

YOUTH ENTREPRENEURIAL DEVELOPMENT THROUGH CREATIVE PRODUCT BRANDING WORKSHOPS

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Abstract

Youth entrepreneurship development is a crucial strategy for fostering economic independence and creating new jobs amidst increasingly complex global challenges. This community service program, titled "Youth Entrepreneurial Development through Creative Product Branding Workshops," aims to provide a conceptual and practical foundation for supporting the capacity building of young entrepreneurs through creative product branding training. Using a literature review method, this study summarizes previous findings regarding the effectiveness of workshops as participatory learning tools and the importance of branding strategies in enhancing the competitiveness of fledgling MSME products. The study's findings demonstrate that collaboratively and contextually designed training fosters an innovative entrepreneurial mindset, enhances visual communication skills, and strengthens product identity in the marketplace. These findings serve as the basis for designing a community service program model that is applicable and relevant to the needs of young entrepreneurs in the digital economy era.

Keywords: Youth entrepreneurship, community service, branding training, creative products

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INTRODUCTION

In the era of digital economic transformation and globalization, youth entrepreneurship development is a crucial pillar in supporting inclusive and sustainable economic growth. Youth, as a demographic group full of potential, are not only the backbone of the nation's future but also agents of social and economic change (Kollesnic, 2024). However, this potential is often underutilized due to limited access to applicable entrepreneurship education, business skills relevant to the current market, and a lack of guidance in creatively building product identity and competitiveness. In this context, product branding, as a strategic aspect of modern marketing, is a crucial element often overlooked in conventional entrepreneurship training.

Branding is not simply about naming or creating a logo for a product; it is about creating a strong narrative, a unique customer experience, and a differentiated value proposition that differentiates a product from competitors in the market (Gonçalves et al., 2017). For young entrepreneurs just starting out, building a strong brand is often a significant challenge. Most of them focus more on production and technical aspects, but lack an understanding of the importance of visual identity, storytelling, emotional appeal, and brand communication strategy. Yet, in the current era of social media and the creative economy, the strength of a brand significantly determines market perception and long-term business sustainability (Kasemsarn et al., 2025). Therefore, practical and contextual educational interventions through creative branding workshops are highly relevant to bridge this gap.

Various studies and best practice reports (Chuang et al., 2020) show that experiential training is more effective in improving practical skills than purely theoretical learning methods. Workshops designed in a participatory manner with a project-based approach can provide greater exploration and creativity for participants, especially the younger generation, who tend to respond to interactive and collaborative learning processes (Omweri, 2016a). In the context of community service, this approach serves not only as a medium for knowledge transfer but also as a platform for community empowerment through the formation of an

entrepreneurial mindset and strengthening the capacity of local businesses. By focusing on product branding, this program aims to integrate creativity, marketing strategy, and digital technology utilization into one practical training package.

Field conditions indicate that many micro and small businesses started by young people, particularly in urban and semi-urban areas, remain informal and lack a clear brand identity. Their products often fail to visually and emotionally compete with similar products on the market. This situation is exacerbated by a lack of knowledge regarding target markets, digital promotion techniques, and the effective use of e-commerce and social media platforms. As a result, these businesses struggle to survive long-term, and many even cease operations within the first year. Therefore, an innovative approach to community service activities is needed that not only provides general entrepreneurship training but also focuses on strengthening branding as a key strategy for creating added value and business sustainability.

The development of the creative branding workshop program in this activity was designed in response to real needs in the field, identified through initial observations and dialogue with the youth startup community (Ogamba, 2018a). This activity is also based on literature and empirical practice, which shows that the success of young entrepreneurs depends heavily on their ability to differentiate their products uniquely and consistently across various communication channels. Furthermore, the development of digital technology and social media opens up significant opportunities for young people to develop strong brands without requiring significant capital, as long as they possess strong branding skills. Therefore, this training also serves as an effort to reduce barriers to access to market opportunities and empower young people to become independent and competitive economic actors (Grilli, 2022a).

