



Becoming a Digital Creator: Fostering an Adaptive Entrepreneurial Mindset Through the Use of Digital Technology

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Abstrak: Komunitas diaspora Indonesia di Malaysia, khususnya anggota Pimpinan Cabang Istimewa Muhammadiyah (PCIM) dan Pimpinan Cabang Istimewa 'Aisyiyah (PCIA) Malaysia, menghadapi keterbatasan pemahaman terhadap produk digital sebagai alat pendukung aktivitas ekonomi adaptif dalam lingkungan multikultural. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memperkuat mindset kewirausahaan adaptif melalui peningkatan pemahaman produk digital pada komunitas PCIM-PCIA Malaysia. Program ini dilaksanakan menggunakan metode penyuluhan berbasis komunitas yang bersifat edukatif dan partisipatif, melibatkan 20 peserta yang dipilih secara purposif dari anggota PCIM dan PCIA Malaysia. Efektivitas program diukur menggunakan desain pre-test dan post-test yang mencakup sepuluh indikator pemahaman produk digital. Hasil evaluasi menunjukkan peningkatan yang signifikan pada seluruh indikator, dengan rata-rata skor pre-test berkisar antara 2,10 hingga 3,10 meningkat menjadi 4,15 hingga 5,00 pada skala 1 sampai 5 setelah intervensi dilakukan. Peningkatan paling signifikan tercatat pada indikator Definisi Produk Digital (2,25 menjadi 5,00) dan Aplikasi Praktis Produk Digital dalam Aktivitas Ekonomi Sehari-hari (3,10 menjadi 4,95). Temuan ini menegaskan bahwa pendekatan penyuluhan yang terstruktur, kontekstual, dan partisipatif efektif dalam meningkatkan literasi produk digital dan memperkuat fondasi mindset

Kata Kunci: Wirausaha, Pemasaran, Perempuan, Syariah, *Business Model Canvas*

kewirausahaan adaptif pada komunitas diaspora. Program ini direkomendasikan untuk dikembangkan lebih lanjut melalui pelatihan praktis, simulasi platform digital, dan pendampingan berkelanjutan guna memastikan keberlanjutan dampak yang telah dicapai.

Abstract: *The Indonesian diaspora community in Malaysia, particularly members of Pimpinan Cabang Istimewa Muhammadiyah (PCIM) and Pimpinan Cabang Istimewa 'Aisyiyah (PCIA) Malaysia, faces limited understanding of digital products as tools for supporting adaptive economic activities within a multicultural environment. This community service activity aimed to strengthen the adaptive entrepreneurial mindset through enhanced understanding of digital products among the PCIM-PCIA Malaysia community. The program was implemented using a community-based, educative, and participatory counseling method, involving 20 purposively selected participants from PCIM and PCIA Malaysia members. Program effectiveness was measured using a pre-test and post-test design covering ten indicators of digital product understanding. Evaluation results demonstrated a significant improvement across all indicators, with average pre-test scores ranging from 2.10 to 3.10 increasing to 4.15 to 5.00 on a five-point scale following the intervention. The most notable gains were recorded in the Definition of Digital Products indicator (2.25 to 5.00) and the Practical Application of Digital Products in Daily Economic Activities indicator (3.10 to 4.95). These findings affirm that a structured, contextually grounded, and participatory counseling approach is effective in enhancing digital product literacy and strengthening the foundation of an adaptive entrepreneurial mindset within diaspora communities. It is recommended that the program be further developed through practical training, digital platform simulation, and ongoing mentoring to ensure the sustainability of the outcomes achieved.*

Keywords: *Entrepreneurship, Digital Product, Workshop, PCIM-PCIA, Malaysia*

Introduction

The increasingly dynamic changes in the global economic environment have demanded that individuals and communities possess high adaptive capabilities, particularly in facing economic uncertainty, digital transformation, and cross-border competition (Idris et al., 2024). Economic globalization accompanied by the development of information technology has created an increasingly open, rapidly changing, and uncertain economic landscape (Matyushok et al., 2021; Schiller, 2024). In such circumstances, individuals can no longer rely on static patterns of work and economic activity; instead, they are required to demonstrate flexibility, creativity, and mental readiness in navigating continuous change. These shifts do not merely affect

the formal sector and large corporations, but also directly influence the economic lives of communities and societies across the world.

