

THE INFLUENCE OF SOCIAL MEDIA ON PUKIS CAKE CONSUMPTION TRENDS AMONG MILLENIALS AND GEN Z: A QUESTIONNAIRE-BASED STUDY

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Received: 25-05-2025

Revised: 10-06-2025

Approved: 27-06-2025

ABSTRACT

Social media is a digital platform that enables users to communicate, share information, and interact in various forms, such as text, images, videos, and audio. It allows real-time interaction and the building of social networks without geographical boundaries. Social media has become a major factor in shaping consumption trends among the millennial and Gen Z generations, including in the culinary industry. In the business world, trends are crucial because they help companies understand consumer behavior and adjust their marketing strategies to stay relevant to the market. This study aims to analyze the influence of social media on the consumption trend of kue pukis among these generations and to identify the strategies used to develop kue pukis businesses. The research method used is a quantitative approach with a survey technique through questionnaires distributed to respondents who actively use social media, as well as a qualitative method through interviews with business owners to understand how they develop their businesses in this digital era. The results show that exposure to culinary content on social media—such as reviews, photos, and videos—significantly influences the decision to consume kue pukis. Platforms like Instagram, TikTok, and Facebook are the main media for promoting products, where aesthetics, customer testimonials, and influencer marketing strategies play important roles. Additionally, the ease of access to information about sales locations and online ordering increases consumer interest, as well as the influence of social media trends on this traditional food like kue pukis. Therefore, it can be concluded that social media has a significant impact on shaping the consumption trend of kue pukis among millennials and Gen Z. The implications of this study highlight the importance of utilizing social media as a marketing strategy for kue pukis entrepreneurs to increase competitiveness and reach a wider market. The level of respondent satisfaction with the current kue pukis options is around 45%.

Keywords : Social Media, Consumption Trends, Pukis Cake, Millennial Generation, Gen Z

INTRODUCTION

In the food industry, pukis cake is one of the traditional snacks that remains popular among many consumers in Indonesia. Its delicious taste and unique flavor have kept it favored across various age groups. However, in the face of intense competition, pukis cake vendors need to employ various strategies to boost sales and win consumer loyalty. Two crucial aspects of marketing management that can influence the sales of pukis cake are sales location and promotional activities.

Various promotional methods, such as discounts, social media advertisements, and participation in culinary events, can increase consumer awareness of the presence and advantages of kue pukis. Effective promotion not only helps boost short-term sales but also builds a strong brand image and customer loyalty.

Social media has become an integral part of daily life, especially among Millennials and Gen Z. With the rise of platforms like Instagram, TikTok, and Facebook, food consumption trends have also undergone significant changes. Information about various food types can easily spread through visual content, customer reviews, and promotions by culinary influencers. One traditional food that has been impacted by

social media is pukis cake, an Indonesian snack that has regained popularity thanks to exposure in the digital world.

Millennials and Gen Z tend to be more interested in foods that have appealing appearances and can be featured as social media content. Additionally, easy access to information about flavor variations, sales locations, and customer testimonials also contributes to purchasing decisions. Therefore, social media not only serves as an entertainment platform but also becomes a tool capable of directing preferences and consumption patterns of the public, including in choosing traditional foods like pukis cake.

This phenomenon raises questions about the extent of social media's influence on pukis cake sales and how appropriate strategies can be implemented to optimize this factor. Therefore, this study aims to analyze the impact of social media on pukis cake consumption trends among Millennials and Gen Z. The research method used is a quantitative approach with survey techniques through questionnaires distributed to respondents who actively use social media. Additionally, interviews with pukis cake entrepreneurs were also conducted to understand the digital marketing strategies implemented. This study is expected to provide insights for kue pukis vendors in optimizing their marketing strategies, thereby increasing sales and achieving a competitive advantage in the market.

The problem addressed in this study is how the millennial and Gen Z generations respond to social media trends in relation to the consumption of *kue pukis*. Through the distribution of questionnaires, the key factors in developing *kue pukis* will become evident, as well as whether *kue pukis* is still a trend among these generations or not. An evaluation of the questionnaire results will be conducted and combined with the findings from interviews with business owners.

