











# Socialization of Digital Innovation Strategies to Enhance SME Sales and Community Self-Sufficiency in Kayu Manis Village

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## Article Information:

Received October 11, 2024

Revised December 15, 2024

Accepted December 26, 2024

## Keywords:

Digitalization;  
Empowerment;  
Innovation; MSMEs,  
Socialization

## Abstract

This community service focuses on empowering Micro, Small, and Medium Enterprises (MSMEs) in Kayu Manis Village, Rejang Lebong Regency, Bengkulu Province, through digital transformation to improve sales performance and promote community self-sufficiency. The study utilizes a qualitative method with a case study approach, combining direct observation, interviews with MSME owners, and socialization activities conducted during the Community Service Program (KKN). The findings reveal that adopting digital strategies, such as digital marketing, digital transaction recording, and social media platforms, has led to significant improvements in the operational efficiency and revenue of MSMEs in the village. Additionally, the use of digital tools helps minimize risks associated with financial data loss while expanding the market reach of MSMEs. These results highlight the effectiveness of digital transformation in addressing challenges faced by MSMEs, fostering their growth, and enhancing community welfare. This initiative demonstrates the critical role of technology in supporting economic development and sustainability, particularly in rural areas. The outcomes of this program serve as a valuable model for implementing similar efforts in other regions facing comparable challenges.

## A. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy, particularly in job absorption and unemployment reduction. According to [Plekhanov et al. \(2023\)](#), MSMEs make a significant contribution to the Gross Domestic Product (GDP) and absorb the majority of the workforce in Indonesia. This significant role positions MSMEs as the backbone of the national economy, especially in creating new jobs and reducing unemployment rates ([Ainurrokhim et al., 2024](#)).

Additionally, MSMEs play a role in alleviating poverty and promoting local economic growth ([Handini & Choiriyati, 2021](#)). With a high rate of labor absorption, MSMEs provide opportunities for individuals who lack access to formal employment, thereby enhancing community welfare ([Syah & Pujiyanto, 2023](#)). The flexibility and adaptability of MSMEs enable this sector to survive, even thrive, amidst challenging economic conditions. This makes MSMEs a vital stabilizer in the national economy ([Ganesa et al., 2024](#); [Gao et al., 2023](#)).

However, despite their significant contributions, MSMEs still face numerous challenges, including limited access to capital, low human resource quality, and insufficient adoption of digital technology (Rosmawati et al., 2023). Therefore, collaborative efforts between the government, private sector, and community are necessary to empower MSMEs to contribute more optimally to the economy and reduce unemployment in Indonesia (Wulandari, 2024).

One way to support creative economic innovation is by developing and empowering small and medium enterprises (SMEs) through the enhancement of their resources (Rosyady et al., 2022; Herman et al., 2018). One effort that can be made is by adopting digitalization in various business aspects, ranging from administration and transactions to marketing (Mulia & Sulungbudi, 2019). Digitalization allows SMEs to expand their market reach, not only locally but also globally through digital platforms such as social media, e-commerce, and payment applications (Etim et al., 2021). By leveraging digitalization, SMEs can increase efficiency, improve financial record-keeping systems, and reduce potential losses due to poorly documented manual transactions (Ratama et al., 2024). Therefore, it is crucial for SMEs to adapt to continually evolving technology in order to maintain their competitiveness and business sustainability (Cuijten et al., 2024).

One effort that can be made is by adopting digitalization across various business aspects, from administration and transactions to marketing (Khaerudin et al., 2024). In the field of administration, digitalization is crucial to avoid the loss of financial data, such as inventory and financial transaction records (Ngiliyun et al., 2023). In the field of transactions, digitalization simplifies the payment process during sales and purchases. Meanwhile, in marketing, digitalization is useful for expanding the sales reach. With digital platforms like e-commerce and social media, SMEs can reach a broader market, both locally and globally (Saputri & Fasa, 2024). Thus, the digitalization of SMEs becomes an important step in strengthening their competitiveness and operational efficiency (Alamsyah, 2023).

Kayu Manis Village is an example of a region where SMEs still rely on conventional marketing methods, which limit their growth and competitiveness. The lack of knowledge and skills in utilizing digital technology is a major barrier for SMEs in this village. Therefore, efforts are needed to encourage the digital transformation of SMEs in Kayu Manis Village to increase sales revenue and community self-sufficiency.

This article aims to support the digital transformation of SMEs in Kayu Manis Village to increase sales revenue and community self-sufficiency. It is hoped that this digital transformation can identify the challenges faced by SMEs in Kayu Manis Village in adopting digital technology, evaluate the effectiveness of socializing digital innovation strategies in improving SME sales, and assess the impact of digitalization on the economic independence of the Kayu Manis Village community.

