

## Socialization of the Utilization of Google Sites as a Promotional Media for Lasak Donuts in Medan City

Atika Aini Nasution<sup>1</sup>, Baginda Harahap<sup>2</sup>

<sup>1</sup> Battuta University, Faculty of Economics and Business, Entrepreneurship Study Program

<sup>2</sup> Battuta University, Faculty of Technology, Informatics Study Program

### ABSTRACT

This dedication is an attempt to improve the quality of marketing during the pandemic era as a form communication independence. This dedication aims to create Online-based promotional media during a pandemic, as well find out the response to the use of online promotion-based google sites as a promotional medium for Lasak Donuts during the pandemic. This service is a type of development service using the ADDIE model, which has gone through the validation stage by involving three validators namely (material experts, media experts promotion and IT experts), then use response involves visitors and consumers. Based on the results of the service of material experts, media promotion experts and IT experts are considered very good with the average value of material experts is 88%, media promotion experts are 89%, IT expert 96%. Visitor and consumer response to usage learning media google sites are very good criteria with get an average teacher score of 98% and students 84%. It can be concluded that the Use of Google Sites is Online Based learning as a promotional medium for Lasak donuts is stated to be very good with usage responses positive as a learning medium during a pandemic.

**Keywords:** Entrepreneurship, Marketing, Google Sites

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## INTRODUCTION

Google seems to be the main menu every time the internet network is used in housing, internet rental, companies, campuses, schools, and even government buildings. Some people greet Google as Uncle Google, some others refer to him as the omniscient. Google succeeded in becoming a giant in the search engine category in the internet world, not only in Indonesia but also in the world. Google was founded in September 1998, but the Google brand has become so global that the company has just reached its 13th year. In its 13th year, the Google brand seems to be able to penetrate all existing target audience boundaries, such as: age, demographics, SES, gender, psychographics, geography, and so on. The Google brand is unique, strong and receptive to audiences in different countries. The Google brand has achieved truly extraordinary achievements in the last 13 years. The 2011 Brand Finance<sup>1</sup> Press Release named Google as the most expensive brand valued at \$44.3bn (\$44.3bn). Google earned the highest ranking, holding off second place Microsoft brand with \$42.8 billion (\$42.8bn).

According to data published by Brand Finance, the Google brand is far superior to the Facebook brand which is only ranked 285th (\$3.7bn). Google was in second place in 2010 while the Microsoft brand was only in fifth position. In the last 2 years, the Google brand as a whole has been able to be in a more valuable brand position compared to the Microsoft, IBM, Apple, Vodafone, even Bank of America brands. Google has been successful in becoming a company that is accepted by many countries in the world. Alexa Traffic Rank<sup>4</sup> notes that Google occupies the first position as the most used site in the internet world. The researcher observes that the current strength of Google's brand – which has been explained in the previous paragraphs – does not happen suddenly. Google doesn't seem to get brand power instantly. Researchers found that there is one way that Google does that other brands don't seem to do well. Google does this method consistently, routinely and on target because it takes advantage of cultural diversity and local issues in various countries.

This method is called marketing communication across culture or also known as cross-cultural marketing communication. Fons Trompenaars dan Peter Woolliams menulis dalam artikelnya bahwa: "In our new marketing paradigm, we can follow the reconciliation logic for each dilemma by starting from one extreme, but integrating with the needs of the other. This means that, although marketing to an individualistic culture might see the individual as an end, marketing will benefit from a collective arrangement, as the means to achieve that end. Instead, marketing to a communitarian culture sees the group as the target market." Based on the article, the researcher learned that cross-cultural marketing activities are not marketing activities that are directed directly at individualistic audiences, this form of marketing is used by marketers by utilizing cultural similarities that are arbitrary (mutual agreement) and mutually recognized to communicate with audiences. This means that marketing communication across culture does not focus on communicating directly to individuals as the ultimate goal of a form of marketing activity, but first utilizes a culture that has been recognized by target audiences as an arbitrary system to then be used as the content of communication messages by marketers to target audiences. . Researchers observe that Google seems to apply this concept as a form of their marketing communications to users. Google has become a company that is accepted in many countries through marketing

communication across culture. Google's form of cross-cultural marketing communication is through the use of Google Doodles which are found several times on Google Indonesia.

