

Pelatihan Teknis Dan Pendampingan Manajemen Usaha Untuk Meningkatkan Penjualan Produk Di Unit Pengolahan Ikan (UPI) Distrik Sentani, Kabupaten Jayapura

Technical Training and Business Management Assistance to Increase Product Sales at The Fish Processing Unit (FPU) In Sentani District, Jayapura Regency

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Abstrak

Distrik Sentani memiliki Potensi sumber daya manusia produktif, kekayaan sumber daya alam, dukungan kebijakan pemerintah dan keberadaan infrastruktur menciptakan peluang besar bagi pengembangan ekonomi yang berkelanjutan di Distrik Sentani, termasuk dalam pengembangan Unit Pengolahan Ikan yang dapat meningkatkan ekonomi masyarakat setempat. Unit Pengolahan Ikan di Distrik Sentani menghadapi masalah seperti kurangnya pengetahuan tentang manajemen usaha, diantaranya manajemen produksi mencakup cara-cara produksi yang baik/Good Manufacturing Practices dan manajemen pemasaran mencakup pemasaran digital, yang berdampak pada rendahnya produktivitas dan daya jual produk. Tujuan pengabdian masyarakat ini guna meningkatkan pemahaman mengenai cara-cara produksi yang baik/Good Manufacturing Practices, dan meningkatkan keterampilan melakukan pemasaran secara digital. Pengabdian masyarakat melibatkan 8 Pemilik Unit Pengolahan Ikan yang berada di Distrik Sentani. Metode yang digunakan dalam pelatihan adalah ceramah/sosialisasi dengan tatap muka langsung & pendampingan yakni dengan melakukan praktek langsung. Perbaikan : Hasil evaluasi menunjukkan peningkatan pemahaman peserta mengenai GMP dari 31,8% menjadi 100% setelah pelatihan, seluruh peserta juga berkomitmen menerapkannya dan mendaftarkan produk ke BPOM. Selain itu, seluruh peserta (100%) telah memahami strategi pemasaran digital, serta seluruh UPI telah memiliki akun pemasaran digital (Facebook Marketplace dan Google Business), meningkat dari sebelumnya yang hanya 1 UPI saja.

Kata kunci: Pengolahan, Ikan, Manajemen, Usaha, Sentani.

Abstract

Sentani District has productive human resources, rich natural resources, government policy support, and infrastructure, creating great opportunities for sustainable economic development in Sentani District, including the development of Fish Processing Units that can improve the economy of the local community. Fish Processing Units in Sentani District face issues such as a lack of knowledge about business management, including production management covering good manufacturing practices and marketing management covering digital marketing, which has an impact on low productivity and product sales. The objective of this community service is to improve understanding of good production practices/ good manufacturing practices and enhance digital marketing skills. The community service involved 8 Fish Processing Units owners in Sentani District. The methods used in the training were face-to-face lectures/socialization and mentoring through hands-on practice. The evaluation results showed an increase in participants' understanding of GMP from 31.8% to 100% after the training. All participants also committed to implementing GMP and registering their

products to BPOM. In addition, all participants (100%) understood digital marketing strategies, and all UPIs had digital marketing accounts (Facebook Marketplace and Google Business), an increase from only one UPI previously.

Keywords: Processing, Fish, Management, Business, Sentani

Pesan Utama:

- Kabupaten Jayapura memiliki sumber daya alam yang berpotensi untuk dimanfaatkan agar kesejahteraan masyarakat meningkat
- Salah satu sumber daya alam yang dapat dimanfaatkan adalah hasil perikanan
- Para pengusaha perikanan perlu diperkenalkan CPOB/GMP dalam kegiatan produksinya, agar produk tersebut dapat terjamin mutu dan diterima oleh pasar yang semakin luas
- Selain itu peningkatan kemampuan dalam literasi digital marketing juga harus diperkenalkan kepada pengusaha/pemilik unit pengolahan ikan (FPU) di Sentani, Kabupaten Jayapura



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GRAPHICAL ABSTRACT

TECHNICAL TRAINING AND BUSINESS MANAGEMENT ASSISTANCE TO INCREASE PRODUCT SALES AT THE FISH PROCESSING UNIT (FPU) IN SENTANI DISTRICT, JAYAPURA REGENCY

Sentani District has productive human resources, rich natural resources, government policy support, and infrastructure. Fish Processing Units in Sentani District face issues such as a lack of knowledge about business management, including production management covering good manufacturing practices and marketing management covering digital marketing, which has an impact on low productivity and product sales. The technical training and business management mentoring to boost product sales proceeded smoothly and achieved its objectives.



