SOCIETY: Jurnal Pengabdian Masyarakat
Vol. 4, No. 3 (2025): May, pp. 435-446
E-ISSN:2827-878X (Online -Electronic)

Increasing Village Income Through FGD Participation with Socialization of the use of Digital Technology in Youth in Mlaras Village, Sumobito district, Jombang

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ARTICLE INFO

Article history

Received : 7-3-2025

Revised : 27-4-2025

Accepted : 24-5-2025

Keywords

digital technology; digital literacy; community income; village economy; Marketplace; Digital transactions

ABSTRACT

Digital technology has become an important factor in increasing people's income, especially in rural areas that still face challenges in digital literacy. This research aims to optimize the use of digital technology to improve the economic welfare of the people of Mlaras Village, Sumobito District, Jombang Regency. The method is a participatory approach involving observation, socialization, training, and intensive mentoring. This program uses marketplaces, social media, and digital transaction systems to increase people's income.

The study results showed a significant increase in digital literacy, which was 90%. People who previously relied on conventional methods are now more confident using digital technology to market products and conduct financial transactions. Some participants managed to increase revenue through online sales and the efficiency of digital transactions. With the increase in digital skills, the people of Mlaras Village are expected to continue to develop technology-based businesses and sustainably improve economic welfare. This program has a real positive impact and can be a model in developing a digital-based village economy.

A. INTRODUCTION

Mlaras Village is one of the villages in Sumobito District, Jombang Regency, with an area of 256.74 hectares and a population of 3,407 people. Most people work as farmers, relying on the agricultural sector as the main source of income. Although this village has

great potential in the agricultural sector, the use of digital technology to support income increase is still relatively low. The lack of digital literacy is one of the main obstacles for the community in developing the optimal economic potential of the village.

One of the primary issues faced by the residents of Mlaras Village is limited access to information and digital technology. The villagers, particularly farmers and micro-enterprise owners, still rely on conventional methods for selling and conducting transactions, which restricts their market reach. The lack of knowledge about digital technology makes it difficult for many local businesses to compete in the digital era, where online marketplaces have become the dominant trend in product marketing and distribution.

Furthermore, the low level of digital literacy among the community is also influenced by the lack of training and outreach programs related to technology utilization. Many villagers are not yet familiar with the use of e-commerce applications, social media as a marketing tool, and more efficient digital payment systems. This lack of awareness results in most agricultural products and micro-enterprises in Mlaras Village being marketed only within the local area, without access to broader markets through digital platforms.

Another significant challenge is the limitation of infrastructure and suboptimal internet networks in certain areas of the village. Slow or unstable internet connections hinder the community's ability to access information, conduct online transactions, and fully utilize digital technology. This issue further exacerbates the gap between urban and rural areas in terms of access to technology and digital economic opportunities.

Without strategic efforts to enhance digital literacy and supporting infrastructure, the residents of Mlaras Village will continue to struggle in optimizing their resources to improve their income. Therefore, intervention in the form of education, training, and mentorship in digital technology utilization is essential to enable the community to adapt to modern developments and leverage technology as a means of enhancing their economic well-being.

Income is an important factor in the survival of the community. Income stability can be achieved through the optimization of resources owned, including the use of digital technology. In the modern era, digital technology has become an effective tool in increasing income, both through the use of marketplace applications, social media as a means of promotion, and other digital systems that can support people's economic activities (Raden Vina Iskandya Putri1, 2023).

Digital technology is a system that uses a binary basis (0 and 1) to process and store information. Its development has brought significant changes in various aspects of life, including the economic field. The use of digital technology in the economic sector includes various applications that support buying and selling transactions, investments, and product marketing widely and efficiently (Hermawansyah, 2021). Village communities can access a wider market, increase productivity, and develop digital-based businesses by maximizing digital technology.

In recent years, the development of digital technology in Indonesia has been accelerating, especially with the increasing number of internet users and mobile devices. According to a 2023 report by the Indonesian Internet Service Providers Association (APJII), around 78% of Indonesia's population has internet access, which shows a great opportunity to use digital technology to support economic activities (Fatah, 2024). However, in rural areas such as Mlaras Village, digital technology still faces challenges, such as lack of access to adequate internet infrastructure, low public understanding of digital technology, and limitations in using digital devices for economic purposes.

Optimizing the use of digital technology can be a solution to improving the economic welfare of village communities. Through the use of marketplaces such as Shopee, Tokopedia, and Bukalapak, farmers and local business actors can expand their market reach, not only limited to the surrounding environment but also on a national and even international scale(Subakti et al., 2024). Additionally, using social media such as Facebook, Instagram, and TikTok can be an effective marketing tool to increase the appeal of local products to a wider range of consumers (Ranti Eka Putri et al., 2023).