Google doodles are a form of marketing communication carried out by Google through changing, re-visualizing or adding attributes to the Google logo with the aim of raising local or global themes or issues in one or many countries. Google Doodles began to be carried out by Google since 1998 and are still ongoing today. Google Doodles raise issues or cultures that occur in certain countries as well as global issues that can be accepted in all parts of the world as the contents of communication messages to be conveyed to predetermined target audiences. Google Doodles not only raise local issues as the content of their communication messages as happened in Indonesia, but Google Doodles also raise global issues published by Google around the world. One of them is Google Doodles which raises the phenomenon of the 2010 World Cup which was published on July 11, 2010 then. Google takes advantage of the 2010 World Cup issue as a phenomenon that has been accepted by all countries in the world.

## METHOD

The activity method used in the implementation of this Community Service activity is the method of presentation, discussion, question and answer, training based on the modules that have been prepared and mentoring. The presentations were accompanied by demonstrations of how to use social media easily and safely so that all participants could follow the course of the training properly.

## RESULTS AND DISCUSSION

### 3.1. Marketing Communication

Marketing communication is a process carried out by an organization or company to communicate with its audience as a way to engage in dialogue with them. An important element of marketing communications that is often considered in determining the content of the message is the communicant, meaning who is the target (target audience) of the marketing communication. Marketing communications need to consider aspects to whom they communicate? What is the interest of the target audience? What is their background? How is their culture? What do they like and don't like?. Thus, communicators in marketing communications need to understand the whereabouts of the communicant precisely and in detail. The cultural diversity of communicants often creates difficulties for marketing communicators to communicate with the target audience, even these cultural differences have the opportunity to cause misperceptions. This is overcome by multinational companies by carrying out marketing communications that have message content that can be received by communicants / target audiences who have a variety of cultural backgrounds that are different from the communicants. The marketing communication process utilizes

elements of local culture/events as part of the content of marketing communication messages.

Marketing communication carried out by communicators to communicants who have cultural diversity through local culture / events as part of the message content is known as cross-cultural marketing communication (marketing communication across culture). Marketing communication across culture is generally carried out by brands who want to reach target audiences with cultural diversity. The process of marketing communication across culture can be observed in the development of the brand from year to year. In general, brands that successfully carry out this process are able to develop their brands globally, not only at the local or national level. The brand is accepted by the target audience as a symbol that differentiates the identity of a product from other products. One of the attributes that distinguish one brand from another is the logo, brand name, graphic presentation, byline and tagline. These things are the architectural material for the brand blueprint that can be used to strengthen the brand in the minds of the target audience. Cultural elements as the content of cross-cultural marketing communication messages can be set forth in the blueprint architecture of the brand.

Aspects of local culture can be poured into a brand blueprint as message content in presenting visual designs, taglines, and bylines. The process is able to give the impression of 'closeness' between communicators (brands) and communicants (target audiences). In the process of communication between the communicant and the communicator, the right media is needed to become a message channeling tool. The internet is the right answer as a medium for channeling messages between communicators and communicants who have cultural differences. Internet media has the opportunity to be used as a cross-cultural marketing communication tool, so internet marketing can be accepted as a cross-cultural marketing communication tool. The development of the internet as a new media is related to the search engine industry, such as: Google, Yahoo! Search, Bing, and so on. Search engines have a role as an information search tool for users from various national backgrounds, so the search engine industry (brand) must be acceptable to users in various countries in the world. Thus, the search engine industry needs to carry out cross-cultural marketing communications through consistent brand blueprints in the current digital era. This research understands the search engine industry as a brand that carries out cross-cultural marketing communications through the presentation of visual designs that utilize local culture, events or figures as the contents of marketing communication messages through internet media. The following is a more in-depth explanation of the theoretical framework previously explained: According to Fill, "Marketing communication is a management process through which an organization enters into a dialogue with its various audiences." Marketing communications serve as an entry point into the minds of the audience. The purpose of marketing communications is to

place or reposition the company or its products in the minds of the target audience at the level the company wants. Marketing communication is a term that describes how companies or governments communicate messages to their target audiences. Of course, the content of the message being communicated needs to be adjusted so that it is right about the minds of the audience.

