

Empowering Children Through Digital Marketing: A Social Reintegration Strategy for Children in Conflict with The Law

(Pemberdayaan Melalui Pemasaran Digital: Strategi Reintegrasi Sosial untuk Anak yang Berkonflik dengan Hukum)



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Abstract: Children Facing the Law (ABH) often experience social stigma and limited access to economic opportunities, thus requiring measurable social reintegration strategies. This community service program was conducted at Nurul Huda Islamic Boarding School, focusing on empowerment through digital marketing skills, particularly in the culinary and garment sectors. The objective of this activity was to enhance participants' capacity to utilize digital marketing as a means of adaptation and social reintegration. The method employed was participatory training based on hands-on practice, including content planning sessions, simulations of e-commerce platform usage, and assistance in online product marketing. The results indicate an increase in participants' digital marketing skills by more than 75%, as measured through pre-test and post-test assessments. Additionally, one e-commerce platform was established to market culinary and garment products, and an increase in entrepreneurial motivation was observed, as indicated by 100% of participants through simple direct expressions. These findings suggest that practice-based training with an empowerment approach can serve as an effective strategy in supporting the social reintegration of ABH.

Keywords: children facing the law (ABH); social stigma; digital marketing; community empowerment; social reintegration.

Abstrak: Children Facing the Law (ABH) sering mengalami stigma sosial dan keterbatasan akses terhadap peluang ekonomi sehingga memerlukan strategi reintegrasi sosial yang terukur. Program pengabdian masyarakat ini dilaksanakan di Pondok Pesantren Nurul Huda dengan fokus pada pemberdayaan melalui keterampilan digital marketing, khususnya di bidang kuliner dan konveksi. Tujuan kegiatan adalah meningkatkan kapasitas anak dalam memanfaatkan digital marketing sebagai sarana adaptasi dan penerimaan kembali di masyarakat. Metode yang digunakan berupa pelatihan partisipatif berbasis praktik langsung, meliputi sesi perencanaan konten, simulasi penggunaan platform e-commerce, serta pendampingan pemasaran produk secara daring. Hasil kegiatan menunjukkan peningkatan keterampilan digital marketing peserta sebesar >75% berdasarkan pre-test dan post-test, terbentuknya satu platform e-commerce untuk memasarkan produk kuliner dan konveksi, serta peningkatan motivasi berwirausaha yang ditunjukkan oleh 100% peserta melalui ungkapan langsung sederhana. Temuan ini menegaskan bahwa pelatihan berbasis praktik dengan pendekatan pemberdayaan dapat menjadi strategi efektif dalam mendukung reintegrasi sosial ABH.

Kata kunci: anak berhadapan dengan hukum (ABH); pemasaran digital, pemberdayaan masyarakat, reintegrasi sosial, stigma sosial.



Introduction

Children Facing the Law (ABH) are a vulnerable group that often faces social stigma, limited access to education, and lack of economic opportunities. Data in Jember shows that there were 133 cases of ABH from 2023 to March 2025, which confirms the need for serious intervention from various parties (Nufus, 2025). Children Facing the Law (ABH) often face social stigma in the form of negative labeling as "naughty" or "criminal", discrimination in the school and community environment, and limited employment opportunities due to inherent legal records. This stigma not only lowers self-confidence, but also reinforces the cycle of marginalization that hinders the process of re-acceptance in society (Marchlewska, et. al., 2019; Cichocka, 2016). The problem of children in conflict with the Law (ABH) is so complex that it requires the role of various elements of society to participate in dealing with ABH so that ABH gets comprehensive services (Nufus, 2024). This condition creates an urgency to present an approach that is able to break the chain of stigma while opening up opportunities for more inclusive social reintegration. Therefore, an economic skills-based empowerment strategy is important to break the chain of stigma by showing the productive capacity of ABH that can be optimized for preparation at the stage of social reintegration.

In the context of handling ABH, a restorative justice approach is important because it puts the best interests of children as a priority (Hidayat & Khalika, 2019; Ikhwan, 2019). Restorative justice seeks to restore the dignity of children through the restoration of social relations, not just punishment (Wardianti, et. al., 2026). However, the success of restorative justice requires continued support in the form of concrete social reintegration strategies so that children can be accepted with equal opportunities again.