This community service activity is expected to have a sustainable impact on youth entrepreneurship development, not only in terms of technical knowledge and skills, but also in building self-confidence, an innovative attitude, and a willingness to continuously learn and develop. In the long term, the results of this workshop can contribute to improving

the quality of local products, creating new jobs, and strengthening the community-based creative economy ecosystem. Furthermore, this activity also provides a space for collaboration between academics, practitioners, and young entrepreneurs to create synergy in developing entrepreneurial capacity that is adaptive to current challenges. Supported by a strong literature-based approach and a program design based on real needs, this activity has the potential to become a model that can be replicated in various regions with similar socio-economic contexts.

Against this backdrop, the community service activity titled "Youth Entrepreneurial Development through Creative Product Branding Workshops" is not simply a training intervention, but rather part of a long-term strategy to create a sustainable, inclusive, and creativity-based youth entrepreneurship ecosystem. This is a concrete step towards addressing future challenges, where competitiveness is determined not only by capital and technology, but also by the ability to build identity, convey value, and create meaningful experiences for consumers through authentic and relevant brands. By providing space for young people to learn, experiment, and develop their own product branding, this program also encourages the birth of a generation of young entrepreneurs who are resilient, innovative, and actively contribute to local and national economic development.

RESEARCH METHOD

The research method used in this community service activity was a literature review, which aimed to explore and formulate the most effective approach to developing youth entrepreneurship through a creative product branding workshop. The literature review was conducted by exploring various scientific sources such as national and international journals, academic books, previous research reports, and relevant policy documents. The primary focus of this review was to identify theories, strategies, and best practices in entrepreneurship training, particularly in strengthening product branding skills for the younger generation.

The data collection process was conducted systematically by selecting literature that met the criteria of relevance, credibility, and currency, covering publications within the last five to ten years. Content analysis of

this literature was used to develop a conceptual framework for the community service program, including determining the workshop curriculum structure, facilitation approach, and indicators of activity success. Through this method, the designed training program is expected to have a strong theoretical foundation and be able to address the actual needs of youth in creatively building the competitiveness of their products in local and digital markets.

Furthermore, the literature review method was also used to identify common challenges faced by youth in business development and mitigation strategies that have been implemented in various similar training contexts. Thus, the results of this study are not only descriptive but also applicable, providing a scientific basis that can be used to design community service activities that are adaptive, contextual, and have a direct impact on increasing the entrepreneurial capacity of the younger generation through an innovative and sustainable product branding approach.

RESULT AND DISCUSSION

Literature Review on Product Branding and Youth Entrepreneurship

A literature review on product branding and youth entrepreneurship provides an important foundation for understanding how creative strategies for building brand identity can influence the success of a young entrepreneur (Grilli, 2022b). Branding is not simply a visual marketing activity, but rather a strategic approach to shaping perceptions, emotions, and deep connections between products and consumers. In the context of youth entrepreneurship, branding plays an increasingly vital role because the younger generation faces not only the challenges of limited resources but also the demands of authenticity and differentiation amidst increasingly competitive markets. Several theories suggest that the ability to creatively develop a brand can increase product appeal, strengthen consumer loyalty, and open up opportunities for broader business expansion.

Relevant branding theories in this context include the concepts of brand identity, brand equity, and market differentiation. Brand identity is a collection of visual elements and emotional values attached to a product

and is shaped by the business owner. According to (Grilli, 2022b), brand identity reflects a business's aspirations and positioning in the minds of consumers, and the stronger the identity, the greater the brand's chances of long-term sustainability. Young people entering the world of entrepreneurship are required to create an identity that is not only unique but also relevant to the characteristics of the target market. Creativity in shaping this brand identity can be manifested through a striking product name, a communicative logo, attractive packaging, and a brand narrative that touches the audience's emotional side.

Findings from various studies indicate that successful young entrepreneurs generally place branding at the core of their business strategy. Research conducted by Kuehn (2016) indicates that micro and small business owners who actively manage branding tend to have a greater competitive advantage than those who ignore it. Among young entrepreneurs, branding does not always require a large budget, but rather the ability to build stories, characters, and experiences that stick in the minds of consumers. In today's digital era, utilizing social media and digital platforms is a highly effective medium for communicating brand values, as it can reach a broad audience at a relatively low cost. Digital creativity is a key strength in building strong branding, especially for young entrepreneurs who are close to technology and innovation.