The benefits of this research are expected to provide practical guidance for SMEs in implementing digital technology, as well as offer insights for the government and other stakeholders in formulating policies that support the digitalization of SMEs.

The scope of this research includes an analysis of SMEs in Kayu Manis Village that operate in the sectors of food, beverages, fashion, handicrafts, and cosmetics. Data was collected through direct observation, interviews with SME owners, and the conduct of socialization during the Community Service Program (KKN). Although various initiatives have been undertaken to encourage the digitalization of SMEs in Indonesia, there is still a gap in the adoption of digital technology at the village level. This study aims to bridge that gap by focusing on the implementation of digital innovation strategies that are tailored to the characteristics and needs of SMEs in Kayu Manis Village.

The research gap in this study is that although there are various studies examining the role of SMEs in the economy and the importance of digitalization to enhance competitiveness, there remains a void in research focused specifically on the implementation of digitalization in rural SMEs, such as those in Kayu Manis Village. Most existing research tends to emphasize SMEs in urban areas with more developed infrastructure. Research on the challenges faced by SMEs in villages with limited infrastructure and technological expertise is still scarce. Therefore, this study aims to fill that gap by exploring and evaluating the implementation of digitalization strategies in SMEs in Kayu Manis Village, which have unique characteristics and challenges compared to urban SMEs. This provides a deeper understanding of how digitalization can be applied in a more specific and constrained context.

This research makes significant contributions in several aspects. First, it adds to the understanding of the implementation of digitalization strategies in SMEs in Kayu Manis Village, which may have previously received less attention compared to SMEs in larger cities. By implementing digital technology across various operational aspects of SMEs, this study offers solutions to enhance efficiency and competitiveness

in village SMEs. Second, it examines the impact of implementing digital marketing on increasing SME revenue, which not only helps expand the market but also reduces reliance on limited local markets. Third, this study contributes to the development of theory and practice regarding SME digitalization, providing practical guidelines for SME operators and policymakers to formulate policies that support SME digitalization at the village level, which in turn can strengthen the local economy.

This research presents significant novelty in several respects. First, it focuses on SMEs located in rural areas, unlike many previous studies that have primarily focused on urban SMEs with more advanced infrastructure. This research explores the challenges faced by SMEs in areas with limited infrastructure and how they can leverage digital technology to enhance their business sustainability. Second, the approach used in this research is also novel, involving two stages: direct assistance to SMEs and a survey to evaluate the outcomes of digitalization implementation. This provides a more comprehensive view of the long-term impacts of digitalization on SMEs. Third, this study presents innovation in the integration of digitalization across three main aspects of SMEs—administration, transactions, and marketing—as a cohesive whole that supports each other. This differs from many other studies that focus on just one aspect, thereby providing a more comprehensive understanding of how digitalization can enhance SME performance.

## **B. Methods**

This study employs a qualitative approach with a case study method, aiming to delve into and explore the application of digitalization in small and medium enterprises (SMEs) in Kayu Manis Village. The case study was selected as it allows for an in-depth examination of the case, focusing on the reasons and factors influencing the implementation of digitalization in SMEs. The research was conducted during the Community Service Program (KKN) from August 2 to September 17, 2024.

The population in this study comprises all the SMEs located in Kayu Manis Village. This research involves three methods of data collection, which are as follows:

### **1. Observation Method**

Observation is a data collection method that involves watching and recording phenomena as they occur, which are designated as objects of observation. In this method, the researcher conducts direct observations in the field during the Community Service Program (KKN) activities in Kayu Manis Village.

### **2. Interview Method**

Interviews are conducted directly with the SME owners in Kayu Manis Village to obtain relevant data and information about the problems and challenges faced by the business owners in developing their enterprises.

### **3. Implementation of Activities**

Through the series of activities that have been conducted, the researcher hopes to receive positive responses that will encourage the SME owner of Red Egg Chickens to transition their business system to digitalization. Consequently, activities are organized to promote the socialization of innovation and digitalization of SMEs towards an independent community in Kayu Manis Village.

Additionally, the steps taken in this research are as follows:

#### **1. On-site Assistance**

Providing assistance by directly reviewing the field conditions to generate discussions and instructions for the business owners in Kayu Manis Village.

#### **2. Survey of the Results from SME Digitalization**

This survey is conducted by revisiting the SMEs in Kayu Manis Village to assess the outcomes of the previous assistance. The desired results include understanding and implementation of the digitalization that has been introduced, whether in terms of product innovation or strategies used to increase sales revenue.

## **C. Result and Discussion**

One of the objectives of implementing digitalization for MSMEs in Kayu Manis Village is to increase the income from MSME owners' sales. Below are the benefits or research findings from the application of digital marketing for these MSMEs

### 1. Increasing Revenue through Digital Marketing

By leveraging digital marketing, MSME owners have the opportunity to significantly expand their sales reach. This digital marketing strategy allows them to reach a wider audience, both within and beyond their local environment. With increased visibility of the products and services offered, the likelihood of attracting more interested consumers to make purchases increases. Consequently, this not only increases the number of transactions made but also potentially enhances the revenue earned by MSME owners. Thus, the implementation of digital marketing is a very important strategic step in efforts to improve their welfare and business sustainability.



