

Improving MSMEs Performance Through Digitalization of Business Products in Micro Business Groups in Motoboi Kecil Village, Kotamobagu City, North Sulawesi

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Abstract

MSMEs play an important role in national economic resilience because they can become independent businesses that increase people's income and welfare. This community service aims to: 1) introduce good MSME management, and 2) improve MSME business management skills through digital technology. PKM activities were carried out in Motoboi Kecil village, Kotamobagu City. The service method uses Asset Based Community Development (ABCD) which is based on assets, potential, development, and experience in managing a business using interaction and simulation in implementation. The PKM Team prepared the draft material after the implementation was evaluated and discussed with the trainees to find solutions to obstacles in social media. The activity results showed that the participant's ability to plan and implement the business increased. Participants were also able to understand and use digital technology to promote their products on social media, growing sales and MSMEs' business profits.

Keywords: *Digitalization; Internet; Product; Micro-Businesses; Profit*

Introduction

MSMEs have an important role as the main economic center for the community, especially as a source of family income. Some MSMEs are well-managed, using management methods and approaches, but many also only use simple ways to run their businesses, including using instinct to run their businesses. So it is not uncommon for us to hear about MSME businesses that are currently the mainstay of the people's economy, accompanied by stories of success and failure in their businesses, this is certainly a challenge for MSME business actors (Hafriandi, and Gunawan, 2018). MSMEs have a major contribution that can be seen from the role they play, namely: becoming a means of equitable distribution of the community's economy, poverty alleviation, and increasing the country's foreign exchange through the business they run.

The role of MSMEs in the Indonesian economy is very significant, especially when facing an economic crisis. MSMEs have proven to be able to survive the crisis in 1998 and also during the COVID-19 pandemic. As part of an independent economy, MSMEs have great potential to contribute to improving people's welfare (Sulastrri, 2022; Sriyono, 2018).

Insani and Pramudita (2021) stated the importance of empowerment through the PKM program which is carried out which is expected to be able to provide solutions such as the use of *the Green Economy concept*, as well as other concepts for improving the community and regional economy. For this reason, to develop the economic potential of the community, especially MSME actors, programmatic efforts are needed that can be carried out to develop MSMEs.

The rapid development of information and communication technology, including the digitization of communication devices, has brought great changes and created new habits, such as the shift of almost all types of business activities to online business (Hartanti, 2008). This change in trend has encouraged Micro, Small, and Medium Enterprises (MSMEs) to compete to attract consumer interest. This is based on the fact that in the digital era, people tend to choose practical, easy, and efficient methods. Therefore, MSME actors must also act quickly, precisely, and efficiently to adapt to the development of the

times and trends that continue to change in society (Octaviani, et al., 2019).

Changes in the situation triggered by current technological advances have encouraged business actors to adapt and start utilizing digital platforms. In this condition, digitalization is an alternative solution to adapt, maintain business, and even develop future businesses according to the desired targets. One strategy that can be applied is to promote MSME products, which can play a key role in business success, especially in increasing income, both for small, medium, and large businesses. Online marketing or digital marketing is now seen as an effective strategy in attracting consumer attention, because it is fast, affordable, and can be used by various types of businesses, including MSMEs.

Even though micro businesses are classified as small-scale business units, the right marketing strategy is still needed so that the business can survive and develop sustainably. Things that are interesting and encourage the use of marketing strategies in the digital era and their benefits for MSME business actors, include: 1) A wider reach of markets and consumers; 2) Easier to apply; 3) The speed at which the information spreads; 4) Costs are relatively cheaper than *offline* marketing, with a wider reach, 5) *Fast Return of Investment* (ROI), meaning the speed for a faster return on business investment.

The application of digitalization to MSME businesses provides various opportunities and opportunities for business actors, both new pioneers and those who are already running, to automate, including bookkeeping which was previously done manually and can now be assisted by communication technology applications. If previously MSMEs needed a special place of business and physical merchandise, now with the help of smartphones or computers and an internet connection, business actors can start businesses such as resellers to drop shippers, which allows them to be known faster by consumers.

