



The 7th International Conference on
Community Development

BOOK OF PROCEEDING

“Leveraging Digital Technologies and Innovative
Product for Sustainable Community”

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PROCEEDINGS

CONFERENCE PROGRAM

The International Conference on Community Development (ICCD) 2025
“Leveraging Digital Technologies and Innovative Product for Sustainable
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Leveraging Digital Technologies and Innovative Product for Sustainable Community

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Secretariat:

International Conference on Community Development (ICCD) 2025
Leveraging Digital Technologies and Innovative Product for Sustainable Community

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CONFERENCE SCHEDULE 7th International Conference on Community Development (ICCD) 2025

**Universitas Mercu Buana, Auditorium 7th floor Tower
Tuesday, October 14th 2025**

Time (UTC + 7)		Duration (Min)	Activities	
Session 1: Opening Session (Auditorium)				
08.00	-	08.30	30	Regisetratio Morning coffee
08.30	-	08.40	10	Traditional dance performance by UKM Tari Mercu Buana
08.40	-	08.45	5	Opening by MC
08.45	-	08.50	5	Prayer
08.50	-	09.00	10	National anthem "Indonesia raya" & "Mars UMB"
09.00	-	09.10	10	Welcoming Speech by Universitas Mercu Buana Rector: Prof. Dr. Andi Adriansyah S.T, M.Eng
09.10	-	09.30	20	Keynote Speech by Coordinating Minister for Community Empowerment: Dr. A. Muhaimin Iskandar, M.Si
09.30	-	09.35	5	Token Handout to representative of Kemdiktisaintek & Photo
09.35	-	09.40	5	Guest Speakers introdution by Moderator
09.40	-	10.00	20	Guest Speaker 1 - Professor of Management Science - Universitas Mercu Buana Jakarta - Prof. Dr. Dewi Nusraningrum, S.Sos, M.Sc
10.00	-	10.20	20	Guest Speaker 2 - Departmental Research Fellow - Kobe University Japan - Fajar Ajie Setiawan, Ph.D
10.20	-	10.40	20	Guest Speaker 3 - Principal Institute of Technology - Acharya Institute of Technology India - Prof. Dr. C K Marigowda
10.40	-	11.00	20	Guest Speaker 4 - Senior Lecture of Marketing - La Trobe Business School Australia - Dr. Malliga Marimuthu
11.00	-	11.20	20	Guest Speaker 5 - Assistant Professor of Faculty of Creative Industry - Universiti Tunku Abdul Rahman Malaysia - Assoc Prof. Dr. Sharon
11.20	-	11.30	10	Musical Performance by Mba Dea
11.30	-	12.00	30	Announcement and preparation for paralel session
12.00	-	13.00	60	Lunch Break
Session 2: Classroom Sesion				
13.00	-	17.00	240	Classroom Session
17.00		17.10	10	Session transition: participants move back to auditorium for closing
Session 3: Closing session (Auditorium)				
17.10	-	17.30	20	Best paper announcement by MC
				Closing by MC
				Closing performance (Mba Dea)

PARALLEL SESSION SCHEDULE

Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
13.00 - 13.10	<p>LEVERAGING AI-BASED VISUAL LEARNING MEDIA TO ENHANCE ELEMENTARY STUDENTS' READABILITY AND LEARNING MOTIVATION</p> <p>Arief Ruslan, Yori Pusparani, and Wahyu Amisa (Universitas Budi Luhur)</p>	<p>INCREASING BUSINESS ACTOR KNOWLEDGE THROUGH FOOD LABEL EDUCATION AS A STRATEGY TO INCREASE PRODUCT COMPETITIVENESS</p> <p>Ani Siska MY, Giyatmi and Heltina (Universitas Sahid)</p>	<p>WEBSITE DESIGN FOR THE IMPLEMENTATION OF IOT TECHNOLOGY UTILIZING SOLAR PANELS FOR ILLUMINATING REGIONAL SIGNBOARDS IN MERUYA SELATAN</p> <p>Freddy Artadima Silaban, Muhammad Hafiz Ibnu Hajar, Ketty Siti Salamah, Triyanto Pangaribowo (Universitas Mercu Buana)</p>	<p>E-WALLET FINE.NANCE: IMPLEMENTING DESIGN THINKING METHOD IN THE DEVELOPMENT OF AI FEATURES</p> <p>Jason Hendrawan, Sarraya Wisnu Pribadi, Lucky Setya Ramadhani and Helena Hanindya Kartika Putri (Binus University)</p>	<p>ONLINE LEARNING STRATEGIES AT PRIMARY AND SECONDARY EDUCATION LEVELS IN TANGERANG CITY</p> <p>Franky, Jubery Marwan and Watringsih (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>STRENGTHENING THE JATHILAN TRADITIONAL COMMUNITY THROUGH THE ROLE OF EVENT DIVISION: A COMMUNITY SERVICE IN KEMBARAN VILLAGE</p> <p>Bunga Cahaya Anugra, Rini Lestari, and Arbi Critional Lokananta (Universitas Budi Luhur)</p>	<p>MAPPING THE LANDSCAPE OF GREEN MARKETING IN INDONESIA: A SYSTEMATIC LITERATURE REVIEW</p> <p>Yunita Kartika Sari (Binus University)</p>	<p>TURKEY'S INTEREST AS A MEDIATOR IN THE RUSSIA-UKRAINE CONFLICT IN MAINTAINING SOUTHEAST EUROPEAN REGIONAL SECURITY STABILITY</p> <p>Nadira and Aditya Pratama Nugraha Akbar (Universitas Prof. Dr. Moestopo - Beragama)</p>
13.10 – 13.20	<p>ENHANCING MIDDLE SCHOOL STUDENTS COMPUTATIONAL THINKING THROUGH SCRATCH-BASED ANIMATION IN INTRODUCTORY PROGRAMMING LEARNING CASE STUDY: AL HARAKI ISLAMIC SCHOOL DEPOK</p> <p>Zaqi Kumiawan, Rizka Tisharyadini, And Windhy Widhyanty (Universitas Budi Luhur)</p>	<p>BASIC FEMINISM EDUCATION IN WOMEN'S COMMUNITIES</p> <p>Hayu Lusianawati, Fit Yanuar and Husen Mony (Universitas Sahid)</p>	<p>DESIGN AND IMPLEMENTATION OF PKBM AMARI NAME BOARDS USING IOT-BASED SOLAR PANEL TECHNOLOGY.</p> <p>Ahmad Firdausy, Akhmad Wahyu Dani, Yuliza and Syamsir Alam (Universitas Mercu Buana)</p>	<p>ENHANCING SME FINANCIAL PERFORMANCE THROUGH ACCOUNTING INFORMATION SYSTEM ADOPTION: A BUSINESS-MODIFIED UTAUT2 APPROACH IN INDONESIA</p> <p>Ardiya Ekaputra Hargiyanto, Ikrar Adinata Arin and Mohamad Heykal (Binus University)</p>	<p>EVALUATION OF DEVELOPMENT PLANNING POLICY IN ANAMBAS ISLANDS REGENCY</p> <p>Harry Nenobais, Virginianawan and M. Hanan Rahmadi (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>LEVERAGING CONCEPT TECHNOLOGY IN MEDICAL APPLICATIONS FOR ALZHEIMER'S DISEASE</p> <p>Yori Pusparani, Benny Muhdalha, Arief Ruslan, Ricky Widyananda Putra and Dhika Pumama Putra (Universitas Budi Luhur)</p>	<p>DESIGNING SPORTS EQUIPMENT RENTAL APPLICATIONS AND BOOKING SPORTS FIELDS TO SUPPORT PUBLIC HEALTH AND SDG 3: GOOD HEALTH AND WELL BEING</p> <p>Maryani and Inayatulloh (Binus University)</p>	<p>GOVERNMENT COLLABORATION WITH PRIVATE COMPANIES IN DEVELOPING THE SPIRIT OF DIGITAL SPORTPRENEURSHIP AT SPECIAL SCHOOL FOR SPORTSMEN (SKO) JAKARTA</p> <p>Ni Luh Kerti MARYASHI, Khasan EFFENDY, Rachma FITRIATI, Lilik SUDARWATI, Rahmainsi and Faisal (Universitas Prof. Dr. Moestopo - Beragama)</p>
13.20 – 13.30	<p>APPLICATION OF A WEB-BASED FINANCIAL SYSTEM TO ENHANCE ACCOUNTABILITY AND FINANCIAL LITERACY AT SMK TRIGUNA 1956</p> <p>Devit Setiono, Samidi Samidi, and Riyan Harbi Valdiansyah (Universitas Budi Luhur)</p>	<p>EMPOWERING COMMUNITIES THROUGH HYDROPONIC FARMING AS A SUSTAINABLE APPROACH TO FOOD SECURITY IN URBAN INDONESIA</p> <p>Agustinus Rustanta and Marta Sanjaya (Binus University)</p>	<p>BALANCED NUTRITION GUIDELINE (PGS) AND ITS IMPLEMENTATION IN CREATING HEALTHY FOOD BUSINESS OPPORTUNITIES</p> <p>Ade Permata Surya, Alvita Sari, Firman Fauzi, Septiani Juniarti, Isfandiari M. Bahanan and Fitria Nursanti (Universitas Mercu Buana)</p>	<p>THE ROLE OF THE FAMILY IN CREATING A SAFE SPACE FOR US AND OUR CHILDREN IN CYBERWORLD</p> <p>Eni Kardi Wiyati, Dwi Ajeng Widarini and Rialdo Rezeky Manogari Lumban Toruan (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>SHIFTING PARADIGMS: FROM WASTE AS COST CENTER TO PROFIT CENTER: PROCESSING WASTE INTO PLANTING MEDIA IN MENTENG DALAM VILLAGE, TEBET DISTRICT, CENTRAL JAKARTA</p> <p>Maya Dewi Dyah Maharani, Ibnu and Lidya Handayani (Universitas Sahid)</p>	<p>ANIMATION DESIGN FOR LETTER AND COLOR RECOGNITION FOR CHILDREN WITH MENTAL DISABILITIES</p> <p>Haryo Damar Sasongko, Ricky Widyananda Putra, Rana Syakirah Rinaldi and Wahyu Amisa (Universitas Budi Luhur)</p>	<p>FROM DIGITAL SKILLS TO COMMUNITY EMPOWERMENT: PUBLIC SPEAKING, CONTENT CREATION, AND CONTENT PRODUCTION MANAGEMENT TRAINING FOR SUSTAINABLE COMMUNITIES AT RU'ANG PUBLIK TERPADU RAMAH ANAK RAWA BUAYA JAKARTA</p> <p>Julaiha Probo Anggraini, Haronas Kutanto and Reva Zahwa Halim (Universitas Budi Luhur)</p>	<p>DIGITAL LITERACY IN BRANDING TO IMPROVE THE UNDERSTANDING OF RPTRA MANAGERS IN DKI JAKARTA</p> <p>Novalia Agung Wardjito Ardhoyo, Muhammad Muminto Arief, Nasrullah Kusadjibrata and Gunawan (Universitas Prof. Dr. Moestopo - Beragama)</p>
13.30 – 13.40	<p>BUILDING SOCIAL RESILIENCE THROUGH LEGAL LITERACY AND SEXUAL VIOLENCE REPORTING TECHNOLOGY</p> <p>Rizky Pradana, Indah Puspasari Handayani, and Fany N. R. Hakim (Universitas Budi Luhur)</p>	<p>USING SOCIAL AND DIGITAL MEDIA RESPONSIBLY AND HEALTHY: ISSUES AND CHALLENGES</p> <p>Tukina, Soni W and Marta Sanjaya (Binus University)</p>	<p>EMPOWERING INDONESIAN MIGRANT MSMEs AND LOCAL MSMEs IN PINANG: A SUSTAINABILITY MARKETING AND BUSINESS MANAGEMENT APPROACH</p> <p>Adi Nurmahdi, Muhammad Isradi, Khozaeni Bin Rahmad and Anees Jamec Ali (Universitas Mercu Buana)</p>	<p>LESSONS TRANSLATED: CIVIL SOCIETY ORGANIZATIONS AS KNOWLEDGE BROKERS IN GLOBAL PLASTIC TREATY NEGOTIATIONS</p> <p>Fajar Ajie Setiawan (Kobe University - Universitas Prof. Dr. Moestopo – Beragama)</p>	<p>FOOD SAFETY EDUCATION FOR ELDERLY GROUPS IN SUNTER, NORTH OF JAKARTA : PREVENTING FOODBORNE ILLNESS THROUGH COMMUNITY EMPOWERMENT</p> <p>Shanti Pujilestari, Rahmawati, and Siti Aminatu Zuhria (Universitas Sahid)</p>	<p>IMPROVING THE CAPACITY OF HOUSEWIVES WITH THE EDUCATIONAL MEDIA “CINTA” (CREATE THE BEST NUTRITION FOR FAMILIES) : EFFORTS TO PREVENT TYPE 2 DIABETES IN CHILDREN IN MERUYA SELATAN SUBDISTRICT, WEST JAKARTA</p> <p>Lucky Nuhadiyanto, Triny Sribadiati, Benny Cahyadi and Farhan Aulia Harun (Universitas Budi Luhur)</p>	<p>OPTIMIZING THE IMPLEMENTATION OF POLRI PROFESSIONAL ETHICS CODE AS AN INSTRUMENT TO INCREASE ACCOUNTABILITY AND PUBLIC TRUST IN BEKASI METRO POLICE</p> <p>Lucky Nuhadiyanto, Triny Sribadiati, Benny Cahyadi and Farhan Aulia Harun (Universitas Budi Luhur)</p>	<p>STRENGTHENING COMMUNITY-BASED ECOTOURISM THROUGH WOODEN DIRECTIONAL SIGNAGE IN MARRENONG HAMLET, KANEKES VILLAGE (BADUY LUAR)</p> <p>Fauziah Eddyono, Budi Hamtoro and Sandra Yap Dianggorobles (Universitas Sahid)</p>

