

# Increasing Community Awareness of the Calculation of Cost of Goods Sold for Banjarsari Tape Production Through the Development of a Dynamic Guidebook

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## ABSTRACT

Increasing community awareness of the calculation of the Cost of Goods Sold (COGS) for tape production in Banjarsari through the development of a dynamic guidebook aims to enhance local producers' understanding and skills in accurately calculating COGS. This program involves creating an interactive and easy-to-understand guidebook, which includes steps for calculating COGS and the influencing factors. Methods include the preparation of guidebook materials, technical training for producers, and evaluation of the guidebook's effectiveness through user feedback. Results show a significant improvement in producers' ability to calculate COGS and manage production costs. The implementation of this program is expected to support the development of a more efficient and competitive tape industry in Banjarsari Village.

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## 1. INTRODUCTION

Banjarsari Village, located in Malang Regency, East Java, is known as the largest tape production center in Indonesia. Tape, which is a fermented product from cassava or sticky rice, plays an important role in the local economy and is the main source of income for many families in this village (Junaedi et al., 2023). Sustainable and efficient tape production is critical to maintaining the economic stability of local communities. However, many tape producers in Banjarsari still face challenges in calculating the Cost of Goods Sold (COGS) accurately, which has an impact on production efficiency and the competitiveness of their products in the market. COGS is an important component in determining product selling prices.

Accurate COGS helps manufacturers determine competitive selling prices while ensuring adequate profit margins. Errors in calculating COGS can cause financial losses or selling prices that are too high, resulting in a decrease in product competitiveness (ALBARSYAH, 2023; Hasmiah et al., 2021). Therefore, a deep understanding of the concept and calculation of HPP is very important for tape manufacturers in Banjarsari.

To increase community awareness and understanding of HPP, an effective and easy-to-understand approach is needed. One effective way is through the development of dynamic guidebooks. This guidebook not only provides a theoretical explanation of HPP, but also includes practical and interactive examples that can help manufacturers understand the HPP calculation process better (Abdiansyah, 2021). By using a dynamic guidebook, tape manufacturers can learn to calculate COGS independently and accurately, which will ultimately increase the efficiency and profitability of their business. The development of a dynamic guidebook for HPP calculations involves several important stages (Ratnawati et al., 2024). First, identify the community's initial needs and understanding of HPP. This was done through surveys and interviews with tape manufacturers to find out the extent of their understanding of the HPP concept and the challenges they face in calculating it. The results of this stage are used as a basis for compiling guidebook content that suits the needs and level of understanding of the community.

Second, preparing guidebook material. This material includes an explanation of the basic concept of COGS, calculation steps, and factors that influence COGS, such as raw material costs, labor, and production overhead. Apart from that, this guidebook is also equipped with case examples and interactive calculation exercises, so that producers can apply the knowledge they have gained in real situations. This approach aims to ensure that the guidebook is not only informative but also applicable. Third, technical training for producers. This training aims to introduce the dynamic guidebook to the community and provide an in-depth explanation of how to use it. During the training, producers are taught the steps to calculate HPP using a guidebook, and are given the opportunity to carry out calculation exercises with guidance from the facilitator (Afriyanti & Junaidi, 2022; Firmansyah, 2022). This training also becomes a forum for producers to share experiences and ask questions about things they don't understand.

Fourth, evaluate the effectiveness of the guidebook. Evaluation is carried out through feedback from producers who have used the guidebook, as well as analysis of the HPP calculation results before and after using the guidebook. Feedback from manufacturers is critical to determine the extent to which the manual helps them better understand and calculate COGS. Analysis of HPP calculation results is used to measure the increase in accuracy and efficiency of calculations after using the guidebook. The results of implementing the dynamic guidebook show a significant increase in the ability of tape manufacturers in Banjarsari to calculate HPP. Manufacturers report that they better understand the concept of COGS and can calculate it more accurately (Iriaji et al., 2024). This improvement not only helps them determine more competitive selling prices but also increases production efficiency and profitability of their business. Apart from that, the dynamic guidebook also received a positive response because of its interactive and easy-to-understand format.