LITERATURE REVIEW

Micro-enterprises have long served as the backbone of Indonesia's economy, playing a strategic role in creating jobs and driving local economic dynamics. The contribution of the micro-enterprise sector cannot be overlooked, considering that according to data from the Ministry of Cooperatives and Small and Medium Enterprises in 2022, this sector contributed more than 60% to the national economy and absorbed nearly 90% of the workforce across Indonesia. Among the various growing micro-enterprise sectors, the traditional culinary industry holds a particularly important position—not only as an economic entity but also as a guardian of Indonesia's rich culinary heritage (Wenny Permata Sari & Obadja, 2023).

A major challenge in the development of *kue pukis* businesses lies in their very limited production capacity (Nasrida, Farras Muhammad Firdausya & Gulo, 2023). Most producers still rely on traditional production methods with relatively low output, typically ranging from 50 to 100 units per day. This condition not only limits potential income but also hampers the ability to meet growing market demand. The lack of technology and production equipment is one of the main factors contributing to the low production capacity.

Marketing strategy is another crucial aspect that often represents a fundamental weakness in the ecosystem of traditional culinary micro-enterprises. *Kue pukis* entrepreneurs generally still rely on conventional marketing models, such as personal networks and direct selling around the production site. This limited marketing approach

restricts market reach and reduces product exposure to a broader base of potential consumers (Reza Abdilah Saputra & Abdur Rohman, 2024).

Product innovation is another important dimension that is often overlooked by traditional culinary micro-entrepreneurs. Most *kue pukis* producers tend to maintain traditional recipes and product variants without significant development. This conservative attitude not only limits the appeal of the product but also diminishes its competitiveness in an increasingly dynamic and competitive culinary market (Yahya et al., 2024).

In this era of globalization, developments in the business world have become increasingly unpredictable. Various businesses in both the service and culinary sectors compete intensely to attract consumers. The evolving business competition in Indonesia is a fascinating phenomenon, especially in the economic field, which continues to open many entrepreneurial opportunities. Business owners generally establish their ventures with the aim of increasing sales volume in order to achieve maximum profit. Every business must be capable of producing and delivering goods or services that align with consumer wants and needs (Arrahma Elian Tania, 2022).

According to M. Manullang (1988), as cited in the book *Human Resource Management: Reformulation of Islamic Character-Based Human Resources*, management as an art functions to achieve concrete goals that bring results or benefits, whereas management as a science serves to explain phenomena, events, and conditions—thus providing explanations (Zainarti, 2021).

One important factor influencing the sales level of *kue pukis* is the point of sale location (Anugrah, 2020). A strategic location can increase consumer accessibility to the product being offered. *Kue pukis* vendors situated in high-traffic areas, such as shopping centers, traditional markets, or near public facilities like train stations and bus stops, tend to have a greater chance of attracting customers. On the other hand, poorly located vendors may experience reduced product visibility and limited sales potential, even if the quality of the *kue pukis* is excellent.

In a journal article titled “The Effectiveness of Instagram in Increasing Tourist Interest in Visiting the Special Region of Yogyakarta” (Wijayanti, 2021), the researcher examined the effectiveness of using digital promotional media, specifically Instagram, in increasing tourists’ interest in visiting the Special Region of Yogyakarta. The results showed a significant positive influence between tourists’ ability to access Instagram and the quality of Instagram content on their interest in visiting, both partially and simultaneously. Instagram content quality had a dominant influence of 40%, compared to tourists’ access capability which contributed 19.9%. Together, these variables accounted for 53.2% of the tourists’ interest, while the remaining 46.8% was influenced by other variables not included in the study.

Activities that aim to facilitate and encourage community participation in development processes, based on their capabilities, are crucial. Community service activities aim to raise student awareness and empathy regarding current social issues and contribute to improving the quality of life and overall welfare of the community (Sholikhah, Kamila, and Muzani, 2024).