PARALLEL SESSION SCHEDULE

Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
						Novena Ulita, Mira Zulia Suriastuti and Engga Probi Endri (Universitas Mercu Buana)		
13.40 – 13.50	<p>TRANSFORMING TRASH INTO TREASURE: WASTE VALORIZATION PRACTISE IN SUSTAINABLE PRODUCT DEVELOPMENT</p> <p>Uly Amrina, Popy Yuliyarti and Winda Widyanty (Universitas Mercu Buana)</p>	<p>SOCIAL MEDIA ENGAGEMENT IMPROVEMENT TRAINING FOR CHILD-FRIENDLY INTEGRATED PUBLIC SPACE (RPTRA) OFFICERS OF THE DKI JAKARTA PROVINCIAL GOVERNMENT</p> <p>Catur Priyadi and Nurul Fadzar Sukarni (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>MENTAL STRENGTHENING IN ENRICHING SELF READINESS TO SME'S FOR THE INDOONESIAN COMMUNITY PERMAI IN PENANG MALAYSIA</p> <p>Mochamad Soelton, Ali Hanafiah, Irfan Noviandy Aulia, Yanto Ramli, Tine Yuliantini, Eko Tama Putra Saratian, Yuli Harwani, Anees Janece Ali and Khozaeni Bin Rahmad (Universitas Mercu Buana)</p>	<p>BASIC PUBLIC SPEAKING TRAINING AND PREPARATION OF PRESENTATION MATERIALS FOR RPTRA OFFICERS THROUGHOUT DKI JAKARTA</p> <p>Fizzy Andriani, Yos Horta Meliala and Natalina Nilamsari (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>DESIGN OF THE EDUCATIONAL GAME "SINYAL SERU" LEARNING SIGN LANGUAGE WITH THE MDA FRAMEWORK APPROACH</p> <p>Mochamad Dwi Putra, Ricky Widyananda Putra, Ahmad Thabathaba'i Saefudin and Fatma Misky (Universitas Budi Luhur)</p>	<p>FAMILY MATTERS: ADDRESSING DIFFICULTIES IN FAMILY RELATIONSHIP THROUGH INTERACTIVE WORKSHOP</p> <p>Ahmad Naufalul Umam, Istiqomah, Dearly, Rizki Dawanti, Karisma Rizkinanti and Yenny (Universitas Mercu Buana)</p>	<p>FRAUD PREVENTION STRATEGY FROM THE PERSPECTIVE OF SECOND GENERATION CPTE TO OPTIMIZE POLRI PREISI IN PANDEGLANG POLICE RESORT</p> <p>Imam Suyudi, Muh. Ardila Amry, Nadia Intan Fadila, and Eren Tresnawati (Universitas Budi Luhur)</p>	<p>HEALTHY INTERNET SOCIALIZATION FOR MOTHERS AROUND RPTRA RASAMALA MENTENG IN, TEBET, JAKARTA SOUTH</p> <p>Supriadi, Aska Leonardi and Sumiyati (Universitas Sahid)</p>
13.50 – 14.00	<p>TRAINING AND IMPLEMENTATION OF COMPUTER-BASED EXAM APPLICATION USING LARAVEL FOR TEACHERS AND STUDENTS OF SMPN 206 JAKARTA BARAT</p> <p>Fauzi Nur Iman, Ummy Salamah and Ida Farida (Universitas Mercu Buana)</p>	<p>CAPACITY BUILDING OF RPTRA PERSONNEL THROUGH VISUAL COMMUNICATION DESIGN TRAINING FOR SOCIAL MEDIA</p> <p>Citra Eka Putri, Radja Erland Hamzah, And Muhammad Saifulloh (Universitas Prof. Dr. Moestopo - Beragama)</p>	<p>PRODUCTION PRICE MAKING AN ENVIRONMENTALLY FRIENDLY HANDSOAP MADE FROM LIME AS A STEP IN PREPARING INDEPENDENT ENTREPRENEURS FOR STUDENTS OF SMAN 2 RANGKASBITUNG</p> <p>Muhyarsyah, Suharnadi and Muhamad Hadnan (Universitas Mercu Buana)</p>	<p>FINANCIAL LITERACY EDUCATION FOR MSMEs CULINARY BUSINESSES IN OVERCOMING CAPITAL</p> <p>Uuh Sukaesih, Miswan Miswan and Caleza Riandita Djatik Ibrahim (Universitas Sahid)</p>	<p>CORPORATE IDENTITY DESIGN FOR MSMEs IN JABUNG, KLATEN</p> <p>Arbi Cristional Lokananta and Vika Almada Putri (Universitas Budi Luhur)</p>	<p>RESILIENCE THROUGH PARENTING: A COMMUNITY-BASED APPROACH IN URBAN JAKARTA</p> <p>Dian Din Astuti Mulia, Irfan Aulia Syaiful, Irma Himmattul Aliyyah, Dhani Irmawan, Firman Alamsyah Ario Buntaran, Ahmad Sabir, Wenny Hikmah Syaputri (Universitas Mercu Buana)</p>	<p>INTERNATIONAL COLLABORATION ON DISASTER RISK REDUCTION THROUGH INCIDENT COMMAND SYSTEM (ICS) WORKSHOP</p> <p>Masato Ebine, Fathin Aulia Rahman, Hitoshi Igarashi, Tulus Yuniasih, Yohei Takano, Agung Permadi, Arief Wibowo, Ryo Tanaka and Mu'man Nuryana (Universitas Budi Luhur)</p>	<p>TRAINING ON THE USE OF INSTAGRAM AS A MARKETING COMMUNICATION TOOL FOR MSMEs IN TEBET DISTRICT</p> <p>Chendi Liana, Fatimah Bilqis, Abdul Harif Siswanto and Andhika Rahardja (Universitas Sahid)</p>
14.00 - 14.10	<p>ENHANCING BUILDERS' UNDERSTANDING OF REINFORCEMENT ERRORS AND HOW THEY AFFECT EARTHQUAKE DAMAGE IN PANDEGLANG REGENCY, BANTEN</p> <p>Yopi Lutfiyansyah, Reza Ferial, Novika Candra Fertilia, Lily Kholida and Suci Putri Elza (Universitas Mercu Buana)</p>	<p>COMMUNITY AWARENESS AND PREPAREDNESS IN DISASTER RISK COMMUNICATION: A CASE STUDY OF PERMAI COMMUNITY IN PENANG, MALAYSIA</p> <p>Dian Agustine Nuriman, Farid Hamid Umarella, Gadis Oetory and Maizatul Haizan Mahbob (Universitas Mercu Buana)</p>	<p>EMPOWERING INDOONESIAN MIGRANT WORKERS IN MALAYSIA: ENHANCING ENTREPRENEURIAL INTEREST THROUGH COMMUNITY-BASED DEVELOPMENT</p> <p>Daru Asih, Nurul Komara Fajrin, Dony Ari Nugroho, Salsadila Sandra Tanzela, Ardhitia Eka Pratiwi and Anees Janece Ali (Universitas Mercu Buana)</p>	<p>FOOD SAFETY AND HALAL ASSURANCE IN COMMUNITY-BASED KITCHEN MANAGEMENT: A CASE OF YAYASAN YATIM VILLAGE BOGOR</p> <p>Siti Chairiyah Batubara, Dessy Sunarsi and Sri Prapti Fajar Nursanti (Universitas Sahid)</p>	<p>DESIGNING KEMBARANFEST AS A COMMUNITY-BASED EVENT TO PROMOTE MSMEs IN KEMBARAN VILLAGE THROUGH DIGITAL EMPOWERMENT</p> <p>Artyasto Jatidisi and Fachreni Syah (Universitas Budi Luhur)</p>	<p>SOCIALIZATION IN TECHNOLOGY EMPOWERMENT FOR INDOONESIAN WORKERS IN PENANG, MALAYSIA: DEADFISH DETECTION IN AQUAPONICS AND E-GOVERNMENT FOR EFFECTIVE GOVERNANCE</p> <p>Bagus Priambodo and Ruci Meiyantri (Universitas Mercu Buana)</p>	<p>EMPOWERING WOMEN WASTE BANK MANAGERS THROUGH WASTE UTILIZATION FOR HYDROPONIC SYSTEMS AT TERATAI WASTE BANK, RANGKAPAN JAYA BARU – DEPOK</p> <p>Laila Febrina, Pumomosutji Dyah Prinajati and Mira Lestari (Universitas Sahid)</p>	<p>ENHANCING READINESS TO CHANGE AND WELL-BEING AMONG INDOONESIAN MIGRANT WORKER IN MALAYSIA</p> <p>Amy Mardhatillah, Laila Meiliyandri Wardani and Agus Budi Setiawan (Universitas Mercu Buana)</p>
14.10 – 14.20	<p>THE ROLE OF GREEN PACKAGING AS AN IMPLEMENTATION OF SUSTAINABILITY MARKETING STRATEGY IN ENHANCING THE ECONOMIC GROWTH OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)</p> <p>Erna Sofriana Imaningsih, Yanto Ramli and Khozaeni Bin Rahmad (Universitas Mercu Buana)</p>	<p>HYDROPONIC INNOVATION: ADVANCING MODERN AGRICULTURAL TECHNOLOGY IN MERUYA SELATAN</p> <p>Fransisca Listyaningsih Utami, Annisa Hakim and Mulyana Chandra (Universitas Mercu Buana)</p>	<p>DRIVING MSME DIGITAL TRANSFORMATION IN MERUYA SELATAN: THE ROLE OF MANYCHAT AI IN SUSTAINABLE GROWTH AND INTELLIGENT AUTOMATION</p> <p>Ariyani Wardhana, Aditya Pratama Nandiwardhana, Arief Bowo Prayoga Kasmu, Luna Haningsih and</p>	<p>IMPLEMENTING HEALTHY AND CLEAN LIVING TRAINING FOR SDG 3 AND 12 AT POSBINDU RW.027 PESONA KHAYANGAN, KOTA DEPOK</p> <p>Andrea Abdul Rahman Azzay, Arsenius Wisnu Aji Patria Perkasa, and Justin Bongoikrama (Universitas Budi Luhur)</p>	<p>THE ROLE OF LEADERSHIP IN IMPLEMENTING SOCIAL MEDIA MARKETING STRATEGIES TO INCREASE PURCHASING POWER AND BUILD BRAND IMAGE OF HILWAH FOOD MSMEs</p> <p>Kresna Rakha Putra and Aldina Shiratina (Universitas Mercu Buana)</p>	<p>WISE SOCIAL MEDIA USE: MAINTAINING PERSONAL IDENTITY AND NATIONALISM SPIRIT ABOARD</p> <p>Enjang Pera Irawan, Andi Pajolloi Bate and Yuliaiwati (Universitas Mercu Buana)</p>	<p>STRATEGIC COMMUNICATION PLANNING TRAINING FOR INSTITUTIONAL CAPACITY DEVELOPMENT IN MENTENG DALAM, TEBET, SOUTH JAKARTA</p> <p>Hifni Alifahmi, Meri Safarwati Putri and Defira Novianti Crisandy (Universitas Sahid)</p>	<p>ENHANCING CONSTRUCTION WORKERS' AWARENESS OF OCCUPATIONAL SAFETY AND HEALTH (K3) THROUGH COMMUNITY SERVICE IN PANDEGLANG, BANTEN</p> <p>Yunita Dian Suwandari, Oties T. Tsarwan, Mirnayani, Nabila, HENDY Yusman Firdaus, Agus Suroso, Yosie</p>