MSMEs are a business activity run by the community (Law Number 20 of 2008), and MSMEs aim to expand employment opportunities and provide economic services to the wider community,

by using the available potential and resources (Kumparan.com., 2022). In this case, MSMEs are business groups or businesses managed by individuals, groups, households, or small business entities to generate income from their business activities (Sumaryana, 2018).

Rafli (2023), stated that microbusinesses are a type of productive business owned by individuals or individual business entities. This micro business has a maximum total asset of Rp.50 million, outside the land and buildings used as a place of business. In terms of assets, micro businesses have an annual turnover of up to Rp.300 million. If the business is run meets these two criteria, then the business is classified as a micro business. If the business managed has met these two criteria, it is included in the micro business group. From this category, it can be seen that Micro Enterprises, namely businesses that:

1. The maximum number of employees is three
2. Have Assets up to Rp.50 million,-
3. Annual sales turnover of up to Rp.300 million,-

Usually, one of the criteria for this micro-business is wealth in the form of buildings and companies where they do business is not included in the calculation, because in general entrepreneurs do not have business buildings in running their businesses. Other criteria that describe micro-businesses include several characteristics, such as not implementing systematic financial administration, difficulty in getting assistance from banks because they do not have collateral, products sold often change, and business forms that tend to be small and simple.

This community service is carried out in the village of Motoboi Kecil, Kotamobagu City, aiming to strengthen the business capabilities of MSMEs, especially in using social media as a means of business promotion and product introduction. To develop a business, the use of social media such as FB, Instagram, and TikTok is important, including product branding strategies and unique ones according to technological developments and market demand or trends (Nor, et al. 2022). The problems that were identified during the initial survey conducted through interviews with village heads and several MSME business actors in Motoboi Kecil village have obtained an overview that groups or individuals who run micro businesses are still carried out simply, they have not received special guidance to manage their businesses both from the aspect of business management, including promoting using internet media or product digitization, to enlarge the market area and develop their business, which can increase the desired sales turnover,

so that business actors can build their business, including rising income. Businesses that MSME entrepreneurs are running include Lalampa, Nasi Kuning Kotamobagu, Grilled Fish Culinary, etc.

Seeing the need to improve business through increasing management knowledge and strategies for marketing products digitally, the PKM Team as part of the UNSRAT Community Service Team, feels called to take a role, in increasing the knowledge of people who run micro businesses, especially in developing their businesses so that these entrepreneurs have better management knowledge and understanding, advanced to run their business even better, and be able to take advantage of technology that develops through business digitalization, which is realized through the programs offered. As a result of the analysis of the previous situation, the purpose of this PKM activity can be formulated, namely how efforts to develop and build MSME businesses, especially micro-business groups located in small Motoboi village, can become a business group that is capable of digital, meaning being able to utilize digital technology to run and develop their businesses and being able to increase sales and business profitability.

Implementation Method

The service method uses Asset Based Community Development (ABCD) which is based on assets, potential, development, and experience in managing a business by means of interaction and simulation in implementation. The PKM Team prepared the draft material after the implementation was evaluated and discussed with the trainees to find solutions to obstacles in social media.

The implementation of the service was carried out in Motoboi Kecil village, South Kotamobagu District, Kotamobagu City on October 10, 2024, which started at 10.00 a.m. and ended at 5.00 p.m. The method used is in the form of Community Education accompanied by Training, using counseling and practical simulations to improve the understanding and ability of participants, demonstrations are also carried out to 1) Introduce good business planning and management, 2) Improve MSME business management skills through

digital technology. The training partners are MSME business actors in Motoboi Kecil village, with as many as 27 participants who are divided into 4 (four) groups, namely: Senang Digital Group (1, 2, 3, and 4). The division of Partners into 4 groups, aims to facilitate communication, be compact, interact more easily, and the confidence of the trainees. Digital skills education and training are carried out using counseling, through 1) counseling and business management development, 2) demonstration of the preparation of business financial statements (Rosita, et al. 2017) through *the Learning-by-doing* technique, and 3) Digital marketing strategy training through social media.