In this digital era, potential consumers no longer consider only quality and taste when deciding to purchase a product. There are other factors influencing their confidence in buying a product. Attractive packaging increases customer satisfaction and encourages quick purchasing decisions. Visual appeal in packaging design plays a

critical role in attracting consumers, and several key considerations must be addressed—namely, packaging must stand out and be distinct, especially among similar products. In this regard, color is the first thing that catches consumers' attention, even more so than the shape (Anggraeni, 2023).

Micro, Small, and Medium Enterprises (MSMEs) in today's digital economy must be skilled in reaching broader markets and expanding their business by redesigning packaging, introducing flavor innovations, and utilizing digital marketing. Redesigning serves as a strategy for companies, products, or services to reshape their image by changing names, brands, or repositioning, allowing them to differentiate from competitors (Farida, Dewi, and Destriani, 2023). In addition to redesigning for market expansion, MSMEs also need to implement proper marketing for their products (Wurlina et al., 2022).

Through digital platforms, MSMEs can showcase their business profiles, share their experiences with followers and through their posts, and promote those posts to achieve commercial objectives (Naimah et al., 2020). Several aspects of community service are essential for cultivating a civilized society—namely, culture, character, and mindset (Firdaus et al., 2022). Community service initiatives have been implemented in Sidoarjo, where students played a role in developing tourism villages as travel destinations (Bima et al., 2024) and improving the economic welfare of coastal communities through processed clam chili paste products (Syafira et al., 2024). However, community service efforts specifically focusing on strategies to improve the competitiveness of Pukis Mart—through digital marketing and packaging redesign—are still limited.

Traditional cakes in Indonesia are generally made using wheat flour as the primary ingredient. The use of wheat flour in Indonesian cake production has tended to increase annually. Many traditional cakes, such as *kue pukis*, primarily rely on wheat flour, even though Indonesia is not a wheat-producing country. To reduce dependence on wheat flour, it is necessary to explore local plant-based alternatives such as red beans and blood clams (Kristianingrum and Wahyudiono, 2023).

'Kue basah' refers to traditional moist Indonesian cakes such as *kue putu*, *kue pukis*, *kue lapis*, *gemblong*, and others. According to food consumption statistics published by the Ministry of Agriculture in 2018, the consumption of *kue basah* in Indonesia grew by 23% from 2014 to 2018 (Faridah, 2020). *Pukis* is a cake made primarily from wheat flour, using yeast as a leavening agent and baked in molds (Salim, 2020). Wheat flour is high in carbohydrates—mainly starch and sugar—and low in fiber, which can contribute to elevated blood sugar levels (Afandi et al., 2019).

RESEARCH METHODOLOGY

This study employs a quantitative research approach to examine the influence of social media on the consumption trends of pukis cake among Millennials and Generation Z. The methodology encompasses structured surveys and interviews to gather comprehensive data from both consumers and producers.

1. Quantitative Approach

A quantitative framework is utilized to objectively measure the impact of social media on pukis cake consumption patterns. This involves collecting numerical data that can be statistically analyzed to identify correlations and trends. Such an approach is effective in understanding consumer behaviors and preferences in the digital age.

2. Survey Technique (Questionnaire)

Structured questionnaires are distributed to respondents within the Millennial and Gen Z demographics to assess their consumption habits related to pukis cake and the extent to which social media influences their purchasing decisions. The survey includes both closed-ended and open-ended questions covering variables such as:

- Frequency and intensity of social media usage
- Factors influencing purchasing decisions (e.g., visual appeal, peer reviews, influencer endorsements)
- Trends in traditional snack consumption

This method aligns with best practices in consumer behavior research, providing quantifiable insights into the target demographics.

3. Interviews with pukis cake Entrepreneurs

To gain a producer's perspective, semi-structured interviews are conducted with pukis cake business owners. These interviews aim to explore:

- Utilization of social media platforms for marketing purposes
- Challenges encountered in digital marketing efforts
- Perceived impact of online promotion on sales performance

This qualitative component complements the quantitative data, offering a holistic view of the market dynamics.