The development and implementation of this dynamic guidebook is supported by various parties, including local governments, educational institutions and the private sector (Meliala, 2020; Susanto, Izza, Aruna, et al., 2023). The local government provides support in the form of training facilities and incentives for producers who participate in this program. Educational institutions, such as universities and vocational schools, act as partners in providing teaching staff and training curricula. The private sector, especially companies operating in technology and publishing, provides the tools and platforms necessary for the development of dynamic guidebooks (Pramono et al., 2022; Susanto, Izza, Sulfa, et al., 2023). Effective collaboration between these various parties is important to ensure program sustainability. Once training is complete, further support is needed to help producers overcome challenges they may face in calculating COGS independently. For example, assistance in using guidebooks, access to additional information, and capacity building in business management. In addition, continuous innovation in

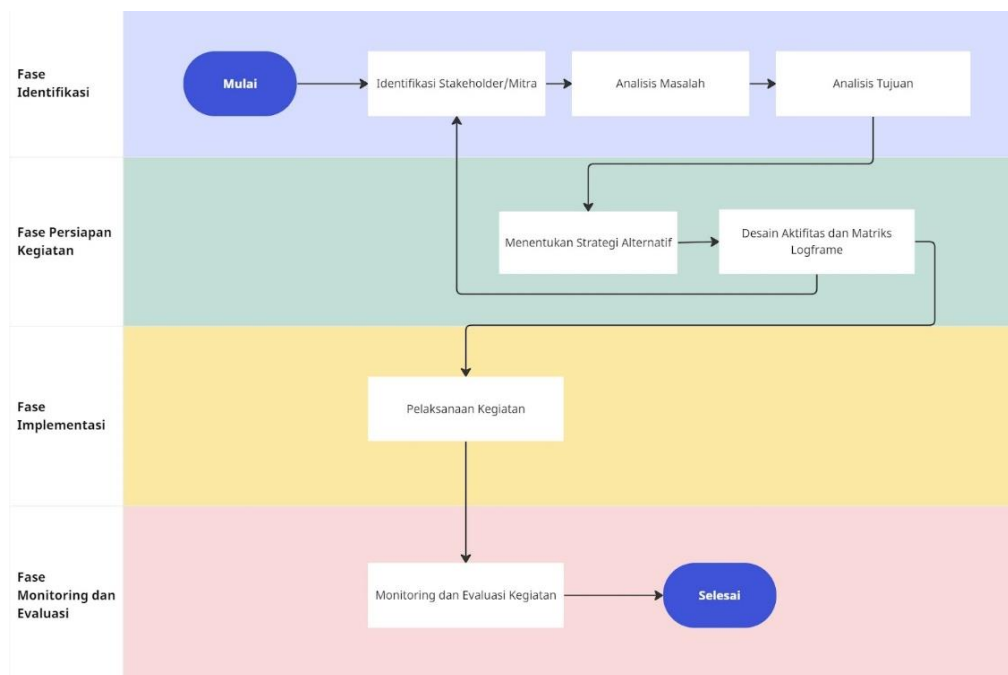
teaching methods and guide materials is also needed to continue to improve the quality and relevance of guidebooks.

In a broader context, increasing community awareness about HPP through the development of a dynamic guidebook can contribute to increasing the competitiveness of the tape industry in Banjarsari. With the ability to calculate COGS accurately, producers can determine more competitive selling prices and manage production costs more effectively (Prasetyo et al., 2024). This not only increases the profitability of their business but also strengthens their position in the local and international markets. The importance of awareness about HPP is also in line with the government's efforts to support the development of micro, small and medium enterprises (MSMEs). MSMEs play an important role in the national economy, both as providers of employment opportunities and as motors driving economic growth. Therefore, programs that aim to increase the capacity and skills of MSMEs, such as HPP calculation training, are very important to support the growth and sustainability of this sector (Effendi & Nasution, 2022).

Apart from that, this program also has a positive impact on the social and economic welfare of the Banjarsari community. With the ability to accurately calculate COGS, tape manufacturers can increase their revenues and reduce the risk of financial loss. This not only improves the welfare of producer families but also has a positive impact on the local economy as a whole. With higher incomes, producers can increase investment in their businesses, create new jobs, and contribute to village economic development (Arsyad & Junaedi, 2023). In the long term, the program to increase community awareness about HPP through the development of a dynamic guidebook could become a model that can be applied in other areas. By adapting the content and approach according to local characteristics and needs, this program has the potential to be implemented in various industrial centers throughout Indonesia. This can support national efforts to increase the capacity and competitiveness of MSMEs, as well as strengthen the local and national economy. Overall, the development of a dynamic guidebook to increase community awareness about HPP in Banjarsari Village is an innovative step that has great potential to increase production efficiency and competitiveness of the tape industry. With the right support and collaboration, this program can provide long-term benefits for tape manufacturers and local communities, as well as contribute to sustainable economic development in Indonesia.