The implementation of community service is oriented towards cooperation between partners and the PKM Team to create interaction and synergy so that activities can run well. In the early stages, cooperation was carried out in the form of designing counseling materials and short-term programs that would be used. The concept of implementing this service aims to increase the understanding and ability of the participants in MSME business management according to the principle of community empowerment by Soetomo (2012), that the focus of community service is a planned program, to answer needs, and solve problems, to encourage initiative, activeness and community participation as participants.

At the implementation stage, the concept of empowerment is used in the form of programs that are offered deliberately to falsify participants in planning, deciding, and managing local resources, as a resource for *collective action* and developing networks for capacity building, strengthening economic and social independence of the community (Mardikanto & Subianto, 2012; Usman 2004). The design for the implementation of this service uses several approaches, such as 1) Targeted program design, aiming to overcome problems and answer the business needs of MSMEs, and 2) Design activities that involve and involve the community and business actors directly.

The counseling materials were prepared by the service team, while the partners contributed to the provision of meeting places, invitations, and communication with the participants. After the activity was carried out, a joint commitment was made for partners and

participants to carry out further coaching efforts in the community and other business owners to develop MSME business activities in their environment.

Planning the time of activities from the preparation stage, coordination with MSME business partners, including licensing administration, implementation of activities as well as the evaluation and reporting process of activities lasts for nine months, starting from February 5 to October 30, 2024. The first and second months of the preparation, pre, and survey of the service location. The third and fourth months were used by the PKM Team to design materials, materials, and duration of activities, as well as activity targets. The fifth and sixth months of PKM program implementation, including the month of activity assistance. The seventh and eighth months are used for evaluation, monitoring, and assistance of activities. The ninth and tenth months are used for the final evaluation, report completion, and delivery of results.

Results and Discussion

Kotamobagu City is one of the cities in North Sulawesi Province, Indonesia. This city was officially formed through Law No. 4 of 2007 on January 2, 2007. Before becoming an independent city, Kotamobagu was the capital of Bolaang Mongondow Regency, which was later moved to the Lolak area. In mid-2023, the population of Kotamobagu was recorded at 123,916 people, with the Mongondow tribe as the majority of the population. Kotamobagu City has 4 sub-districts, namely North Kotamobagu (consisting of 3 villages and 5 villages), East Kotamobagu (6 villages, and 5 villages), South Kotamobagu (3 villages, and 6 villages), and West Kotamobagu (6 villages), for the village of Motoboi Kecil is located in South Kotamobagu City (Kotamobagu City Government, 2024).

The Labor Force Participation Rate continued to increase from 2009 to 2012. In 2009, TPAK was 58.39%; which then increased to 61.82% in 2010; 67.02% in 2011; and 65.07% in 2012. In the same year, out of a total of 78,434 residents of Kotamobagu City aged 15 years and above, 65.07% of the labor force proportion, of which around

90.58% had the status of workers. Data shows that the number of residents of Motoboi Kecil village for 2024 is 5,651 people.

The initial survey that was carried out by the PKM Team obtained an overview of the problems faced by the results of interviews with the village head and several MSME business actors in the village of Motoboi Kecil, South Kotamobagu City, namely groups or individuals who run micro-businesses, are generally carried out simply, because they have not received special guidance to manage businesses both from the management aspect, promotion, including promotion using internet media or product digitization. The cooling goal of this program is to encourage MSME business actors to enlarge the market area and develop their businesses, so that they can increase business sales turnover, and business actors can build their businesses while increasing business profit income. The business profiles run by MSME entrepreneurs, in Motoboi Kecil village, include 1) Catering/Selling ready-to-eat food; 2) Staple Food Stalls (rice, wheat flour, etc.); 3) Clothing Business (selling men's and women's clothes/clothing); 4) Canteen Business; selling Lalampa, Panada, Biapong, and Yellow Rice Cakes; 5) Canteen Business; selling Grilled Fish and ready-to-eat food; 6) Sale of Meatballs & Shaved Ice; 7) Fried banana selling business; 8) Play station rental; 9) Laundry Business; 10) Business selling fresh fish/Fish ponds. The business capital used ranges from Rp. 4 million to Rp. 20 million. These business managers then become PKM partners, according to the planned program.