In addition to marketing, the digital transaction system is important in supporting business efficiency. Digital wallets such as OVO, Dana, and QRIS can help people make transactions faster, safer, and more efficient, reducing dependence on cash transactions (Farhan & Shifa, 2023). Thus, applying digital technology in various aspects of the village economy can help significantly increase people's income (Sri Mulatsih et al., 2023).

The utilization of digital technology in the rural economic sector has become an integral part of the digital transformation, bringing positive impacts to society. Digitalization not only encompasses marketing and transactions but also creates new opportunities in technology-based business management (Adolph, 2024). With increasingly widespread internet access, rural communities have greater opportunities to develop their businesses more efficiently and competitively.

However, various challenges persist in the implementation of digitalization in rural areas. One of the main challenges is the limited digital literacy among community members, particularly among the younger generation, who have significant potential to drive the rural economy. Many local entrepreneurs still lack an optimal understanding of how to leverage digital platforms to enhance their productivity and business competitiveness. Additionally, infrastructural factors, such as the availability of a stable internet network, remain a challenge that requires serious attention (Ilhadi et al., 2024).

Therefore, strategic measures are necessary to enhance the understanding and skills of rural communities in utilizing digital technology. One approach that can be implemented is through Focus Group Discussions (FGDs) aimed at socializing and educating rural youth about digital technology. By engaging multiple stakeholders in these discussions, it is expected that the community will gain a deeper understanding of the benefits of digital technology and be able to apply it effectively in their daily economic activities (Masithoh, 2025).

Along with the rapid development of technology, optimizing the use of digital is a strategic step in increasing the income of rural communities. Therefore, socialization and education related to the use of digital technology are needed so that the people of Mlaras Village can take full advantage of digitalization opportunities to improve their economic welfare. With continuous mentoring and training programs, the community hoped to develop digital-based businesses independently and create a more modern and competitive economic ecosystem.

The use of digital technology in rural development has become an important strategy to enhance local economies and reduce disparities between urban and rural areas. Digital technology provides various opportunities for village communities to access broader markets, improve productivity, and develop innovative businesses (Hariyanto et al., 2023). In the agricultural sector, digital platforms enable farmers to market their products beyond traditional boundaries, optimizing profits and expanding their business networks (Achmad et al., 2024).

Focus Group Discussions (FGDs) have been widely recognized as an effective method to encourage active participation and knowledge sharing within communities. FGDs allow participants to express their experiences, challenges, and aspirations collaboratively, thus fostering a deeper understanding of complex issues such as digital literacy and technology adoption(Wibowo et al., 2024). In the context of rural development, FGDs can serve as a medium for identifying local needs, obstacles, and strategies to overcome technological barriers (Widodo et al., 2024).

Youth play a vital role in the adoption of digital technology in rural areas. As digital natives, they are often more adaptable and receptive to technological innovations compared to older generations (AmaliaRosada & RefiusPradiptaSetyanto, 2022). Empowering rural youth through education and socialization programs is key to building a digitally literate community capable of leveraging technology for economic purposes. Training programs that integrate practical skills in e-commerce, digital marketing, and digital payment systems have proven effective in enhancing the entrepreneurial capacities of rural youth (Bakhar et al., 2023).

However, the success of digital technology adoption initiatives is highly dependent on several factors, including the availability of adequate internet infrastructure, the relevance of the training materials to local needs, and the continuous mentoring process (Aris Sarjito, 2023). Without addressing these factors, efforts to increase digital literacy may not lead to sustainable improvements in economic outcomes.

Therefore, designing community service activities that combine participatory approaches, such as FGDs, with targeted digital technology socialization is crucial. By involving the community directly in the learning process and tailoring the program content to their specific socio-economic contexts, the effectiveness of the intervention can be maximized. This strategy not only promotes better understanding and acceptance of digital technology but also encourages sustainable practices that can contribute to long-term economic growth in rural areas (Martínez-Peláez et al., 2023).

B. METHODS

The method used in this community service activity is participatory (Hadita et al., 2021), where the service team plays a direct role in all stages of the program implementation with the people of Mlaras Village. This approach was chosen so that optimizing digital technology can run effectively by adjusting the local community's needs, conditions, and level of understanding.

The stages of the activity began with observation and mapping of the socio-economic conditions of the community to identify the potential and obstacles to the use of digital technology. Primary data was collected through direct interviews with community leaders, village officials, and local business actors. According to Figure 1, a Focus Group Discussion (FGD) was held to dig deeper into the understanding and obstacles faced by the community in adopting digital technology in their economic activities.

