

Economic Empowerment and Marketing Strategies for Brick-Making MSMEs in Penengahan Village, Way Khilau Subdistrict, Pesawaran Regency

Agus Mahfudin Setiawan¹, Rona Deviana², Hadiza Almayang³, Rinta Mutiara⁴, Anita⁵, Wulan Mukaromah⁶, Pitasya Dwi Nuryasin⁷, Defy Duwi Yana⁸, Imam Bagas Wicaksono⁹
^{1,2,3,4,5,6,7,8,9}Raden Intan State Islamic University, Indonesia
 Correspondence Email: rona.deviana3000@gmail.com

Article Info	Abstract
Article history: <i>Received: 20 June 2026</i> <i>Revised: 15 July 2026</i> <i>Accepted: 22 July 2026</i>	Brick-making is one of the MSMEs found in Penengahan Village. However, due to ineffective marketing strategies and the absence of an organization—such as a cooperative—capable of organizing and serving as a platform for brick artisans, the village has been unable to fully optimize the brick-making MSME to become a flagship commodity that could serve as a distinctive feature of Penengahan Village. The approach to addressing this issue employs a community development methodology that emphasizes integrating the community's existing efforts and potential with government resources to improve the community's economic, social, and cultural conditions. In an effort to strengthen the economy of Penengahan Village, SME development and marketing initiatives are being implemented, including the promotion of products through a clear system that encompasses organizational structure, partnerships or distribution channels, and marketing strategies. Efforts to develop MSMEs include creating videos and photos of bricks featuring MSME operators and uploading them to various social media platforms such as Instagram, Facebook, WhatsApp, and YouTube.
Keywords: <i>MSMEs, Bricks, Marketing Strategy, Economic Empowerment</i>	
This is an open-access article under the CC BY-SA license. Copyright © 2026 by Author. Published by Yayasan Mujtahidin Sajimah Selong (Musa Foundation), Indonesia.	

INTRODUCTION

In the era of globalization, there is a demand for improvements in the quality of products and services, innovation, technological development, human resource development, and the expansion of marketing reach. Currently, developments in the industrial sector have reached the Fourth Industrial Revolution. This necessitates that the economic development of society be realigned with existing technological advancements. Consequently, the government is actively promoting business and entrepreneurship across all regions of Indonesia (Wuisang, Rantuarouw, & Consuslasi, 2019). One example is the existence of Micro, Small, and Medium Enterprises (MSMEs), which serve as a source of employment and are thus productive for the community. MSMEs are labor-intensive businesses that do not require specific prerequisites such as a certain level of education and involve relatively little capital (Yamani, Muhammad, & Faiz, 2019).

Many business owners depend on MSMEs for their livelihoods, but many of them have not yet achieved stable prosperity. However, strengthening the economy is a fundamental step that business owners must take to foster the growth of MSMEs in the community. Therefore, effective strategies are needed in the areas of planning, production, promotion, and product development. Furthermore, brick-and-mortar MSME entrepreneurs have not yet fully leveraged information technology for the promotion and distribution of their products. This technology can have a positive impact on increasing

product visibility. Moreover, a shift in the marketing paradigm from traditional (offline) to modern (online) methods has not yet been fully adopted by brick-and-mortar MSME entrepreneurs. E-marketing is an efficient marketing strategy with the potential to reach a wide community network.

Brick-making is a business that offers profits and minimal losses for brickmakers. This is one of the factors supporting the existence of MSMEs in Penengahan Village. Brick-making also began as a venture intended solely for personal use but eventually evolved into a business that has been passed down as a primary occupation. The marketing system remains rudimentary, resulting in brick sales in Penengahan Village relying solely on word-of-mouth. In fact, the ultimate goal of brick-making is to sell the product. However, residents of Penengahan have so far only marketed their bricks by displaying ready-to-sell bricks in front of their homes, without employing a more effective marketing system. A lack of knowledge about technology is the main reason for the absence of marketing strategies used to market bricks in Penengahan Village. Yet today, developments in the world of commerce are heavily influenced by technology through digital marketing. This vast opportunity has not yet been widely utilized by MSME operators. It is reported that only 8% of all MSMEs use technology in their marketing (Kusnidar, Arupi, Juliono, & Yudis, 2018).