PARALLEL SESSION SCHEDULE

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			Muhammad Irvan (Universitas Mercu Buana)					Malinda and Zel citra (Universitas Mercu Buana)
14.20 – 14.30	DIGITAL SOCIAL INNOVATION STRATEGY AS A SUSTAINABLE SOLUTION FOR ENTREPRENEURIAL DEVELOPMENT IN SOUTH MERUYA URBAN VILLAGE Hamdan Hamdan , Abdul Rahmat, Diky Firdaus, R Joko Sugiharjo, and Pajjan Paijan (Universitas Mercu Buana)	PRODUCT-BASED FINANCIAL INTEGRATION TO OPTIMIZE BUSINESS PROFITABILITY AND SUSTAINABILITY Putri Andari Ferranti, Hery Derajad Wijaya, Chairiel Oktaviar and Muhammad Nashar (Universitas Mercu Buana)	ECONOMIC RECIRCULATION AND CIRCULAR ECONOMY PRACTICES IN SUPPORTING MIGRANT WORKERS: A CASE STUDY OF PERMAI PENANG, MALAYSIA Rosalendo Eddy Nugroho (Universitas Mercu Buana)	SHELL RECYCLING INNOVATION FOR MANUFACTURING HOLLOW CONCRETE Tri Endangsih, Hakim Hakim, Rismawandi Rismawandi, Azeza Salsabila N, and Lia Dinia (Universitas Budi Luhur)	REDUCING THE NEGATIVE IMPACT ON PUBLIC HEALTH DUE TO DIGITAL LIFESTYLES IN THE INFORMATION ERA FOR THE INDOONESIAN MIGRANT COMMUNITY IN PENANG MALAYSIA Galang P. N. Hakim, Regina Lionnie, Andi Adriansyah, Dian Widi Astuti, M. Hafidz I. H, and Mudrik Alaydrus (Universitas Mercu Buana)	IMPROVING ECONOMIC INDEPENDENCE THROUGH ENTREPRENEURSHIP: TRAINING ON DETERMINING THE COST OF SOAP FOR SMART RPTRA EMPLOYEES AND MERUYA UTARA NEIGHBORHOOD COMMITTEE IN ENHANCING SMALL BUSINESS MANAGEMENT Garin Pratiwi Solihati and Putri Renalita Sutra Tanjung (Universitas Mercu Buana)	DENTAL AND ORAL HEALTH COUNSELING AT THE KEMAH BETH SHALOM NURSING HOME Lukas Kusparmanto, Solva Yuditha, Komang Krisna Dewi and Farhany Sefina Kusparmanto (Universitas Prof. Dr. Moestopo – Beragama)	ENHANCING CONSTRUCTION WORKERS' CAPACITY IN THE IMPLEMENTATION OF CEMENT CONCRETE ROAD WORKS IN THE ASPECTS OF PLANNING, EXECUTION, AND OCCUPATIONAL HEALTH AND SAFETY Nabila , Sylvia Indriany, Widodo Budi Dermawan, Erlangga Rizki Fitriansyah and Agus Supiyat (Universitas Mercu Buana)
14.30 – 14.40	WARM & ASSERTIVE COMMUNICATION FOR COUPLE WELLBEING IN MARITAL RELATIONSHIP Setiawati Intan Savitri, Elly Yuliaswati and Dana Riksa Buana (Universitas Mercu Buana)	DIGITAL-BASED COLLABORATIVE COMMUNICATION STRATEGY IN MANAGING STAKEHOLDERS AND RESOURCES: A CASE STUDY OF STUDENT EVENT Gadis Octory , Yananto Triana and Saruni Dwiastati and Sabena (Universitas Mercu Buana)	EDUCATION AND PRACTICE OF RECYCLE OF INORGANIC MATERIALS TO INCREASE THE USE VALUE OF WASTED PRODUCTS IN SRENGSENG, WEST JAKARTA Popy Yuliyarti, Novera Elisa Triana and Saruni Dwiastati (Universitas Mercu Buana)	FORMULATION AND PRODUCTION STAGES OF ECO-ENZYME-BASED ENVIRONMENTALLY FRIENDLY LIQUID DETERGENT Hakim Hakim, Tri Endangsih, Fenti Sofiani, Azeza Salsabila N and Yulia Yulia (Universitas Budi Luhur)	THE IMPLEMENTATION OF CONTENT CREATOR STRATEGY ON SOCIAL MEDIA TO INCREASE PURCHASE POWER AND BUILD BRAND IMAGE OF HILWAH FOOD MSME Reyhan Syahpuan Pratama Guntur Patu and Aldina Shiratina (Universitas Mercu Buana)	FINANCIAL LITERACY: A DRIVER OF MSME SUSTAINABILITY WITHIN THE CIRCULAR ECONOMY FRAMEWORK Dian Primanita Oktasari, Winda Widyanthy and Putri Renalita Sutra Tanjung (Universitas Mercu Buana)	FINANCIAL LITERACY AND ENTREPRENEURSHIP TRAINING FOR STUDENTS OF BAITI JANNATI SUKABUMI ISLAMIC BOARDING SCHOOL Meiliyah Ariani, Zulhawati Zulhawati, Melan Susanty Purnamasari, Zahera Mega Utama, Sarida Minarni, Kurnia Sari Dewi and Jubery Marwan (Universitas Prof. Dr. Moestopo – Beragama)	ENHANCING THE CAPACITY OF CONSTRUCTION WORKERS THROUGH INTEGRATED TRAINING ON THE SUBSTRUCTURE OF EARTHQUAKE-RESISTANT HOUSES IN PANDEGLANG Desiana Vidyanti, Pintor Tua Simatupang, Eka Nur Fitriani, Ali Sunandar, Bernadette Detty Kussumardianadewi , Hamonangan Girsang and Rika Rahmawati (Universitas Mercu Buana)
14.40 – 14.50	IMPROVED UNDERSTANDING OF TAX TREATY INDONESIA – MALAYSIA, SPECIFICALLY FOREIGN INCOME OF EMPLOYEES AND FREELANCERS Deden Tarnidi, Erna Setiany, Khozaeni Bin Rahmad, Ismaanzira Ismail and Rieke Pernamasari (Universitas Mercu Buana)	SOCIAL VISUAL MEDIA CAMPAIGN FOR A HEALTHY LIVING ENVIRONMENT FOR INDOONESIAN MIGRANT IN PENANG Ariani Kusumo Wardhani, Anggi Almira, Fachmi Khadam and Rachmita Maun Harahap (Universitas Mercu Buana)	DIGITAL STORYTELLING AS A COMMUNICATION COMPETENCY AND CREATIVE SKILL ON SOCIAL MEDIA PLATFORMS Siti Muslichatul Mahmudah and Kurniawan Prasetyo (Universitas Mercu Buana)	USING SOCIAL MEDIA TO IMPROVE EMOTIONAL WELLBEING THROUGH INTERPERSONAL COMMUNICATION FOR MIGRANTS WORKERS IN MALAYSIA Ahmad Mulyana and Siti Muslichatul Mahmudah (Universitas Mercu Buana)	SPATIAL RECONFIGURATION THROUGH EDIBLE URBAN FARMING: DESIGNING SOCIAL INTERACTION SPACES IN VERTICAL URBAN KAMPONG Mona Anggiani , Rr Diana Ayudya, Nadia R. Christantia, Endah Mustikowati, Annizar Bachri, Andhi Seto Prasetyo, Gentina P. Putra, Asri A. Sunoto and Ikhyandini G. Atrisyanti (Universitas Mercu Buana)	SUSTAINABLE RURAL INFRASTRUCTURE DEVELOPMENT: SOLAR STREET LIGHTING, CLEAN WATER PIPING, AND ASSET MAINTENANCE TRAINING Acep Hidayat, Reni Karno Kinasih, Ika Sari Damayanthi Sebayang, Raden Hendra Ariyapijati, Suprapti, Retna Kristiana and Sedyanto (Universitas Mercu Buana)	TRAINING IN CRIME PREVENTION STRATEGIES AND TECHNIQUES IN THE COMPANY Meiliyah Ariani, Zulhawati Zulhawati, Dede Farhan Aulawi, Abdullah Abdullah, Watriningsih Watriningsih, Kurnia Sari Dewi and Zahera Mega Utama (Universitas Prof. Dr. Moestopo – Beragama)	ENHANCING PSYCHOLOGICAL WELL-BEING AMONG TEACHERS AND VOLUNTEERS AT SEKOLAH JANJIBAIK, SOUTH TANGERANG: A PSYCHOEDUCATIONAL INTERVENTION FOR COPING WITH QUARTER-LIFE CRISIS AND STRENGTHENING SELF CONCEPT Nurul Adiningtyas , Ra Loretta Karitikasari, and Arie Sueyana Sriyanto (Universitas Mercu Buana)
14.50 – 15.00	BRIEF PSYCHOEDUCATION ON SELF-COMPASSION: A PATHWAY TO PSYCHOLOGICAL WELL-BEING AMONG MIGRANT LABORERS IN PENANG (MALAYSIA) Dana Riksa Buana (Universitas Mercu Buana)	GREEN PRACTICES ON PERMAI IN PINANG ISLAND Dewi Nusaningrum (Universitas Mercu Buana)	SMART LEADERSHIP FOR SMALL BUSINESSES: ETHICS-DRIVEN GROWTH IN HUMAN RESOURCES, MARKETING, AND FINANCE Zairil, Andriansyah Bachtillah Putra, Supriyatno, Suzan Bernadetha Stephani	EMPOWERING COMMUNITIES THROUGH AI AND DATA SCIENCE IN WEST JAKARTA AS PART OF JAKARTA'S INCLUSIVE DIGITAL TRANSFORMATION Inna Sabily Karima, Nungky Awang Chandra, Siti	STRENGTHENING INCLUSIVE AND CREATIVE TECHNOLOGY-BASED LEARNING IN ELEMENTARY SCHOOLS THROUGH GAMIFICATION, INTERACTIVE MEDIA, AND ARTIFICIAL INTELLIGENCE	EMPOWERING FAMILIES: PSYCHOEDUCATIONAL APPROACH TO MENTAL HEALTH IN SOUTH MERUYA, WEST JAKARTA Agustini, Merly Erlina, Prahastia Kurnia Putri, Melani Aprianti, Aulia Kirana, Winy Nila Wisudawati,	PUBLIC HEALTH, MEDICINE, AND ECONOMICS: A COMMUNITY SERVICE STRATEGY FOR THE EMPOWERMENT OF INDOONESIAN MIGRANT WORKERS (PMI) ON PENANG ISLAND, MALAYSIA	STRATEGIES FOR ADDRESSING THE CHALLENGES, REGULATIONS, AND LEGAL ASPECTS OF MSMEs IN SOUTH KEMANGAN SUBDISTRICT, WEST JAKARTA (COMMUNITY SERVICE BY UNIVERSITAS