<https://www.journalmpci.com/index.php/jppmi>

INTRODUCTION

Sentani District is a district located in Jayapura Regency, Papua Province, Indonesia. The district consists of 10 villages/urban villages: Hobong, Ifale, Yoboy, Dobonsolo, Yobeh, Ifar Besar, Sentani Kota, Sereh, Hinekombe, and Yahim. In 2023, the population of Sentani District reached 84,648 people. The majority of the population falls within the productive age group (15–64 years), totaling 60,950 people, or approximately 72% of the total

population (processed BPS data, 2023). This high proportion of productive-age population is a key strength that drives economic growth through participation in the labor market (Hanri et al., 2024).

The geographical location of Sentani District, situated near Lake Sentani and marine waters, provides abundant fisheries resources. As the administrative and economic center of Jayapura Regency, Sentani District is a strategic location for the development of various trade sectors. Government support for economic infrastructure development in Sentani District is significant, with the highest concentration of economic facilities found in Sentani and Hinekombe areas (Awom et al., 2022). Moreover, the presence of infrastructure such as Sentani International Airport facilitates accessibility to the region, further enhancing its economic potential.

The combination of a productive workforce, rich natural resources, supportive government policies, and the availability of infrastructure creates substantial opportunities for sustainable economic development in the Sentani District, including the development of Fish Processing Units (FPU) that can boost the local economy.

FPU represents a strategic initiative of the Ministry of Marine Affairs and Fisheries aimed at strengthening the fish processing industry in Indonesia. This initiative seeks to improve the welfare of coastal communities, create employment opportunities, and support the sustainability of the fisheries sector. The following data presents micro and small-scale FPUs in Sentani District managed by the Jayapura Regency Marine and Fisheries Office (DKP).

Table 1. Micro and small-scale FPUs in Sentani District are managed by the Jayapura Regency Marine and Fisheries Office (DKP).

No	Fish Production Unit	Goods
1.	Panggayong Maju	Tuna Fish Meatball
2.	Findelauew Yahei	Fish Nuggets
3.	Sentani Barokah	Fish Crackers
4.	Mutiara	Fish Crackers
5.	Ceria	Smoked Fish
6.	Berline	Smoked Fish
7.	Teratai	Smoked Fish
8.	Ariyaw Foi	Smoked Fish

Source: (Papua Marine and Fisheries Office (DKP), 2021)

Fish Processing Units (FPU) in Sentani District have received government assistance to support their operations. Among the programs provided is the rehabilitation of production facilities, which has been granted to seven FPUs through the Special Allocation Fund (Dana Alokasi Khusus, DAK). This rehabilitation aims to maintain the quality of processed fish products, ensuring they are safe for consumption, meet market demand, and support an adequate fish supply. Capacity-building programs conducted by the Provincial Marine and Fisheries Office and the Jayapura Regency include the provision of production equipment, marketing training, and packaging training. These programs are designed to help FPU entrepreneurs manage and develop their fish processing businesses. Additionally, FPUs have received guidance on obtaining necessary permits, such as BPOM registration, P-IRT, and Halal certification.

Although support from various stakeholders has been provided, the management of Fish Processing Units (FPUs) in Sentani District continues to encounter a number of complex challenges. One of the primary issues concerns the limited managerial competence of FPU owners, particularly in the areas of production and marketing management. Production activities remain predominantly guided by personal experience and informal advice from local authorities, rather than by standardized procedures consistent with Good Manufacturing Practices (GMP). In fact, the implementation of GMP plays a crucial role in ensuring food safety and product quality (Panghal et al., 2018), while simultaneously enhancing the competitiveness of local products in both national and global markets (Fitriana et al., 2020).

