

Mentoring MSME Happy Clean Laundry as an Effort to Improve Sales, Financial Management, and Marketing Strategy

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ARTICLE INFO

ABSTRACT

Article history

Received
Revised
Accepted

Keywords

Msmes, Business Mentoring, Financial Management, Digital Marketing, Laundry Services.

Micro, Small, and Medium Enterprises (MSMEs) are crucial drivers of economic growth and community welfare. Yet, many MSMEs face persistent challenges in financial management and marketing, including Happy Clean Laundry. This community service program aimed to enhance business performance through mentoring in simple bookkeeping and digital marketing. The program followed stages of business identification, needs assessment, mentoring design, implementation, and evaluation. Financial mentoring improved the owner's ability to record transactions and prepare basic financial reports, while digital marketing mentoring emphasized the use of WhatsApp Business and Instagram to expand market reach. Results showed significant improvement: monthly sales rose from IDR 6,400,000 to IDR 9,000,000, gross income increased from IDR 5,384,000 to IDR 7,694,000, and net profit grew from IDR 1,634,000 to IDR 3,544,000. The net profit margin improved from 26% to 39%. The MSME successfully adopted structured bookkeeping and digital promotion practices. These findings highlight that mentoring in financial management and digital marketing can strengthen MSME capacity, profitability, competitiveness, and sustainability.

Introduction

MSMEs contribute significantly to Indonesia's GDP, employment, and community welfare (Bank Indonesia, 2026). Despite this, many MSMEs struggle with limited capital, weak digital literacy, and poor financial management (Meilani et al., 2025). The laundry service sector, in particular, has grown rapidly due to lifestyle changes and demand for practical services (Afrilia et al., 2025; Palulun et al., 2024). However, competition is intense, requiring effective strategies in both marketing and financial management. Digital marketing through social media has proven effective in reaching wider audiences (Markonah, 2022), while structured bookkeeping is essential for sustainability (Indriyani & Astuti, 2024). This study focuses on mentoring Happy Clean Laundry in Tanjungpinang to strengthen financial management and marketing strategies.

The development of Indonesia's economy cannot be separated from the vital role of Micro, Small, and Medium Enterprises (MSMEs), particularly in the service sector, which continues to experience rapid growth across Southeast Asia (Setiawan, 2011). MSMEs have become one of the main drivers of the national economy because they contribute to economic growth, create

employment opportunities, and improve community welfare. Amidst ongoing economic changes and intensifying competition, service-sector MSMEs demonstrate adaptability through service innovation and business flexibility. In addition to supporting regional economic growth, service-based MSMEs also meet community needs in a practical and efficient manner (Meilani et al., 2025).

Table 1 Number of MSMEs in Indonesia (2026)

Category of MSMEs	Number	Percentage
Non-agriculture & fisheries	30,178,617	50.7%
Agriculture & fisheries	29,341,033	49.3%
Total	59,519,650	—

Despite this potential, MSMEs still face numerous challenges, including limited capital, low digital literacy, underdeveloped marketing strategies, and simple business management practices. These constraints often prevent MSMEs from achieving optimal growth and make it difficult for them to compete in increasingly competitive markets. Consequently, mentoring and empowerment programs are essential, focusing on training, digitalization, and improved management capacity to ensure sustainable development and stronger competitiveness (Lady & Way, 2025).

The rapid advancement of digital technology has further encouraged various businesses, including laundry services, to adapt to shifting business models and consumer needs (Lady & Way, 2025). In modern society, consumers increasingly demand services that are practical, fast, and efficient, making laundry services highly attractive. Following the pandemic, many households experienced reduced income and limited access to domestic helpers, positioning laundry services as a cost-effective solution for maintaining clean clothing. This trend has contributed to the continued growth of laundry businesses, which now hold promising prospects within communities. However, the rising number of laundry enterprises has also intensified competition (Afrilia et al., 2025; Palulun et al., 2024).

To survive and grow in such a competitive environment, business owners must develop effective strategies to retain and expand their customer base. One of the most impactful approaches is the adoption of digital marketing strategies, particularly through social media platforms. As Markonah (2022) notes, social media has become an effective marketing tool in the digital era because it enables businesses to reach consumers more widely, quickly, and efficiently. Through digital marketing, entrepreneurs can introduce services, share promotional information, and build stronger relationships with customers.

