

**Short Films as a Means of Education and Digital Marketing  
in Reviving the Entrepreneurial Spirit of the Young Buddhist Generation**

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**Abstract:** Making short films is part of a community service program for the young generation of Wonogiri Regency. This program aims to foster a spirit of change in education and creativity in digital marketing, especially regarding activities and institutions characterised by Buddhism in the Wonogiri Regency. This method of community service uses asset-based community development techniques using four stages, namely discovery and dream. Design, and destiny. The results of this community service are: a) the success of producing short films influenced by the enthusiasm and potential of the young Buddhist generation; the existence of competition means that the young Buddhist generation tends to have high creativity; b) short films act as an educational investment, where through training and making short films it opens up new insights and views, both from a technical perspective and the essence of the products produced. Their skills become intellectual capital for the younger generation, which can transform into other people. Short films become digital marketing tools, as the public can consume short film products produced in this community service program, and d) short films become the spirit of change in the era of digitalisation. 5.0, training and assistance in making short films for the young generation of Buddhists in Wonogiri as an effort to awaken the entrepreneurial spirit. Based on this, short film-making training has a positive impact on developing creativity and entrepreneurship for the young generation of Buddhists in Wonogiri.

**Keywords:** buddha; education; marketing; short film

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## INTRODUCTION

Globalisation is characterised by the advancement of science and technology and the development and transformation of systems, which are modernity's traits capable of altering societal structures. Globalisation as a process, condition, system, force, and era (Hermawanto & Anggrani, 2020).

The era of globalisation is marked by the proliferation of digital systems, one of which is electronic social media. Modern society utilises technology in communication and across various aspects of life, including economics, education, social interactions, and culture. The presence of technology can trigger societal changes. Essentially, modern society is required to adapt, innovate, and collaborate to confront the complexities of the world's developments. Social media has become an effective and efficient educational tool (Ifroh & Permana, 2021). Additionally, social media contributes to the entertainment sector, such as in the realm of short films.

The film can serve as a powerful and diverse educational tool, wherein it conveys information and inspires, imparts values, and motivates critical thinking. On the other hand, the film also functions as digital marketing, which can be utilised as a digital marketing tool to expand reach, generate interest, and captivate audiences. Research on film as an educational medium has been conducted by Wahid & Novianty (2023), who found that the film "Ink for the Earth" transformed knowledge about the importance of environmental conservation. Studies on film as digital marketing have been conducted by Sya'dian & Purba (2021), indicating that technologically literate communities have the potential to utilise digital marketing. This suggests the interconnectedness of film with educational platforms and digital marketing.

Research on short films has been conducted by Komara regarding the potential of short films in the internet era. Their study stated that short films extend beyond the realm of art, as they are also present on various online streaming platforms with opportunities for material gain (Komara, 2021). Engaging in film viewing activities can shape an individual's personality and character (Azhar et al., 2020). The creation of short film works serves as an outlet for hobbies or as a profession in the field of videography (Sari et al., 2020). Based on these findings, it can be said that short film works are the result of developing one's talents and interests in the form of artistic creativity, and such creative products have the potential to generate financial gains.

This is exemplified by the community service team from the State Buddhist Institute, led by Raden Wijaya, who recognised the potential talents and interests of the young Buddhist generation in Wonogiri in creating short films. The young Buddhist generation in Wonogiri has the opportunity to excel, as evidenced by their participation in the 2022 Indonesian Dream Festival, where they achieved third place at the national level. This serves as a fundamental reason for the community service team to support the talents of the young Buddhist generation in Wonogiri by providing training in short film production.

Short films are one of the mediums reflecting the changes in the digital era, as individuals can choose when to watch them at their convenience, unlike scheduled television programs (Komara, 2021). Video films can be used as a promotional activity for Islamic boarding schools and Islamic propagation (Firmansyah & Kamal, 2020). Furthermore, films can also serve as a literacy medium (Simarmata et al., 2019). In response to these social changes, the State Buddhist Institute Raden Wijaya, as a higher education institution, strives to

actively participate in addressing the changes in the digitalisation era.