Social reintegration is understood as the process of returning individuals who have been in conflict with the law into society with proper acceptance (Santoso, B., et. al., 2023; Kamba, A., 2018; Nufus, B.H., 2024:116). This process requires psychosocial support, education, and economic empowerment so that ABH does not fall back into deviant behavior. Empowerment through digital marketing is one of the relevant strategies because it is able to open market access, improve skills, and build a new identity as a productive entrepreneur (Miller, C., & Josephs, R., 2009). Thus, social reintegration is not only normative, but also practical through the creation of real economic opportunities.

Previous studies have emphasized more on aspects of children's mental and psychological preparation as a provision for reintegration (Aiyub, et. al. 2025; Rizqiyah, et. al. 2025; Meera, R., et. al. 2025). However, there are still limited studies that link restorative justice to digital-based economic strategies as a means of empowerment. Social reintegration itself is understood as the process of returning individuals who have been in conflict with the law into society with proper acceptance and equal opportunities. This process requires psychosocial support, education, and economic empowerment

This research is here to fill this gap by focusing on preparing children's economic skills according to their interests and talents. Empowerment through digital marketing training was chosen because it is relevant to the needs of the digital era, able to open market access, and build a new identity for ABH as a productive individual. Thus, social reintegration is not only normative, but also practical through the creation of real economic opportunities. This program is expected to strengthen ABH's capacity in producing culinary and convection products that are marketed online, as well as encourage social change in the form of public acceptance of them as empowered entrepreneurs.

The condition of stigma that is difficult to escape from the community towards ABH creates an urgency for mature and maximum preparation for ABH to return to society (stages of social reintegration) (Herningsih, M. K. et. al., 2025). This can be done by presenting an empowerment program that is not only oriented towards psychosocial recovery, but also on social reintegration through the improvement of economic skills. The Nurul Huda Islamic Boarding School was chosen as the location of the service because it has a fostered community

that actively assists ABH. As a Community Group Concerned with Correctional Affairs, the Nurul Huda Correctional Care Community Group still faces limitations in access to technology and product marketing. This situation opens up opportunities to integrate digital marketing as an empowerment strategy, especially in the culinary and convection fields, which are relevant to local potential and the economic needs of students.

Conceptually, digital marketing is understood as the use of digital technology to promote and distribute products online, which has proven to be effective in increasing the economic independence of marginalized communities. More than just a means of promotion, digital marketing opens up wider market access, allows local products to compete at the regional and national levels, and provides opportunities for previously marginalized individuals to build a new identity as productive business actors. Through this strategy, children's law-dealing skills can be directed to areas that match their interests and talents, thus not only increasing technical capacity, but also fostering confidence and entrepreneurial motivation. Thus, digital marketing functions as a bridge between economic empowerment and social reintegration, as it is able to connect individual potential with market needs while reducing societal stigma through the creation of real added value.

Thus, the main goal of this activity is to strengthen ABH's capacity through digital marketing training, so that they are able to produce culinary and convection products that are marketed online. It is hoped that this activity will not only improve practical skills, but also encourage social change in the form of public acceptance of ABH as productive individuals. The initial conclusion shows that there is an increase in skills, entrepreneurial motivation, and the formation of a digital marketing network that supports social reintegration.

Methods

The research approach used in this community service activity is a community-based participatory approach, which emphasizes the active involvement of the community in every stage of planning, implementation, and evaluation (Nelson, G. et. al., 2025; Lee, J. Y., et. al., 2024; Widodo, A., et. al., 2025). The subject of service is Children Facing the Law (ABH) at the Nurul Huda Islamic Boarding School, Jember, with a focus on empowerment through *digital marketing training* in the culinary and convection fields. The number of beneficiaries of this training is 45 participants, all of whom are Children Facing the Law (ABH) fostered by the Nurul Huda Islamic Boarding School. In addition to the service team, the administrators and caregivers from Nurul Huda Correctional Care Community Group also accompanied the ABH throughout the implementation of the activities.

The research procedure begins with *community organizing* (Ohmer, M. L., et. al., 2024; Jimenez C., et. al., 2025; Rusch, L., et. al., 2026), which is a joint planning process between the service team, pesantren administrators, and Nurul Huda Correctional Care Community Group as a companion partner. This stage includes identifying needs, mapping potentials, and preparing mutually agreed action plans. The materials and instruments used are digital marketing training modules, computer and smartphone devices, and social media platforms as a means of online marketing practice. The data collection process was carried out through participatory observation, interviews with participants, and documentation of activities. The analysis was carried out in a qualitative descriptive manner to assess the increase in skills, motivation, and social change that occurred.