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			and Sri Anah (Universitas Mercu Buana)	Maesaroh, Rushendra, Suhendra, Yunita Sartika Sari and Nia Rahma Kumianda (Universitas Mercu Buana)	Sulis Sandiwarmono, Yustika Erliani, Andi Nugroho, Fajar Masya and Inge Handriani (Universitas Mercu Buana)	Roudotul Firdaus and Rika Rukmana (Universitas Mercu Buana)	Lidya Primita SURBAKTI, Netti HERAWATI, Ekawati Jati WIBAWANINGSIH, Ria Maria THERESA, Ranti NUGRAHENI, and Intan Hesti INDRIANA (Universitas Pembangunan Nasional (Veteran) Jakarta)	MERCU BUANA JAKARTA) Edy Suroso, Dwi Wahyuni Putri and Marsyaf (Universitas Mercu Buana)
15.00 - 15.10	IMPLEMENTATION OF CLEAN PRODUCTION IN MICROBUSINESS LOCATED IN WEST JAKARTA Agustinus Hariadi Djoko Purwanto and Sri Hartono (Universitas Mercu Buana)	SOCIALIZATION OF HYDROPONIC VEGETABLE SALES INCREASE STRATEGY IN SOUTH MERUYA REGION Annisa Hakim Z. dan Yulis Diana Alfia (Universitas Mercu Buana)	SALIVARY PH MODULATION WITH BETEL LEAF MOUTHWASH IN SMOKING-RELATED PERIODONTITIS Desy Fidyawati and Naufal Daffa Arkan (Universitas Prof. Dr. Moestopo - Beragama)	DIGITAL ADOPTION FOR MSME SUSTAINABILITY IN MERUYA SELATAN SUBDISTRICT Febriana Mahliza, Sari Puspitarini, Hirdinis M, Suprpto, Sri Kaidah, and Tri Wahyono (Universitas Mercu Buana)	IMPLEMENTATION OF SOLAR PANEL CHARGING CABINETS AT RPTRA MAHKOTA, WEST JAKARTA: A COMMUNITY ENGAGEMENT PROGRAM IN INDONESIA Imelda Uli Vistalina Simanjuntak, Fina Supegina, Tri Maya Kadarina, Zendi Iklima and Julpri Andika (Universitas Mercu Buana)	LEVERAGING ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGY TO IMPROVE BUSINESS PERFORMANCE AND BUSINESS SUSTAINABILITY IN MSMEs Harefaan Arief, Eko Tama Putra Saratani, Nico Alexander Vizanno, Dian Primanita Oktasari, Riska Rosdiana and Dinar Nur Affini (Universitas Mercu Buana)	STRENGTHENING FINANCIAL LITERACY OF INDOONESIAN MIGRANT WORKERS IN PENANG THROUGH A PARTICIPATORY CONSULTATION APPROACH Amrie Firmansyah, Lidya Primita Surbakti, Agus Maulana, Andy Setiawan and Dewi Darmastuti (Universitas Pembangunan Nasional (Veteran) Jakarta)	ENHANCING THE RESILIENCE OF NON-FORMAL EDUCATION STUDENTS AT SEKOLAH JANJIBAIK THROUGH A PSYCHOEDUCATIONAL TRAINING Dian Misrawati, Popi Avati and Erna Mullahada (Universitas Mercu Buana)
15.10 – 15.20	EMPOWERING COMMUNITY-BASED MSMEs THROUGH INCLUSIVE CONTENT CREATION AND DIGITAL MARKETING TRAINING Kurniawan Prasetyo, Siti Muslichatul Mahmudah and Rio Melandri (Universitas Mercu Buana)	DEVELOPMENT OF SELF-LEADERSHIP TOWARDS MICRO-ENTERPRISE SUSTAINABILITY OF INDOONESIAN MIGRANT MICRO-ENTREPRENEURS IN PINANG MALAYSIA Mafizaton Nurhayati, Asep Risman, Sinta Rahmani, Rina Astini, Endri Endri, Suprpto, Aslam Mei Nur Widigdo and Khozaeni Bin Rahmad (Universitas Mercu Buana)	EMPOWERED FAMILIES, PRESERVED FAITH: STRENGTHENING SPIRITUALITY AND ECONOMIC LITERACY Elis Teti Rusmiati, Ryantori Ryantori, Rizal Bakti, Husnul Khatimah, Luthpiyah Juliardana and Rianti Setyawasih (Universitas Prof. Dr. Moestopo - Beragama)	CRYPTOCURRENCY (DIGITAL CURRENCY & BLOCKCHAIN TECHNOLOGY) FINANCIAL LITERACY. PROMOTING SDG GOAL FOR LIFELONG LEARNING Janfry Sihite, Yuli Harwani and Noor Hazlina (Universitas Mercu Buana)	EMPOWERING INDOONESIAN MIGRANT WORKERS IN PENANG, MALAYSIA THROUGH FINANCIAL LITERACY AND MICRO-ENTERPRISE TRAINING Devvy Mawarnie Puspitasari, R. Eddy Nugroho, Winda Widlyanti and Janfry Sihite (Universitas Mercu Buana)	EMPOWERMENT OF INDOONESIAN WORKERS IN MALAYSIA FOR SUSTAINABLE MSMEs THROUGH STRENGTHENING HUMAN RESOURCE MANAGEMENT Winda Widlyanti, Setyo Riyanto, Sugeng Santoso, Uly Amrina and Khozaeni Bin Rahmad (Universitas Mercu Buana)	TRAIN THE ART OF KUIFI WRITING ON CANVAS MEDIA AS AN ONE IDEA FOR ENTREPRENEURSHIP Mohamad Torik Langlang Buana, Rona Tumtur Mauli Caroline Simorangkir, Cut Edwina Safa Oebit and Indra Raharja (Universitas Mercu Buana)	DEVELOPING DIGITAL COMPETENCE FOR SELF-DEVELOPMENT AND FULFILLING DAILY NEEDS OF SMA YUPENTEK 1 TANGERANG CITY STUDENTS Juwono Tri Atmodjo (Universitas Mercu Buana)
15.20 – 15.30	DIGITAL MEDIA LITERACY TRAINING FOR INDOONESIAN MIGRANT WORKERS IN PENANG, MALAYSIA: PRESERVING NATIONAL IDENTITY AND FOSTERING A SPIRIT OF NATIONALISM A. Rahman HI and Ponce Budi Sulisty (Universitas Mercu Buana)	SUSTAINABLE BUSINESS AND ENVIRONMENT LEADERSHIP FROM THE MANAGEMENT PERSPECTIVE FOR WEST JAKARTA MICRO BUSINESS Singmin Johannes Lo, M. Ali Iqbal, Hakimam Thamin, Parwoto, Niken Sulistyowati, Agustinus Hariadi Djoko Purwanto (Universitas Mercu Buana)	DIGITAL LITERACY FOR CONTENT CREATION AND PUBLICATION USING SOCIAL MEDIA FOR VILLAGE OFFICIALS AND RESIDENTS OF WANAGIRI, PANDEGLANG Joko Christian Chandra, Ari Saputro, and Sugeng Priyanto (Universitas Budi Luhur)	PERAN PENGGUNAAN SOSIAL MEDIA MANAGEMENT PADA UMKM KRIPIK PISANG “CAU GELIS” BERDASARKAN PERSPEKTIF CONTENT CREATOR DI KEMBANGAN(STUDI KASUS PADA UMKM KRIPIK PISANG CAU GELIS DI KEMBANGAN) Tia Kamila dan Aldina Shiratina (Universitas Mercu Buana)	EMPOWERING MIGRANT WORKERS THROUGH RENEWABLE ENERGY AND IOT EDUCATION: A COMMUNITY ENGAGEMENT PROGRAM IN PENANG Heru Suwoyo, Yudhi Gunardi, Setiyo Budiyo, Fadli Sirait, Umiasaroh, Julpri Andika and Khozaeni Bin Rahmad (Universitas Mercu Buana)	DATA HEALTH PROTOTYPES AS HEALTHCARE SOLUTIONS WITH DESIGN THINKING Tiara Marshanda, Muhammad Nur Fuad, Ni Putu Susan Maharani and Helena Hanindya Kartika Putri (Binus University)	TRAINING ON MENTAL HEALTH STRENGTHENING AND STUDY TIME MANAGEMENT THROUGH HYPNOTHERAPY TO ENHANCE STUDENT PRODUCTIVITY AT STIAMAK BARUNAWATI SURABAYA Gugus Wijonarko and Audi Permana (STIAMAK Barunawati Surabaya)	TECHNOLOGY-BASED COMMUNITY EMPOWERMENT: SMART FARMING, AQUAPONICS, AND DTF APPLICATIONS IN KERANGGAN ECOTOURISM Heru Suwoyo, Julpri Andika, Rizky Dinata, Nazori Agani Zakaria, Alwan Jibra, Firoos Safana Putra and Alwani (Universitas Mercu Buana)
15.30 – 15.40	EMPOWERING INDOONESIAN MIGRANT AND LOCAL MSMEs IN PENANG THROUGH DIGITAL MARKETING AND SUSTAINABLE BUSINESS STRATEGIES Sri Hartono, Leila Mona Ganiem, Agustinus Hariadi Dwi Purwanto and Khozaeni	INTEGRITY IN MAKING DECISIONS IN RUNNING A BUSINESS, IS IMPORTANT? Rujito and Suzan Bernadetha Stephani (Universitas Mercu Buana)	SUSTAINABLE ENERGY-EFFICIENT GREEN OPEN SPACE DESIGN IN WINONG PERMAI RESIDENTIAL COMPLEX, SUDIMARA TIMUR SUBDISTRICT, CILEDUG DISTRICT, TANGERANG CITY, BANTEN PROVINCE	POTENTIAL FOR DEVELOPING ENTREPRENEURSHIP BASED ON FINANCIAL BOOKKEEPING FOR THE COMMUNITY AT THE COOPERATIVES AND UMKM SERVICE OF TANGERANG CITY	TRAINING ON THE USE OF ARTIFICIAL INTELLIGENCE FOR MSMEs: ENHANCING FINANCIAL EFFICIENCY IN THE DIGITAL ERA IN NORTH KEMBANGAN VILLAGE Yudo Devianto, Sabar Rudiarto, Sanuni Dwiansati, Dwiki	DEVELOPMENT OF THE LINGUA DICIONARIO DATA MODEL TO SUPPORT THE DIGITALIZATION AND PRESERVATION OF THE NIAS LANGUAGE Harkat Christian Zamasi and Arden Sagiterry Setiawan (Binus University)	TRAINING ON DETERMINING THE COST OF GOODS SOLD IN THE MANUFACTURE OF FLOOR CLEANING LIQUID PRODUCTS AS A MEANS OF CULTIVATING AN ENTREPRENEURIAL SPIRIT IN THE ADMINISTRATORS OF	IMPLEMENTATION OF DIGITAL MARKETING STRATEGY ON GARMENT COMPANY: COMMUNITY DEVELOPMENT IN VIO COLLECTION Willy Fernandez and Retno Devanti (Binus University)