One form of active involvement is through community empowerment programs focused on the young Buddhist generation in Wonogiri Regency. The youth are targeted for community service because they are technologically savvy and capable of innovating technology-based work. Short films are the result of technology-based creativity. As the nation's future workforce, the youth must adapt and compete to face the rapid challenges of globalisation in the digital era.

Empowerment through training and the production of short films for the young Buddhist generation in Wonogiri manifests building awareness, skills, and creativity among Buddhist followers in fulfilling human needs in the entertainment world through electronic media. The scarcity of short films themed around Buddhist activities and institutions in mass media also serves as a consideration for the community service team to conduct training and mentoring in short film production.

Observing the proliferation of digital media and the trends of the younger generation in the digital era, rampant plagiarism behaviour also forms the basis for empowerment programs. The rapid development of online-based media sometimes leads some individuals to disregard data accuracy by engaging in copy-paste actions without citing their sources (Zarkasyi, 2022). This issue needs to be anticipated through training and knowledge provision regarding short film production that emphasises the originality of the product.

Films are part of service innovation; research explains that screening films at library cinemas leads to an increase in visitors (Afrina et al., 2021). Similarly, it is hoped that through this community service product, the public will find it easier to obtain information about Buddhist religious activities and

educational institutions. Through training and mentoring in short film production, it is hoped that the young Buddhist generation in Wonogiri can ignite entrepreneurial spirit. Entrepreneurship is one aspect of creating job opportunities, increasing income, and reducing poverty in society (Riansyah, 2023). The short film products can enhance knowledge, skills, spirituality, and economics.

## METHODS

Community service utilises the asset-based community development (ABCD) method, with the ABCD strategy, according to Kretzman and McKnight, being a strategy for community development based on the assets owned by the community rather than focusing solely on their needs (Afandi, 2022). This method was chosen because the young Buddhist generation in the Wonogiri District possesses basic skills and talents in creating short films. The stages of this community service program include four stages, as shown in Figure 1.

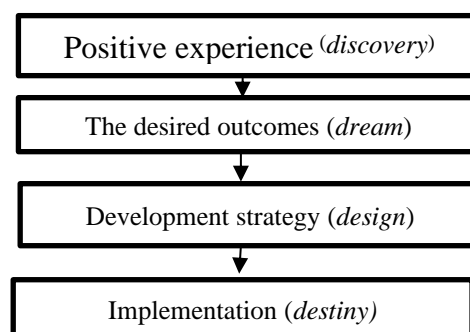


Figure 1 The stages of community service (Wawan et al., 2022)

The discovery process involves exploring the positive experiences of the young Buddhist generation in Wonogiri, particularly within the MNSBDI community. During this stage, the community service team conducts observations and interviews. In the dream stage, aspirations are articulated. This

stage builds upon the previous one, using the positive experiences of the young Buddhist generation in MNSBDI as a foundation for imagining success. Envisioning positive outcomes empowers the young Buddhist generation to effect positive change.

The implementation of community service begins with collaboration between the State Buddhist Institute, Raden Wijaya, and the Buddhist youth of Wonogiri. Subsequently, mentoring is provided to develop strategies for achieving the desired aspirations. Upon reaching an agreement, all parties proceed together, including coordination and synergy with village government programs to achieve common goals.

The target beneficiaries of this community service initiative are the young Buddhist generation within the MNSBDI community in Wonogiri Regency. The activities occur at the Vihara Vimalakirti in Girimarto Subdistrict, Wonogiri, Central Java, with 70 participants. The implementation period is from March to September 2023.

## **RESULT AND DISCUSSION**

### **Short Films Production**

The enthusiasm and potential of the young Buddhist generation in Wonogiri influences the production of short films. The potential of the young generation is a valuable resource that needs to be explored and developed. Aiko Senosenoto, the chairman of MNSBDI, stated that since 2009, the MNSBDI assembly has been organising a competitive creativity event called Ready to Take the Challenge (REACH). This program nurtures young individuals by combining religious content with the creative arts. The REACH competition includes various activities such as film, musicals, comedy theatre, electronic dance music, guitar music, show choir, culinary arts, photography, wardrobe, and makeup. REACH activities are national events by young Buddhists from

27 provinces across Indonesia (Siswo, 2018). This initiative is supported by the government through guidance from the Buddhist community under the Ministry of Religious Affairs of the Republic of Indonesia. To tap into and maximise the potential of the young Buddhist generation, participants in the REACH program receive guidance and mentoring from professional mentors (kemenag.go.id, 2018), including those from Wonogiri.