Brick artisans in Penengahan Village still overlook the importance of using technology, especially since the majority of brickmakers are elderly people who find it difficult to use modern technology. On the other hand, there is a lack of support from relevant parties to participate in brick marketing strategies. This has hindered the brick sales process. Against this backdrop, Group 289 of the UIN Raden Intan Lampung Community Service Program (KKN) launched a community service initiative focused on economic empowerment and marketing strategies for brick-making MSMEs in Penengahan Village. This initiative was carried out in collaboration with village officials and students from UIN Raden Intan Lampung. The activity is part of the "UMKM Bang Azmi" program. One of the SME sectors that is the focus of this initiative is brick production in Penengahan Village, Way Khilau Subdistrict, Pesawaran Regency.

LITERATUR REVIEW

The Growth of MSMEs and the Challenges of Conventional Marketing

Data shows that Micro, Small, and Medium Enterprises (MSMEs) continue to grow and have become a mainstay of the national economy, both in terms of employment and their contribution to Gross Domestic Product (Central Statistics Agency, 2023; Ministry of Cooperatives and MSMEs of the Republic of Indonesia, 2022). This growth aligns with the increasing number of businesses based on local production, including MSMEs producing building materials such as bricks, which are spread across various rural areas (Wuisang, Rantuarouw, & Corompise, 2019). However, this quantitative growth in MSMEs has not been fully accompanied by the maturation of marketing strategies. A number of studies specifically on brick-producing MSMEs confirm that product promotion still relies on banners and word-of-mouth communication, so market reach does not extend beyond the local area (Wahyu, 2024). A similar situation is observed among SMEs in general, where only a small fraction of business owners have adopted technology in their marketing efforts (Kusnidar, Arupi, Juliono, & Yudis, 2018; Yamani, Muhammad, & Faiz, 2019). This phenomenon indicates a structural gap between the growth scale of MSMEs and their

marketing readiness, which calls for intervention strategies tailored to the specific local context of each MSME.

Digital Technology as a Tool for Optimizing MSME Marketing

Advances in digital technology have opened new opportunities for optimizing MSME marketing through digital marketing approaches and the use of social media, which enable business owners to reach a wider audience without incurring significant promotional costs (Regina, 2025; Suhartini & Nugroho, 2022). A study of brick-making MSMEs in Beloh Village, for example, found that the use of social media and e-commerce platforms significantly increased customer engagement and strengthened buyer loyalty, which ultimately had a positive impact on the well-being of business owners (Universitas Pembangunan Nasional Veteran Jawa Timur, 2025). App-based mentoring and e-commerce systems have also proven to help brick artisans manage production inventory while expanding their market access (Hendra Hadiwijaya, Febrianty, & Darmawi, 2019; Fitria, 2022). Nevertheless, several studies highlight that the implementation of digital technology in MSMEs cannot be separated from challenges related to digital literacy, limited financial resources, and the digital infrastructure gap in rural areas. In other words, the adoption of marketing technology cannot rely solely on the availability of digital tools but must also take into account the social and cultural readiness of the user community.

Empowering Brick Makers Amid the Digital Divide

Brick makers are generally older adults with low levels of technological literacy, so they face unique barriers to adopting digital marketing even as information technology penetration continues to rise in rural areas (Rinaldy, Nur Hakim, & Surya Gutama, 2017). This gap aligns with the concept of a multidimensional digital divide, which highlights that access to technology does not automatically lead to digital literacy and the social readiness to utilize it optimally. Under such conditions, community-based organizations with established social structures—such as artisan groups, village officials, and student service organizations—have the potential to serve as strategic hubs for economic empowerment interventions, as an empowerment approach that leverages existing institutional structures is considered more sustainable than interventions built from scratch, as such approaches leverage the social capital and cultural legitimacy already possessed by the local community. The brick-making artisan group in Penengahan Village, with its business traditions passed down across generations and social networks embedded within the village structure, exemplifies this form of social capital. Based on this synthesis, a research gap can be identified: studies on brick-making MSMEs are still dominated by issues such as limitations in digital marketing and the lack of collective organizations among individual artisans; however, few have integrated the institutional strengthening of artisans, the creation of visual promotional materials, and the utilization of digital mapping platforms simultaneously within a single, comprehensive empowerment program framework. It is this gap that this community service initiative aims to address through economic strengthening and marketing strategies for brick-making MSMEs in Penengahan Village.