The strategy used to achieve the goal is hands-on practice-based participatory training, which is carried out in several stages: (1) Planning (2) basic training in digital marketing and marketing practices of culinary and convection products, and (5) evaluation of results. Each stage is designed to build skills while strengthening participants' confidence in running a digital-based business. For more details, the technical stages of participatory training are carried out as follows.

Planning

1. It is carried out through *community organizing* with Islamic boarding school administrators as a part of Nurul Huda Correctional Care Community Group, and service teams.
2. Activities: identification of ABH needs, mapping of business potential (culinary and convection), and preparation of training schedules.
3. Outputs: a structured action plan, a list of participants, and a digital marketing training module.

Digital Marketing Training

1. Material: introduction to digital marketing concepts, the use of social media (Instagram, Facebook, TikTok), and local marketplaces.
2. Instruments: training materials (slides), computer/smartphone devices, internet connection.
3. Methods: *demonstration*, and simulation of using e-commerce platforms, creation of promotional content (photos, videos, product descriptions), uploading products to marketplaces/social media, and transaction simulations.
4. Output: participants understand the basics of digital marketing and are able to create an online business account, as well as the formation of digital storefronts of culinary and convection products that are ready to be marketed.

Evaluation of Results

1. It was carried out with *pre-test* and *post-test* methods of digital marketing skills, as well as in-depth interviews related to changes in motivation and confidence.
2. Indicators: the number of products successfully marketed online, increased customer interaction, and changes in participants' social attitudes.
3. Outputs: skills achievement reports, business development recommendations, and program sustainability strategies.

Results

As part of the presentation of the results of community service activities, visual documentation is an important element to show the dynamics of each stage in real life. The photos displayed not only serve as proof of implementation, but also as a representation of the mentoring process, participant interaction, and achievements produced. Through this documentation, readers can see firsthand how practice-based participatory training strategies are implemented, starting from the planning stage, basic digital marketing training, culinary and convection product marketing practices, to intensive mentoring and evaluation of results. Thus, the photos strengthen the narrative of the results that have been described, as well as affirm the social changes that have begun to be realized in the Nurul Huda Islamic Boarding School.

Planning

The planning stage is the main foundation in this community service activity. The planning process is carried out through *a community organizing approach* involving a team of service members, administrators and caregivers of the Nurul Huda Islamic Boarding School and the Jiwa Workshop as the Correctional Care Community Group as well as the accompanying partner and the Correctional Center (Bapas) as a stakeholder. The results of this stage show that there is synergy between the pesantren and the service team in preparing an action plan that is in accordance with the needs of Children Facing the Law (ABH).

Planning activities began with the identification of needs through personal interviews with Nurul Huda Correctional Care Community Group, and directed group discussions (FGD)

with Nurul Huda Correctional Care Community Group and stakeholders. The data obtained shows that ABH has a high interest in the culinary and convection fields, but faces limitations in technology access and marketing. This is the basis for choosing the program's focus on these two areas.

The following is documentation when the FGD was carried out which was attended by the service team, Nurul Huda Correctional Care Community Group and Soul Workshops, as well as Bapas.



Figure 1. Discussion on Planning Community Service Activities

Furthermore, a mapping of local potential was carried out, including an inventory of resources available at the Nurul Huda Correctional Care Community Group, such as simple production kitchens, sewing machines, and limited internet access. This mapping results in a list of technical needs that must be met, such as the provision of digital devices, training modules, and intensive mentoring. The planning stage also results in a structured schedule of activities that includes five main stages: planning, basic digital marketing training, product marketing practices, intensive mentoring, and results evaluation. This schedule is prepared in a participatory manner by involving students so that they feel they have a program and are committed to participating in each stage. In addition, planning has succeeded in building institutional commitment between the Nurul Huda Correctional Care Community Group and the Welfare and Sustainable Development (WeSave) service team to support the sustainability of the program. This agreement includes the provision of training space as well as the sustainability of the program. Thus, the planning stage not only produces action plan documents, but also strengthens social and institutional networks that are critical to the success of the program.

Digital Marketing Training

The digital marketing training stage is carried out as the core of the community service program, with the aim of equipping Children Facing the Law (ABH) at the Nurul Huda Islamic Boarding School with practical skills in utilizing digital technology for the marketing of culinary products and convection as a social reintegration strategy so that the preparation of children to return to society is more optimal. The training is designed on a participatory basis, so that participants not only receive the material, but also actively engage in hands-on practice. The following is some documentation regarding the results of community service activities carried out by the WeSave Research Group (KERIS).