In this context, entrepreneurship is no longer understood solely as the act of starting a business or running a venture in a conventional sense. Entrepreneurship has evolved into a mindset oriented toward value creation, opportunity exploitation, continuous innovation, and the individual's ability to read and proactively respond to environmental changes (Sagar, 2024). The entrepreneurial mindset emphasizes adaptive thinking in the face of uncertainty, the courage to make calculated decisions, and the readiness to learn from experience and failure (Peschl et al., 2021). As such, entrepreneurship is not only relevant to business practitioners but also crucial for individuals and communities in managing their everyday economic activities.

A growing body of academic literature demonstrates that the entrepreneurial mindset is a key factor in shaping adaptive behavior among individuals, both in business contexts and in broader economic and social life (Kuratko et al., 2021). Individuals with an entrepreneurial mindset tend to be opportunity-oriented, capable of creative thinking within constraints, and proactive in responding to change (Dasmit et al., 2023). This mindset is also closely associated with resilience the capacity to endure and recover in the face of failure or environmental pressures. In the context of rapidly unfolding globalization and digitalization, the entrepreneurial mindset must be developed adaptively so that individuals and communities can respond simultaneously to technological, social, and economic changes.

Furthermore, the development of the digital product ecosystem has become one of the primary drivers of entrepreneurial transformation in the modern era. Digital products no longer function merely as tools of production or marketing channels; they have evolved into media for learning, decision-making, and the strengthening of individual and community capacity (Schwab, 2024). An understanding of digital products enables individuals to access market information, expand social and economic networks, and improve efficiency across various economic activities. The wide range of readily accessible digital products has opened new opportunities for communities to enhance economic productivity in an inclusive and sustainable manner (Al-Emran, 2023).

In the context of community-based entrepreneurship, an understanding of digital products serves as a bridge between individual potential and available economic opportunities. Familiarity with and mastery of relevant digital products can assist communities in understanding consumer needs, managing economic communication, and building trust in social and business interactions. Therefore, strengthening an adaptive entrepreneurial mindset cannot be separated from

deepening the understanding of digital products that are appropriate to the community's capacity and needs (Shatila et al., 2025).

Entrepreneurial challenges become even more complex when situated within the context of diaspora communities. The Indonesian diaspora in Malaysia — including the community of Pimpinan Cabang Istimewa Muhammadiyah (PCIM) and Pimpinan Cabang Istimewa 'Aisyiyah (PCIA) Malaysia — operates within a multicultural environment that spans different socio-economic systems. Diaspora communities face economic dynamics that differ significantly from conditions in their country of origin, in terms of regulations, work culture, market structures, and consumption patterns (Roslan et al., 2025). These conditions demand a heightened capacity for adaptation, not only in economic terms but also in social and cultural dimensions.

Members of the PCIM-PCIA Malaysia community come from diverse backgrounds, including migrant workers, students, diaspora families, and community volunteers (Anam et al., 2022). This diversity of backgrounds represents a considerable social and economic potential, particularly in building social networks, community trust, and solidarity grounded in religious values. The presence of PCIA as a women's organization affiliated with Muhammadiyah further reinforces the dimension of women's economic empowerment within the diaspora community, given that PCIA members hold significant potential as creative and productive economic actors who have yet to be optimally supported. Nevertheless, this potential has not been fully channeled into sustainable and productive economic activities. Limited understanding of entrepreneurship as an adaptive mindset, alongside insufficient familiarity with relevant digital products, frequently serves as a barrier to developing community-based economic capacity.

Moreover, economic activities carried out by members of the PCIM-PCIA Malaysia community

tend to be informal, sporadic, and not yet integrated with a systematic managerial approach (Rifan et al., 2023). Many individuals engage in economic activities as side endeavors, without adequate planning and without leveraging digital products as strategic support tools (Hamdani & Puspitasari, 2025). This situation makes economic activities difficult to sustain and renders them vulnerable to shifts in the economic environment. Therefore, a community service intervention is needed — one that does not focus primarily on the direct creation of new businesses, but rather on strengthening the adaptive entrepreneurial mindset through an understanding of digital products as its primary foundation.

Given these conditions, this community service activity is deemed essential to provide education and reinforce the adaptive entrepreneurial mindset through an understanding of digital products within the PCIM-PCIA Malaysia community. The counseling and educational approach was selected because it aligns with the heterogeneous characteristics of the PCIM-PCIA Malaysia community, which is diverse in terms of gender, professional backgrounds, and varying levels of digital readiness. Educational sessions that are participatory and contextually grounded are expected to enhance the community's understanding, awareness, and mental readiness in facing changes in the digital economic environment.