The young Buddhist generation in Wonogiri, affiliated with the MNSBDI institution, actively participates in religious and artistic activities at the local, regional, and national levels. Their involvement in these activities contributes positively to the formation of morality, social relationships, and culture. Religious and artistic activities help shape character through understanding ethical, moral, and spiritual values. The REACH program, which includes competitions, can stimulate the emergence of creative ideas to express the potential of the young Buddhist generation. The involvement of the youth in various religious and artistic activities can foster holistic personal development and positively contribute to the development of the Buddhist community in the Wonogiri Regency.

The youth are invaluable assets in developing potential across various sectors. They tend to possess high levels of creativity, innovative thinking abilities, enthusiasm, and adeptness in adapting to digital technological changes. The youth serve as driving forces of change, with short films being one avenue through which they manifest this influence. The young Buddhist generation in Wonogiri, affiliated with MNSBDI, endeavours to maximise their potential contributions to community development. These optimisation efforts are supported by the institutional structure of MNSBDI, from the local to the central level.

MNSBDI institutions actively encourage and participate in developing the creative capacities of the young Buddhist generation in Wonogiri. One such initiative is the community service program by the State Buddhist Institute, Raden Wijaya, concerning short film production. MNSBDI provides skills training in content creation for the young Buddhist generation in Wonogiri, inviting professional speakers as

resources. The support and enthusiasm of the Buddhist community in Wonogiri serve as the driving force behind change in the face of rapid digital advancements.

Short films have the potential to become commodities, and successful marketing, such as through film festivals and streaming platforms, becomes key to their success. Figure 2 depicts content creator activities and supporting facilities for short film production training.



Figure 2 The activities of content creators and supporting facilities for short film production

Producing short films in the community service program involves several stages, including scriptwriting, casting, location scouting, editing, marketing, and evaluation. The script plays a crucial role in short film production, guiding the storyline understood by all parties involved, including the director, actors, and cinematographers. The script helps actors understand the characters they portray. Actors must articulate dialogue and portray emotions according to the script's storyline. The success of an actor is a key element in the success of a short film. In this community service initiative, young Buddhist generations from Wonogiri collaborate with students from the State

Buddhist Institute, Raden Wijaya, as actors. Apart from actors, the editing team also plays a significant role in the short film production process. The editing team works to enhance the quality of the product so that the resulting work satisfies the audience. This community service initiative resulted in the production of three short films: two about religious activities in Buling Hamlet, Bubakan Village, Girimarto District, and Wonogiri Regency, and one about the campus of the State Buddhist Institute Raden Wijaya, filmed at the institution's premises. The short film production process by the young Buddhist generation in Wonogiri is illustrated in Figure 3.



Figure 3 The process of shooting, actors, and film crew in the making of short films

The production of short films resulting from the community service initiative by the State Buddhist Institute Raden Wijaya for the young Buddhist generation in Wonogiri can be viewed through the following link <https://drive.google.com/drive/folders/1RWi8koc1UaF4B2zY-IfLy2liVFol6Zbu>.

### **Short Film as an Educational Investment**

The community service program on training and making short films serves as a platform to address religious issues, such as religious discrimination, conflicts, religious tolerance, and religious practices. Buddhism, as a minority religion in Indonesia, encompasses various cultures. Buddhists in Indonesia are divided into sects, each with its own ideology and ritual practices. Through this training and short film production, it is hoped to broaden perspectives on cultural diversity within Buddhism. The sects of Buddhism that have developed in Indonesia include *Theravada*, *Mahayana*, *Tantrayana*, *Buddhayana*, and *Nichiren*. The subjects of this training and short film production program are the young Buddhists affiliated with the Nichiren Shoshu Buddhist Dharma Indonesia Assembly (MNSBDI) in Wonogiri Regency.