METHOD

A method is defined as a planned, structured, and systematic scientific activity with specific objectives, whether practical or theoretical (Raco, 2010). In the process of the

economic empowerment program and marketing strategy for brick-making MSMEs, the community development method was used. This method involves building and strengthening community structures so that they become autonomous entities capable of managing their own lives and carrying out activities to meet human needs. By using the community development method, two types of data are obtained: primary data and secondary data. Primary data is obtained through observation and in-depth interviews. Meanwhile, secondary data is obtained by searching for literature or references—whether from books, journals, or the internet—that are relevant to the economic empowerment program and marketing strategies for brick-making MSMEs. Furthermore, community development places greater emphasis on the community's own efforts to meet its needs, with the central idea of sustainability in meeting human needs through the development of self-reliance (Arsawan, Karyati, & Sukarta, 2016).

There are several stages in the community development method. First, the engagement stage, which is the initial outreach process carried out in community development. Second, the assessment stage, which is the process of identifying various issues and needs within the community. Third, the program planning stage, during which management processes related to program implementation are carried out. Fourth is the implementation stage, which focuses on activities carried out based on the initial plan that has been mutually agreed upon. And fifth is the evaluation stage, which involves assessing whether the implemented program aligns with the plan or the intended objectives (Rinaldy, Nur Hakim, & Surya Gutama, 2017).

In the process of the economic empowerment program and marketing strategy for brick-making MSMEs in Penengahan Village, the engagement phase was achieved by reaching out to the community, such as by inviting them to participate in the brick-making process. In the assessment phase, findings were obtained through observation and in-depth interviews. The observation technique used was participatory observation. KKN students visited the site and studied the conditions and situation firsthand. Interviews were conducted to verify findings and gather more in-depth data regarding brick-making MSMEs in Penengahan Village. The planning phase involved internal meetings among the KKN student group. Next, during the implementation phase, documentation activities were carried out to collect data in the form of authentic records of the brick-making MSMEs. Finally, the evaluation phase assessed the extent to which the planned program was successfully implemented.

RESULTS AND DISCUSSION

Result

Brick Production System in Penengahan Village

Red bricks are one of the primary building materials widely used in Indonesia. There are numerous centers for the production of high-quality bricks, one of which is the brick-making MSME in Dusun 1 Sinar Harapan, RT 2, Penengahan Village, Way Khilau Subdistrict, Pesawaran Regency, Lampung. There are several stages in the brick-making process. First is the mixing stage, which involves combining all the ingredients—loam, clay, and rice husks—in a 1:1:1 ratio with water. The mixed ingredients are then left to rest for approximately one night to allow the hardened soil to soften, resulting in a perfect mixture.

Second, molding—the process of shaping bricks using wooden molds consisting of 5–6 brick cavities. Brick artisans there do not use machine-operated molds because the molding process might not be fully compressed, which would create air pockets in the bricks and cause them to crack. In addition to quality concerns, the high cost of purchasing a brick-making machine is another reason why they do not use mechanical molds. Therefore, brick artisans in Penengahan Village still use traditional methods for molding bricks. After being molded, the bricks are dried briefly. Third, trimming is the process performed when the bricks are half-dry or not yet fully dry. Firing is usually done in the afternoon, two days after the bricks have been molded and sun-dried. This process is carried out to smooth the edges and bases of the bricks, removing any residual material from the molding process. Additionally, trimming ensures that the bricks are neat and even in shape and free of ash that served as a base during the brick-molding process.

Fourth, sun-drying is the process of drying the bricks after the firing process is complete. In this process, the bricks are stacked with space between them to facilitate drying. This stage of sun-drying usually takes 2–4 days, depending on the weather that day. After that comes the fifth stage: firing the bricks. Before firing the bricks, the brickmakers usually create a “pawon”—a gap in the stack of bricks, which is built two meters high for every 10,000 bricks. These gaps will later be used to hold rice husks and allow air to circulate. To ensure that the bricks at the very top of the stack are fired evenly, the brickmakers in Penengahan Village cover them completely with rice husks. This brick-firing process usually takes about one night or a full day using rice husks to produce bricks that are solid and not prone to breaking. This is the time required to produce high-quality bricks. Afterward, the bricks are left to rest for several days until the embers have completely died out.