This approach is also relevant to the character of PCIM-PCIA Malaysia as a diaspora community rooted in religious and social values. The strengthening of the adaptive entrepreneurial mindset is directed not only toward increasing economic activity, but also toward cultivating ethical attitudes, social responsibility, and sustainability (Awad & Martín-Rojas, 2024). This activity is expected to serve as a model for diaspora community empowerment that is accessible, practical, and oriented toward human capacity building through the integration of an adaptive entrepreneurial mindset and contextually appropriate understanding of digital products.

Method

This community service activity was conducted within the PCIM-PCIA Malaysia community, involving 20 participants drawn from members of Pimpinan Cabang Istimewa Muhammadiyah (PCIM) and Pimpinan Cabang Istimewa 'Aisyiyah (PCIA) Malaysia. The participants were selected on the basis that they represent a diaspora community with significant potential for community-based economic empowerment, yet continue to face limited knowledge regarding digital products and their application in supporting adaptive entrepreneurial activities. The program planning process was carried out participatively through coordination with PCIM-PCIA Malaysia organizational administrators, focused group discussions (FGD), and preliminary field observations aimed at identifying the needs, existing potential, and key barriers faced by community members (Afandi, 2022).

The primary method employed in this activity was community-based education through a structured counseling (penyuluhan) approach. This method was selected as it is well-suited to the heterogeneous characteristics of the PCIM-PCIA Malaysia community, which is diverse in terms of gender, professional background, and digital literacy levels. The counseling approach was designed to be educative, participatory, and contextually grounded, enabling participants to develop awareness and

foundational understanding of digital products in a manner that is accessible and relevant to their everyday economic activities.

To measure the effectiveness of the program, a pre-test and post-test design was employed. The pre-test was administered prior to the counseling session to assess participants' baseline understanding of digital products, while the post-test was conducted upon the conclusion of the session to evaluate the extent of knowledge improvement. Both instruments consisted of structured questions covering key dimensions of digital product literacy, including the identification of digital product types, their functions in supporting economic activities, and their potential application within the diaspora community context.

The activity was organized into the following stages: (1) an opening session comprising program introduction, participant registration, and administration of the pre-test; (2) a counseling session delivered through interactive discussion, presentation of digital product concepts, and illustrative case examples relevant to diaspora community contexts; and (3) a closing session consisting of post-test administration, reflective discussion, and evaluation of program outcomes. Throughout the session, facilitators actively encouraged participant engagement to ensure that the material was understood in a practical and meaningful way.