Short films serve as an effective platform for the young Buddhist generation in Wonogiri. Their short duration allows for effective message delivery to the audience, as Rachmawati et al. (2017) highlighted that films can have educational content, and excessively long durations may not be engaging. Language, content, and target audience are primary considerations in film production. Training and mentoring programs for short film production benefit creators, contributors, and content consumers. The young Buddhists creating and contributing to the content

gain knowledge, understanding, and direct experience in making short films. Meanwhile, content consumers receive information about the messages conveyed in the short films.

The short films can help Buddhists and the wider community understand various cultural aspects of Buddhist religious rituals. Additionally, short films can serve as effective educational tools, allowing audiences to expand their knowledge, understanding, and critique from various perspectives to achieve better social change. Short films can also serve as inspiration and motivation for audiences to take action toward realising social change within society. They can effectively alter mindsets, transforming stereotypical and exclusive thinking into moderate and tolerant attitudes towards understanding differences within Buddhism. Training and producing short films focusing on Buddhist religious rituals can foster cultural awareness regarding religious issues. Training and producing short films serve as investments in education and skills for the young Buddhist generation in Wonogiri. Equipping them with skills provides intellectual capital as a basis for positive change.

The products from the community service training program at the State Buddhist Institute Raden Wijaya include the production of short films about the 2023 Oesiki event held at the Vihara Vimalakirti in Buling Hamlet, Bubakan Village, Girimarto District, Wonogiri Regency. This short film depicting Buddhist religious activities has a duration of approximately one minute. The brevity of the film's duration allows viewers to grasp the core message immediately while reducing boredom in obtaining information. Despite its short duration, the message delivery in the short film remains clear, engaging, and entertaining. An overview of the short film product depicting the Oesiki event

by the MNSBDI Buddhist community in Wonogiri can be seen in Figure 4.



Figure 4 Short films production

Based on the description, it can be said that through the community service program conducted by lecturers at the State Buddhist Institute Raden Wijaya, there is a positive contribution in the field of educational investment. Young Buddhists receive knowledge and skills in the basics of making short films.

#### **Short Film as Digital Marketing**

Short films can be an effective and efficient tool for delivering messages to the audience. Producing short films has become one of the strategies for responding to the current advancements in science and technology. The era of digitisation has permeated all aspects of human life, including the marketing processes of Buddhist religious activities and institutions, as demonstrated by the community service project that resulted in a short film depicting the conditions of the State Buddhist Institute Raden Wijaya campus in Wonogiri, Central Java. An overview of the short film about the Raden Wijaya State Buddhist Institute campus in Wonogiri, Central Java, can be seen in Figure 5.

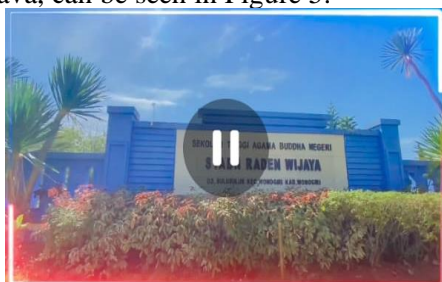


Figure 5 Short films production

Based on Figure 5, it is evident that short films can be used as a platform for public outreach. The delivery of messages through these short films is expected to be enjoyed and understood by the audience. The one-minute film about the Raden Wijaya State Buddhist Institute campus portrays its existence, including its learning processes and supporting facilities. The resulting short film depicts teaching and learning activities in language laboratories, computer laboratories, religious laboratories, libraries, student activity facilities using campus buses, activities in the auditorium, and activities of Student Activity Units (UKM), such as music, karawitan, and dance. Through the community service project on training and mentoring in making short films for the young Buddhist generation in Wonogiri Regency, the wider community can know the existence of the Raden Wijaya State Buddhist Institute campus in Wonogiri, Central Java.