MSME Development and Marketing

The brick-making MSMEs in Penengahan Village are one of the main pillars of the national economy and must be given priority opportunities, support, protection, and the broadest possible development. This reflects a firm commitment—from both the government and the community—to grassroots economic enterprises. Unfortunately, this commitment has not yet been tangibly felt by the brick-making MSME operators in Penengahan Village. To ensure that these brick-making MSMEs receive the necessary opportunities, support, and development, several measures can be implemented as part of this community service initiative, including the following:

1. Coordinating Brick Makers in Penengahan Village

The brick makers in Penengahan Village are, on average, men over forty years old. They have been in the brick-making business for decades. Some of them have continued their family businesses, while others simply started by following in the footsteps of their neighbors. As a result, a disparity has emerged between brickmakers who have already established a reputation or brand image among the general public and those who are just starting out. This indirectly affects the promotion and marketing of their brick products.



Figure 1. Observation of Bang Azmi's Bricks



Figure 2. Bang Azmi's Brick Firing Process

Based on the results of observations and interviews, it is evident that brick artisans in Penengahan Village still rely on conventional methods for promotion and marketing. The majority of them tend to rely on word-of-mouth or simply display their products around their yards and along the streets. For brickmakers who have long enjoyed a good reputation in their business and possess strategically located land for marketing their products, this is certainly an advantage. Conversely, this poses a challenge for other brickmakers who lack both of these factors.

The brick-making activities in Penengahan Village, which remain isolated, also have an impact on the marketing management system. A marketing management system is an effort to plan, implement (which consists of organizing, directing, and coordinating), and oversee marketing activities within an organization so that objectives are achieved efficiently and effectively. The lack of awareness among brick artisans regarding the need to establish a sound and systematic marketing management system indirectly creates economic disparities among brick artisans.

Based on the points mentioned above, it is undeniable that efforts to mobilize the brickmakers in Penengahan Village are considered crucial to ensuring they share a common vision and mission in improving their well-being as local

brick producers. A sense of shared destiny, mutual support, and common interests must be instilled in them so that they can foster a spirit of solidarity among the brickmakers.

2. Making a Brick Banner in the Village of Penengahan

The objectives of creating the brick banner in Penengahan Village encompass several complementary aspects. First, from a product awareness perspective, this banner is intended to introduce bricks as a flagship product to village residents and the surrounding community, including highlighting their advantages such as strength, durability, and cost-effectiveness. Second, the banner also serves as a sales promotion tool to increase interest in purchasing and sales of bricks by providing information on prices, promotions, and how to buy them. Beyond the promotional aspect, this banner is also designed as an educational and outreach tool—to educate the public about the benefits of using bricks in home construction and infrastructure, as well as how bricks can contribute to the quality and durability of buildings. Additionally, the banner conveys information about sustainability and the environmental impact of using eco-friendly bricks compared to other alternatives, thereby raising environmental awareness among the community.

From an economic perspective, these banners are expected to support the local economy by encouraging the community to purchase local products, thereby increasing demand for goods produced in the area and helping to bolster the village's economy. To facilitate transactions, the banners also include contact information—such as phone numbers, addresses, and websites—so that potential buyers can easily obtain further details and make purchases. Equally important, this banner aims to build a positive image for the village's brick-making business by emphasizing product quality and reliability as a local producer. Ultimately, this effort is also intended to raise social awareness among the community so they will participate in using local products for the development and progress of the village. With these objectives in mind, the brick banner in Penengahan Village is expected to effectively increase product visibility, encourage purchases, and support the village's economy and well-being.



Figure 3. Bang Azmi's Brick Banner Production

3. Creating a Google Maps “brick” in Penengahan Village

The purpose of creating a Google Maps listing for the brick-making MSMEs in Penengahan Village is to improve the accessibility and visibility of local brick-making businesses through a digital platform that is easily accessible to the public. With this digital map, villagers and potential customers from outside the area can quickly locate the businesses, making it easier for them to visit in person or make purchases. Google Maps also provides detailed information such as addresses, operating hours, and business contact information, which will boost the confidence and convenience of potential customers. Additionally, this map serves as an effective promotional tool, helping the brick-making MSMEs in Penengahan Village attract more customers, both from the local market and from outside the area. By leveraging digital technology, the creation of this map also contributes to the modernization of businesses and the development of the village economy, supports the sustainability of local businesses, and promotes high-quality, eco-friendly brick products to the wider public. With this integration, it is hoped that the brick businesses can grow more rapidly, strengthen their market position, and make a positive contribution to the village’s economic progress and well-being.