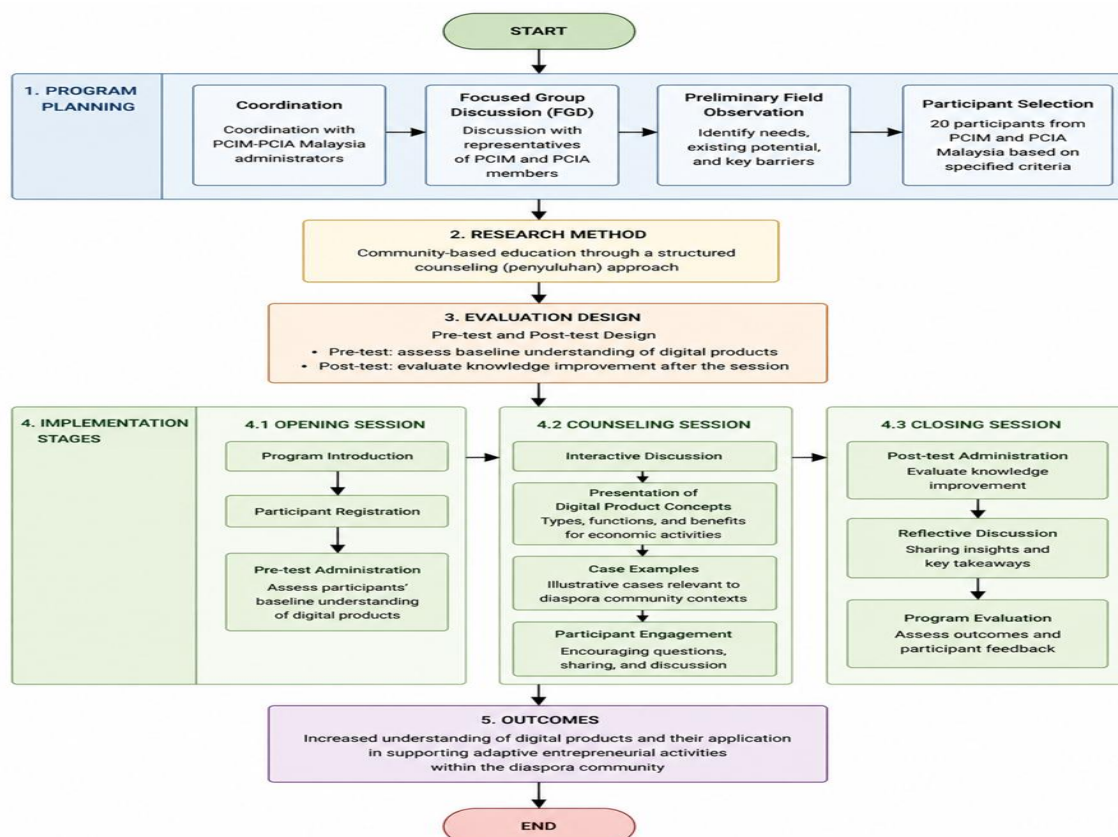


Figure 1. Flowchart of Community-Based Education Program for Digital Product Literacy in the PCIM-PCIA Malaysia Diaspora Community