Alongside marketing, financial management remains a critical aspect of business sustainability. Yet, many MSMEs lack structured financial recording systems. Indriyani and Astuti (2024) highlight that limited understanding of basic accounting often leads to difficulties in assessing financial conditions, measuring business progress, and determining appropriate strategies. This issue is largely driven by low awareness of bookkeeping practices and limited accounting knowledge among entrepreneurs. In reality, well-prepared financial reports are essential for decision-making and effective business management.

Given these conditions, mentoring for Happy Clean Laundry an MSME operating in the laundry service sector in Tanjungpinang was deemed necessary to strengthen both financial management and digital marketing practices. The mentoring program aimed to help the business owner understand the importance of simple financial reporting, enhance digital promotion skills

through social media, and develop more effective marketing strategies to increase sales and competitiveness. With such support, Happy Clean Laundry is expected to grow more optimally, establish better management systems, and remain competitive in the rapidly evolving digital economy.

Method

The mentoring activities for Happy Clean Laundry were carried out through a series of stages designed to capture the real conditions of the business and address its challenges. The process began with identifying the state of the enterprise, gathering information about the problems faced, and then moving into the implementation of mentoring, followed by evaluation of the outcomes. A qualitative descriptive approach was adopted, which, as Fadli (2021) explains, seeks to understand a phenomenon by portraying it in detail and depth based on natural circumstances observed in the field. This approach emphasizes the importance of presenting reality as it is, without manipulation, making it particularly suitable for describing the operational and managerial conditions of MSMEs.

The mentoring was conducted at Happy Clean Laundry, a laundry service located in Tanjungpinang. Data were collected through direct observation of daily operations, customer service practices, and marketing activities. Interviews with the owner provided insights into the business's condition, the obstacles encountered, and the needs for future development. Documentation complemented these methods by compiling records of the business profile, financial notes, marketing practices, and other supporting information relevant to the mentoring program.

Once the problems were identified spanning marketing, financial management, and business development a tailored mentoring program was designed. This program included education on simple bookkeeping to strengthen financial records, the introduction of digital marketing strategies, and the use of social media platforms as promotional tools. Practical mentoring was then carried out directly with the owner, ensuring that the knowledge gained could be applied immediately in daily operations.

The analysis was conducted descriptively by comparing the business's condition before and after the mentoring program. This comparison allowed the researchers to evaluate the extent of improvement in sales, the owner's understanding of bookkeeping, and the effectiveness of digital marketing strategies in enhancing competitiveness. Ultimately, the mentoring process provided a clearer picture of how structured guidance can empower MSMEs to strengthen their financial management and marketing practices, thereby supporting sustainable business growth.

Result and Discussion

Before designing the mentoring program, an initial identification was carried out to obtain a comprehensive overview of the profile of Happy Clean Laundry. This identification aimed to understand the general condition of the enterprise, including its identity, type of business activities, scale of operations, and the characteristics of its daily management. Such information served as the foundation for recognizing the needs and challenges faced by the MSME, ensuring that the mentoring program could be tailored more accurately to its circumstances. The results of this initial identification of Happy Clean Laundry's profile are presented in Table 2.

Table 2 Profile of Happy Clean Laundry (2026)

Item	Description
Business Name	Happy Clean Laundry
Owner	Eka Mustika Sari
Address	Jl. Kijang Lama, GG. Sentosan No.38, KM.6, Tanjungpinang
Employees	3 (2 managers, 1 staff)
Legal Documents	SIUP, NPWP, Takeover Letter
Assets	Laundry equipment valued at IDR 18,000,000; motorcycle for delivery
Business History	Transitioned from online clothing sales (2023) to laundry services (2024)

Source : Happy Clean Laundry,2026

To gain a deeper understanding of the business conditions, an identification was also carried out on the aspects of marketing, production, sales, and total assets of Happy Clean Laundry. This identification aimed to reveal the marketing strategies employed, the market reach achieved, the operational processes of the services provided, and the overall sales performance of the enterprise. The information obtained served as the foundation for determining the most appropriate form of mentoring to support improvements in competitiveness and business performance. The results of this identification of marketing, production, and sales activities, as well as the asset profile of Happy Clean Laundry, are presented in Table 3 and Table 4.