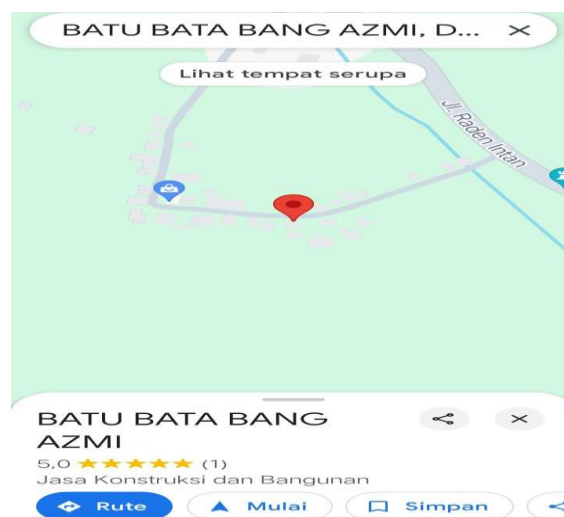


Figure 4. Registering an address on Google Maps

Discussion

The findings above indicate that the marketing challenges faced by brick-making MSMEs in Penengahan Village do not stem solely from a lack of technology, but rather from the weak institutional structure among the artisans themselves. Before the intervention, marketing relied solely on word-of-mouth and displaying products in front yards—a pattern also observed among brick-making MSMEs in Kaloran Village, Nganjuk Regency (Wahyu, 2024). The similarity of these patterns indicates that the marketing backwardness of brick-making MSMEs is not a case-specific issue confined to a single village, but rather a recurring structural pattern among similar MSMEs across various regions. This situation reinforces the argument that interventions that address only the technical aspects of marketing without addressing institutional aspects risk being

unsustainable, as the root of the problem lies in the absence of a collective platform capable of voicing the shared interests of the artisans.

In terms of approach, the use of community development methods in this activity aligns with the ideas of Raco (2010) and Arsawan, Karyati, and Sukarta (2016) that strengthening the community's economy should be built on community self-reliance, not merely on the transfer of technology from outside parties. However, its implementation in the field revealed limitations: the engagement and assessment phases carried out by the KKN students were relatively brief, so efforts to coordinate artisans who had long worked individually had not yet fully transformed the patterns of socioeconomic relations among them. The phenomenon of a disparity in status between long-established artisans and those just starting out—as observed in the field—indicates that social capital among artisans has not been developed evenly. This means that the short-term success of the community development approach in the community service program should be interpreted more accurately as a starting point for institutional restructuring, rather than as a complete resolution of structural problems that have persisted for decades.

In terms of marketing, creating banners and registering business locations on Google Maps are relevant steps to address low product visibility, and are consistent with findings regarding brick-and-mortar MSMEs in Pasir Putih Ujung Village and Beloh Village, which also indicate that the use of digital media can expand market reach and strengthen customer engagement (Hendra Hadiwijaya, Febrianty, & Darmawi, 2019; Veteran National Development University of East Java, 2025). However, it is important to critically note that both of these studies utilized relatively more complex digital tools, such as e-commerce-based inventory management applications and active social media optimization, whereas the intervention in Penengahan Village was still limited to static visual media and digital address registration. In other words, the steps taken in this initiative represent an initial stage of digital transition, not a comprehensive solution on par with more mature digital marketing models. This limitation aligns with the reality that the majority of artisans are elderly and struggle to operate modern technology independently; consequently, the continued use of banners and Google Maps is highly dependent on ongoing support, whether from village officials or the local younger generation who are more familiar with digital technology.