## 2. METHODS

In order to increase community awareness of the calculation of cost of goods sold (HPP) for tape production in Banjarsari, the Objective-Oriented Project Planning (OPP) method offers a systematic framework and is focused on achieving clear goals. OPP is a project planning approach designed to ensure that each stage in the development process is driven by specific, measurable goals (LAKHOUA, 2019). Through the application of this method, the development of a dynamic guidebook for the community is expected to provide the knowledge and skills needed to calculate COGS accurately, thereby increasing the efficiency and profitability of tape production.



**Figure 1.** Objective-Oriented Project Planning (OPP) Method

The first phase in OPP is the identification phase, which begins with identifying relevant stakeholders or partners (Zen & Iswavigra, 2023). In this context, the main stakeholders include tape manufacturers in Banjarsari, local government, as well as experts in accounting and cost management. Identification of stakeholders is important to ensure that all interested parties can contribute and be involved in the project planning and implementation process. In addition, stakeholder mapping helps in understanding their needs and expectations for the development of dynamic guidebooks. The next step is problem analysis. At this stage, the project team conducted an in-depth evaluation of the obstacles and challenges faced by tape manufacturers in calculating HPP. This analysis includes identifying factors that influence production costs, such as raw materials, labor, and overhead. Apart from that, an assessment was also carried out on the community's understanding of the HPP concept and how it was applied in managing their business. This problem analysis provides a strong basis for designing targeted solutions.

After problem analysis, a goal analysis is carried out to determine the targets to be achieved through this project. The main objective of this project is to develop a dynamic guidebook that can be used by the Banjarsari community to calculate HPP for tape production accurately and efficiently. This goal includes increasing community knowledge and skills in cost management, as well as providing practical and easy-to-understand tools. By setting clear goals, the project can be focused on achieving tangible, beneficial results for the community (Lakhoua, 2020). Based on the goals that have been set, the next step is to determine alternative strategies to achieve these goals. The project team evaluated various approaches that could be used in the development of dynamic guidebooks, including teaching methods, guidebook formats, and applicable technologies. The most effective and efficient strategy is then selected for implementation. This process involves active participation from stakeholders to ensure that the chosen strategy is appropriate to local needs and conditions.

Activity design and logframe matrix are the next stages in the OPP process. Activity design includes detailed planning regarding the various activities that will be carried out to achieve project goals. This activity includes preparing the manual content, graphic design, testing the manual with the community, as well as training for tape producers in using the manual. The logframe matrix is used as a tool to visualize the relationship between objectives, indicators, resources and assumptions that support project success (Pembayun et al., 2021). With a comprehensive design, all planned activities can be integrated harmoniously and support the achievement of overall goals. Implementation of activities is the implementation phase of the OPP, where all plans that have been prepared begin to be

implemented. In this context, the implementation of activities includes the production and distribution of dynamic guidebooks, as well as holding workshops and training for the tape producer community in Banjarsari. This activity is closely monitored to ensure that all stages run according to the schedule and quality standards that have been set. Collaboration between local government, communities and expert teams is very important at this stage to ensure that all parties can contribute optimally.

The monitoring and evaluation phase is the final stage in the OPP process. Monitoring is carried out periodically to assess the progress of implementing activities and ensure that all activities are running according to plan. Evaluation involves assessing the achievement of objectives, the effectiveness of the guidebook, and the impact of the project on the community's knowledge and skills in calculating COGS (Rusanovsky, 2019). Data obtained from monitoring and evaluation is used to make necessary adjustments, as well as to prepare a final report that documents the entire project process and results. Overall, the application of the Objective-Oriented Project Planning (OPP) method in developing a dynamic guidebook for the tape producer community in Banjarsari offers a structured approach and focuses on results. Through every stage in the OPP, from needs identification to monitoring and evaluation, this project can ensure that all activities carried out support the achievement of the stated goals. Thus, the development of a dynamic guidebook is expected to make a significant contribution in increasing the community's awareness and ability in calculating the cost of goods sold, thereby encouraging the efficiency and profitability of tape production businesses in Banjarsari.