Table 3 Marketing and Production of Happy Clean Laundry (2026)

Aspect	Current Status	Target/Plan
Monthly Orders	~800 kg	2,000 kg
Marketing Strategy	Direct sales	Social media promotion
Competitors	Local laundry services with competitive pricing and delivery options	
Production Inputs	Detergent, plastic, softener, starch, packaging, receipts (IDR 1,016,000/month)	
Facilities	Washing machines, dryers, irons, racks, scales, kiosk, motorcycle	

Source : Happy Clean Laundry,2026

As an initial step in understanding the financial condition of Happy Clean Laundry, a preliminary recording and preparation of the business balance sheet was conducted for the period prior to mentoring. The preparation of this balance sheet was intended to present information regarding the resources owned by the enterprise, the obligations that needed to be fulfilled, and the amount of capital utilized in carrying out operational activities. The financial data obtained served as a reference point for assessing the overall condition of the business and for formulating strategies to strengthen financial management. The initial balance sheet of Happy Clean Laundry is presented in Table 5.

Table 4 Assets of Happy Clean Laundry (2026)

Asset Type	Value/Status
Vehicle	Owned motorcycle for delivery
Laundry Equipment	IDR 18,000,000

Source : Happy Clean Laundry, 2026

In addition to identifying the financial position through the balance sheet, an initial income statement was also prepared to illustrate the business performance of Happy Clean Laundry prior to the mentoring program. This report contained information on revenues, operating expenses, and the resulting profit or loss over a specific period. Such data were essential for assessing the level of profitability and served as a reference in designing strategies to improve the financial performance of the MSME. The initial income statement of Happy Clean Laundry is presented in Table 6.

To further understand the financial position of Happy Clean Laundry prior to mentoring, an initial balance sheet was prepared. This balance sheet provided information on current assets, fixed assets, liabilities, and owner's equity, thereby offering a snapshot of the enterprise's resources and obligations. As shown in Table 5, the MSME recorded cash of IDR 1,000,000 and inventory valued at IDR 1,016,000 as part of its current assets. Fixed assets consisted of laundry equipment worth IDR 18,000,000, with accumulated depreciation of IDR 300,000. No liabilities were recorded, indicating that the enterprise relied entirely on owner's equity to finance its operations. The total assets and total equity both amounted to IDR 19,716,000, reflecting a balanced financial position at the outset.

Table 5 Initial Balance Sheet of Happy Clean Laundry (Pre-Mentoring)

Account Category	Item	Value (IDR)
Current Assets	Cash	1,000,000
	Bank	-
	Accounts Receivable	-
	Inventory	1,016,000
	Prepaid Expenses	-
	Supplies	-
Fixed Assets	Land	-
	Building	-
	Vehicle	-
	Equipment & Machinery	18,000,000
	Accumulated Depreciation	(300,000)
Total Assets		19,716,000
Liabilities	Trade Payables	-
	Bank Loans	-
Owner's Equity	Capital	19,716,000
Total Liabilities & Equity		19,716,000

Source: Financial Report of Happy Clean Laundry, 2026

Table 6 Initial Income Statement of Happy Clean Laundry (Pre-Mentoring)

Category	Item	Value (IDR)
Revenue	Sales	6,400,000
	Cost of Goods Sold	(1,016,000)
Gross Profit		5,384,000
Other Income	—	—
Total Revenue		5,384,000
Operating Expenses	Employee Salary	1,200,000
	Transportation	200,000
	Utilities (Phone/Electricity)	700,000
	Office Supplies	50,000
	Rent	700,000
	Miscellaneous	300,000
	Depreciation	—
	Total Expenses	3,150,000
Net Profit Before Tax		2,234,000
Tax	—	—
Net Profit After Tax		2,234,000