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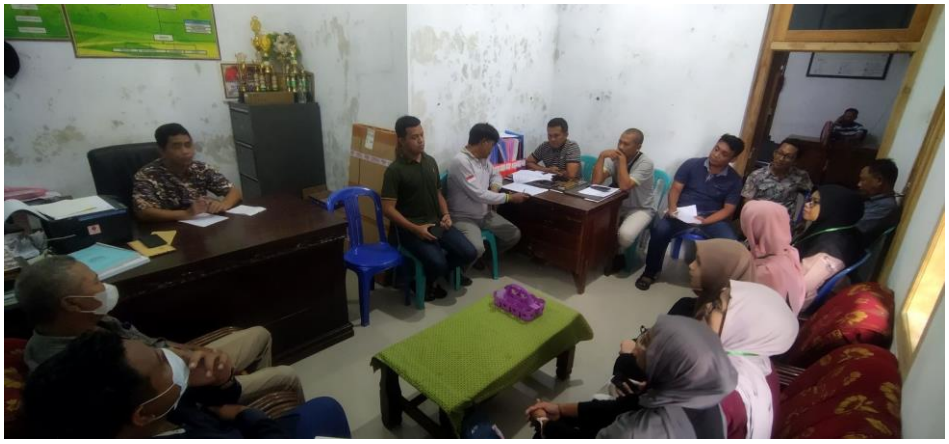

Figure 1. FGD on Information Technology needs

After the mapping stage, socialization was carried out related to the urgency of digitalization in increasing community income, which was followed by practice-based training. 40 youth and women of Mlaras Village were selected in the FGD process to become audiences and part of the community who will be upgraded in knowledge about technology media.

C. RESULTS AND DISCUSSION

This training includes using marketplace applications, marketing strategies through social media, and digital transactions to support economic activities. Figure 2, concerning the Delivery of Materials to the Youth of Mlaras Village, produces a detailed analysis of the need for knowledge about technology media to support the economic development of the people of Mlaras Village. The people of Mlaras Community Village need intensive assistance to implement the digital skills learned in their business activities. In addition, we attach data in the appendix about the attendance data of socialization participants.

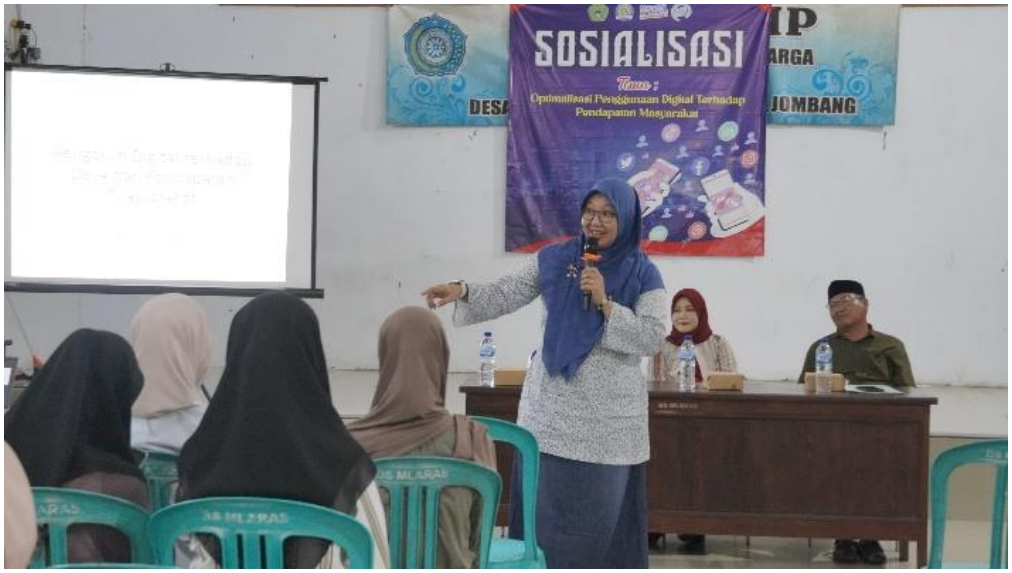

Figure 2. Digital Information Socialization for Youth in Mlaras Village

Evaluations are carried out periodically by comparing conditions before and after the program is implemented. Success measurement is carried out through indicators of increased understanding of digital technology, the number of participants who actively use

digital applications for marketing and transactions, and the impact felt on people's income. The results of this evaluation are the basis for follow-up and recommendations so that the service program can provide sustainable benefits for the people of Mlaras Village.