Field observations revealed that several practices remain inconsistent with the principles of Good Manufacturing Practices (GMP), including unhygienic production layouts, inadequate equipment organization, and working environments that present potential risks of cross-contamination. These conditions suggest that the awareness and understanding of FPU actors regarding the significance of hygienic and safe production standards remain relatively limited.

Beyond the production aspect, additional challenges emerge in the marketing domain. Most entrepreneurs continue to rely on conventional marketing approaches, which restrict their market reach to local areas. Based on preliminary interviews with one of the local enterprises, FPU Panggayong Maju, the average monthly sales amounted to only 40–50 packages of fish balls, equivalent to approximately IDR 1–2.5 million. The steady decline in sales over recent years indicates that the marketing strategies currently employed have not been effective. To date, only one UPI has utilized digital platforms such as Facebook Marketplace, while the majority still lack the skills necessary to engage in social media or Google Business-based marketing. Setyorini et al. (2018) highlighted that digital promotion represents one of the most effective strategies for expanding the market share of processed fishery products.

This situation reflects a substantial disparity between the existing conditions and the envisioned ideal standards. The fish processing unit (UPI) actors in Sentani District continue to encounter constraints in production management that do not fully adhere to Good Manufacturing Practices (GMP) principles. Additionally, product quality remains below the established standards, and marketing systems are still predominantly offline and locally oriented. Ideally, business actors should demonstrate managerial competence, implement GMP to ensure consistent product quality, and effectively leverage digital marketing to broaden market reach and enhance product value.

Therefore, technical training and business management mentoring constitute relevant and context-specific intervention strategies designed to bridge existing capacity gaps. Training programs that adopt a participatory andragogical approach have been found to be more effective in fostering participants' potential, creativity, and active engagement (Arifin & Nurhadi, 2019). The integration of various instructional methods, such as lectures, case studies, and field practice has demonstrated effectiveness in enhancing the knowledge and skills of FPU actors in implementing Good Manufacturing Practices (GMP) and digital marketing strategies. Moreover, continuous mentoring plays a critical role in sustaining behavioral changes and improving production and marketing practices. Consequently, this program is not solely intended to strengthen individual capacities but also to promote sustainable local economic competitiveness in the Sentani District.

METHOD

The technical training and business management assistance program was conducted on June 11, 2025, at the Jayapura Regency Marine and Fisheries Office Building. The activity was attended by 22 participants representing 8 micro and small-scale Fish Processing Units (FPUs) in Sentani District. This program was implemented through four main stages:

a. Prepration stage

Survey of the FPU's Sentani District with Marine and Fisheries Office (DKP) Jayapura Regency

b. Planning/Preparation Stage

1. Preparing the training materials.
2. The technical team collaborated with extension officers from the Jayapura Regency Marine and Fisheries Office to participate in the community service activity (PkM) and worked with the Jayapura Food and Drug Monitoring Agency (Balai Besar POM) to deliver GMP-related materials.
3. Preparing the necessary facilities, equipment, and stationery for the PkM activities.

4. Coordinating with the Marine and Fisheries Office to register participants online.
 5. Preparing training modules to assist participants in practical exercises.
- b. Implementation Stage
- The activities were conducted over two days and divided into three sessions:
1. Session I: Lecture using the Andragogy learning method covering the importance of production management based on Cara Produksi Pangan Olahan Yang Baik (CPPOB) or Good Manufacturing Practices (GMP).
 2. Session II: Lecture using the Andragogy learning method on the importance of digital marketing.
 3. Session III: Simulation/practical session and guidance on using social media and Google Business to conduct digital marketing according to each partner FPU's products.
- c. Activity Evaluation Stage
- Evaluation was conducted to assess the achievement of each stage of the program. It included measuring knowledge improvement through pre- and post-tests, which were analyzed quantitatively using descriptive statistics. Skills enhancement was evaluated by checking whether participants successfully registered their FPU accounts on social media and Google Business in accordance with the guidelines.

The stages and workflow of the program are illustrated in Figure 2, which presents the activity framework from the preparation phase to the evaluation phase, emphasizing each critical step involved in the implementation process.