Source: Financial Report of Happy Clean Laundry, 2026

Based on Table 6, Happy Clean Laundry generated monthly sales revenue of IDR 6,400,000 with a cost of goods sold amounting to IDR 1,016,000. After deducting the cost of goods sold, the enterprise achieved a gross profit of IDR 5,384,000. Since there were no other sources of income, the total revenue remained at IDR 5,384,000. On the expenditure side, total operating costs reached IDR 3,150,000 per month, consisting of employee salaries, transportation, utilities, office supplies, rent, and miscellaneous expenses. After deducting all operating expenses, the MSME recorded a net profit before tax of IDR 2,234,000. As the enterprise had not yet been subject to taxation or had not recorded tax obligations, the net profit after tax remained at IDR 2,234,000. These results indicate that Happy Clean Laundry was already capable of generating profit from its operations. However, several aspects of financial management still required improvement, such as recording managerial salaries and asset depreciation, to ensure that financial reports provide a more accurate representation of the business condition in accordance with MSME accounting principles.

To obtain a more comprehensive understanding of the enterprise's position within the competitive landscape, an identification of the characteristics and strengths of Happy Clean Laundry was also conducted. This identification encompassed the unique features of the business, the added value offered to customers, and the factors that distinguish it from similar competitors. The results of this identification serve as a foundation for formulating strategies to enhance business development and strengthen competitiveness. The characteristics and strengths of Happy Clean Laundry are presented in Table 7.

To further understand the competitive position of Happy Clean Laundry, an identification of its characteristics and strengths was conducted. This assessment included the unique features of the enterprise, the added value offered to customers, and the factors that distinguish it from similar competitors. Such information provides a foundation for designing development strategies and strengthening the MSME's competitiveness. The results of this identification are presented in Table 7.

Table 7 Characteristics and Strengths of Happy Clean Laundry (2026)

Aspect	Description
Business Characteristics	Operates as a kilo-based laundry service, offering washing, drying, and ironing at affordable prices with relatively fast processing. The business already has loyal customers, as it was taken over from a previous owner.
Performance Indicators	Monthly sales: IDR 6,400,000; Gross margin: IDR 5,384,000; Net margin: IDR 2,234,000
Business Goals	Increase business volume by expanding the customer base, broadening marketing reach, and improving service quality to remain competitive.
Challenges	Promotion is still limited (word-of-mouth and WhatsApp only); financial records are not well-structured.
Strengths	Established loyal customers; laundry pick-up and delivery service available; competitive and affordable pricing.
Priority Areas for Mentoring	Financial management (bookkeeping and reporting); Marketing (promotion and branding).

Source : Analisisi Result,2026

Identification of Problems and Mentoring Needs

Based on the identification results, Happy Clean Laundry still faces several challenges in its operations and business development. These problems include weaknesses in marketing, financial management, and long-term planning, all of which have the potential to affect competitiveness and performance. For instance, although the enterprise already possesses a taxpayer identification number (NPWP) and a business license (SIUP), it lacks complete legal documentation such as formal incorporation and halal certification. Financial management remains basic, with records kept manually and without structured reporting. Operational planning is limited to short-term activities, while marketing relies heavily on word-of-mouth and WhatsApp promotions. These findings underscore the need for mentoring in both financial management and digital marketing, as summarized in Table 8.

Mentoring Plan

In response to these needs, a mentoring plan was designed focusing on two priority areas: financial management and marketing. On the financial side, mentoring emphasized the adoption of simple bookkeeping practices, enabling the owner to prepare cash records and income statements regularly. On the marketing side, coaching was provided on digital promotion strategies, particularly through WhatsApp Business and Instagram, to expand market reach and attract new customers. The plan was structured to be practical and measurable, with indicators

such as the availability of financial reports and active use of social media accounts. The mentoring plan is detailed in Table 9.

Business Performance Outcomes

Evaluation of Happy Clean Laundry's performance after mentoring revealed significant improvements. Monthly sales increased from IDR 6,400,000 before mentoring to IDR 9,000,000 after mentoring. Gross income rose from IDR 5,384,000 to IDR 7,694,000, while net profit grew from IDR 1,634,000 to IDR 3,544,000. The net profit margin improved from 26% to 39%, indicating greater efficiency in converting sales into profit. These outcomes are presented in Table 10.

Further analysis of mentoring implementation confirmed that all planned activities were successfully carried out, including the identification of problems, preparation of mentoring plans, and coaching in both financial management and marketing. Documentation and monitoring reports validated these achievements, as shown in Table 11.

