). SENI MURAL DALAM Mendukung Pengembangan Pariwisata Budaya Di Desa Bongan. *Jurnal Lentera Widya*, 3(1). <https://doi.org/10.35886/lenterawidya.v3i1.267>
- Kusuma, A., Amalia, D., Alidyan K, M., & Divya F, I. (2020). Pelatihan Fotografi Periklanan Terhadap Pelaku UMKM Di Dolly Surabaya. *JABN*, 1(1). <https://doi.org/10.33005/jabn.v1i1.2>
- Kusumastuti, R. D., Hadi, P., Theresia, R. M., & Amar, M. I. (2020). Pelatihan Branding dan Digital Marketing Pengelola Obyek Wisata Curug Rahong Desa Cimanggu Kabupaten Pandeglang. *Journal of Sustainable Community Development (JSCD)*, 2(2). <https://doi.org/10.32924/jscd.v2i2.18>
- Kusyairi, Khoiri, M., & Syarif, M. (2021). Strategi Pengembangan UMKM Kerajinan Tangan “Fish Range” di Era Corona Virus Disease (COVID 19). *JPMB: Jurnal Pemberdayaan Masyarakat Berkarakter*, 4(2).
- Lestari, P. A. (2020). PELATIHAN TEKNIK FOTOGRAFI MENGGUNAKAN SMART PHONE UNTUK MENINGKATKAN NILAI PRODUK HASIL KERAJINAN TANGAN DI YAYASAN KASIH PEDULI ANAK KOTA DENPASAR. *Jurnal Lentera Widya*, 1(2). <https://doi.org/10.35886/lenterawidya.v1i2.82>
- Lingga, A., Warjoyo, J. G., & Andreas, A. (2020). Pembuatan Mural untuk Menciptakan Suasana Edukatif dan Kreatif di RPTRA Mandala Tomang Jakarta. *VISUAL*, 13(2). <https://doi.org/10.24912/jurnal.v13i2.8229>
- Mansur, S., Saragih, N., Susilawati, S., Udud, Y., & Endri, E. (2021). Consumer brand engagement and brand communications on destination brand equity maritime tourism in Indonesia. *Journal of Environmental Management and Tourism*, 12(4), 1032–1042. [https://doi.org/10.14505/jemt.v12.4\(52\).16](https://doi.org/10.14505/jemt.v12.4(52).16)
- Mustaqim, K. (2021). Kritik Estetis Post-Auratik Seni Mural. *MURAL, Menguak Narasi Visual Dari Berbagai*
- Natalia, Mordekhai, L., & Cownie, F. (2020). Tourist segmentation in Jakarta: An analysis of Jakarta’s City branding. *Pertanika Journal of Social Sciences and Humanities*, 28.
- Prasetyo, G., R. (2022) Kampung Dadap di Tangsel Dijadikan Wisata One Stop Shopping. Diakses dari: <https://www.satelitnews.com/68729/kampung-dadap-di-tangsel-dijadikan-wisata-one-stop-shopping/>
- Primantari, L., Trihatmoko, R. A., & Handoko, T. (2022). BRANDING OF PRODUCTS AS A REGION AND COUNTRY ICON: GOVERNANCE AND ENTREPRENEURSHIP IN THE TEXTILE INDUSTRY. *Journal of Governance and Regulation*, 11(2). <https://doi.org/10.22495/jgrv11i2art5>
- Rahmadieni, R. Y., Eka Yuni Purwanti, Parsi, Eka Idar Wahyuni, & Diana Sari. (2022). Pemberdayaan Kewirausahaan Rumah Tangga Melalui Pelatihan Kerajinan Tangan Macrame. *Transformatif: Jurnal Pengabdian Masyarakat*, 3(1). <https://doi.org/10.22515/transformatif.v3i1.5383>
- Rustiarini, N. W., Legawa, I. M., Adnyana, Y., & Setyono, T. D. (2021). Pengolahan Sampah Plastik Menjadi Kerajinan Tangan Bernilai Ekonomi. *JURPIKAT (Jurnal Pengabdian Kepada Masyarakat)*, 2(2). <https://doi.org/10.37339/jurpikat.v2i2.502>
- Saifulloh, M. (2021). Branding Product Pelaku Usaha Mikro Kecil Menengah Kuningan Barat Jakarta Selatan. *Jurnal Pustaka Dianmas*, 1(1).
- Saptiyono, A., Watie, E. D. S., & Febriana, K. A. (2021). Pelatihan Fotografi Produk Bagi UMKM Kelurahan Gebangsari. *TEMATIK*, 3(1).
- Simanjorang, R. (2023). Warga Kampung Dadap, Serpong, Minta Bantuan Pemkot Tangsel Buka Jalur Pemasaran Hasil Tani Diakses dari: <https://wartakota.tribunnews.com/2023/05/17/warga-kampung-dadap-serpong->

minta-bantuan-pemkot-tangsel-buka-jalur-pemasaran-hasil-tani.
Sujoni. (2023). Mengenal Rawa Buntu, Kelurahan di Serpong yang Kampungnya Heboh Penutupan Akses Gang Besan. Diakses dari: <https://daerah.sindonews.com/read/1021033/171/mengenal-rawa-buntu-kelurahan-di-serpong-yang-kampungnya-heboh-penutupan-akses-gang-besan-1676214150>.