This part of the results and discussion explains the output of community service activities that have been carried out in Mlaras Village, Sumobito District, Jombang Regency. The activities include socialization, training, and assistance in using digital technology to increase community income. The results show an increase in digital literacy and village communities' use of digital applications.

1.1. Community Service Activities

Community service activities began with socialization about the importance of digital technology in increasing income. This socialization aims to provide a basic understanding to the public about various opportunities that can be utilized through digital technology, such as marketplaces for product marketing, social media as a promotional tool, and digital transaction systems that facilitate the buying and selling process.

The next stage is training on using digital applications tailored to the needs of the people of Mlaras Village. Twenty-four youths and women participated in improving their knowledge of Digital technology. This training includes introducing and practicing e-commerce applications such as Shopee, Tokopedia, and Bukalapak and using social media such as Facebook and Instagram for local product marketing. In addition, the public is also given an understanding of digital transactions through e-wallets such as OVO, Dana, and QRIS to facilitate the payment system.

The assistance was intensive for participants who experienced difficulties operating digital applications. With a participatory method, the public is invited to try various digital features directly that can help them increase their income. According to Figure 3, the mentoring process is very necessary because it accelerates the understanding of digital technology's functions following the existing community's needs. When the process of understanding digital technology can be conveyed well, the public will understand how to solve problems that can be handled by digital technology.

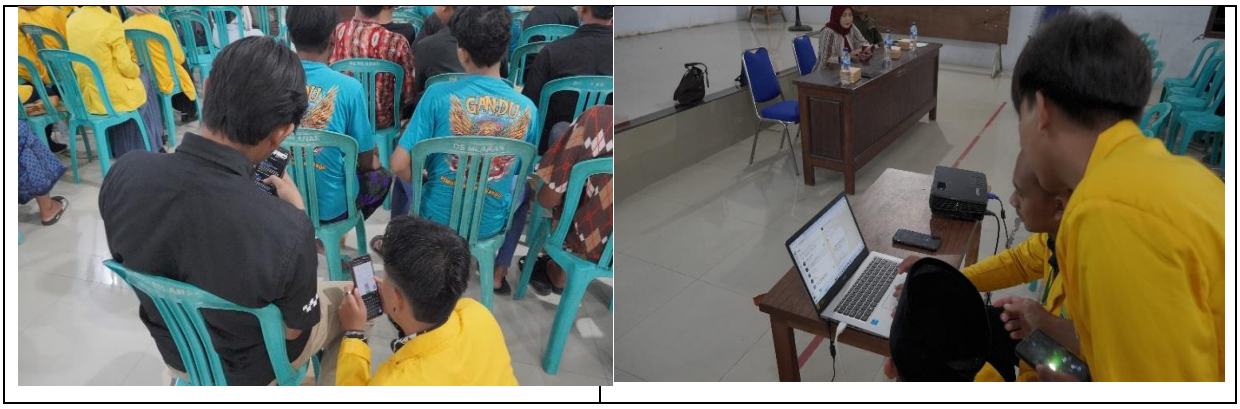

Figure 3. Assistance to the audience in the use of digital information

1.2. Results and Impact of Activities

The results of this activity show that the people of Mlaras Village have experienced an increase in digital understanding and skills. Before the service program, most people still relied on conventional methods to run their businesses. After receiving training and

mentoring, some participants began actively using the marketplace to sell their agricultural products and handicrafts.

Some of the positive impacts seen after this activity include:

1. Increased Digital Literacy: People better understand how to use digital applications to support their economic activities.
2. Increased Revenue: Some businesses that previously only sold products directly began to market their products online, expanding market reach and increasing revenue.
3. Efficiency in Financial Transactions: People are switching to digital payments, which are more practical and secure than cash transactions.

In addition, the results of the post-activity survey showed that about 90% of participants felt more confident in using digital technology and were ready to develop their business online from the accumulated data of 60% who participated in intensive mentoring activities. Some participants have even made transactions through marketplaces and social media after receiving training. Table 1 compares the results of digital technology training socialization tailored to the needs of the people of Mlaras Village.