4. Data Analysis

- Quantitative data from the questionnaires are analyzed using statistical methods such as regression analysis and descriptive statistics to identify significant patterns and relationships.
- Qualitative data from the interviews are examined through thematic analysis to extract insights into marketing strategies and consumer engagement tactics.

By integrating these methods, the study aims to provide a comprehensive understanding of how social media shapes pukis cake consumption trends among Millennials and Gen Z, offering valuable insights for entrepreneurs seeking to adapt to the evolving digital landscape.

The results of the research framework can be seen in Figure 1.1 below.

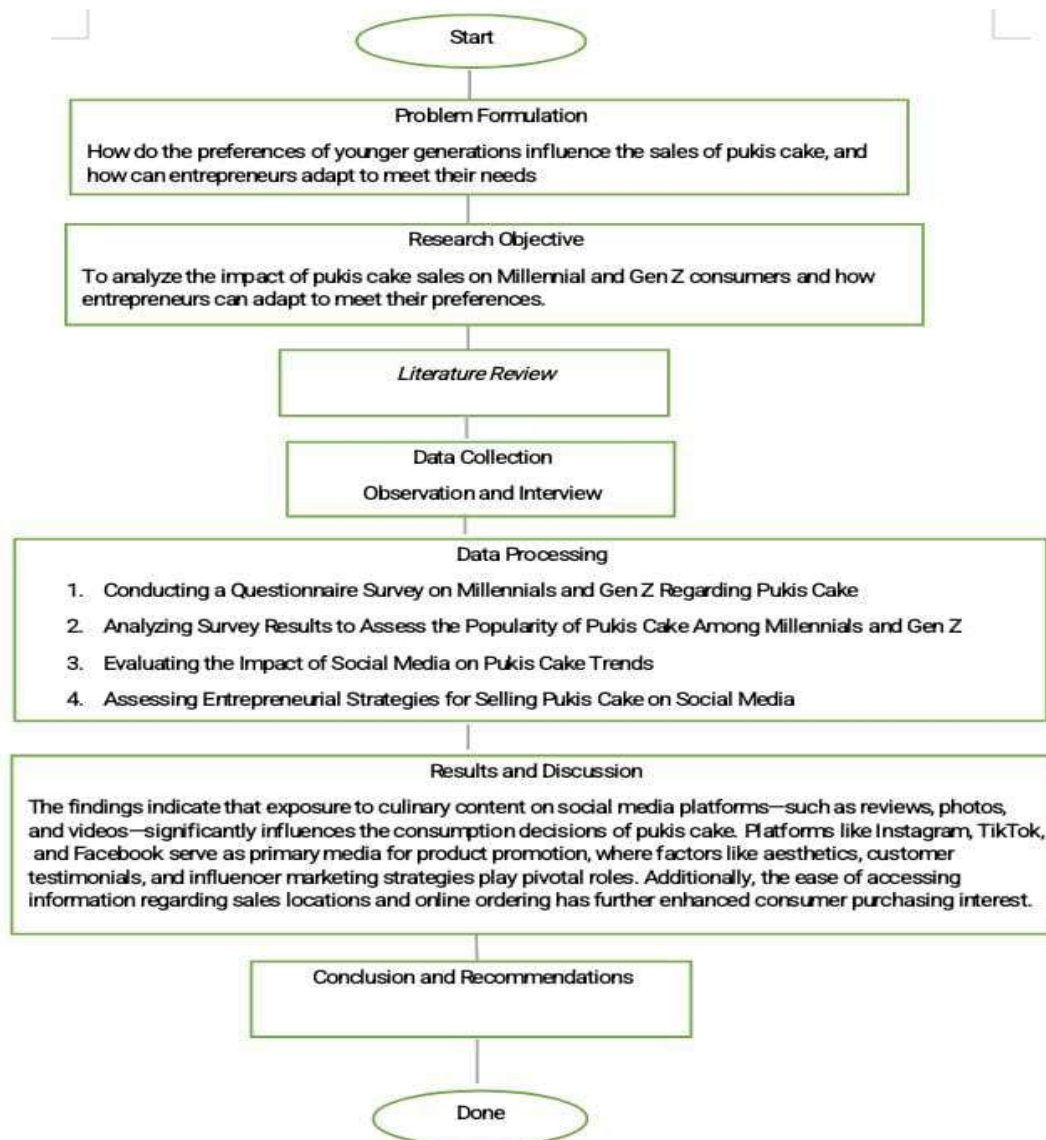


Figure 1.1 Research Framework

RESULTS AND DISCUSSION

RESEARCH RESULTS

Through an in-depth interview method with the research object. The researcher asked several questions regarding the problem topic, namely Business Background, Marketing Strategy on Social Media, Impact of Social Media on Sales, Customer Preferences, Challenges in Using Social Media, Suggestions and Hopes for the Future. The following are the results of the interview conducted by the researcher.

From the business background, the entrepreneur started his business in 2022. Marketing his products for the first time through his relatives with sample trials and the applications used were WhatsApp and Instagram. In terms of marketing strategy on

social media, the entrepreneur posts his products on his account status and has not used influencers or food bloggers to promote his products. The impact of social media on sales has not been too significant because the entrepreneur has not maximized social media because the entrepreneur still relies on the WhatsApp application and there are still few other people who know about his products.