The gap between the availability of technological access and the community's sociocultural readiness to utilize it, as identified in this initiative, underscores that simply providing digital tools does not automatically solve the marketing challenges faced by MSMEs. The adoption of marketing technology must be accompanied by institutional capacity building and digital literacy training for artisans so that the benefits do not remain merely symbolic—such as the mere presence of a banner or a location marker on a digital map—without ongoing content management and sustained interaction with potential buyers. In this regard, the results of this community service initiative also serve as a critical note for similar community service programs: the assessment of success should not stop at the creation of promotional media but must be followed by monitoring to determine whether such media are actually being used and resulting in a tangible increase in transactions.

In practical terms, these findings have implications for rural economic development planning, particularly in fostering synergy among village governments, microenterprise groups, and higher education institutions through sustainable

community service programs. Such synergy aligns with findings from research on MSME empowerment based on local potential, which indicates that the most effective empowerment strategies are participatory ones that leverage existing social structures, rather than interventions built from scratch (Riasari, 2024; Otoluwa & Gintulangi, 2025; Handoko, 2023). However, this study has methodological limitations that must be honestly acknowledged: the data used were derived from participatory observation and interviews conducted within the limited timeframe of the Community Service Program (KKN), making it impossible to verify quantitative measurements of the impact on increased sales or income for artisans. Further quantitative or longitudinal research is needed to more rigorously assess the extent to which this community development- and digital media-based intervention actually impacts the long-term economic sustainability of brick-making MSMEs in Penengahan Village.

CONCLUSION

Brick-making MSMEs are a primary source of livelihood for most residents of Penengahan Village, Way Khilau Subdistrict, Pesawaran Regency. The brick-making businesses run by Penengahan Village residents are quite productive. However, the lack of innovative marketing strategies and the brickmakers' limited technological knowledge regarding how to market their products on a wider scale have hindered the development of distribution networks, leading to economic passivity among the community. To support the development of these SMEs and maximize marketing efforts, students participating in the Community Service Program (KKN) at UIN Raden Intan Lampung employed community development methods to coordinate the brick-making community in Penengahan Village, identify the artisans' needs, and connect the community with the village government to better assist the artisans in developing their SMEs. Efforts to increase brick sales have met the set targets, and the residents of Penengahan Village have responded positively to these activities. The community has also gained a better understanding of brick-making MSMEs.

BIBLIOGRAPHY

- Adhanisa, C., & Fatchiya, A. (2017). Efektivitas website dan Instagram sebagai sarana promosi kawasan wisata berbasis masyarakat. *Jurnal Sains Komunikasi dan Pengembangan Masyarakat*, 1(4), 451–466.
- Arenz, E. (2020). *The best times to post on social media in 2020*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-social-media>
- Arsawan, I. W. E., Kariati, N. M., & Sukarta, I. W. (2016). Pemberdayaan masyarakat berbasis community development (studi eksploratif di kawasan wisata Sangeh). *Soshum: Jurnal Sosial dan Humaniora*, 6(3), 238–248.
- Badan Pusat Statistik. (2023). Statistik UMKM Indonesia 2023. BPS.
- Budiarto, R., dkk. (2015). *Pengembangan UMKM antara konseptual dan pengalaman praktis*. UGM Press.
- Fitria, F. (2022). Peranan aplikasi keuangan dan website pada industri kecil batu bata. *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 1–10. <https://doi.org/10.31294/jabdimas.v5i1>
- Hadiwijaya, H., Febrianty, & Darmawi. (2019). Pendampingan komunitas UMKM batu bata melalui penggunaan aplikasi perhitungan stock berbasis e-commerce di Desa Pasir