### 3. FINDINGS AND DISCUSSION

#### 3.1. Curriculum and Industry Needs Analysis

Needs analysis was carried out through interviews with local tape producers, traders and academics in the economic field. A survey of tape entrepreneurs in Banjarsari was also carried out to understand their level of knowledge about HPP. The results of the analysis show that there is a significant gap in understanding the concept of COGS, which affects pricing and business sustainability. The needs analysis in this research was carried out through a series of in-depth interviews with various parties related to the production and sale of tape in Banjarsari Village. First of all, interviews were conducted with local tape manufacturers to dig deeper into the production process, the obstacles they faced, and their understanding of the concept of cost of goods sold (COGS). Tape manufacturers said that although they are experts in the production process, many have difficulty calculating costs accurately, so they often set selling prices without a strong basis for calculations.

Apart from that, interviews were also conducted with traders who act as intermediaries in the distribution of tape from producers to final consumers. Traders provide insight into market dynamics, price competition, and how a lack of understanding of COGS among producers affects the selling prices that are ultimately set. They emphasized the importance of better awareness of COGS to improve producers' bargaining position in price negotiations. To complete the perspective from a practical side, interviews were also conducted with academics in the field of economics. Academics provide theoretical views on the importance of HPP in ensuring business sustainability. They highlight that without a good understanding of COGS, manufacturers not only risk setting prices too low or too high, but also face challenges in long-term financial planning and strategic decision making. Apart from interviews, a survey was also carried out on a number of tape entrepreneurs in Banjarsari. This survey was designed to measure their level of knowledge about COGS and how that understanding influences pricing practices. The survey results show that there is a significant gap in understanding of the COGS concept among entrepreneurs. Many admit that they do not fully understand all the cost components that must be taken into account in COGS, such as fixed costs and variable costs. This results in pricing that often does not accurately reflect production costs.

This gap in understanding has a direct impact on the business sustainability of tape manufacturers. Prices set without a correct COGS calculation basis can lead to losses, inadequate profit margins, and

ultimately, an inability to compete in a competitive market. Manufacturers who set prices too low may not be able to cover all production costs, while those who set prices too high may lose customers to competitors. Thus, the results of this analysis emphasize the need for interventions that can increase producers' understanding of HPP. The development of a dynamic guidebook accompanied by practical training is a solution that is expected to bridge this gap. The guidebook not only provides a step-by-step guide on how to calculate COGS, but also provides visual aids and practical exercises to ensure a deeper and more applicable understanding for the tape producer community in Banjarsari Village.

### 3.2. Design and Implementation of Dynamic Guidebooks

The dynamic guidebook is designed to integrate local knowledge of Banjarsari tape production with modern accounting principles. The main focus is on increasing the community's understanding of effective and efficient calculation of cost of goods sold (COGS). Implementation involves the use of the latest digital technologies, such as interactive applications and QR codes that direct users to video tutorials and online COGS calculators.

### 3.3. Educational Impact Evaluation and Community Response

Impact evaluation was carried out through questionnaires before and after using the guidebook. Significant improvements in understanding of COGS and more competitive selling price adjustments were recorded. The positive response from the community shows that the guidebook has helped them make better business decisions and increase profits. Evaluation of the impact of the development and implementation of the dynamic guidebook was carried out using a questionnaire method distributed to the tape producer community in Banjarsari Village. This evaluation was carried out in two stages: before and after using the guidebook. In the first stage, a questionnaire was distributed to measure the community's initial level of understanding of the concept of cost of goods sold (COGS) and how they determine the selling price of their products. The results of this initial questionnaire indicate that many producers have limited understanding of COGS and often set selling prices based on assumptions or poorly structured practices.

After the dynamic guidebook was introduced and a series of trainings were held, the second stage of evaluation was carried out. The same questionnaire was redistributed to measure changes in manufacturers' understanding and business practices. Results from the post-training questionnaire showed a significant increase in the community's understanding of HPP. Many manufacturers who previously had difficulty identifying fixed and variable cost components are now able to calculate COGS more accurately and comprehensively. Not only was an increase in understanding recorded, but also a more competitive selling price adjustment. Producers are starting to set selling prices that are more realistic and in line with their production costs. This not only helps in covering production costs but also increases their profit margins. More competitive pricing also helps manufacturers attract more customers, because the prices offered better reflect the true value of the product.

The response from the community to this guidebook has been very positive. Many manufacturers find the guide very helpful in making better business decisions. They appreciate the clear and practical guidance, which provides not only theory but also concrete examples and practical exercises. Some manufacturers also report increased profits after they apply new knowledge gained from manuals and training. Overall, this impact evaluation shows that the development and implementation of the dynamic guidebook successfully achieved its objectives. This guidebook not only increases the community's understanding of HPP, but also gives them the tools they need to make better business decisions and improve their economic well-being. This success provides a strong basis for replicating a similar approach in other producer communities, with the hope of delivering the same benefits.