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	Bin Rahmad (Universitas Mercu Buana)		Sri Kurniasih, Eka Purwa Laksana and Anggraeni Dyah S (Universitas Budi Luhur)	Agus Herta Sumarto, Intan Apriadi, Eko Tama Putra Saratian, Sri Anah, Alvita Sari, Muhammad Shirhan Thoullon, Subur Karyatun and Mochamad Soelton (Universitas Mercu Buana)	Jatikusumo, Wawan Gunawan and Bambang Sukowo (Universitas Mercu Buana)		RPTRA (CHILD-FRIENDLY INTEGRATED PUBLIC SPACE) SMART AND THE ADMINISTRATORS OF RW (RESIDENTS ASSOCIATION) OF MERUYA UTARA URBAN VILLAGE, KEMBANGAN DISTRICT, WEST JAKARTA Yulia Yustikasari and Siska Widia Utami (Universitas Mercu Buana)	
15.40 – 15.50	ENHANCING ORAL HEALTH LITERACY ON FLOSSING PRACTICES AMONG FOURTH-GRADE STUDENTS AT KARTIKA X-2 ELEMENTARY SCHOOL, PESANGGRAHAN, SOUTH JAKARTA Annisa Septalia, Inka Dwirifidani Kuncoro, Kayla Alika Stephanie, Yufitri Mayasari, and Mutiara Rina Rahmawati Ruslan (Universitas Prof. Dr. Moestopo - Beragama)	WASTE BANKS AS A TRIPLE-IMPACT SOLUTION: CLEANLINESS, ENVIRONMENTAL SUSTAINABILITY, AND ECONOMIC EMPOWERMENT IN THE INDOONESIAN DIASPORA OF PENANG Ririn Wulandari, Pardomuan Sihombing, Kasmir, Anik Herminingsih, Dewi Murtiningsih (Universitas Mercu Buana)	IOT-BASED MITIGATION SYSTEM WORKSHOP AND FLOOD DISASTER MANAGEMENT EDUCATION FOR RESIDENTS OF PEDURENAN, TANGERANG CITY Nifty Fath, Peby Wahyu Purnawan, and Ayu Wahyuningtyas (Universitas Budi Luhur)	HUMAN RESOURCE DEVELOPMENT IN FAMILY ENVIRONMENT IN WASTE MANAGEMENT: NEW COMPETITIVE BUSINESS DIRECTION IN NORTH MERUYA, WEST JAKARTA Nico Alexander Vizano, Intan Apriadi, Subur Karyatun, Noermijati, Noermijati, Harefaan Arief, Muhammad Shirhan Thoullon and Mochamad Soelton (Universitas Mercu Buana)	THE IMPACT OF DEVELOPING INTERNET USAGE ON THE SUSTAINABILITY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) BUSINESSES IN MERUYA SUB-DISTRICT SOUTH OF WEST JAKARTA Lisnatiawati Saragih, Yennida Pamarriza, Iwan Firdaus, Irvan Hermala, Junaedi and Syafrizal Chan (Universitas Mercu Buana)	STRENGTHENING FOOD SAFETY AND VOLUNTEER EMPowerMENT THROUGH THE SIGAP PROGRAM IN LENGKONG MBG KITCHEN Wardina Humayrah and Almira Nuraelah (Universitas Sahid)	BUILDING GREEN LIVELIHOODS FOR INDOONESIAN MIGRANTS THROUGH WASTE SORTING INITIATIVES Agustin Fadjarenie, Eri Marlapa, Khozaeni bin Rachmad, Dini Agustina R and Nabilah Anisya P (Universitas Mercu Buana)	MEASURING CSR PERFORMANCE ON THE REPUTATION AND BRAND EQUITY OF HIGHER EDUCATION Agresty Parasyuanita and Retno Dewanti (Binus University)
15.50 – 16.00	DEVELOPMENT OF THE CREATIVE ECONOMY THROUGH LOCAL CULTURAL IDENTITY AND TECHNOLOGY Arifah Rachmawati, Meiliyah Ariani, Zulhawati, Melan Susanty Purnamasari, Watriningsih Watriningsih, Tamrin Lanori, Siti Nurafiah and Usmar (Universitas Prof. Dr. Moestopo - Beragama)	DISASTER RESILIENCE PARTNERSHIP ON INCLUSIVE EARLY WARNING SYSTEM AND SIBAR (FLOOD INFORMATION SYSTEM) IN RT. 13, PONDOK BETUNG, SOUTH TANGERANG Anggun Puspitasari, Arin Fithriana, Taqwa Putra Budi Purnomo Sidi Hiram, Rezvia Sharla A, And Jeremy Putra Pratama (Universitas Budi Luhur)	USING GAMIFICATION AS A STRATEGY FOR THE DEVELOPMENT OF SME FLOWER VENDORS AT RAWA BELONG MARKET Christopher Joshua Leksana, Cheng King Meng, Lianna Wijaya and Stefanus Rumangkut (Binus University)	MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA AND SEXUAL VIOLENCE AGAINST ADOLESCENTS IN MALAYSIA Nur Kholisoh and Melly Ridaryanthi (Universitas Mercu Buana)	ENHANCING MSME COMPETITIVENESS IN JAKARTA THROUGH MARKET MAPPING AND BUYER CLUSTERING Wawan Gunawan, Saruni Dwiasnati, Eliyani and Wawan Ridwan (Universitas Mercu Buana)	APPLICATION OF THE CIRCULAR ECONOMY CONCEPT IN ORGANIC WASTE MANAGEMENT IN SCHOOLS Evelyne Hanaseta, Bunga Cahyaputri and Ardhia Sri Rahmawati (Universitas Sahid)	IMPROVING MIGRANT WORKERS' QUALITY OF HEALTHY LIVING IN PENANG THROUGH VISUAL MEDIA-BASED INSTRUCTION ON A HEALTHY HOME ENVIRONMENT Rachmita Maun Harah, Ariani Kusumo Wardhani, Anggi Almira Rahma and Mira Zulia Suriastuti (Universitas Mercu Buana)	IMPROVING THE COMPETENCE OF SMK MODIS TENJO STUDENTS THROUGH BASIC MIKROTIK ROUTER CONFIGURATION TRAINING AND DATA COMMUNICATION THEORY Dolly Virgiana Shaka Yudha Sakti, Iman Permana And Suwasti Broto (Universitas Budi Luhur)
16.00 - 16.10	EXPLORING AI INTEGRATION WITH 21ST-CENTURY SKILLS IN LANGUAGE EDUCATION Aryusmar (Binus University)	APPLICATION OF SELF HELP TECHNOLOGY TO OVERCOME ORGANIC AND INORGANIC WASTE IN SUPPORTING THE GREEN ECONOMY OF PKK ASOKA IN TANGERANG CITY Rinny Meidiyustiani, Putri Suryandari, Setyani Dwilestari, Eryco Muhdaliha and Panca Maulana F (Universitas Budi Luhur)	DESIGN OF A MOBILE APPLICATION FOR CARBON EXPENDITURE RECORDING AND CARBON TAX ESTIMATION CALCULATION AS AN EFFORT TO SUPPORT CARBON EMISSION REDUCTION IN INDONESIA Ayuliana Ayuliana, Joshua Valentine Manik, Alfred Jhonatan and Jevon Christopher Loanda (Binus University)	SUSTAINABLE HUMAN RESOURCE DEVELOPMENT STRATEGY TO ENHANCE INNOVATION AND CREATIVITY OF MSMEs IN MALAYSIA Lenny Christina Nawangsari, Indra Siswanti, Dudi Permana, Agus Arijanto and Augustina Kumiasih (Universitas Mercu Buana)	STRENGTHENING MENTAL HEALTH LITERACY AND FLOURISHING AMONG EDUCATORS IN NON-PROFIT SCHOOLS: A PSYCHOEDUCATIONAL INTERVENTION FOR MANAGING EMOTIONAL OVERWHELM Popi Avati, Dina Syakina, Riblita Damayanti and Fatma Nuraqmarina (Universitas Mercu Buana)	CAPACITY BUILDING IN GOVERNMENT CIVIL APPARATUS IN EAST JAVA REGION REGARDING INVESTMENT KNOWLEDGE Hendi Prihanto, R.R. Meitri Hening Crisna Daluati, Muhammad Nashar, Prayoga Anggun Purnama and Islamiah Kamil (Universitas Prof. Dr. Moestopo - Beragama)	DIGITAL MEDIA LITERACY: SOCIALIZATION OF THE USE OF SIAPP Finy Fitriya Basarah, Ira Purwitasari, Poerwaningrum Leslari Soerjowati, Yanti Ariavanti, Suryaningih Sapitri (Universitas Mercu Buana)	PREPARATION OF CONTINGENCY PLAN DOCUMENTS FOR THE CIBINONG RAYA EARTHQUAKE DISASTER IN BOGOR REGENCY Didik Hariyadi Rahrjo and Fathin Aulia Rahman (Universitas Budi Luhur)