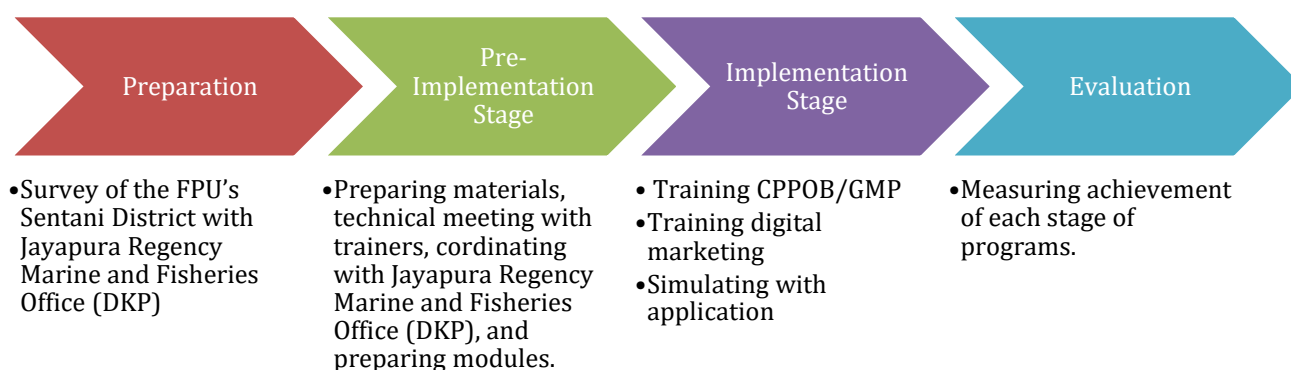


Figure 1. Framework of Activity

RESULTS AND DISCUSSION

Technical training and business management assistance were conducted on June 11, 2025, at the Jayapura Regency Office of Marine and Fisheries. The activity involved 22 participants representing eight micro and small-scale Fish Processing Units (FPUs) in Sentani District. Among them, 12 participants (54.5%) were women and 10 participants (45.5%) were men, with ages ranging from 20 to 58 years. The majority of participants were FPU owners, while the remainder consisted of family members, such as children or siblings, who assisted in managing the business operations.

Prior to the commencement of the training, the outreach team conducted field observations to obtain an empirical overview of the production processes and business management practices implemented by the FPU operators. The observations revealed that most business units continued to face several fundamental challenges related to hygiene, workspace organization, and production safety.

Specific conditions identified during the assessment included: (1) scattered waste around the production

area, (2) insufficient distance between the meatball press and the stove, (3) lighters placed on top of production scales, and (4) electrical cables hanging loosely within the work area, posing a potential fire hazard. These findings indicate that the production practices currently employed do not fully adhere to the principles of Good Manufacturing Practices (GMP), particularly in relation to sanitation and production layout.

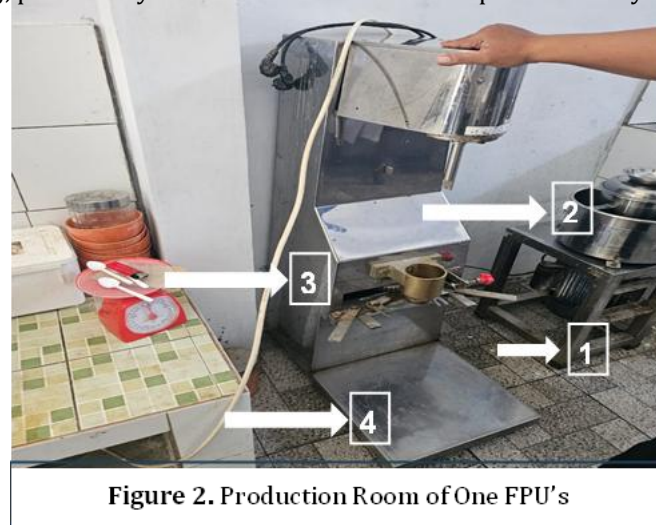


Figure 2. Production Room of One FPU's

As a follow-up to the observation findings, the training commenced with a session on the significance of production management based on Good Manufacturing Practices (GMP), also known as Good Processed Food Production Practices (CPPOB). The session was facilitated by the Community Service Team in collaboration with the Jayapura Food and Drug Supervisory Center (BBPOM). The material was delivered using an andragogical learning approach, emphasizing the active engagement of adult participants in the learning process. The facilitator presented a range of essential topics, including consumer-oriented food production, major food safety concerns, characteristics of safe food, types of contamination physical, biological, and chemical, as well as the planning, implementation, monitoring, and corrective actions related to CPPB-IRT.