Business Model Canvas

To provide a comprehensive overview of the enterprise's business structure, a Business Model Canvas was developed. This model highlighted customer segments (households, students, employees, and loyal customers), value propositions (affordable pricing, complete laundry services, pick-up and delivery, and fast processing), customer relationships (loyalty programs, friendly service, WhatsApp communication), and other key elements. The canvas served as a strategic tool to align resources, activities, and customer engagement, as presented in Table 12.

Output Evaluation

The mentoring program's impact was further assessed through output evaluation. Sales volume increased by 41%, gross income by 43%, and net profit by 117% compared to pre-mentoring conditions. The net profit margin rose from 26% to 39%, reflecting improved efficiency and profitability. Tables 13 and 14 demonstrate that all targets set for the mentoring program were achieved, both at the end of the program and during post-mentoring evaluation. These results confirm that the mentoring activities had a positive and sustainable impact on the enterprise's financial performance and competitiveness.

Discussion

Output Achievement of the Mentoring Program

The evaluation of Happy Clean Laundry's performance after the mentoring program demonstrated clear improvements across all key indicators. As shown in Table 14, the enterprise successfully achieved its targets both at the end of the mentoring period and during the post-mentoring evaluation.

Sales revenue increased by 22% during the mentoring period and by 41% after mentoring, reaching the target of IDR 9,000,000 per month. Gross income rose by 23% during mentoring and by 43% post-mentoring, while net profit showed the most significant growth, increasing by 77% during mentoring and by 117% after mentoring. The net profit margin also improved substantially, rising from 26% before mentoring to 39% after mentoring, which represents a 50% increase compared to the initial condition.

These results confirm that the mentoring program was highly effective in strengthening both financial management and marketing strategies. The improvements in profitability and efficiency demonstrate that the enterprise was able to convert increased sales into sustainable profit growth. Moreover, the achievement of all targets indicates that the mentoring activities

were not only successfully implemented but also produced tangible outcomes that enhanced the competitiveness of Happy Clean Laundry.

Table 14. Output Achievement of Happy Clean Laundry Mentoring Program

Indicator	End Mentoring (%)	of Post-Mentoring (%)	Increase (Initial-End)	Increase (Initial-Post)	Target Achievement (End)	Target Achievement (Post)
Sales Revenue	87%	100%	22%	41%	Achieved	Achieved
Gross Income	110%	128%	23%	43%	Achieved	Achieved
Net Profit	116%	142%	77%	117%	Achieved	Achieved
Net Profit Margin	132%	140%	42%	50%	Achieved	Achieved

Sorce : Analysis Result,2026

The initial condition of Happy Clean Laundry showed that the enterprise already possessed loyal customers and adequate equipment, yet its potential was not fully realized due to limited marketing and weak financial management. The mentoring program addressed these gaps by introducing structured bookkeeping and digital promotion strategies. As a result, the enterprise not only improved its profitability but also strengthened its market presence. The findings align with previous studies (Lady & Way, 2025; Amelia & Paramitalaksmi, 2024; Wartika et al., 2023) that emphasize the importance of financial literacy and digital marketing for MSME sustainability.

Conclusion

Based on the mentoring activities carried out, it can be concluded that this program provided significant benefits for the MSME *Happy Clean Laundry* in developing its business. Through mentoring, the business owner gained a better understanding of the importance of financial recording to monitor income, expenses, and profits. In addition, the use of digital media as a promotional tool helped the business become more widely recognized by the community and has the potential to increase the number of customers. Mentoring also provided knowledge on more effective marketing strategies, enabling the business owner to promote laundry services more successfully. Overall, this activity improved business management skills and served as an effort to support the growth and sustainability of *Happy Clean Laundry* in the future.

From this study, it is recommended that the MSME *Happy Clean Laundry* consistently apply the financial recording practices introduced, so that the financial condition of the business can be monitored and evaluated regularly. Furthermore, the use of social media and digital platforms should be continuously optimized by creating engaging and interactive promotional content to reach more customers. Going forward, the business owner should also conduct routine evaluations of the marketing strategies employed and enhance service quality to maintain customer loyalty and face increasingly competitive market conditions. For mentors or related institutions, follow-up mentoring activities are highly necessary to ensure the sustainability of the program's implementation.

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