### 3.4. Implementation Challenges and Solutions

The main obstacles faced include resistance to changes in traditional ways of calculating COGS and limited access to technology. The solutions implemented include holding free educational seminars, distributing printed guidebooks for those who do not have access to technology, and training in the use of digital tools for the younger generation. In implementing the project to increase community awareness of the calculation of cost of goods sold (COGS) through the development of a dynamic guidebook, several main obstacles were encountered. One of the biggest obstacles is resistance to changes from the traditional way of calculating COGS. Many tape manufacturers are used to conventional methods and feel comfortable with them, even though they are less accurate and inefficient. They tend to be skeptical of new approaches introduced through dynamic guidebooks.

Apart from that, limited access to technology is also a significant obstacle. Not all manufacturers have adequate access to digital devices or the internet, which is a challenge in adopting COGS calculation methods that may require technological assistance. This is especially true for older tape manufacturers, who may not be familiar with using the technology in their daily activities. To overcome these obstacles, several solutions were implemented. First, a free educational seminar was held which aimed to introduce the concept of HPP and the importance of accurate calculations to the community. This seminar not only provides theoretical knowledge but also facilitates discussions and questions and answers to overcome concerns and doubts from producers. With this seminar, it is hoped that resistance to change can be reduced through a better understanding of the benefits of new approaches. Additionally, to reach those without access to technology, dynamic guidebooks are printed and distributed free of charge. This printed guidebook is designed to be easy to understand and practical to use, so that tape manufacturers who do not have digital devices can still follow the guide to calculate HPP more accurately. In this way, no producer will be left behind due to limited access to technology. For the younger generation, who are generally more familiar with technology, special training is being held on the use of digital tools in COGS calculations. This training aims to equip them with the skills necessary to use software or applications that can assist in the calculation process. It is hoped that this young generation can become agents of change who bring new knowledge to their communities and help other community members to adapt to new approaches.

### 3.5. Recommendations for Guidebook Development

It is recommended to continuously update the guidebook with the latest information and developing technology, as well as strengthen partnerships with educational institutions and local business organizations for wider dissemination. Increasing the multimedia content and interactivity of guidebooks is also recommended to attract greater interest and increase learning effectiveness. It is recommended that the dynamic guidebook that has been developed be continuously updated with the latest information and developing technology. In a rapidly changing business world, it is important to ensure that guidebooks remain relevant and keep up with the latest developments in cost of goods sold (COGS) calculation methods and technological innovations. Regular updates will help tape producers in Banjarsari Village remain competitive and able to adopt best practices that are always developing.

To achieve wider dissemination and greater impact, partnerships with educational institutions and local business organizations are essential. Through collaboration with schools, universities and training centers, this guidebook can be introduced to more producers and aspiring young entrepreneurs. Educational institutions can play an important role in providing ongoing training and supporting the implementation of handbooks in their curricula. In addition, local business organizations can assist in the distribution of guidebooks as well as provide practical support to producers who need further assistance in implementing the knowledge they have acquired.

Increasing the multimedia content and interactivity of guidebooks is also highly recommended. By adding elements such as video tutorials, interactive simulations, and multimedia-based case examples, community interest and participation can be increased. Multimedia content not only makes

material more interesting but also helps in conveying complex information in a way that is easier to understand. The interactivity in the guidebook allows producers to practice and test their understanding directly, increasing overall learning effectiveness. These steps will not only ensure that the playbook remains a valuable resource for the tape manufacturing community, but also strengthen their ability to adapt to change and grow their businesses sustainably. With continued support from educational institutions and business organizations, as well as ongoing content updates and improvements, it is hoped that awareness and understanding of HPP among tape manufacturers will further increase, which in turn will improve their economic well-being.

#### 4. CONCLUSION

The development of a dynamic guidebook to increase community awareness of calculating the Cost of Goods Sold (HPP) for tape production in Banjarsari Village has succeeded in increasing the understanding and skills of local producers. The program has demonstrated that interactive manuals and technical training are effective in helping manufacturers accurately calculate COGS, which has a positive impact on production efficiency and product competitiveness. It is hoped that the implementation of this program will continue to support the development of a more efficient and highly competitive tape industry in Banjarsari Village.

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