### 3.2. Brand

Brand or brand is an important identity of a product and industry. Aaker explained that: "Brand is the name and / or distinctive symbols (such as a logo, seal or packaging) in order to identify the goods or services from a seller or a particular group of sellers. Thus, to distinguish them from goods and services produced by competitors." Based on this explanation, a brand is a symbol that distinguishes a product from other products. Aaker explained that one of the brand attributes that distinguishes a product from other products is a logo. The logo functions as a visual identity that is used as an attribute of marketing communications and is captured by consumers, so consistency is needed in managing a particular brand logo.

Knapp calls this process a brand blueprint, A brand blueprint is a disciplinary action process required to create, plan, design and build a brand. In addition, a brand blueprint is also the character and structure of brand representations, namely brand architecture such as: brand name, byline, tagline, and graphic presentation. Developing a good blueprint is like designing an architectural building. The process of instilling a brand in the minds of customers needs to be preceded by a process of understanding where the brand is currently located (positioning) in consumer perceptions. The blueprint function is to direct and control all communications and brand messages, including advertising, promotion, public relations and others. At a practical level, Knapp explained that a brand blueprint consists of several attribute components that are communicated to the audience. These components are separate but form a single unit, meaning that no one component is more important than the other components. These components are:

#### 1) Brand name

The name is the first expression of a brand. The uniqueness and strength of a brand name can drive the value building process and strengthen the value of the brand. Giving a brand name has several considerations, including: language considerations (language structure), symbolism (inherent meaning), association (obtained meaning), intrinsic (word origin), phonetic (pronunciation) and ethical considerations (behavior). But most importantly, giving this name must be done after the promise (Brand Promise). Knapp emphasized that ideally brand names should capture the essence of the brand and be owned and used in all markets. The criteria for developing an effective brand name include a number of things, including:

- a. Availability, the brand name must exist and can be used for a particular type.
- b. Protectability (protection), the brand name must be registered as a trademark
- c. Acceptability, the brand name must be acceptable in all cultures and languages where the brand will be marketed.
- d. Uniqueness, the brand name should minimize pre-existing associations, reduce complexity and make sure it is easy to remember. Through market research, customer associations with a product can be identified.
- e. Credibility, the name must be precise and trustworthy. The name must also be able to describe the benefits or product associations.
- f. Reproducibility, can be reproduced and easy to read, the name must be easy to pronounce, easy to hear and easy to spell.
- g. Legibility, easy and effective to use in various communication media.
- h. Durability, the name must have flexibility in dealing with changes in culture and business regulations for at least a decade.
- i. Compatibility, the name must be able to be combined with other information.

## 2) Graphic presentation

Presentation of the brand in the form of symbols and graphics is one of the keys to the success of the brand strategy. Symbols can represent a complex personal brand in a concise, simple and clear form. The presentation of a brand's graphic design can state or indicate the quality of the product for that brand. Knapp also explained that brand design excellence is not measured in terms of beauty alone. Logos and brands must be able to balance artistic goals with effective interpretation, differentiation, and have a communication element of the brand. In other words, the question to consider is not how beautiful and creative a brand image is, but whether the design can effectively and appropriately communicate the message the brand wants to convey or not.

## 3) Bylines

Byline is a brand descriptor. Byline describes where a brand is placed. Bylines generally always include the brand name, usually the byline is placed below the brand name to clearly describe the business the brand is in, but if the brand name is very descriptive then the brand will no longer include a byline. Therefore, Knapp emphasized that the more descriptive a brand is, the easier it will be for consumers to place the brand in their minds.