Figure 2. Implementation of Community Service Activities, Digital Marketing Training

The training began by providing material on the urgency of digital marketing in business, business motivation, and digital marketing techniques in business. Next, participants are asked to create persuasive sentences that can be used as captions as part of marketing. After that, participants were asked to create interesting photos related to the product. Participants were very enthusiastic about the implementation of this activity.

The results of the training showed a significant improvement in the basic understanding of digital marketing. Before the training, most of the participants were not familiar with the concept of online marketing, the use of social media as a means of promotion, and the management of digital business accounts. After participating in the training session, more than 75% of participants were able to create business accounts on social media platforms and marketplaces, as well as upload products with descriptions and visuals that meet digital marketing standards. In addition to technical skills, training also results in changes in participants' behavior. They began to show creativity in creating promotional content, such as product photos, short videos, and compelling marketing narratives. Participants who were previously passive became more confident in presenting their products online. Group dynamics also show collaboration between participants, where they help each other overcome technical obstacles, such as photo editing or account settings.

Technical interventions in the form of training slide materials, simulations of social media use, and hands-on practice with digital devices have proven to be effective in improving participants' skills. The documentation of the activity showed high enthusiasm, with participants actively discussing, asking questions, and trying out the marketing strategies taught. This shows that digital marketing training not only provides new knowledge, but also builds motivation and a sense of ownership for the business they run. Thus, the digital marketing training stage successfully answers ABH's main needs, namely technology-based economic skills, while supporting the process of social reintegration through increasing productive capacity and public acceptance of their business.

Evaluation of Results

The evaluation stage of the results was carried out to assess the effectiveness of digital marketing training activities for Children Facing the Law (ABH) at the Nurul Huda Islamic

Boarding School. The evaluation was carried out through a combination of *pre-test* and *post-test methods* of digital marketing skills, participatory observation, and in-depth interviews with participants and pesantren administrators. The results of the evaluation showed a significant improvement in the technical skills of the participants. Before the training, most of the participants did not understand and were not able to create an online business account or upload products with appropriate descriptions. After the training, more than 75% of participants managed to create business accounts independently, upload culinary and convection products, and interact with consumers through social media and marketplaces. In addition to the technical aspect, the evaluation also showed changes in attitudes and motivations. Participants showed increased confidence in presenting products, courage to interact with consumers, and consistency in managing digital-based businesses. The documentation of the activity shows that participants who were previously passive are now actively collaborating, helping each other, and building simple marketing networks. Thus, the evaluation stage of the results not only confirms the success of the training in improving digital marketing skills, but also shows the social impact in the form of growing confidence, entrepreneurial motivation, and public acceptance of ABH as productive individuals.

The results of community service activities show that there are positive dynamics in the process of assisting Children Facing the Law (ABH). The implementation of digital marketing training focused on culinary and convection has succeeded in improving participants' technical skills in creating promotional content, managing online business accounts, and conducting sales transactions through digital platforms. Observation data shows that more than 70% of participants were able to upload products independently to marketplaces and social media after participating in the training.

The expected changes are starting to be seen through increased confidence, growing awareness of the potential of the digital-based economy, and the acceptance of the surrounding community towards the businesses run by ABH. This shows a shift in perception from negative stigma to recognition of their productive capacity. This change shows that ABH has the skills to later be able to enter the community and return to the community. With the provision of skills, it is hoped that ABH can be more accepted by the community. This supports the initial hypothesis that empowerment through digital marketing can be an effective strategy in the process of social reintegration while opening up wider opportunities for social transformation in the pesantren environment and the surrounding community.

Based on the results of the pretest and posttest, participatory observation, and in-depth interviews as previously presented, [Table 1](#) below outlines the quantitative findings of the community service activities. This table illustrates significant changes in two main aspects, namely the technical skills and motivation of the participants, who are Children Facing the Law (ABH) at the Nurul Huda Islamic Boarding School.

The evaluation was conducted to assess the effectiveness of digital marketing training with a focus on the culinary and convection sectors. The findings indicate that the training not only enhanced the participants' technical abilities in managing digital businesses but also fostered substantial changes in their attitudes and entrepreneurial motivation.