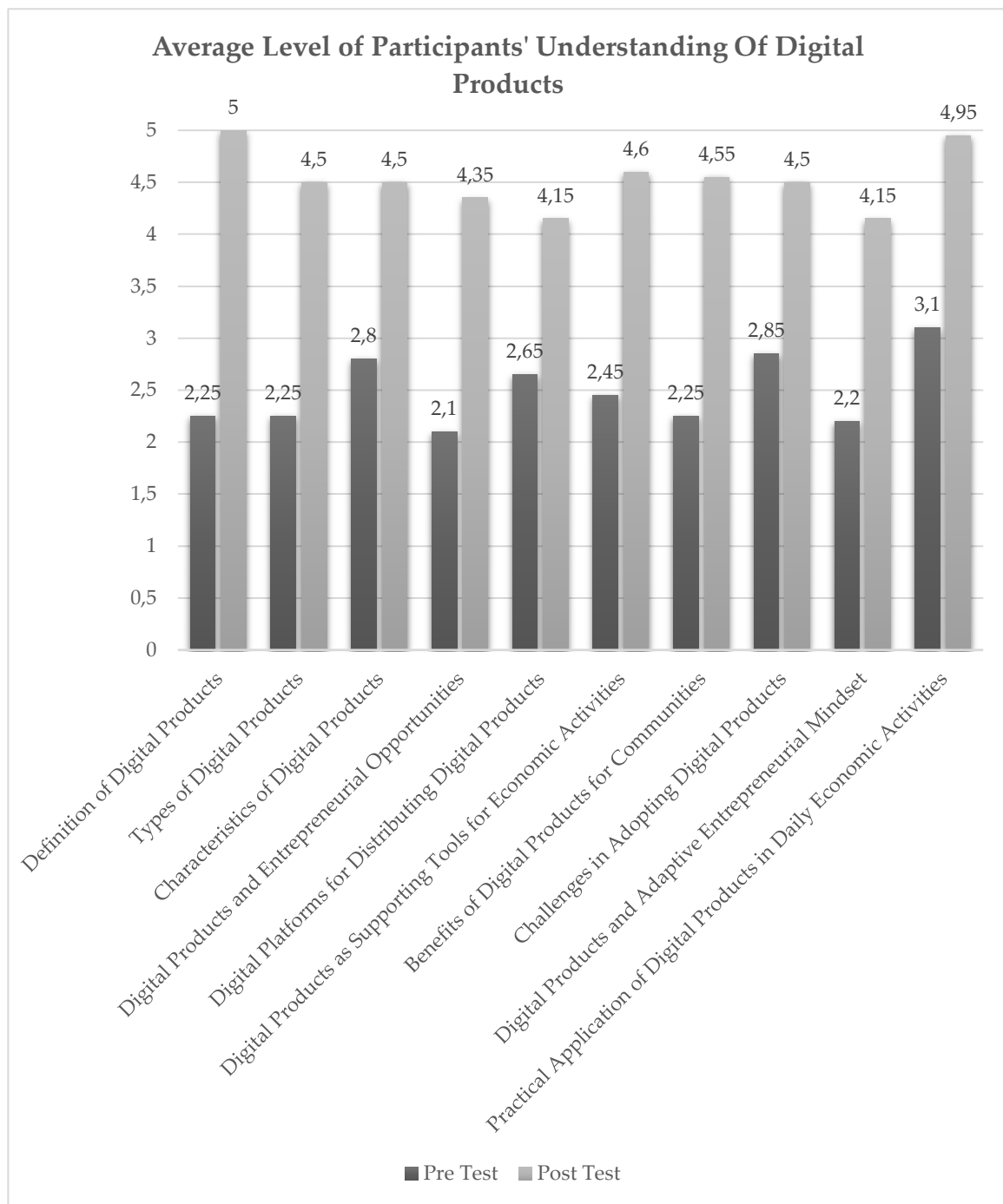


Figure 2. Participant Evaluation Results

Results and Discussion

Counseling on Digital Products Understanding: Pre-Test and Post-Test Results

The pre-test and post-test evaluation results demonstrate a consistent and significant improvement in participants' understanding of digital products across all ten indicators following the counseling session. Prior to the intervention, average pre-

test scores ranged between 2.10 and 3.10 on a scale of 1 to 5. After the program was conducted, post-test scores increased substantially, ranging from 4.15 to 5.00, indicating that the counseling approach was effective in enhancing participants' digital product literacy within the context of the PCIM-PCIA Malaysia diaspora community.

The most notable improvement was observed in the indicator of Definition of Digital Products (Indicator 1), where the average score rose from 2.25 in the pre-test to a perfect score of 5.00 in the post-test. This finding suggests that prior to the session, participants held limited or fragmented understanding of what digital products fundamentally are. Following the counseling, all participants demonstrated a complete comprehension of the concept, distinguishing digital products from physical goods and understanding their intangible nature. This result supports the view that foundational conceptual clarity is a critical prerequisite for further digital economic engagement.

A similarly significant improvement was recorded in the Benefits of Digital Products for Communities (Indicator 7) and Digital Products as Supporting Tools for Economic Activities (Indicator 6), with scores increasing from 2.25 to 4.55 and from 2.45 to 4.60 respectively. These results indicate that participants developed a strong awareness of how digital products can serve not only as commercial tools but also as instruments of community empowerment and collective economic advancement. This finding is consistent with research emphasizing that digital product adoption within community settings contributes to broader economic inclusivity and social resilience.

Regarding Types of Digital Products (Indicator 2) and Characteristics of Digital Products (Indicator 3), both indicators showed substantial gains, with scores improving from 2.25 to 4.50 and from 2.80 to 4.50 respectively. These improvements reflect participants' enhanced ability to categorize and describe digital products, including e-books, digital templates, online services, and digital content. The relatively higher pre-test score on Indicator 3 (2.80) suggests that some participants had prior experiential exposure to certain digital product characteristics, even if they lacked the formal conceptual framework to articulate them. This aligns with findings that prior informal experience with digital tools can partially scaffold formal learning outcomes.

In terms of Digital Products and Entrepreneurial Opportunities (Indicator 4), the pre-test recorded the lowest score of all indicators at 2.10, reflecting a very limited initial awareness of how digital products can generate entrepreneurial value. Following the counseling, the post-test score rose to 4.35, representing one of the largest absolute gains in the study. This outcome demonstrates that the session was particularly effective in broadening participants' entrepreneurial perspective, enabling them to recognize digital products as viable pathways for economic participation

within the diaspora context. This finding reinforces the argument that entrepreneurial opportunity recognition is a learnable cognitive skill that can be cultivated through structured educational interventions.

The indicator of Digital Platforms for Distributing Digital Products (Indicator 5) showed an increase from 2.65 to 4.15, which, while meaningful, recorded the lowest post-test score among all indicators. This suggests that while participants gained foundational knowledge of digital distribution channels, a deeper and more practical understanding of platform mechanics — such as marketplace operations, social media commerce, and digital storefront management — may require additional hands-on training beyond a single counseling session. This observation is aligned with research noting that platform literacy constitutes a distinct and more advanced layer of digital competence that develops progressively with continued exposure.