Figure 3. Training on Good Manufacturing Practices (GMP)

This material is highly relevant because it directly addresses the conditions found in the field. Participants are encouraged to analyze their own work practices and identify potential risks of contamination and non-compliance with quality standards. The andragogical method used allows participants to learn through concrete experiences and critical reflection, so that GMP material is not only theoretical but also practical. As a result, based on pre-tests and post-tests, participants' level of understanding of GMP increased sharply from 31.8% before training to 100% after training. Participants also showed great enthusiasm for improving the layout of the

production area and were committed to registering their products with the Indonesian Food and Drug Administration (BPOM) in order to obtain official certification.

The next session focused on digital marketing material, which was presented by the Community Service Team using a participatory learning approach. Topics covered included the differences between digital and conventional marketing, the advantages of digital marketing, marketing tools and channels, and strategies for increasing sales through social media. In this session, participants were also shown testimonials from successful local MSMEs that had successfully increased their sales through social media with the support of the @pacereview account. These presentations served as inspiration for the participants, as they showcased concrete examples of successful digital-based businesses in the Jayapura area.



Figure 4. Training of Digital Marketing

The third session consisted of a practical module focused on the utilization of Facebook and Google Business as tools to enhance digital marketing capacity. Participants were provided with step-by-step instruction on account creation, business profile development, and optimization of available platform features. As a result of this guided process, all eight Fish Processing Units (UPI) (100%) successfully established accounts on both Facebook Marketplace and Google Business. According to the evaluation checklist, six UPIs (75%) had fully completed their business profiles covering product images, business addresses, operating hours, and customer contact information, while the remaining two UPIs (25%) had not yet finalized their profiles due to the unavailability of product photos on their mobile devices or supporting documents. These participants are expected to complete their business profiles upon returning to their respective enterprises.



Figure 5. Assistance in Creating Social Media and Google Business Accounts

This improvement aligns with the results of the pre-test and post-test on digital marketing, which indicate a substantial increase in participants' understanding—from 54.5% prior to the training to 100% afterward. Participants also demonstrated a heightened awareness of the importance of digitalization in expanding market reach and expressed their intention to integrate social media as part of their promotional strategies for processed fish products.

The andragogical training approach, supported by contextual and practically oriented materials, proved effective in enhancing participants' comprehension of Good Manufacturing Practices (GMP) principles while simultaneously strengthening their digital marketing competencies. This capacity-building initiative has significantly contributed to the transformation of Fish Processing Units (UPI) in Sentani District, shifting from conventional production and marketing systems toward a more modern and competitive business model capable of maintaining quality and adaptability within the dynamics of the digital economy and the specific contextual challenges they face.

The results of the activity indicate a substantial improvement in participants' comprehension of Good Manufacturing Practices (GMP) principles and their competencies in digital marketing. This enhancement demonstrates the effectiveness of the andragogical approach, which positions participants as active and reflective learners. As emphasized by Bahrani (2024), the application of andragogical principles in professional training has been shown to significantly enhance learner engagement and the retention of acquired skills. By integrating training materials with real-world experiences, the learning process becomes more contextualized, relevant, and meaningful. This finding aligns with Knowles (1980) theory of adult learning, which posits that effective learning takes place when participants are able to connect their prior experiences with the practical contexts they encounter.

The role of the Jayapura POM Center (BBPOM) has been pivotal in enhancing participants' comprehension of food safety standards. The materials delivered were not merely conceptual but were closely aligned with the practical challenges encountered by Fish Processing Units (UPI) in the Sentani District, particularly in maintaining product quality to comply with BPOM certification requirements. These findings corroborate the conclusions of Panghal et al. (2018), who emphasize that the implementation of Good Manufacturing Practices (GMP) within small-scale food industries constitutes a fundamental component in ensuring product safety and fostering consumer trust. Consequently, the observed improvement in participants' understanding of GMP can be attributed to the synergistic effects of effective learning methodologies and the high contextual relevance of the training materials to the participants' operational realities.