From customer preferences, business actors pay attention to the frequency of purchases and variants ordered and try several recipes on social media until they find their own recipes and characteristics. The challenges for these business actors are market competition and algorithms. However, the actors remain consistent in maintaining the quality of their products by creating new flavor variants and creating interesting content. The hope of the business actors themselves is to continue to innovate and be creative in creating interesting content in order to get more attention from customers and always be consistent in maintaining the quality of their products.

After knowing the needs, strategies, influences, and responses, the next step is to identify what factors are the causes of the *pukis* cake consumption trend among the millennial and gen z generations. So the next step that will be taken in this study is to distribute questionnaires aimed at determining the factors influencing social media on the *pukis* cake consumption trend among the millennial and gen z generations. Based on the questionnaires that have been distributed and collected, the answers based on the choice categories can be seen as follows.

We have surveyed over 200 people regarding their responses about the consumption trend of *kue pukis* among the millennial and Gen Z generations. The results can be seen in Table 1.1.

Table 1.1 Respondent Data

Among Millenials	1981-1996	
Generation Z	1997-2012	
Age (Years)	Male	Female
Milenial (29-44)	52 People	54 People
Gen Z (13-28)	62 People	60 People

The graph of age and gender data is shown in Figure 1.2.

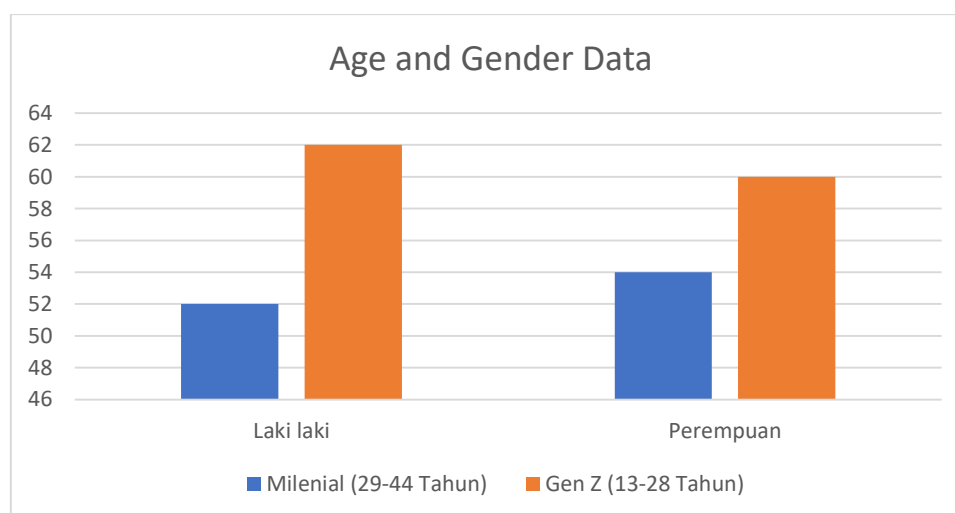


Figure 1.2 Age and Gender Data Graph

The majority of respondents live in Bekasi City, 49.6%, and in several other cities.