PARALLEL SESSION SCHEDULE

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16.10 – 16.20	<p>STRENGTHENING THE CAPACITY OF MSMEs THROUGH PRODUCT PHOTOGRAPHY AND VISUAL CONTENT TRAINING AS A DIGITAL MARKETING STRATEGY</p> <p>Annisa Retno Utami, Euis Widiati and Ratulia Nazwa Ananda (Universitas Sahid)</p>	<p>EMPOWERING PARENTS AND POMG IN EARLY CHILDHOOD EDUCATION: A COMMUNITY SERVICE PROGRAM AT PAUD CITRA MANDIRI, LEBAK BANTEN</p> <p>Elistania Elistania, Agung Permadi and Iman Permama (Universitas Budi Luhur)</p>	<p>FOOD SECURITY EDUCATION THROUGH MODULAR LEARNING AND ITS IMPACT ON FOOD SELF-SUFFICIENCY AWARENESS IN BEDAHAN, DEPOK CITY</p> <p>Khoirul Anwar, Vivilia Niken Hastuti, Laras Anastasia Hidayat, Fandra Raditya Naufal, Revanza Eliza and Fernando Gabriel Karamov (Universitas Sahid)</p>	<p>CROSS-COUNTRY COLLABORATION DRIVES DIGITAL TRANSFORMATION OF INDOONESIAN DIASPORA UMKM IN PENANG</p> <p>Anton Hindardjo, Andyan Pradipta Utama, Christina Catur Widayati, Eri Marlapa and Aldhina Shiratina (Universitas Mercu Buana)</p>	<p>ENHANCING COMMUNITY-BASED SMES THROUGH DATA ANALYTICS: A CASE STUDY ON JAY SNACK PRODUCT INNOVATION</p> <p>Lianna Wijaya, Yuniarty, Stefanus Rumangkit and Christopher Joshua Leksana (Binus University)</p>	<p>THE IMPLEMENTATION OF THE COMMUNITY PARTNERSHIP PROGRAM TO ENHANCE FLOSSING PRACTICE UTILIZATION AMONG PRIMARY SCHOOL CHILDREN</p> <p>Annisa Septalita, Kayla Alika Stephanie, Inka Dwirifidani Kuncoro, Yufitri Mayasari and Mutiara Rina R Ruslan (Universitas Prof. Dr. Moestopo – Beragama)</p>	<p>SENSE OF THE GREEN ACCOUNTING OF MICRO BUSINESS TRANSACTION</p> <p>Yudhi Herliansyah, Apollo Daito, Marsyaf, Khozaeni bin Rahmad, Ismaanzira Ismail (Universitas Mercu Buana)</p>	<p>TRAINING ON HUMAN RESOURCE DEVELOPMENT AND TOURISM INNOVATION TO SUPPORT THE COMPETITIVENESS OF CULINARY BUSINESSES IN PARIGI, PONDOK AREN</p> <p>Nexen Alexandre Pinontoan, Devit Setiono, Julian Bongsoikrama and Rocky Prasetyo Jati (Universitas Budi Luhur)</p>
16.20 – 16.30	<p>STRENGTHENING BUSINESS LEGALITY THROUGH SOCIALIZATION AND ASSISTANCE OF BUSINESS IDENTIFICATION NUMBER (NIB) FOR BUSINESS ACTORS IN MENTENG DALAM VILLAGE, SOUTH JAKARTA</p> <p>Yuherman Yuherman, Wahyu Nugroho, Marlinda Irawanti Poemomo and Aliya Khainum Nisa Romdoni (Universitas Sahid)</p>	<p>ENHANCING DIGITAL PROMOTION SKILLS FOR HOME-BASED ENTREPRENEURS THROUGH CANVA AND INSTAGRAM TRAINING: A COMMUNITY SERVICE PROGRAM IN PARUNG PANJANG</p> <p>Irawan Irawan, Hendri Irawan, Joko Christian Chandra and Pamela Larasati (Universitas Budi Luhur)</p>	<p>COMMUNITY SERVICE PROGRAM TO IMPROVE EARLY CHILDHOOD AND SCHOOL-AGE LITERACY USING THE MULTISENSORY METHOD</p> <p>Nafiah Ariyani and Fatimah Bilqis (Universitas Sahid)</p>	<p>ECO-FRIENDLY LIVING: PROMOTING SUSTAINABLE CONSUMPTION AND WASTE MANAGEMENT AMONG MSMEs IN MALAYSIA</p> <p>Dudi Permama, Lenny Christina Nawangsari, Indra Siswanti, Augustina Kumiasih and Agus Arijanto (Universitas Mercu Buana)</p>	<p>The Impact of Marketing Through Live Streaming of the Shopee E-Commerce Platform on the Decision to Purchase LUCU Kids Children's Clothing Products</p> <p>Celine Endara Juwastra Putri and Helena Hanindya Kartika Putri (Binus University)</p>	<p>EDUCATION ON THE EFFECTS OF ELECTRONIC CIGARETTES AND COFFEE CONSUMPTION ON ORAL AND DENTAL HEALTH AT SMAN 7 TANGGERANG</p> <p>Komang Krisna Dewi, Solva Yuditha and Lukas Kusparmanto (Universitas Prof. Dr. Moestopo – Beragama)</p>	<p>GREEN SUPPLY CHAIN OPTIMIZATION FOR SME SUSTAINABILITY</p> <p>Zulfa Fitri Ikatrinasari, Joni Hardi and Kosasih (Universitas Mercu Buana)</p>	<p>WASTE MANAGEMENT AND WASTE BANK OUTLINE AS AN ENVIRONMENTAL EDUCATION EFFORT FOR GREEN GENERATION 2025 PARTICIPANTS AT BUDI LUHUR UNIVERSITY</p> <p>Julian Bongsoikrama, Debi Rusmiati, Nexen Alexandre Pinontoan, Doddy Wihardi and Devit Setiono (Universitas Budi Luhur)</p>
16.30 – 16.40				<p>DEVELOPING SUSTAINABLE BUSINESS THROUGH GREEN MSME DIGITAL LITERACY FOR INDOONESIAN WORKERS IN MALAYSIA</p> <p>Setyo Riyanto, Winda Widyanty, Uly Amrina and Khozaeni Bin Rahmad (Universitas Mercu Buana)</p>			<p>MAPPING OF POTENTIAL BUSINESS ZONES FOR MSMEs IN SOUTH KEMBANGAN USING THE ANALYTICAL HIERARCHY PROCESS (AHP) METHOD</p> <p>M Syah Irsan, Orlin Cicilia and RM. Pradana Putra (Universitas Mercu Buana)</p>	

CONFERENCE BACKGROUND

This conference is based on the important issue of strengthening the nation’s competitiveness in the era of society 4.0. The nation’s competitiveness can be created through technological innovation and entrepreneurship. Technology can be used by the community to innovate and open up business opportunities so as to contribute to the welfare of society. To realize the nation’s strong competitiveness, various community service activities have been carried out by academics in accordance with their scientific specialization.

The theme presented at this conference are:

“Leveraging Digital Technologies and Innovative Product for Sustainable Community”

Objectives:

The conference objectives are to promote academic and community development research outcomes, to establish main channels of exchanging community development activities, and to share information related to community development.

Target Participants:

Academicians, professionals, policy makers, business owners, students, and other interested in promoting organizational performance excellence are encouraged to attend this conference

KEYNOTE SPEAKER



Dr. A. Muhaimin Iskandar, M.Si
Coordinating Minister for Community Empowerment of the Republic of Indonesia

Invited Speakers



Prof. Dr. Dewi Nusraningrum, S.Sos, M.Si
Professor of Management Science - Universitas Mercu Buana Jakarta
INDONESIA



Assoc. Prof. Sharon Wilson
Assistant Professor of Faculty of Creative
Industry - Universiti Tunku Abdul Rahman
MALAYSIA



Dr. Maliga Marimuthu
Senior Lecture of Marketing - La Trobe Business
School
AUSTRALIA



Fajar Ajie Setiawan, Ph.D
Departmental Research Fellow - Kobe University
JAPAN



Prof. Dr. C K Marigowda
Principal Institute of Technology - Acharya
Institute of India
INDIA

FOREWORD FROM GENERAL CHAIRMAN OF ICCD 2025

Assalamu’alaikum warahmatullahi wabarakatuh,

Greetings to all,

Praise be to God Almighty for His blessings and guidance, which have enabled us to hold the International Conference on Community Development (ICCD) 2025 successfully. This conference reflects our shared commitment to advancing community development through research, innovation, and meaningful collaboration among academic institutions.

With the theme “Leveraging Digital Technologies and Innovative Product for Sustainable Community”, ICCD 2025 provides a vital platform for scholars, researchers, practitioners, and stakeholders to exchange knowledge, share experiences, and present innovative solutions that support sustainable and inclusive community development. The theme resonates with today’s global challenges, highlighting the role of digital transformation and innovation in empowering communities and building resilience.

We are honored that Universitas Mercu Buana serves as the host of ICCD 2025, in collaboration with four respected partner universities: BINUS University, Universitas Sahid, Universitas Budi Luhur, and Universitas Prof. Dr. Moestopo (Beragama). This partnership reflects the spirit of synergy and collective action in enhancing the role of higher education institutions in research and community service.

This abstract book compiles a selection of impactful contributions presented during the conference, showcasing a wide range of approaches and creative ideas in addressing key community development issues. We hope this publication will serve as a valuable reference and inspire future collaborations that bring tangible benefits to society.

On behalf of the organizing committee, I extend my sincere gratitude to all partners, reviewers, presenters, and participants who have contributed to the success of ICCD 2025. May this conference mark the beginning of broader and more impactful collaborations for sustainable and empowered communities.