Other survey data obtained shows that the majority of MSME business managers in Motoboi Kecil village do not understand business digitalization, including promotion on social media (95%), they are still manual in selling their business, and many have not used mobile phone facilities to offer their products. There are 5% MSME business managers, who understand little about promoting business products on social media, generally, they use fb only for social activities such as greeting friends, communicating with others, or posting daily routines, while other social media such as Instagram and Tik-Tok have not been used. This result is in line with the opinion of Pandowo, and Evinita, (2024) who stated that there is a tendency for social media and other

marketplaces to not be used optimally by MSME actors in running their businesses.

The information obtained from the survey, then the PKM Team concluded that if MSME business managers are given counseling and training on the Digitalization of Business Products in Micro Business Groups, the managers will get benefits, namely: a) improving business management skills; b) improve skills in financial planning; (c) improving knowledge and skills in Multimedia and digital marketing; and (d) increasing the business income of MSMEs, as well as improving the economic level of their families, through the partnership activities/programs they participate in.

Regarding the implementation of this training, a team cooperation has been formed between the Motoboi Kecil village government, MSME partners in Motoboi Kecil village, and the implementers, namely the PKM work team of Sam Ratulangi University. At the preliminary meeting, a joint discussion was held with the PKM Team, especially regarding training materials, and program designs offered, which are tailored to the needs of MSME managers. The training program plan offered is training, in MSME business management so that it is easy to understand, accompanied by applied examples both in business management, financial management, and Multimedia and digital marketing skills that can be applied, especially in marketing their products on social media, both on Facebook, and Instagram as the first step in marketing MSME business products.

The implementation of activities, digitalization training, and case simulations were carried out at business locations during the implementation of training, other activities were also visited to the business locations of MSME managers, which aimed to see how to manage the business carried out by entrepreneurs to get a good picture of the products being pursued, how to market, the number of sales, capital support, etc. needed by PKM Partners, for the development of MSME businesses in Kotamobagu City.

The trainees according to the program plan submitted followed the activities designed according to the specified stages, participants generally gave a positive response, both to attendance, activity participation, and activeness during the demonstration, questions and

answers during the implementation of the training by the PKM Team, through counseling activities and digitalization demonstrations both with lectures, examples of content creation and questions and answers to provide opportunities for the participants understand more deeply the topic given.

The topics discussed in this activity are in the form of material on the Digitalization of Business Products in Micro Business Groups which starts from how to plan a business, plan good products, micro, small, and medium business governance, and the process of digitizing business products in micro business groups, as part of a product promotion strategy and a low-cost business carried out using social media. Including how to apply marketing strategies, in product promotion for micro business groups in Motoboi Kecil.

To find out the magnitude of the participant's interest in the activities to be carried out, a preliminary evaluation has been carried out by the PKM Team, which aims to obtain initial information as material for the evaluation and implementation of programs and activities. To see the information in detail, the participants took part in interviews using questionnaires, both before and after the activity was carried out. Other participants who are not PKM managers are interviewed on the next occasion, to obtain comparative information on the implementation of the program. Tabulation of survey participants' opinions on PKM activities related to participants' motivation in participating in business digitalization PKM counseling and training, as shown in Table 1, as follows:

Table 1. Participants' Interest in Business Digitalization Activities

No	Participant Category	Trainees' Interests				Sum	
		Full participation		Partial participation		Freq.	Percent (%)
		Freq.	Percent (%)	Freq.	Percent (%)		
1.	MSME Manager	23	80	0	0,0	23	77,00
2.	Other participants	6	20	1	100,00	7	23,00
Sum		29	96,00	1	4,00	30	100,0

Source: Data processing, PKM Team October 2024.