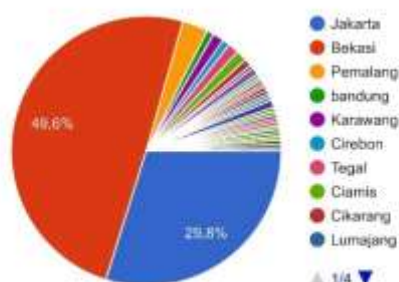


Figure 1.3 Graph of the Majority of Respondents Come from

The majority of respondents' employment status was private employees at 83.8%.

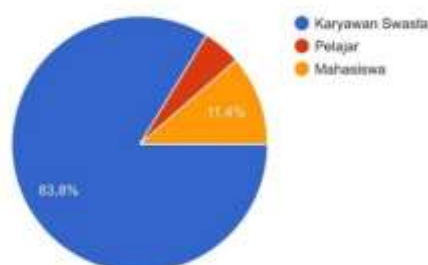


Figure 1.4 Graph of Respondents' Employment Status

It can be seen that the main reasons people consume pukis cake are because it tastes good, is affordable, and is nostalgic.

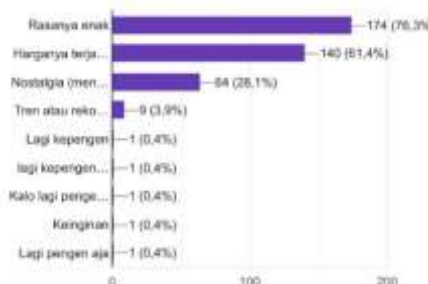


Figure 1.5 Graph of Respondents' Reasons for Buying Pukis Cake

The most popular pukis cake variants are chocolate, cheese and pandan.

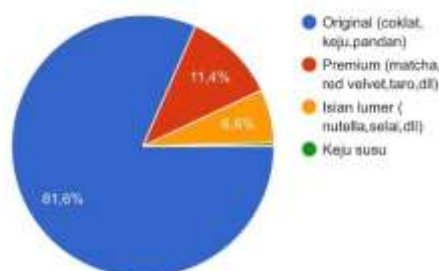


Figure 1.6 Graph of Pukis Cake Variants

The social media platform that is often visited to buy pukis cakes is Tiktok.

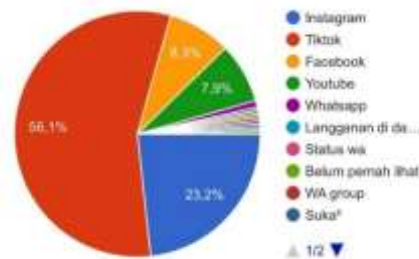


Figure 1.7 Frequently Visited Social Media Graph

It can be seen that the most important factor in choosing pukis cake is taste, followed by price, appearance, packaging, and location, which have almost the same graphic values.