Table 1. Quantitative Results of Digital Marketing Training for ABH

Evaluation Aspect	Condition Before Training	Condition After Training	Success Indicators
Technical Skills	Most participants did not understand digital marketing, were unable to create online business accounts, and could not upload	More than 75% of participants successfully created business accounts independently, uploaded culinary and convection products, and interacted with	Significant improvement in digital marketing skills, promotional content creation, online business

Evaluation Aspect	Condition Before Training	Condition After Training	Success Indicators
	products with appropriate descriptions.	consumers via social media and marketplaces. Observational data shows that over 70% of participants were able to upload products independently.	account management, and digital sales transactions.
Motivation & Attitude	Participants tended to be passive, lacked confidence, and were hesitant to interact with consumers.	100% of participants showed increased confidence, willingness to interact, and consistency in managing digital businesses.	Positive changes in attitude and entrepreneurial motivation.

Discussion

The results of this community service confirm that direct practice-based digital marketing training is able to answer the needs of Children Facing the Law (ABH) in improving economic skills while strengthening the social reintegration process. In line with the research objectives presented in *the Introduction*, this activity is not only oriented towards increasing technical capacity, but also on social change in the form of public acceptance of ABH as productive individuals.

The planning stage shows the importance of *community organizing* in building institutional commitment and active participation of participants. This is in accordance with the theory of community empowerment which emphasizes that community involvement from the beginning will increase the sense of ownership of the program (Ikhwan, 2019). Identifying needs and mapping local potential becomes a solid foundation for designing relevant interventions, making programs more contextual and sustainable.

Digital marketing training resulted in significant improvements in participants' technical skills, such as creating online business accounts, uploading products, and interacting with consumers. These findings are in line with Miller and Josephs (2009) who emphasized that the use of digital technology can be a means of empowering marginalized communities. Furthermore, the creativity of participants in creating promotional content shows the internalization of new skills that support the social transformation process.

The evaluation of the results showed changes in the attitudes and motivations of the participants, especially in terms of confidence and consistency in entrepreneurship. This can be explained through restorative justice theory that emphasizes the importance of psychosocial recovery and social reintegration for ABH (Hidayat & Khalika, 2019). With real economic skills, ABH gained a new identity as a productive entrepreneur, so that negative stigma slowly shifted into social recognition.

Theoretically, social reintegration is understood as the process of returning individuals to society with proper acceptance and equal opportunities (Kamba, 2018). The results of this activity support this concept by showing that digital marketing-based empowerment can be a practical strategy to strengthen social reintegration. These findings are also consistent with the research of Cichocka (2016) and Marchlewska et al. (2019) which highlight how changing social perceptions can reduce defensive attitudes and stigma towards marginalized groups. However, there are differences with some previous studies that emphasize the aspect of psychological rehabilitation without integrating digital-based economic strategies. The program shows that the combination of psychosocial recovery and economic empowerment is more effective in creating sustainable social change. The implication of these findings is the need to extend the digital marketing empowerment model to ABH communities in other regions, with adaptation according to local potential. In the future, further research can be directed to quantitative

measurement of the economic impact of ABH's digital businesses, as well as longitudinal analysis on the sustainability of social reintegration. Thus, the results of this service not only answer the initial research questions, but also open up new directions for the development of technology-based empowerment strategies in the context of child corrections.

Conclusion

This community service activity successfully answered the main goal of the research, which is to strengthen the capacity of Children Facing the Law (ABH) through digital marketing training as a social reintegration strategy. The findings suggest that technical skills in online marketing can be an effective means of building a new identity for ABH as productive individuals, while reducing the social stigma that has been attached. Theoretically, these results reinforce the concept of restorative justice that emphasizes psychosocial recovery and social reintegration, by adding the dimension of technology-based economic empowerment as a practical instrument. Thus, this service contributes to the understanding of the community service process, especially how digital-based interventions can encourage social transformation in the pesantren environment and the surrounding community.

The recommendation for community service programs is the need to expand the digital marketing training model to ABH communities in other regions, with adaptation according to local potential. In addition, the sustainability of the program must be guaranteed through institutional support of Islamic boarding schools and accompanying partners, so that the results achieved do not stop at the training stage, but develop into a sustainable independent effort. For further research, it is suggested that there be a quantitative study on the economic impact of ABH's digital business, as well as a longitudinal study that assesses the sustainability of social reintegration in the long term. Further research can also explore the integration of other technologies, such as *e-commerce platforms* or *financial technology*, to strengthen the ABH empowerment ecosystem. Thus, this service not only provides practical results, but also opens up new directions for the development of digital-based empowerment theories and practices in the context of child corrections.

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Conflict of Interests

The authors stated that there was no conflict of interest in this research and community service activities. No personal interests or particular interests can be considered to affect the representation or interpretation of the results of the research and service reported.

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