The results of the initial evaluation obtained information about the interest in participating in the PKM training participants and other

participants who were different comparisons. The desire to participate in the training participants is strong, enthusiastic, and has a positive response to the desire to participate in the activity as much as 80 percent. While the other participants were different because 20 percent of the participants wanted to participate fully and the remaining 4 percent participated partly because they already understood the topic, but wanted to learn something new from the training they participated in, but the results of the tabulation showed that the difference was small and insignificant.

The survey conducted can explain that the interest of most participants is high training participation, it is hoped that they will be able to acquire new knowledge, to improve their skills which they will later use as material in managing businesses and decision-making. This result is in line with what was conveyed by Sukirman, (2017) that the value system, behavior, and entrepreneurial spirit will have a direct and indirect effect on the business independence of entrepreneurs, including business success. Cevie. et al (2024) stated that in the training or learning process, a literacy culture is needed that can be improved by stimulating participants to think critically, especially in the process of implementing knowledge so that it can maximize the learning process and encourage participants to achieve goals easily.

Furthermore, in PKM activities, the focus is to reinforce training to improve the skills of the participants, especially in: 1) improving the ability to manage businesses; 2) improving skills in financial planning; (3) improving knowledge and skills in multimedia and digital marketing; and (4) improving knowledge and skills in marketing through social media. After the implementation of the training, an evaluation has been carried out, to find out the progress of the implementation of the activity and the level of understanding of the participants in the material that has been delivered. The implementation of the evaluation results program can be seen in Table 2 below:

Table 2. Level of Understanding of Trainees

No	Training Materials	Sum	Frequency	Percent(%)
1.	Making a Business Plan	27	27	100
2.	MSME Business Management	27	27	100
3.	Managing Business Finances	27	27	100
4.	Understanding Multimedia	27	25	93
5.	Understanding Digital Marketing	27	25	93
6.	Business Profit Management	27	26	96

Source: Data processing, PKM Team October 2024.

The results of the previous evaluation showed that the understanding of the participants, especially (Digital Happy Groups 1, 2, 3, and 4), namely MSME business managers, showed that they were able to understand the material and do exercises to make digital product promotions which were then delivered on social media. This result can give an idea that the participants can understand the MSME material presented very well, where this result is by the training target made previously.

The results of the evaluation that has been carried out, and the training interaction of the participants with the PKM Team have provided an overview that the participants can follow well, the training that has been provided so that the trainees become understanding and able to manage their business well. Participants in the business management and digitalization of MSME businesses became aware of the role of social media in running a business and were able to make business plans that would be implemented so that they could be carried out properly. The results of this evaluation are in line with the opinion that to build entrepreneurial skills, it is necessary to build entrepreneurial values, which are a strong direction and influence for behavior change or entrepreneurial orientation for business actors (Choueke and Armstrong, 1988); Insani, and Pramudita (2021).

From the training target set, which is to change the business paradigm and skills of the trainees, it can be seen that the training results have met the target, namely the creation of an understanding of MSME business actors in managing their business, making business plans, and creating content to market products that will be offered on social media. Regarding this achievement, previously Basuki (2007) stated that the entrepreneurial spirit can be formed, through training and will be positively correlated with the growth of entrepreneurial attitudes of business managers.

In the implementation of the activity, especially in creating content to market products to potential customers from 27 trainees, as many as 27 people (100%) entrepreneurial actors in startup groups 1, 2, 3, and 4, were able to well follow and make business designs that were then offered on social media, both Facebook and Instagram.

The MSME group, which is a training participant, can plan a business in a structured manner, starting from planning the products to be offered, setting prices that are by the target buyers, planning promotions, and planning product marketing channels so that the group can plan the number of sales both daily, weekly, and monthly that are targeted and make a business development plan that is managed. These results support the opinion of Herhausen et al., (2020) who stated that digital marketing involves various technologies such as mobile devices, smart products, and artificial intelligence, which is part of a broader digital concept in marketing, that aims to help various entities communicate and provide added value to their customers. Also, the opinion of Jannah, et al. (2024) stated the high interest of students in entrepreneurship, driven by the emergence of creative business ideas in various business fields, both restaurants, Indonesian culinary, educational platforms, tour & travel platforms, etc.