The indicator of Challenges in Adopting Digital Products (Indicator 8) recorded the highest pre-test score at 2.85, suggesting that participants possessed some prior awareness of digital adoption barriers, likely drawn from lived experience as members of a diaspora community navigating a foreign socio-economic environment. The post-test score of 4.50 reflects a more structured and informed understanding of these challenges, including issues of digital access, trust, and skill gaps. This finding is consistent with literature highlighting that diaspora communities often demonstrate heightened sensitivity to technological barriers due to their unique cross-cultural socio-economic positioning.

Regarding the Digital Products and Adaptive Entrepreneurial Mindset (Indicator 9), scores improved from 2.20 to 4.15 — the lowest post-test result across all indicators. This finding indicates that while participants made meaningful progress in understanding the conceptual relationship between digital product literacy and adaptive entrepreneurial thinking, this particular dimension may require more sustained and reflective engagement. The integration of mindset development with digital competence represents a higher-order cognitive goal that typically necessitates repeated exposure, mentoring, and real-world application over time.

Finally, the indicator of Practical Application of Digital Products in Daily Economic Activities (Indicator 10) recorded the highest pre-test score of 3.10 and the second highest post-test score of 4.95. The relatively higher baseline on this indicator suggests that participants had some prior familiarity with integrating digital tools into their everyday routines, even if in an unstructured manner. The near-perfect post-test score demonstrates that contextually grounded examples and practical illustrations used during the counseling session were highly effective in consolidating and formalizing this applied understanding. This finding supports the pedagogical value

of contextual and experiential learning approaches in community-based education programs.



Figure 3. Group Photo of Participants and Community Service Team

Overall, the pre-test and post-test results across all ten indicators affirm that the counseling-based community service program was effective in significantly enhancing participants' understanding of digital products. These findings support the broader argument that structured, participatory, and contextually relevant educational interventions can meaningfully strengthen digital product literacy and lay the foundation for an adaptive entrepreneurial mindset within diaspora communities such as PCIM-PCIA Malaysia.

Conclusion

This community service activity was conducted with the aim of strengthening the adaptive entrepreneurial mindset of the PCIM-PCIA Malaysia diaspora community through a structured counseling program focused on understanding digital products. The program involved 20 participants drawn from members of Pimpinan Cabang Istimewa Muhammadiyah (PCIM) and Pimpinan Cabang Istimewa 'Aisyiyah (PCIA) Malaysia, and employed a pre-test and post-test design to measure the effectiveness of the intervention across ten indicators of digital product understanding.

The results consistently demonstrated a significant improvement in participants' level of understanding across all ten indicators following the counseling session. Pre-test scores, which ranged between 2.10 and 3.10, increased substantially to post-test scores ranging from 4.15 to 5.00 on a five-point scale. The most remarkable gains were recorded in the indicators of Definition of Digital Products, Digital Products as Supporting Tools for Economic Activities, and Practical Application of Digital Products in Daily Economic Activities, reflecting the effectiveness of the contextually grounded and participatory counseling approach in building foundational digital product literacy among participants.

These findings affirm that members of the PCIM-PCIA Malaysia community, despite their diverse backgrounds and varying levels of prior digital exposure, possess a strong capacity to absorb and apply new knowledge when it is delivered in a structured, accessible, and contextually relevant manner. The program also revealed that certain dimensions particularly the conceptual relationship between digital product literacy and adaptive entrepreneurial mindset, as well as practical familiarity with digital distribution platforms may benefit from more sustained engagement, repeated exposure, and hands-on training in future program cycles.

More broadly, this activity demonstrates that a counseling-based community service model can serve as an effective and efficient approach to human capacity building within diaspora communities. The integration of digital product understanding with the principles of adaptive entrepreneurship provides community members with both the cognitive framework and the practical orientation needed to navigate the rapidly evolving digital economic landscape. For a diaspora community such as PCIM-PCIA Malaysia, which operates across cultural and socio-economic boundaries, this form of capacity strengthening is particularly vital in fostering economic resilience, social empowerment, and long-term community sustainability.

In conclusion, this program affirms that strengthening the adaptive entrepreneurial mindset through digital product understanding is not merely an educational endeavor, but a strategic investment in the collective capacity of the diaspora community. It is recommended that future programs build upon this foundation by incorporating more intensive practical training, digital platform simulation, and ongoing mentoring to ensure that the gains achieved through this counseling session are sustained, deepened, and translated into concrete economic action by the members of PCIM-PCIA Malaysia.

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