**Figure 1.** Socialization of Digital Innovation Strategies to Increase MSME Sales

### 2. Business Conducted More Efficiently and Cost-Effectively'

With the implementation of digital marketing, business activities can be operated more efficiently, as payment methods can now be processed more quickly thanks to digitalization. The use of this technology not only speeds up transactions but also contributes to operational cost savings. One example is the implementation of QRIS as a payment method, which allows customers to make payments directly and easily through their devices. Thus, digital marketing not only enhances efficiency in running a business but also creates a better experience for consumers, which ultimately can support overall business growth.



**Figure 2.** Presentation of Social Media Account Creation Process

### 3. Minimizing Financial Data Loss from Sales Transactions.

Previously, MSME owners in Kayu Manis Village recorded transactions and financial data manually, which often led to the loss of important information. This manual process not only made data management difficult but also resulted in incomplete financial reports that were hard to reconstruct in case of loss. This, of course, presented a significant challenge for business owners in managing their finances. However, with the implementation of digitalization, business owners can now use technology to store and manage data more efficiently. Digitalization allows them to save various important information, such as sales and purchase records, and manage inventory in a more systematic and organized way. Thus, MSME owners can not only reduce the risk of data loss but also improve the accuracy and reliability of their financial reports, which are crucial for making better business decisions.





**Figure 3.** Presentation on Minimizing Financial Data Loss

Selain itu adapun tahapan pelaksanaan penelitian ini adalah sebagai berikut:

1. On-site Assistance

The assistance is provided to guide business owners in transitioning their systems from conventional to digital. One of the MSMEs visited in Kayu Manis village, for example, is the Red Chicken Egg MSME.



**Figure 4.** Assistance for Red Chicken Egg MSME in Kayu Manis Village

The innovation strategy in the assistance provided for the digitalization of MSMEs includes several important steps, among them:

a. Creating a marker on Google Maps

1. Open the App: First, open the Google Maps app on your Android device.
2. Access the Contribution Menu: Once the app is open, search for and click on the "Contribution" menu, which is usually located at the bottom of the screen.
3. Add Location: Next, select the "Map" menu to start adding a new location you want to mark.
4. Enter Required Data: Fill in all the requested data, such as location name, address, category, and other necessary information for the marker.
5. Submit Data: After all information is filled out completely and accurately, click the "Submit" button to upload the new address marker to Google Maps. After that, your new location will be installed and accessible to other users. By following these steps, the process of creating location markers on Google Maps can be effectively carried out, helping MSMEs to become more digitally recognized.

b. Creating QRIS as a Payment Method.

Here are the steps to create QRIS as a payment method:

1. Choose a Payment Service Provider Search for a payment service provider that supports QRIS. Some examples include banks, fintech companies, or digital wallet apps. Ensure they are registered and licensed by Bank Indonesia.

2. Register and Open an Account If the business owner does not already have an account, register first to open a business account with the chosen service provider. Prepare the necessary documents, such as ID card, tax ID number (NPWP), and business legality documents.
3. Apply for QRIS Once you have an account, apply to obtain QRIS. Typically, the service provider will request information about the business, such as business name, address, and type of business.
4. Business Verification The service provider will verify the information provided. This process may take a few days, depending on the provider's policy.
5. Receive QRIS Once the application is approved, the business owner will receive QRIS in the form of a QR code. This code can be printed or displayed on the business owner's device.
6. Socialize with Customers Inform customers that they can now make payments using QRIS. To facilitate, consider placing signs or posters explaining how to use QRIS for transactions.
7. Conduct Transactions When customers want to make a payment, they simply scan the provided QR code using a payment app. Once the payment is made, the business owner will receive a notification.
8. Monitor Transactions Be sure to monitor and record all transactions made through QRIS. The service provider usually provides transaction reports periodically.

c. Creating Social Media for Promotion and Marketing

During the socialization in Kayu Manis village, social media recommended as one of the digital innovation strategies to boost MSME sales includes Instagram and Facebook, with the following setup steps:

Instagram Here are the steps to create an Instagram account:

1. Download the Instagram App Open the Google Play Store (for Android) or App Store (for iOS) and search for the Instagram app. Download and install it on your device.
2. Open the Instagram App Once installed, open the Instagram app on your device.
3. Start Registration On the home page of the app, you will see options to log in or sign up. Click on "Sign Up".
4. Choose Registration Method
  - a) You can register using an email address or phone number. Choose one method and enter the required information.
  - b) If using an email, ensure it is valid and accessible.
5. Create Username and Password After entering your email or phone number, you will be prompted to create a username and password. Choose a unique and memorable username.
6. Fill Out Profile Next, you will be asked to fill out profile information, such as your full name and profile picture. You can upload a photo from your gallery or take a new one.
7. Find Friends Instagram will offer options to find friends by connecting your account to Facebook or searching contacts from your phone's contact list. You can skip this step if you prefer.
8. Set Privacy Once the account is created, you can set your account's privacy. Choose whether you want your account to be public or private, depending on your preference.
9. Start Using Instagram After completing all steps, you can start exploring Instagram, following other accounts, and sharing photos and videos.
10. Verify Account (Optional) If necessary, you can verify your account through email or phone number to enhance your account's security.

Facebook Here are the steps to create a Facebook account:

1. Open Facebook Website Visit facebook.com on a browser.
2. Fill Out Registration Form On the homepage, you will see the registration form. Enter the requested information, including:
  - a) First and Last Name
  - b) Phone Number or Email Address

- c) Password (create a strong password)
  - d) Date of Birth
  - e) Gender
  - f) Click "Sign Up" After filling all information, click the "Sign Up" button to proceed.
3. Verify Account If registering with a phone number, Facebook will send a verification code via SMS. Enter this code to verify the phone number. If using email, check your active email and look for a message from Facebook. Click the verification link or enter the provided code.
  4. Complete Profile After verification, you will be prompted to complete your profile. Add a profile picture, information about yourself, and friends you want to add.
  5. Set Privacy and Settings Once the account is created, review privacy settings. You can adjust who can see your profile and posts.

Creating a Facebook Business Page Here are the steps to use Facebook as a digital marketing tool:

1. Create a Business Page
  - a. After logging into your Facebook account, click on the menu icon (three horizontal lines) at the top of the screen.
  - b. Select "Pages" and then click "Create Page" to start.
2. Choose Page Category
  - a. Choose a category that matches the type of business, such as "Local Business," "Company," or "Brand." This helps business owners tailor the page to the right audience.
3. Fill Out Page Information
  - a. Enter the page name, business address, phone number, and other essential information. Be sure to provide a clear description of the products or services offered by the business.
4. Add Profile and Cover Photos
  - a. Upload a representative profile photo, such as a business logo, and an attractive cover image to catch visitors' attention.
5. Customize Page Settings
  - a. Adjust page settings, including privacy options, notifications, and other preferences to suit business needs.
6. Create Quality Content
  - a. Start posting relevant and engaging content, such as articles, images, videos, and special promotions to attract audience attention.
7. Use Advertising Features
  - a. Take advantage of Facebook Ads to reach a broader audience. Business owners can create targeted paid ads based on demographics, interests, and user behaviors.
8. Interact with Audience
  - a. Respond quickly to comments and messages from followers. Good interaction builds stronger relationships with customers.
9. Analyze Performance
  - a. Use Facebook Insights to monitor page performance. This analysis helps business owners understand what works and what needs improvement.
10. Consistency in Posting
  - a. Remain consistent in posting new content to maintain engagement and attract more followers. By following these steps, business owners can effectively use Facebook as a digital marketing tool to promote their business.

By following these steps, business owners can utilize Facebook as an effective digital marketing tool to promote their business.

## 2. Survey of MSME Digitalization Outcomes

The survey results were obtained by visiting the locations of MSME owners in Kayu Manis Village, Sindang Kelingi District. The results of the assistance are as follows:

1. Challenges Before Assistance
  - a. Insufficient insight and knowledge about digitalization and digital marketing
  - b. Limited market scope and dependence on traditional marketing methods
  - c. Significant time, effort, and costs lost waiting for buyers in traditional markets
2. Impact After Assistance
  - a. Increased understanding of digitalization and digital marketing among MSME owners
  - b. Increased income for MSME owners due to market expansion and digital marketing methods

Business owners can save time, effort, and reduce expenses previously incurred from sales in traditional markets

## D. Conclusion

This study confirms that the digitalization of MSMEs in Kayu Manis Village significantly increases revenue, improves operational efficiency, and enhances competitiveness. Strategies such as digital marketing, transaction recording, and social media usage have expanded market reach, reduced costs, and minimized financial data loss. Despite limitations, including a small sample size and short study duration, the findings highlight the vital role of digitalization in empowering rural MSMEs, improving business performance, and fostering local economic growth. Future research should involve broader, long-term studies and explore the impact of government policies to ensure sustainable benefits for MSME digitalization.

## E. Acknowledgments

The authors express gratitude to Universitas Pat Petulai for its support and facilities, as well as to the MSME owners in Kayu Manis Village for their participation. Thanks are also extended to colleagues, students, and local government authorities for supporting the implementation of this program. The contributions of all parties were invaluable to the success of this research.

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