On the planning of the market, sales, managing customers, and profit management, some trainees feel the need to delve further into the training material, because there are still doubts, especially in the design of business management and market planning, as well as business profits related to product marketing through business digitalization. Olson et al. (2021) stated that choosing the right strategy in digital marketing is essential to achieve a competitive advantage. Information about products must be conveyed in a way that is by the target market that business actors want to reach.

From the training on Digitalization of Business Products in MSME Business Groups that has been carried out by the PKM Team, several conclusions can be obtained, including; 1) Improving the ability of the participants to make business plans by the principles of management and good business governance, achieved; 2) Participants' skills in creating digital content, for business digitalization through social media such as Facebook and Instagram, have been formed; 3) MSME business groups have been able to plan their business, based on business management principles and good business targets; and

there is an increase in understanding to see market opportunities through business planning that is implemented, and there is an increase in the ability to plan MSME business profits. The good business ability that is formed is in line with the opinion of Haryono and Khoiriyah (2012) who stated that entrepreneurial behavior can be formed through training, which will form the business independence of the trainees. Rachmadana, (2021), stated that entrepreneurial spirit can grow through internal and external factors, school/training is one of the external factors that grow a person's entrepreneurial spirit, this can happen because a person can see anxiety as an opportunity and then implement it in a business.

This PKM training also encourages participants to have an advanced understanding of business governance, capital planning, product creativity, and the ability to plan business results or profits. This training has resulted as conveyed by Nurhayati, et al. (2017) in an understanding of business planning and management, product marketing, and advertising strategies, the program design will be able to improve the ability of small business managers/micro businesses to be stronger and more independent in running a business. The implementation of the training program by Soegoto, et al. (2020), shows that there is an improvement in the ability of PKM participants through training carried out in making business plans and improving the skills of the participants. Likewise, Tripopsakul et al. (2022), argue that entrepreneurial spirit includes attitudes, behaviors, entrepreneurial awareness, and perceptions about entrepreneurship, influenced or can grow through internal and external factors, both through training, which will then be able to encourage the development of the spirit and success of entrepreneurs. Furthermore, Pujihartati, et al. (2024) stated that the results of PKM have been able to improve people's knowledge and skills in doing business online, increase income, and empower local potential, including improving the welfare of the people of Sewurejo Village, despite challenges in the form of limited access and technological skills. Sofi, et al (2023) stated that good governance plays an important role and contributes to improving the quality of the business managed. Management will ensure that all aspects are needed, both planning and implementation, including control and organization to achieve the set goals.

Conclusion

Community partnership program activities have been carried out, the conclusion from the results of the activities, namely:

1. Initial surveys show that generally MSME business actors in Motoboi Kecil village do not understand and do not have a business license, where they want their business to develop through the use of social media as a medium of business communication, including in sales. On the other hand, the knowledge of MSME business managers is very minimal on the use of social media in marketing their business, so it requires multimedia knowledge and skills to optimize the business through the use of social media for marketing MSME products.
2. Through the PKM activities that have been carried out, there has been an increase in the knowledge and understanding of MSME partners through the material delivered by the PKM Team. MSME business actors have been able to implement marketing strategies appropriately, namely, product promotion using social media, and have been able to increase their income.
3. Through the training provided, partners are concluded to be able to plan the products to be offered, and determine attractive prices, so that it is hoped that participants will be able to compete in running their business, maintain their business by creating profits from sales made so that their business will be able to grow.

Suggestion

Suggestions for PKM activities that have been carried out are as follows:

1. The results of this community partnership program have been well utilized by the community and MSME business actors in Motoboi Kecil Village, for this reason, it is recommended that business actors as MSME partners and Motoboi Kecil Village officials continue to utilize social media in managing and developing their businesses through periodic training to improve their capabilities.
2. To continue to improve the ability of partners to manage their businesses, it is hoped that PKM can be continued the following year, through the design of programs and activities that were previously discussed, by the needs of PKM partners, especially to

maintain business sustainability and MSME business profitability.

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