Training and making short films positively impact the young Buddhist generation in Wonogiri, including aspects of knowledge, skills, identity, and business. The knowledge aspect is evident from the increased understanding of short film-related scholarship. The skill aspect is visible in the increased creativity of the young Buddhist generation in Wonogiri, both in terms of ideas and practices. The identity aspect is apparent from the short film products

consumed by the public, which can enhance the reputation, fame, and goodwill of the filmmakers, actors, and social institutions featured in the short films. The business aspect of short films lies in their ability to generate royalties in the form of material goods or money.

Film-making activities involving faculty, students, and staff serve as a unifying force in education (Hickam & Meixner, 2008). The rise of digital distribution has prompted people to create film content, both short and feature-length, leading to the emergence of filmmakers distributing their work online to audiences (Falcon Araujo, 2018). This is exemplified in the community engagement program by the Raden Wijaya Buddhist College, which produces short films for audiences' online and offline consumption.

The short films consumed by audiences serve as part of the function of film as digital marketing. The short film about Raden Wijaya Buddhist College is a form of campus socialisation strategy where the use of digital media serves as a promotional tool. Leveraging digital technology, such as social media, can help enhance the campus's marketing strategy as an educational institution.

### **Short film as a spirit of change**

Digitalisation era 5.0 is currently a follow-up to the previous digitalisation era. The evolution of digitalisation is a consequence of the rapid development of science and technology. Each 'era' in the context of digitalisation reflects significant developments in human interaction with technology. The digitalisation era has impacted changing societal paradigms, moving from conventional to digital. The spirit of change in the digital 5.0 era encompasses rapid adaptation to artificial intelligence. Humans are pressured to be able to collaborate between institutions and industries and are required to develop and innovate products that the wider

community can consume. Facing the challenges of digitalisation era 5.0 requires professional human resources; as stated by Predy et al. (2019) the domain of human resource development consists of professionalism, competence, competitiveness, participatoryness, and collaboration.

One example of product innovation is the socialisation strategy regarding Buddhist religious activities and educational institutions in Wonogiri. In reality, the people of Wonogiri need to be fully aware of the existence of the Raden Wijaya State Buddhist College. This is a concern, as it has existed for more than ten years, but public awareness still needs to be improved. Through the production of short films about the campus, it is hoped that the wider community can understand the activities and facilities owned by the Raden Wijaya State Buddhist College.

Short films can serve as both a medium and a tool for spreading the spirit of change in society. Short films can be used to attract the digital generation through visual content. The attraction referred to is part of the development of digital marketing for the young Buddhist generation. The optimisation of short film products by the young Buddhists in Wonogiri can enhance the knowledge, skills, and identity formation of Buddhists in the broader community. Short films are not only a digital marketing tool but also an effort to educate and inspire the creativity of the young Buddhist generation in Wonogiri. Through the training and mentoring activities of making short films, the entrepreneurial spirit of the young Buddhists in Wonogiri through digital media is increasing (Paramita et al., 2024). This is evident from the pretest and posttest results supported by activity evaluations through interviews on September 29, 2023, which showed that the young Buddhists in Wonogiri gained new knowledge about strategies and



steps for making short films and were encouraged to develop their creativity through digital entrepreneurship.

## CONCLUSION

The rapid development of technology in the era of digitalisation is a direct result of the influence of globalisation. Society is required to adapt quickly, innovate, and collaborate in facing complex changes, one of which is in the entertainment world, where short films are prevalent on social media. Short films with brief duration have become the choice for audiences to obtain information, as they deliver the message directly to the core content. The selection of short films in community service programs is due to the need for more content on social media regarding Buddhist religious activities and the promotion of Buddhist religious education. Through this program, the young Buddhist generation in Wonogiri District gains knowledge about the techniques and essence of film production. Short films can serve as an investment in education and digital marketing and a catalyst for change in facing the era of digital 5.0, where training and mentoring in making short films can ignite the entrepreneurial spirit. Short films are used as a means of education and digital marketing, especially regarding the institutional activities characteristic of Buddhism in Wonogiri District. Through this community service program, it is hoped to enhance the knowledge and skills of the young Buddhist generation in Wonogiri, and the products produced can be used as a reference for audiences who want to learn about Buddhist religious activities and religious education institutions in Wonogiri.

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