Wassalamu’alaikum warahmatullahi wabarakatuh,

Warm regards,

Jakarta, October 7th 2025

General Chairman Of ICCD 2025
Dafit Feriyanto, M.Eng, Ph.D



FOREWORD FROM RECTOR OF UNIVERSITAS MERCU BUANA

Assalamu’alaikum warahmatullahi wabarakatuh,

May peace be upon us all,

Praise be to God Almighty, by whose grace the International Conference on Community Development (ICCD) 2025 can be held successfully. This conference is the result of a meaningful collaboration between five higher education institutions committed to community development: Universitas Mercu Buana as the host, along with BINUS University, Universitas Sahid, Universitas Budi Luhur, and Universitas Prof. Dr. Moestopo (Beragama).

The theme of this year’s conference, “Leveraging Digital Technologies and Innovative Product for Sustainable Community,” is highly relevant in today’s rapidly changing world. Digital transformation has become a key driver in empowering communities and offering innovative, sustainable solutions to global challenges. This forum provides a strategic platform for academics, researchers, and practitioners to share ideas, research findings, and best practices in fostering inclusive and sustainable community development.

I extend my sincere appreciation to all committee members, presenters, participants, and institutional partners who have contributed to the success of this event. I hope the abstracts compiled in this book will serve as a valuable source of insight and inspiration for those working in the fields of research, community engagement, and sustainable innovation.

Let us continue to strengthen our collaboration and academic synergy to bring about positive and lasting impact for our communities. I wish you all a fruitful and engaging conference experience.

Wassalamu’alaikum warahmatullahi wabarakatuh,

Jakarta, October 7th 2025

Rector of Universitas Mercu Buana
Prof. Dr. Ir. Andi Adriansyah S.T, M.Eng



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ABSTRACT

This community service program was conducted to enhance the digital marketing skills of home-based entrepreneurs in The River Housing Complex, Parung Panjang. The program was attended by 25 participants and implemented through short lectures, demonstrations, hands-on practice, and discussions. Evaluation was carried out using a five-point Likert scale questionnaire with seven statements related to participant satisfaction. The results showed that the majority of participants agreed or strongly agreed with almost all aspects of the training, particularly regarding the relevance of the material (84%), the trainers' mastery of the content (90%), and the usefulness of the hands-on practice (85%). However, the adequacy of training time received relatively lower ratings, with around 15% of respondents expressing partial disagreement. Overall, the average score indicating a high level of satisfaction. In addition, participants were able to produce Canva-based promotional materials and publish them through Instagram, demonstrating practical improvements in their digital promotion skills. These findings suggest that the training was effective in enhancing both the motivation and the capability of participants to utilize digital design and social media as tools for promoting their micro-enterprises.

Keywords: Canva, Community Service, Digital Marketing, Instagram, Home-based Entrepreneurs.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are acknowledged as a backbone of local and national economies because of their significant role in job creation, income generation, and strengthening community resilience. It's play an important role in Indonesia's economic growth, particularly in job creation and household empowerment that contributes to family income (Wati et al., 2024). However, despite this importance, many MSMEs in Indonesia continue to struggle in adopting digital technology for branding and marketing. Most of them still rely on conventional promotion methods such as word-of-mouth or participating in local exhibitions, which limits their ability to expand market reach and sustain competitiveness in the digital era. In fact, only around 13% of the 64 million MSMEs in Indonesia have adopted digital technology, showing that digital transformation remains a major challenge despite its crucial role in realizing inclusive economic independence in the Industry 4.0 era (Dewi et al., 2023).

One of the accessible solutions to bridge this gap is the use of graphic design tools such as Canva. Canva is a web-based design application launched in 2013 that offers thousands of templates, fonts, and design elements, enabling even beginners to create professional-quality content. By 2025, Canva had reached 220+ million monthly active users across 190 countries, highlighting its popularity as a democratized design tool for education, business, and community development (Canva, 2025). Research has shown that Canva-based training programs significantly improve creativity, confidence, and digital literacy in both education and entrepreneurship contexts (Dasiyem et al., 2024; Sama' et al., 2022). In addition, Usman et al. (2023) emphasize that Canva can also be used to develop integrated language skills teaching materials based on local wisdom, where 82% of teachers expressed positive perceptions of Canva and 85% found it easy to use. This demonstrates that Canva not only enhances design skills but also contributes to cultural-based learning media, strengthening its relevance as a community empowerment tool beyond formal education.

Meanwhile, social media platforms such as Instagram have become essential channels for product promotion. Launched in 2010 and now part of Meta, Instagram reached more than 2.3 billion monthly active users worldwide by January 2025, with Indonesia ranked among the top five countries in user numbers (Statista, 2025). Its business account features such as insights, audience analytics, and promotional tools-make it highly relevant for MSMEs to build brand identity, reach wider markets, and engage directly with customers (Werdiningsih et al., 2025). A growing number of community service programs have demonstrated the effectiveness of Canva in different contexts. In Depok, Laksono et al. (2025) found that MSME owners significantly improved their skills and enthusiasm for digital marketing after Canva training, confirming Canva's usability for entrepreneurial content creation. In Banyuwangi, Werdiningsih et al. (2025) showed that MSMEs integrating Canva, Instagram, and AI-based content creation tools achieved a 97.48% satisfaction rate. Similarly, Abdullah et al. (2025) reported that more than 80% of culinary MSMEs in Bekasi successfully produced and uploaded digital promotional content after training on Instagram and TikTok.

Beyond the entrepreneurial sector, Norfaujiah et al. (2025) highlighted that training at SDN 1 Menteng Palangka Raya using Canva and Wordwall improved digital literacy, enabled students and prospective teachers to design interactive teaching materials, and fostered sustainable digital competencies. These findings confirm that Canva can be adapted effectively across different community empowerment initiatives, from education to entrepreneurship.

Despite these opportunities, many home-based entrepreneurs in Indonesia, including those in The River Housing Complex, Parung Panjang, remain underutilizing digital marketing. Most still depend on traditional promotion, lack exposure to digital design, and have limited knowledge of social media strategies. This gap creates an urgent need for structured training and mentoring. To address these issues, Universitas Budi Luhur and Universitas Ichsan Satya organized a community service program focusing on product photography, Canva-based digital design, and Instagram business promotion. The program was attended by 25 participants, combining lectures, demonstrations, hands-on practice, and evaluation. The initiative not only sought to improve participants' technical capacity but also aimed to motivate them to adopt digital tools as part of their long-term business strategy. This program underscores the important role of higher education institutions in bridging digital literacy gaps and empowering local entrepreneurs to adapt to the demands of the digital economy.

2. METHOD

This methodology was structured systematically to ensure that the training could be carried out effectively and in line with its objectives. There were eight main stages implemented, namely as follows:

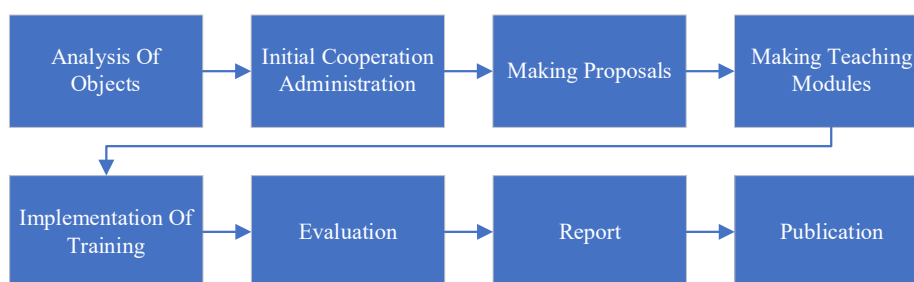


Figure 1. Stages Of Activities For The Community Service

Based on Figure 1 above, the stages of the community service activity can be described as follows:

1) Object Analysis of Community Service

The initial stage was carried out by identifying the problems faced by MSME actors in The River Parung Panjang residential area. The analysis covered participants' needs in improving digital promotion skills, the obstacles they encountered, and the potential for business development. The results of this analysis served as the basis for designing relevant and well-targeted training materials.

2) Cooperation Administration

At this stage, coordination was carried out with the local community leaders, such as the neighbourhood (RT) and community (RW) heads, as well as resident representatives who became participants. Cooperation administration included preparing request letters, activity approval, and role distribution between the implementation team and partners. This step was important to ensure that the activity received full support from the community.

3) Proposal Preparation

After obtaining a cooperation agreement, the implementation team prepared a proposal as an official planning document. The proposal included background, objectives, targets, methods, implementation schedule, and agenda. It also served as a written guideline for the implementation of the activity as well as the basis for the final report.

4) Module Development

Training modules were prepared to help participants understand the material. The modules contained an introduction to Canva, guidelines for creating promotional designs, steps for creating an Instagram business account, and effective publication strategies. With the modules, participants could review the materials after the training, ensuring a sustainable impact.

5) Training Implementation

The core stage of the activity was carried out through short lectures, demonstrations, hands-on practice, and interactive discussions. Participants were given the opportunity to design promotional materials using Canva and directly publish them on Instagram. Resource persons from Universitas Budi Luhur provided intensive guidance to ensure the skills taught were well mastered.

6) Evaluation

Evaluation was conducted to assess the success of the training. The instrument used was a questionnaire with a five-point Likert scale to measure participant satisfaction with the materials, methods, speakers, time, and benefits of the training. The evaluation results showed that the majority of participants gave positive responses, indicating that the training was effective.

7) Report Preparation

After the activity, the implementation team compiled a final report containing a summary of the implementation, documentation, evaluation results, and conclusions. This report served as an accountability document to partners and institutions, as well as a reference for improving future activities.

8) Publication

The final stage was the publication of the results in the form of a scientific article or community service journal. The purpose of this publication was to disseminate experiences, methods, and outcomes so that they could serve as references for others wishing to carry out similar activities. In addition, the publication was a form of academic contribution in supporting MSME development through a scientific approach.

3. RESULTS AND DISCUSSION

The training evaluation was carried out through a questionnaire to measure satisfaction and gather feedback on the materials, methods, and benefits of the activity. The results of participant satisfaction measurements were then analysed descriptively and presented in graphical form.

Training Implementation Results

The training activity on utilizing the Canva application for creating promotional materials and Instagram as a publication medium was successfully carried out and attended by 25 participants from The River Parung Panjang residential area. The participants consisted of home-based MSME actors engaged in various business fields such as culinary, fashion, and services. Throughout the activity, participants actively took part in each session, ranging from the introduction of the application, practicing design creation, to publishing promotional content on Instagram.

Participant Satisfaction Evaluation Results

The evaluation was conducted using a questionnaire with seven main questions covering aspects such as material relevance, clarity of delivery, adequacy of time, benefits of practice, speaker's mastery, motivation gained, and overall satisfaction. The data analysis results show that most participants were satisfied with this activity.