14. Apa faktor terpenting dalam memilih kue pukis? (urutkan dari 1-5, 1 paling penting)

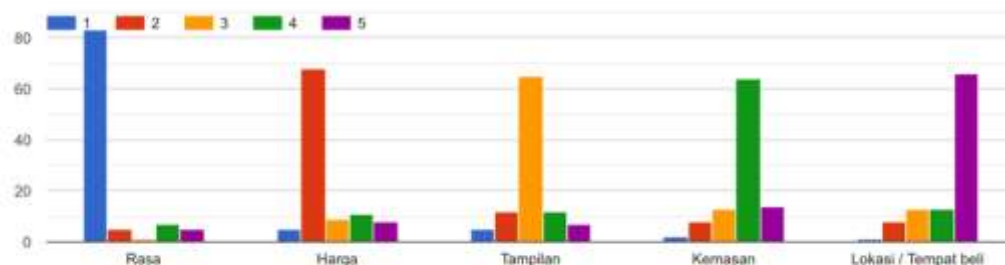


Figure 1.8 Graph of the Most Important Factors in Choosing Pukis Cake

The level of satisfaction of respondents in the choice of pukis cakes available today, the taste of pukis cakes that have been tried is quite satisfying. The price of pukis cakes compared to their quality is quite appropriate.

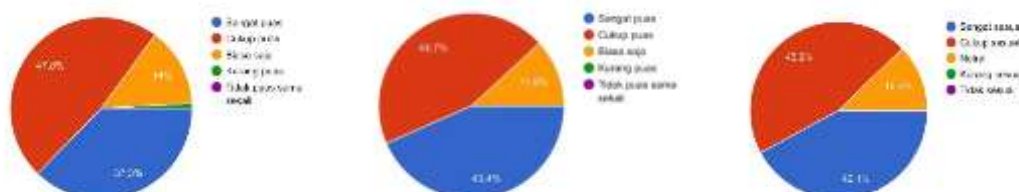


Figure 1.9 Graph of Respondent Satisfaction Level Results

Respondents felt that the pukis cakes currently sold have followed current food trends and are very innovative.

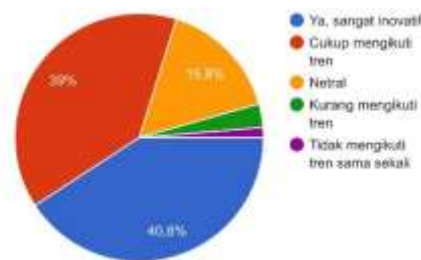


Figure 1.10 Pukis Cake Trend Development Graph

Respondents chose pukis cake as a daily snack compared to other foods.

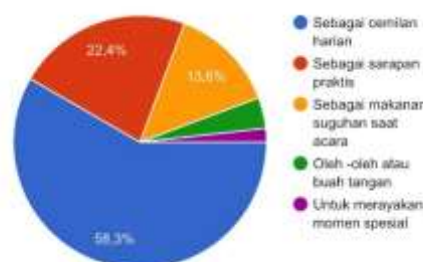


Figure 1.11 Graph of Respondents Choosing Pukis Cake

Based on data collected through surveys and social media analysis, the main results found are as follows:

1. Increasing Popularity of Pukis Cake on Social Media
Most respondents (around 56%) chose Tiktok as the most frequently visited social media platform, playing an important role in increasing the popularity of pukis cake. Content featuring variations of contemporary pukis cakes, such as melted chocolate topping, mozzarella cheese, and matcha, attracts users' interest. The most popular pukis cake variants are chocolate, cheese, and pandan (around 81%).
2. Influencer and Food Blogger Influence
Most respondents (around 70%) admitted that they were interested in trying pukis cake after seeing recommendations from culinary influencers. Content in the form of reviews, mukbang, and tutorials on making pukis cake also contributed to increasing consumption interest.
3. Changes in Consumption Patterns
Millennials and Gen Z are more likely to buy pukis cakes from stores that have strong branding on social media compared to traditional stores. The ease of ordering through platforms such as GoFood, GrabFood, and ShopeeFood also increases consumption rates (around 21%).
4. Aesthetics and Creativity Factors in Sales
Photos and videos with visually appealing pukis cakes increase the appeal of the product. Unique packaging, shape, and flavor variations are the main factors in purchasing decisions (around 60%) of respondents choose packaging, (around 60%) of respondents choose shape and (around 80%) of respondents choose flavor variants.

5. Impact of Online Reviews and Ratings

High ratings and positive reviews on social media and review platforms such as Google Maps and food ordering applications contribute to consumer decisions in purchasing pukis cakes. Respondents see positive reviews of pukis cakes on social media occasionally (around 61%).