Furthermore, a relevant branding approach for start-up entrepreneurs must be adaptive and exploratory. Approaches such as emotional branding, brand storytelling, and community-based branding are highly suitable for young entrepreneurs seeking identity and market positioning (Cueto et al., 2022). Emotional branding emphasizes the importance of emotional connections between brands and customers, which can foster long-term engagement and loyalty (Ogamba, 2018b). Brand storytelling serves as a tool for building a narrative about how the business emerged, what value it brings, and how the product can change the lives of consumers. Meanwhile, community-based branding relies on the power of community and customer interaction to shape a brand image organically and participatively. These three approaches can be combined and modified

according to local social and cultural contexts, making them more grounded in the realities of young entrepreneurs in Indonesia (Omweri, 2016b).

However, many challenges remain for young people in implementing effective branding. Lack of technical knowledge about branding, limited capital, and access to training or business mentors often pose obstacles. Therefore, strengthening young people's branding capacity through training, creative workshops, and entrepreneurial mentoring is crucial. Developing a curriculum based on branding practices in entrepreneurship education can help improve brand literacy among the younger generation. Furthermore, collaboration with local designers, creative communities, and business incubators can also be a solution to overcome technical limitations and strengthen their product brand positioning in a competitive market.

Overall, the literature review shows a significant relationship between creativity in branding and the success of young entrepreneurs. Consistent, creative, and relevant branding not only increases product value but also paves the way for long-term business sustainability. For young people starting a business, brand building skills are not merely an option but a strategic necessity to differentiate themselves from competitors and create a greater impact in the entrepreneurial ecosystem. Therefore, strengthening branding competencies through literature-based approaches, practical training, and innovative exploration should be an integral part of young entrepreneur development programs in today's creative economy era.

Creative Branding Workshop Design and Curriculum

In youth entrepreneurship development, workshops designed with a hands-on, hands-on approach are key to building real-world competencies, particularly in product branding. The "Youth Entrepreneurial Development through Creative Product Branding" workshop is designed to accommodate the needs of young people in understanding and practicing branding strategies appropriate to the context of their fledgling businesses. The training's design and curriculum are comprehensively structured to bridge the gap between branding theory and practice, while providing exploratory space for participants to develop authentic and competitive brand identities (Cueto et al., 2022).

The workshop is structured in three main stages: an introduction to the basic concepts of branding and entrepreneurship, hands-on branding skills development, and presentations and feedback from mentors and other participants (Männikus & Kuura, 2022). In the initial stage, participants are introduced to a fundamental understanding of the importance of branding in the business world, particularly in the context of young entrepreneurs. The material is delivered through interactive discussion sessions and case studies of local brands that have succeeded thanks to creative branding strategies. Participants were encouraged to understand how elements such as logos, taglines, communication tone, color, and packaging can influence consumer perception and market appeal.

The workshop then progressed to a branding practice phase, allowing participants to directly apply the knowledge gained in the context of their own businesses or products, or in a business simulation if they did not yet have a real product. At this stage, the facilitation approach emphasized coaching and peer-learning, with the facilitator acting as a mentor, guiding participants through the step-by-step development of their product's branding elements. This activity included creating a visual brand identity, formulating brand values, market segmentation, and developing communication strategies tailored to the target audience. Participants were tasked with creating a simple brand book reflecting the uniqueness and advantages of their product, which would then be reviewed with the facilitator and fellow participants (de Klerk et al., 2025).

To support a more contextual and relevant learning process, the learning method used was experiential learning. Through this approach, participants did not simply receive information passively but were encouraged to directly experience the process of creating and developing a brand identity. This is reflected in activities such as product pitch simulations, visual branding presentation exercises, and sessions exploring digital branding trends through social media. The workshop also included field study-based sessions where participants were invited to observe and analyze branding practices of local MSMEs near the training location. This provided a platform for comparing theory with reality and prompted

participants to critically reflect on the strengths and weaknesses of existing branding strategies in the field.

The facilitation approach used in this workshop emphasizes participatory and collaborative principles (Pillai & Ahamat, 2018). Participants are actively involved in each session through group discussions, brainstorming sessions, and collaborative design activities. Each group is guided by a facilitator experienced in graphic design, marketing, or branding, who not only provides technical input but also builds participants' confidence in expressing their creative ideas. Furthermore, the workshop provides personal mentoring for participants who need specific guidance in developing their product branding concepts more deeply and strategically. This inclusive approach allows participants from diverse backgrounds and experiences to progress at their own pace.