Furthermore, the outcomes of this activity align with the findings of Fitriana et al. (2020) which emphasizes that technical training plays a pivotal role in enhancing human resource capacity, particularly in strengthening the competitiveness of small food enterprises. In this regard, the improvement in participants' knowledge and their commitment to implementing Good Manufacturing Practices (GMP) standards represent a strategic effort to elevate production quality and facilitate readiness for BPOM certification. Consequently, this training serves not only as a medium for knowledge transfer but also as a learning intervention that fosters quality awareness and professional competence among local business actors.

Conversely, the enhancement of digital marketing skills represents a significant accomplishment that reflects a transformation in the participants' mindset. Prior to the training, most UPI practitioners relied heavily on conventional marketing approaches and demonstrated reluctance to adopt digital platforms. Following the training and subsequent mentoring sessions, however, all UPI practitioners (100%) successfully developed and managed their own Facebook Marketplace and Google Business accounts. This outcome signifies a paradigm shift toward a more adaptive and digitally responsive marketing model aligned with evolving consumer behavior. These findings corroborate the study by Santoso et al. (2024), which underscores the critical role of improving digital literacy and competencies in strengthening promotional capacity and expanding the market reach of small and medium-sized enterprises (SMEs) amid ongoing digital transformation.

These findings are consistent with the perspectives of Setyorini et al. (2018), who emphasize that digital literacy serves as a crucial determinant in expanding market access and enhancing the competitiveness of small enterprises. By effectively utilizing digital platforms, UPI actors are now better positioned to reduce promotional

expenses, establish direct relationships with consumers, and strengthen the visibility and presence of local products in broader markets.

Overall, the improved understanding of Good Manufacturing Practices (GMP) and digital marketing competencies demonstrates that the community service initiatives have successfully addressed the two primary challenges faced by the partners, namely limited production management capabilities and weak marketing performance. These achievements contribute directly to the core objectives of the program strengthening managerial capacity and promoting the transformation of small enterprises toward more professional, innovative, and sustainable business practices.

CONCLUSION

The technical training and business management assistance aimed at increasing the sales of Fish Processing Unit (FPU) products in Sentani District, Jayapura Regency, was provided to 8 FPU owners and has had a significant impact on enhancing business capacity. The training enabled participants to gain a comprehensive understanding of Good Manufacturing Practices (GMP), which they had not mastered previously, thereby improving the quality and safety standards of the processed fish products they produce. In addition, the digital marketing training expanded participants' knowledge and skills in utilizing social media platforms and google business as effective and efficient marketing tools. With their improved understanding and application of these practices, business owners demonstrated a strong commitment to implementing hygienic production standards and developing a broader marketing network. This is expected to increase sales volume and enhance the competitiveness of their products in both local and regional markets. Overall, the program not only provided new knowledge and skills but also motivated participants to enhance the professionalism of their businesses, representing a strategic step toward optimizing the economic potential of local resources in Sentani District.

Based on the outcomes of the community service activities that have been implemented, several recommendations can be proposed to support the further development and sustainability of this program:

1. It is recommended that FPU owners consistently enhance the implementation of good manufacturing practices (GMP) to ensure the sustained quality, safety, and competitiveness of their products in broader markets.
2. Relevant stakeholders, including the marine and fisheries service and the national agency of drug and food control (BPOM), are encouraged to provide continuous follow-up assistance and monitoring to guarantee the sustainability of good practices. Such efforts will also facilitate FPU owners in obtaining official distribution licenses from BPOM. Furthermore, continued guidance in digital marketing is necessary to enable business actors to effectively optimize the use of social media platforms and Google Business for marketing purposes.
3. Future community service initiatives are advised to replicate similar training programs in other regions to strengthen the capacity of fish processing MSMEs on a wider scale. Additionally, it is important to promote further development in other areas, particularly product diversification, to increase added value, expand market reach, and enhance overall product competitiveness.

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CONFLICT OF INTEREST

There is no conflict interest in this activity.

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