## 4) Taglines

Knapp mentions that traditionally taglines can be referred to as jingles or slogans. Taglines must play a unique role. A tagline is different from a byline, a tagline is an expressive line used to explore the emotional and functional benefits of a brand to consumers. Taglines can be used to communicate the difference between a brand and other brands, besides that taglines can also be used to position a brand in the eyes of consumers. The development of the internet as a digital media

requires brand managers to follow the digital era. This means that brands need to communicate themselves both in the form of visual graphics, taglines, message content, and so on via the internet. The process of marketing communications for a brand in internet media is known as internet marketing. The advantages of the internet in terms of the coverage of a wide network reach make internet marketing an effective tool for communicating with consumers from different countries and cultures.

### 3.3. Internet Marketing

The internet is a medium that can be used to convey marketing communications messages, as well as television, radio, newspapers, magazines, outdoor media, and direct mail. The medium of the internet is a network in computers that spans the world, even communication can occur right away. Guinn, Allen & Semenik explain that the advantages of the internet compared to other traditional media include:

1) Target Market Selectivity

The web can focus advertisers/marketers to be able to target messages based on specific geographic regions, times of day, or browsers.

2) Tracking

The Internet allows advertisers to track how users interact with a brand. In addition, users' interests can also be traced via the internet. This shows how easy it is for advertisers/marketers to identify potential consumers.

3) Deliverability, Flexibility, dan Reach

The process of delivering, customizing and reaching messages becomes very easy. This means that a form of marketing communication carried out through the medium of the internet can be updated and replaced immediately.

4) Interactivity

Users can interact with brands and companies through the internet medium. This makes it easier for brands to build relationships with users.

5) Cost

Production costs are relatively lower when compared to other traditional media. The internet is not only used by brand/company owners to communicate with users, but also the internet is used as a medium for providing information to people in today's digital era. The digital era has a strong relationship with the information society, which means that the digital era is able to provide easy access to information to the public through the internet. The development of the digital era raises the need for information for the community. This was captured by several companies as an opportunity, then companies appeared that provide information retrieval services which are often referred to as search engines or search engines.

6) Search Engine

Search Engine is a website portal that provides search facilities for information data needed by internet users. The first way search engines work is to copy and paste all website pages on the internet network. The data is then processed with certain algorithms that have been systemized. When a user searches for the required information data, the search engine will quickly display the information data according to the keywords entered by the visitor through an algorithmic system. Search engines will display data that is most relevant to the keywords typed by users. The role of search engine companies as providers of information retrieval services on the internet has actively contributed to developing the information society in various countries. Information becomes easy and practical due to the emergence of various search engine company brands, such as: Google, Yahoo! Search, Bing, and so on.

### 3.4. Google Sites

Google sites is an application used to build websites in an easy way and it looks beautiful. You can use this facility to build a personal or institutional website is as easy as editing a website document. With these google sites you will provide various information on just a place – like videos, e-books, presentations, spreadsheets, documents, images and other links, that you want to share, view and edit by a number of people, all members of the organization, as well as people at the level world. In this section, you will explore a competency that you will soon master, that is :

- Creating a new website
- Add and edit pages
- Insert maps, pages (forms), videos, and many other things
- Link calendars, spreadsheets and other google documents
- Choose the site layout and appearance
- Sharing site for internal and external

After you fill in the web address then click PUBLISH. Then the address (URL) of the website You have one, namely: <https://sites.google.com/view/mrteddy>. You can Send this url to your friends via existing social media. Now your website is ready and can be accessed by anyone, anywhere. Furthermore, to make your website look more attractive and provide content useful then it is necessary to do the layout, editing, inserting maps, pages (forms), videos, and many other things. You also need to link like a calendar, spreadsheets, and other google documents.