- Putih Ujung Kecamatan Talang Kelapa Kabupaten Banyuasin. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 262–270.
<https://doi.org/10.52166/engagement.v3i2.72>
- Handini, S., Astuti, S., & Hartatik, A. (2019). *Pemberdayaan masyarakat desa dalam pengembangan UMKM di wilayah pesisir*. Sekopindo Media Pustaka.
- Handoko, W. (2013). Strategi pengembangan masyarakat (*community development*) melalui program pengembangan koperasi dan UMKM berbasis kearifan lokal, *Jurnal Ilmu Politik dan Pemerintahan*, 1(2), 246–256.
- Kementerian Koperasi dan UKM RI. (2022). Laporan tahunan kinerja usaha mikro. Kemenkop UKM.
- Kusnidar, A., Arupi, Juliono, & Yudis, A. P. (2018). Pemanfaatan *e-commerce* pada UMKM di Kabupaten Pringsewu. *Jurnal Kelitbangan Pengembangan dan Inovasi Iptek Kabupaten Pringsewu*, 3(2), 84–96.
- Moleong, L. J. (2011). *Metodologi penelitian kualitatif* (Rev. ed.). PT Remaja Rosdakarya.
- Otoluwa, I., & Gintulangi, S. O. (2025). Pemberdayaan masyarakat melalui peningkatan Usaha Mikro Kecil Menengah (UMKM) dalam meningkatkan ekonomi masyarakat di Desa Molangga Kecamatan Tolinggula Kabupaten Gorontalo Utara. *Jurnal Ilmiah Manajemen dan Bisnis*, 7(3).
- Priatoro, B. (2019). Strategi komunikasi pemasaran melalui media WhatsApp (studi kasus Garuda Indonesia Solo). *Prosiding Seminar Nasional Cendekiawan*.
- Raco, J. R. (2010). *Metode penelitian kualitatif*. Grasindo.
- Regina. (2025). Strategi pemasaran digital untuk meningkatkan penjualan UMKM sektor kuliner. *Kompleksitas: Jurnal Ilmiah Manajemen, Organisasi dan Bisnis*, 4(1).
- Riasari, A. (2024). Optimalisasi potensi lokal melalui pemberdayaan UMKM untuk kesejahteraan rumah tangga. *Svarga Pena: Jurnal Pengabdian Kepada Masyarakat*, 2(2).
- Rinaldy, R., Nur Hakim, S., & Surya Gutama, A. (2017). *Proses community development* pada program Kampung Iklim di Desa Cupang Kecamatan Gempol Kabupaten Cirebon. *Jurnal Penelitian & PKM*, 4(2), 129–139.
- Sudadi, Suwanto, & Suryono. (2019). IbM memadukan pengusaha batu bata dan petani pemilik lahan dalam meningkatkan kualitas tanah dan bentuk lahan. *Prima: Journal of Community Empowering Service*, 3(1), 18–22.
- Sударsono, H. (2020). *Buku ajar: Manajemen pemasaran*. CV. Pustaka Abadi.
- Sudirga, S. A. (2016). Pengaruh pelaksanaan pemasaran terhadap volume penjualan industri kecil batu bata Kulim Pekanbaru. *Jurnal Online Mahasiswa Fisip*, 3(1), 1–7.
- Suhartini, S., & Nugroho, A. (2022). Utilizing social media for marketing small and medium enterprises in Indonesia. *Indonesian Journal of Business and Entrepreneurship*, 8(2).
- Universitas Pembangunan Nasional Veteran Jawa Timur. (2025). Peningkatan kesejahteraan UMKM batu bata Desa Beloh melalui strategi digital marketing untuk mempertahankan niat beli pelanggan. *Jurnal Studi Administrasi Bisnis*, 6(1).
- Wahyu, W. Y. (2024). Strategi pemasaran batu bata di Kelurahan Sidomulyo Kota Bengkulu. *Jurnal Kewirausahaan dan Bisnis*, 3(1).
- Wardhana, M. (2019). Strategi pengembangan UMKM keris Kabupaten Sumenep. *Jurnal Desain Interior*, 4(2), 113–118.
- Wuisang, J. R. H., Rantuarouw, R., & Corompise, C. (2019). *Konsep kewirausahaan dan UMKM*. Yayasan Makarya Waya.

Economic Empowerment and Marketing Strategies for Brick-Making
MSMEs in Penengahan Village, Way Khilau Subdistrict, Pesawaran
Regency: Agus Mahfudin Setiawan, et al

- Yamani, A. Z., Arif, W. M., & Muhammad, N. F. (2019). Penguatan ekonomi lokal pada pelaku UMKM berbasis digital di Desa Winduaji Kabupaten Brebes. *Madani: Indonesian Journal of Civil Society*, 1(1).
- Yuliani, A. (2020, 26 Agustus). Kemenkop UKM: 3,79 juta UMKM sudah go online. Kominfo.
- Zhulaikha. (2020). *Bisnis UMKM di tengah pandemi: Kajian komunikasi pemasaran*. Unitomo Press.