In general, respondents who selected the categories Strongly Agree (SA) and Agree (A) dominated the evaluation results with percentages exceeding 70% for each indicator. This indicates that the training successfully provided a positive learning experience. The distribution of responses can be described as follows:

- 1) Relevance of training materials: The majority of respondents considered the materials highly relevant to their needs, with Strongly Agree (SA) and Agree (A) responses reaching more than 80%.
- 2) Clarity of delivery by the speaker: More than 75% of respondents selected SS and S, indicating that the delivery method was well understood.
- 3) Adequacy of training time: Although most participants were satisfied, around 15% felt that the time was still insufficient for more in-depth practice.
- 4) Usefulness of practice sessions: Respondents rated the practice sessions as very helpful, with SA and A responses exceeding 85%.
- 5) Speaker's mastery of the material: Approximately 90% of respondents selected SA and A, indicating that the speaker demonstrated strong mastery of the topic.
- 6) Motivation gained by participants: The majority of participants reported being more motivated to develop their businesses through digital promotion strategies.
- 7) Overall satisfaction: The results showed that more than 80% of respondents felt satisfied and very satisfied with this training activity.

Documentation of Community Service Activities

The documentation of the training activities shows the enthusiasm of participants in attending each session. In Figure 2, the speaker is presenting material on the use of the Canva application for creating product promotional designs. The participants were actively listening and taking notes on the key points delivered.



Figure 2. The Speaker was Delivering the Material

In Figure 3, a snapshot moment of product photography practice conducted directly by the participants is captured. The photos were then processed using the Canva application to create engaging digital promotional materials. Subsequently, the design outputs were published through each participant's Instagram account as part of the digital promotion strategy practice.



Figure 3. Product Photography Practice

In Figure 4, the speaker is giving best practices of using the aforementioned technology in real world usages based on personal knowledge.



Figure 4. Best Practices Sharing Session

Discussion

The evaluation results indicate that this training has successfully improved participants' knowledge and skills in creating digital promotional materials. This aligns with the needs of MSMEs to optimize social media as a marketing tool. The success of the training was also supported by the selection of Canva, an application that is simple and easy to operate, allowing participants to directly practice creating promotional designs even though most of them did not have a background in graphic design.

In addition, the use of Instagram as a publication medium proved relevant since most participants already had social media accounts. With new insights into publication strategies, participants can leverage Instagram to expand the marketing reach of their products. These findings reinforce that digitalization of promotion is an essential step in MSME development in the modern era.

However, in terms of time allocation, some participants felt that the practice sessions needed to be extended so they could explore more features. This serves as an important note for future activities to ensure the benefits gained are further optimized.

The following are the evaluation results of the community service activity based on the questionnaire responses from 25 participants.

- 1) The training materials are aligned with the needs of my business.

36% of the participants stated strongly agree, 36% agree, and 28% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 5 on the left side.

- 2) The delivery of the material by the speaker was clear and easy to understand.

44% of the participants stated strongly agree, 48% agree, and 8% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 5 on the right side.

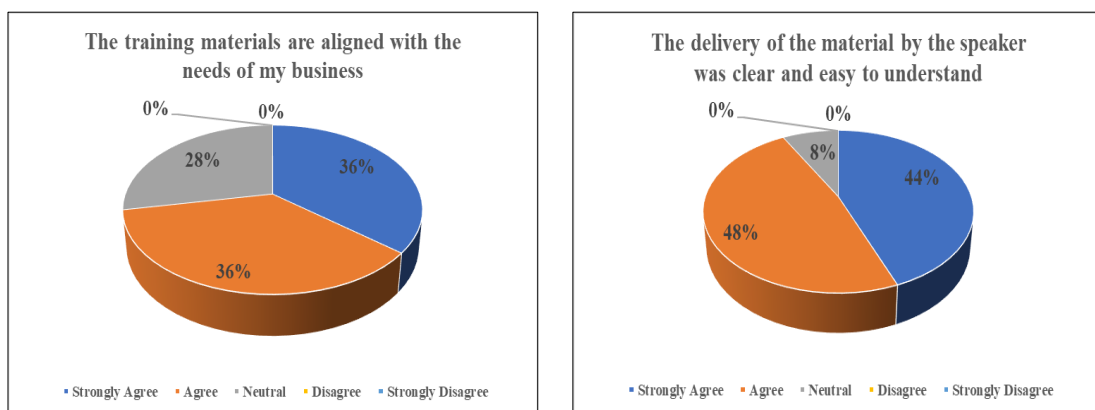


Figure 5: Survey results: The training materials are aligned with the needs of my business (left) and The delivery of the material by the speaker was clear and easy to understand (right).

3) The training schedule was appropriate and sufficient to understand the material.

24% of the participants stated strongly agree, 52% agree, and 24% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 6 on the left side.

4) The facilitation of Canva and Instagram practice was beneficial for the development of my business.

44% of the participants stated strongly agree and 56% agree, while neutral, disagree, and strongly disagree were 0%. The details are presented in Figure 6 on the right side.

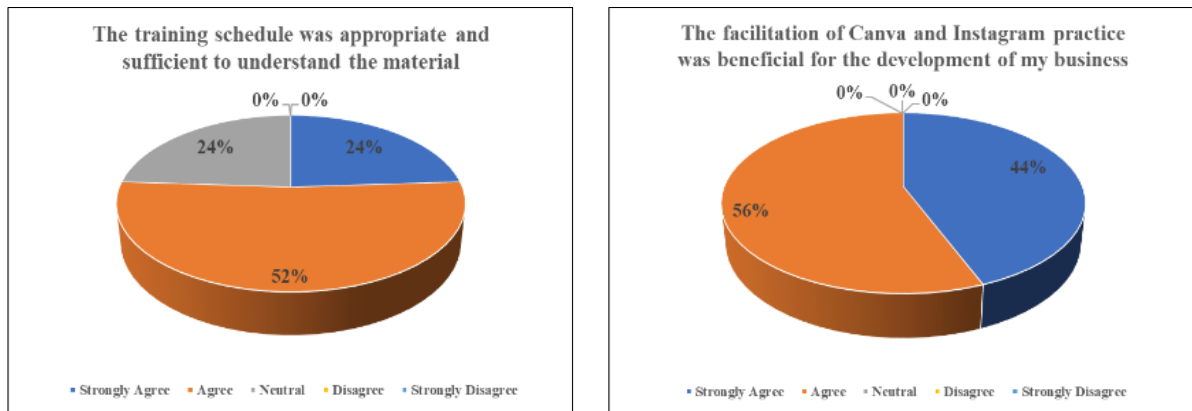


Figure 6 Survey results: The training schedule was appropriate and sufficient to understand the material (left) and The facilitation of Canva and Instagram practice was beneficial for the development of my business (right).

5) The speaker demonstrated a strong command of the training material.

56% of the participants stated strongly agree, 28% agree, and 16% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 7 on the left side.

6) This training has increased my motivation to promote products digitally.

40% of the participants stated strongly agree, 48% agree, and 12% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 7 on the right side.

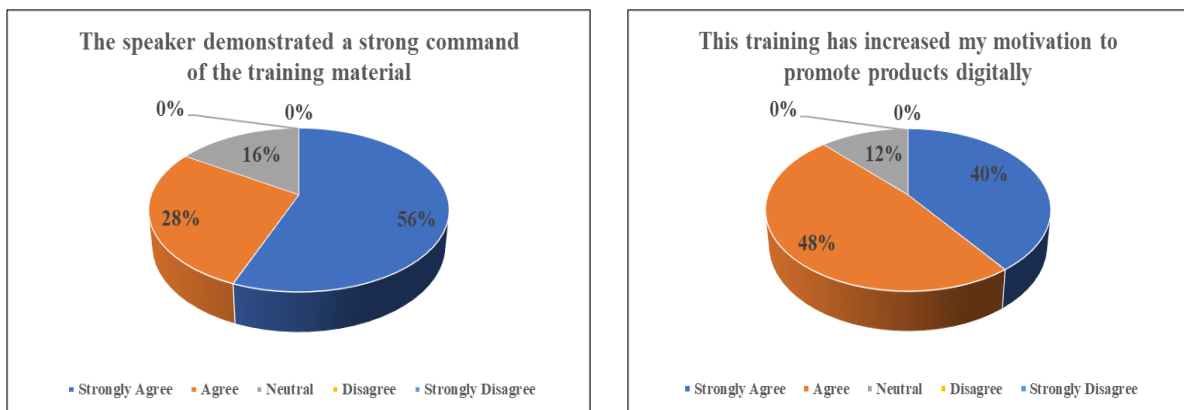


Figure 7: Survey results: The speaker demonstrated a strong command of the training material (left) and This training has increased my motivation to promote products digitally (right).

7) Overall, I am satisfied with the implementation of this training.

48% of the participants stated strongly agree, 40% agree, and 12% neutral, while disagree and strongly disagree were 0%. The details are presented in Figure 8 below.

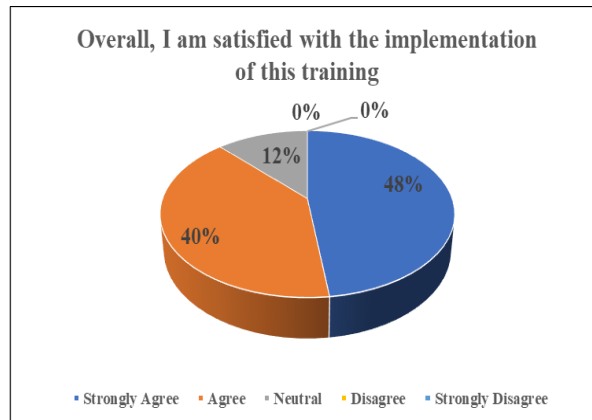


Figure 8: Survey results: Overall, I am satisfied with the implementation of this training

Overall, this training has made a positive contribution to enhancing the capacity of MSMEs in utilizing digital technology, while also supporting community empowerment efforts through a sustainable service program.

4. CONCLUSION AND RECOMMENDATIONS

This community service program successfully enhanced the digital marketing capacity of home-based entrepreneurs in The River Housing Complex, Parung Panjang. A total of 25 participants attended the training, which combined short lectures, demonstrations, hands-on practice, and discussions. Based on the questionnaire results, the program received highly positive evaluations. The majority of participants agreed or strongly agreed on almost all aspects, particularly regarding the relevance of the material (84%), the trainers' mastery of the content (90%), and the usefulness of the hands-on practice (85%). However, the adequacy of training time was rated lower, with around 15% of respondents expressing partial disagreement. In addition, participants were able to design promotional materials using Canva and publish them on Instagram, demonstrating tangible improvements in their digital promotion skills.

To strengthen the program's impact, future activities should allocate more time for practical sessions so that participants can explore Canva's features more thoroughly. Continuous mentoring and follow-up sessions are also recommended to ensure participants consistently apply the acquired skills in their businesses. Furthermore, the program can be expanded to reach broader community groups and integrated with other digital commerce platforms beyond Instagram, such as online marketplaces, to maximize business opportunities. These improvements will enhance the sustainability and long-term benefits of similar initiatives in empowering local entrepreneurs and strengthening community resilience in the digital economy era.

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