### 3.5. DISCUSSION

Based on observations and socialization in one of the Langkat Regency villages conducted by the Community Service team, it is known that residents and several young people who are enthusiastic about becoming entrepreneurs have attended a

digital platform optimization training program and have further implemented the input of insights and skills gained during the training into dissemination activities on the use of Google My Business as a media tool for promotion and marketing. The internet as a new medium that can be reached throughout the world has become Google's media as a search engine industry to carry out marketing communications to users in other countries. The internet is a medium for channeling messages owned by communicators to communicants. Differences in countries and cultures often lead to misunderstandings of perception - the meaning of the message is not conveyed properly - between the communicant and the communicator, so the sensitivity of the communicator is needed in conveying the contents of the message through visual and written aspects to the communicant. This research will carry out several stages of data categorization, to classify and find the classification of Google Doodles from various aspects consisting of :

1) Intensity Google Doodles

This aspect will provide research observations on the development of Google Doodles in quantity since 1998-2010 both globally and specifically, meaning that the intensity of Google's emergence will also be reviewed from the level of appearance of Google Doodles in each country.

2) Type File

This aspect will classify Google Doodles technically regarding the type of file used. There are 5 types of file types that are used as categories, namely: Vector, Bitmap, Flash Player, Exe. and Hyperlinks. Vector type is a file type consisting of line and shape construction. Bitmap is a file that is formed from a collection of dots called pixels, such as photos. While Flash Player is a type of animation file that consists of a collection of motion pictures.

3) Content

This aspect will be the main focus of attention of the Google Doodles data categorization process, because this aspect of the content will contain the field of experiences between sender and receiver. Thus, this aspect will help provide an explanation and explanation of the contents of the message, the background, and the reasons Google uses this content as one of the Google Doodles. Aspects of the contents of this message will have several categories, including: Independence Day, Memorial Day of local figures, local culture, Sports, Religious Holidays, Artists, Figures of Science, and Political and Social Issues. These dimensions of culture will be expanded by researchers along with this research process, this is because: First, the process of categorizing cultural dimensions will be carried out at the research implementation stage. Second. This research is qualitative in nature so that researchers do not assume detailed cultural dimension data on the research object to be studied.

4) Logo Visual Type

The visual type of logo is one of the categorization aspects to determine the type of design used by Google Doodles from 1998-2010. This categorization is associated with the classification of Google Doodles based on the basic visual form of Google Doodles as a logo which consists of: Iconic (Symbolic), Logotype, and Combination Mark.

#### 5) Letter Design

Font design will be the final aspect of Google Doodles data categorization. The font design aspect will explain what font design models were used by Google in Google doodles from 1998-2010. The letter design in question is the typography contained in the logo which functions to complement Google doodles. Aspects of the design of the letters will be classified into 3 types, namely: Serif, Sans serif, Decorative and Script.

#### 6) Activity Documentation

According to the Encyclopedia Britanica Documentation is a kind of supervision and compilation of bibliographies that use tools such as indexes, essay extracts and bibliographical content besides using the traditional "classical and cataloging" method, to make the information accessible. According to the Federation Internationale De Decomentation "FID" Documentation is collecting and distributing documents of all types regarding all human occupations "documentation c' est reunir, classer et distribuer des document de tout genre dans tours les domaines de L'ativite humaine".



**Figure 1. Photo of Community Service Documentation for the Lasak donut entrepreneur**

The photo above shows that as evidence of Community Service in one of the community businesses, namely Donat Lasak, where the team provides a lot of information about technology for the needs and daily needs of the community. In this regard, it is highly socialized that to develop businesses, SMEs and businesses we can use Google My Business as a tool for product promotion through the digital world, social media and information and communication technology.

## CONCLUSION

After looking at historical data on the use of cultural issues on these Google Sites, the community service team will describe the use of these cultural issues as the content of cross-cultural and digital marketing communication messages. The results of this service will be in the form of data on the development of cross-cultural and digital forms of marketing communication for Lasak Donuts carried out by Google

companies through Google sites, both in the form of comparisons between countries, increasing the number of logos, developments in cultural issues used, as well as file types and visualization aspects of Google sites.

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