The training materials presented in this workshop cover various important aspects of creative branding, from the basics of brand identity and the concept of brand storytelling to visual branding strategies, to an introduction to digital branding through social media platforms and online marketplaces. Each material is designed to be applicable and relevant to the needs of aspiring entrepreneurs and is delivered in an easy-to-understand format through visual presentations, video tutorials, and real-life examples of successful brands in both local and national markets. The workshop also included sessions on creating simple digital content, such as promotional posters, Instagram content, and short product promotion videos, using free or low-cost digital tools.

The evaluation aspect of this workshop was both formative and summative. Formative evaluation was conducted throughout the training process to identify participants' understanding, provide direct feedback, and adjust the facilitation approach for greater effectiveness. Summative evaluation, on the other hand, assessed the branding work created by participants, including visual quality, message consistency, and suitability for the target market segment. Participants were also given the opportunity to present their work to the facilitator and other participants, allowing them to practice their pitching skills and receive constructive feedback. In several sessions, the workshop featured practitioners or young entrepreneurs who

had successfully built their brands to provide inspiration and advice based on their field experiences.

This workshop was designed not only to provide technical skills in branding but also to foster a creative mindset and a strong entrepreneurial spirit among young people. Through a combination of theory, hands-on practice, mentoring, and collaboration, participants are expected to develop a strong product identity that is competitive in an increasingly dynamic market. The workshop's flexible and responsive curriculum, tailored to participants' needs, is a key strength, ensuring its relevance and tangible impact on the development of young entrepreneurs. By completing this workshop, participants are expected to not only be able to create a compelling brand but also understand the importance of consistency, differentiation, and authentic communication in building relationships with consumers.

Workshop Implementation

The Youth Entrepreneurial Development Through Creative Product Branding Workshops (YEE) are a crucial step in youth empowerment efforts by strengthening entrepreneurial capacity combined with creative branding skills. These workshops are implemented using a participatory approach that emphasizes the active involvement of participants, mentors, and local stakeholders in creating a collaborative learning environment that is relevant to the contextual needs of each region. The implementation process begins with initial coordination with local partners, including village government officials, youth organizations, and existing micro-enterprises. This coordination aims to design activities tailored to real-world conditions and ensure the necessary moral, material, and logistical support throughout the training.

Workshop materials are delivered using a mixed-method approach, combining educational, experimental, and applied approaches. The theory is presented interactively using engaging visual and audiovisual media, enabling young participants to grasp the basic principles of entrepreneurship and branding in a non-monotonous manner. In addition, participants are directly involved in practical sessions such as product

branding simulations, packaging design, brand storytelling, and presentations of their own products. This practice-based learning approach facilitates participants not only to conceptually understand the material but also to directly apply it to the products they develop during the workshop. This process not only trains technical skills but also builds self-confidence and a positive competitive spirit among participants.

The group dynamics during the workshop demonstrated a strong collaborative spirit among participants. They came from diverse backgrounds, both in terms of entrepreneurial experience and the types of products being developed. The facilitator encouraged participants to form small, heterogeneous groups, fostering a productive and complementary exchange of ideas throughout the learning process. The group work environment provided a dynamic learning environment, where individuals could share experiences, hone creative ideas, and receive constructive feedback from their peers. In several sessions, participants were also challenged to collaboratively develop new product branding concepts, which were then presented to the facilitator and local business owners as part of the feedback and formative evaluation sessions.

The involvement of local stakeholders throughout the workshop played a key role in enhancing the program's relevance and sustainability. Village government and community leaders were present at the opening and closing of the workshop, providing logistical and moral support to participants. The presence of local business owners as guest speakers and mentors also provided significant added value, as participants could learn directly from the practical experiences of those who had successfully established businesses in their own communities. Furthermore, networking with local MSMEs enabled participants to forge post-workshop collaborations, whether through internships, shared production facilities, or collaborative marketing. This synergy between participants, facilitators, and stakeholders created a mutually supportive entrepreneurial ecosystem oriented toward empowering the local economy.