Table 1. Comparison Before and After Digital Technology Training

Aspects	Before Socialization	After Socialization
Knowledge of Technology	Limited to basic use, many are not familiar with it.	Village youth are already familiar with various digital applications and platforms.
Digital Skills	Skills are limited to using mobile phones for communication.	Increasing with the ability to use more complex software and applications like email, Google Drive, and Google Photos facilities.
Access Information	Access to information is limited, relying only on print and oral media.	Increasing access to information through the internet and digital platforms.
Awareness of Digital Security	Minimally, many do not understand the importance of data security.	Increasingly, youth are more aware of the importance of privacy and security in the digital world, such as how to double secure whatsApp.
Use of Social Media	Limited use, more often for personal communication.	More creative, used for productive activities, such as business promotion or information sharing, Shopee Affiliate, and digital products from Facebook and Instagram.
Digital Economy Opportunities	Limited, mostly relying on conventional jobs.	Increasingly, many are starting to use the internet for small businesses or freelance, taking advantage of Shopee affiliates and

		digital products from Facebook and Instagram.
Acceptance of New Technologies	Hesitant and not so open to the adoption of new technologies.	The more open, the more people try and use new applications or technologies.
Cooperation with External Parties (Organization/Company)	Limited, there has not been much cooperation with outside parties.	Increasingly, there are partnerships with various parties to improve digital skills, keeping partner contacts that function for the sustainability of the business of the Mlaras Village community.

This service activity is expected to impact the people of Mlaras Village sustainably. With the increased digital literacy, people can be more independent in developing their businesses and utilize digital technology optimally to improve economic welfare.

D. CONCLUSION

Community service activities in Mlaras Village, Sumobito District, and Jombang Regency show that optimizing digital technology can significantly contribute to increasing the income of village communities. Before the intervention, the community in the village faced limitations in the use of digital technology, which is the main challenge in developing the village's digital economy.

This activity has improved people's digital literacy through a participatory approach, which includes observation, socialization, training, and intensive mentoring. After participating in this series of activities, the people of Mlaras Village now better understand and can take advantage of digital applications such as marketplaces for product marketing, social media for promotions, and digital transactions that facilitate the payment system. The evaluation of this program shows a significant increase in people's understanding, skills, and confidence in adopting digital technology in their economic activities.

The impact of this program includes increasing digital knowledge, expanding market access, increasing revenue, and efficiency in financial transactions. Several business actors have successfully implemented digital technology in their businesses, contributing to more independent and sustainable village economic growth. This research is in line with the findings in the study by (Umami et al., 2023), which also shows that adopting digital technology in rural communities can increase the competitiveness of the local economy and open up wider market opportunities. In addition, it was added with some research support that entrepreneurial sustainability is one of the implementation of technology (Wu et al., 2018).

The sustainability of this program is very important to pay attention to, with the hope that the people of Mlaras Village can continue to develop the digital skills that have been acquired. Therefore, further efforts in the form of continuous assistance and the development of a more optimal digital strategy are needed, as suggested by (Andika et al., 2021), which emphasizes the importance of sustainable programs to ensure that digital technology can continue to provide maximum benefits for the economic well-being of village communities.

E. ACKNOWLEDGEMENTS

We express our deepest gratitude to all parties who have contributed and supported this community engagement activity. The support, hard work, and active participation of various elements have been the key to the success of this event. Hopefully, this spirit of togetherness and care will continue to impact the community positively. Thanks.

F. AUTHOR CONTRIBUTIONS

Implementation of Activities: IM, WN, RN, Article Preparation: NRA, MJ, Impact Analysis: MA, AS, Presentation of Results: IF, QPN, Article Revision: RN, MA

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Vol. 4, No. 3 (2025): May, pp. 435-446
E-ISSN:2827-878X (Online -Electronic)

H. Appendix

ABSENSI KEHADIRAN
DESA MLARAS KECAMATAN SUMOBITO
Tahun 2025/2026

Hari,tanggal : Rabu, 19 Februari 2025

Kegiatan : Sosialisasi Optimalisasi Digital terhadap Pendapatan

NO	NAMA	DUSUN	TANDA TANGAN
1	Ziadatul Waidah	Kaliwugu	
2	Rifatul	Kaliwungu	
3	Ananda artavia	Gandu	
4	Imelda risma	Gandu	
5	MAUSID	GANDU	
6	Rico Pradana	Gandu	
7	DODIK	Gandu	
8	AZZAM	Gandu	
9	DAVIN	Gandu	
10	Fito	Gandu	
11	Siamet	GANDU	
12	Diki	GANDU	
13	Karin	Gandu	
14	Dani	Modo	
15	Faqih	Modo	

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Tahun 2025/2026

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Kegiatan : Sosialisasi Optimalisasi Digital terhadap Pendapatan.

NO	NAMA	DUSUN	TANDA TANGAN
16	M. Novalyan Jerry	Malaras	
17	Aji Hasya Ramadhani	Mlaras	
18	Jhoni indo elixono	Mlares	
19	Adi Supriyanto	Mlaras	
20	M. Firman	Kaliwungu	
21	Khurnais Sahara	-11-	
22	M. Najib	-11-	
23	M. Ithafulloh Zahron	MODO	
24	Imam wahyudi	-11-	
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