As a choice of daily snacks, pukis cake is a snack that is easy to find, cheap, and filling, so it is often bought as a snack during leisure time, a friend to drink coffee/tea, or just to relieve hunger in between activities. Pukis cake is a snack that reminds them of childhood. Pukis is often sold in traditional markets, schools, or on the side of the road, so it has sentimental value and is part of Indonesian culinary culture. Pukis cake is also often used as a souvenir or treat at family events, social gatherings, or small meetings. This means that pukis still has a place in the consumption culture of Indonesian society.

In recent years, pukis cakes have undergone innovation, for example with new flavor variants (matcha, red velvet, taro) and melted fillings (Nutella, melted cheese, etc.). This trend makes pukis cakes more attractive to the younger generation and opens up greater business opportunities, especially on social media and delivery services. Although a traditional snack, pukis cakes remain relevant because they can adapt to modern culinary trends. Many pukis cake businesses are successful because they are able to combine creative branding, attractive packaging, and digital marketing.

Social Media as an Effective Marketing Tool. This study shows that social media plays a very effective marketing tool in shaping pukis cake consumption trends. Viral trends can significantly increase demand for certain products in a short time. Business Actors' Adaptation to Digital Trends MSMEs engaged in the culinary sector are starting to adapt to digital marketing strategies, such as collaboration with influencers and the use of paid advertising to reach a wider target market. Changes in Consumer Preferences, Young consumers prefer pukis cakes with a modern and innovative appearance, different from the traditional version. This shows that creativity in products greatly influences their appeal in the digital market.

The questionnaire results showed that the majority of respondents from the millennial and Gen Z generations knew or were interested in pukis cakes after seeing content on social media such as Instagram, TikTok, and YouTube. Visual factors (interesting photos and videos), reviews from food vloggers, and viral trends played a big role in creating interest in this food product. Most respondents admitted that they were interested in trying pukis cakes because of their attractive appearance in digital content, especially if they were packaged in a modern style (for example, contemporary toppings or aesthetic packaging). This shows that social media is not only a promotional medium, but also forms the perception of aesthetic and contemporary values of traditional food.

In addition, social media interactivity such as comments, reviews, and recommendations from other users also strengthen consumption decisions. Psychological factors such as FOMO (Fear of Missing Out) also appear, where respondents do not want to miss out on trends that are being widely discussed. In terms of demographics, there was no significant difference between millennials and Gen Z in consumption patterns, but Gen Z tends to be more responsive to short video content such as TikTok, while millennials pay more attention to informative reviews and photo aesthetics. Overall, social media plays a trendsetter in reintroducing traditional foods

such as pukis cakes to the younger generation, and has succeeded in building a bridge between culinary traditions and modern lifestyles.

CONCLUSION

Through a quantitative and qualitative approach, this study aims to provide an overview of the role of social media as an effective promotional tool and the business strategies implemented by entrepreneurs to enhance competitiveness and business sustainability amid the increasingly digital consumer behavior. The results of this study confirm that social media has a significant influence on the consumption trend of *kue pukis* among Millennials and Generation Z. The main contributing factors include influencer impact, appealing visual presentation, ease of online ordering, and positive user reviews. For business owners, digital marketing strategies are key to increasing the competitiveness of *kue pukis* products in the modern era. Although not a staple food, *kue pukis* remains important as part of local cuisine, a business opportunity, and a modern snack trend. The perceived importance of *kue pukis* can depend on cultural factors, habits, and innovation in its presentation. If this trend continues to grow, *kue pukis* has the potential to become part of a broader national culinary phenomenon and even break into international markets.

SUGGESTION

To increase visibility and sales of pukis cakes, utilize social media by creating interesting and interactive content, such as cake-making videos or customer reviews. Collaborating with influencers can expand reach, while understanding the preferences of millennials and Gen Z, such as their tendency towards visual content and short videos, will help attract their attention. With the right approach, companies can build closer relationships with customers and optimize marketing strategies through social media.

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