Throughout the implementation process, regular monitoring and documentation were conducted to identify participants' progress and the effectiveness of the training methods used. Facilitators recorded

participants' progress through observation sheets and daily reflection sessions, where participants were asked to write about their learning experiences and challenges. The findings from this process served as the basis for making quick technical adjustments to ensure the program remained responsive to participants' needs. The final evaluation involved presentations of each participant's or group's branding projects, which were judged based on criteria such as creativity, clarity of brand message, and market potential. The results of these evaluations were then discussed with participants in a reflection forum, allowing them to learn from the entire process and plan their next steps in product development.

Challenges and Solutions During Program Implementation

The implementation of the Youth Entrepreneurial Development through Creative Product Branding Workshops program presented various dynamics that demonstrated the complexity of developing youth entrepreneurial capacity, particularly in the context of creative product branding. Although the program's primary objective was to enhance youth competitiveness and creativity in marketing products through effective branding strategies, its implementation was not without challenges, including participant participation, limited resources, and technical constraints in organizing the activities. Therefore, identifying the obstacles encountered and the strategies implemented to overcome them is crucial in evaluating the program's effectiveness and sustainability.

From the participants' perspective, the primary challenge was the diversity of educational backgrounds and entrepreneurial experience. Most participants were beginners and lacked a basic understanding of branding concepts, necessitating adjustments in the delivery method to reach all skill levels. Furthermore, some participants demonstrated limitations in communication and confidence, particularly during the branding idea presentation session, which required the courage to express their ideas openly. To address these challenges, facilitators employed a more participatory and communicative approach, such as live simulations, small group discussions, and one-on-one mentoring sessions, providing a safe space for participants to develop gradually.

Limited resources also posed a significant challenge. Limited training facilities, including presentation equipment, internet connectivity, and access to digital devices, hampered the smooth delivery of materials, particularly during the digital branding design practice sessions. Solutions implemented included modifying the materials to make them more flexible and adaptable manually, for example, by converting digital designs into conventional branding sketches. Furthermore, the committee collaborated with local partners to provide supporting facilities, such as appropriate training spaces and additional computer equipment, to ensure the event ran smoothly.

From a technical implementation perspective, challenges arose in time management and logistics. Several sessions were delayed due to scheduling conflicts with participants' other activities or transportation issues for participants from distant locations. In these circumstances, the committee rescheduled the sessions to be more flexible and provided modest accommodations for participants from outside the region so they could fully participate. In addition, intensive communication through online groups and regular schedule reminders were used to maintain consistent participant engagement. Local stakeholder engagement also presented an initial challenge, as some still lacked understanding of the program's direct benefits. Therefore, the implementation team engaged in a dialogue with community leaders, youth organizations, and local MSMEs to explain the long-term potential of youth empowerment through creative product branding. As a result, several local businesses participated as partners in case study sessions and product-based branding practices, indirectly strengthening the program's relevance in the community.

CONCLUSION

The conclusion of the community service activity titled "Youth Entrepreneurial Development Through Creative Product Branding Workshops" demonstrated that training focused on developing creative product branding skills significantly enhanced the entrepreneurial capacity of young people. The youth participating in this program gained a deeper understanding of the importance of brand identity, visual marketing

strategies, and creative approaches to presenting products to target markets. This was evident in the participants' increased confidence in developing more structured and engaging brand concepts and promotional strategies for local products.

This training also demonstrated that participatory methods, hands-on practice, and open discussions can create a learning environment that encourages innovation and the courage to take risks in the world of entrepreneurship. In addition to providing technical knowledge, this workshop fostered a resilient, adaptive, and creative entrepreneurial mindset among young people. This activity served as a strategic platform for nurturing a younger generation capable not only of creating marketable products but also of understanding the importance of competitiveness and market differentiation through strong and relevant branding.

Overall, developing youth entrepreneurship through creative product branding training proved effective as a model for community empowerment oriented toward economic independence. This workshop served not only as a space for skills training but also as a means of strengthening collaboration and networking among young people. Therefore, such initiatives need to be replicated sustainably and developed with cross-sector support to reach more youth and encourage the growth of competitive young entrepreneurs at both local and global levels.

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