

Enhancing Competitiveness of Jalerpitu MSME through Legal and Digital Support

Defi Tristio Putri¹, Shafira Niken Sari², Indah Novita Sari³, Nadia Salsa Bila⁴,
Rizka Syahira Ramadhani⁵, Kharisma Laila Ismawati⁶

Universitas Bojonegoro, Indonesia^{1,2,3,4,5,6}

{defi@unigoro.ac.id¹, shafira@unigoro.ac.id², indhno17@gmail.com³,
nadiasalsa3232@gmail.com⁴, rizkasahira20@gmail.com⁵, kharismadua2@gmail.com⁶}

Submission: 10-12-2025

Received: 2026-03-24

Published: 2026-03-30

Keywords: Branding;
Digital Marketing;
Legality.

Abstract. This mentoring program was carried out to assist the Jalerpitu folding table MSME in Mentoro Village, Soko District, Tuban Regency in obtaining business legality, improving digital marketing capabilities, and strengthening brand identity. The main problems faced by the partner include the absence of a Business Identification Number (NIB), low digital literacy, and suboptimal promotion strategies through online media. This program employs the Participatory Action Research (PAR) approach, which positions the business owner as an active subject throughout the entire mentoring process. Through the stages of diagnosis, joint planning, action, and reflection, the facilitators and partners work collaboratively to design and implement solutions according to the real needs of the business. The activities include training and technical assistance in building brand identity through logo and banner design, registration of the NIB through the OSS (Online Single Submission) system, as well as the creation and management of a Shopee account as a digital marketing platform. The entire process is implemented through hands-on learning to ensure the partner can understand and independently repeat each step. The results of the mentoring show a significant increase in the partner's understanding of legal procedures, ability to use digital platforms, and application of marketing strategies through online marketplaces. The development of a more consistent brand identity also enhances product appeal and business visibility. Overall, the application of the PAR approach has proven effective in encouraging active partner involvement, strengthening business capacity, and expanding market sustainably.

Katakunci: Branding; Pemasaran Digital; Legalitas.

Abstrak. Pendampingan ini dilakukan untuk membantu UMKM meja lipat Jalerpitu di Desa Mentoro, Kecamatan Soko, Kabupaten Tuban dalam memperoleh legalitas usaha, meningkatkan kemampuan pemasaran digital, serta memperkuat identitas merek. Permasalahan utama mitra meliputi belum memiliki Nomor Induk Berusaha (NIB), rendahnya literasi digital, serta belum optimalnya strategi promosi melalui media berani. Program ini menggunakan pendekatan Participatory Action Research (PAR), yaitu pendekatan yang menempatkan pelaku usaha sebagai subjek aktif dalam

keseluruhan proses pendampingan. Melalui tahapan diagnosis, perencanaan bersama, tindakan, dan refleksi, pendamping dan mitra bekerja secara kolaboratif merancang dan menjalankan solusi sesuai kebutuhan nyata usaha. Kegiatan yang dilakukan meliputi pelatihan dan pendampingan teknis pembuatan identitas merek melalui desain logo dan banner, pendaftaran NIB melalui sistem OSS (*Online Single Submission*), serta pembuatan dan pengelolaan akun Shopee sebagai media pemasaran digital. Seluruh proses dijalankan dengan metode belajar langsung agar mitra mampu memahami dan mengulangi setiap langkah secara mandiri. Hasil pendampingan menunjukkan adanya peningkatan yang signifikan dalam pemahaman mitra mengenai prosedur legalitas, kemampuan menggunakan platform digital, serta penerapan strategi pemasaran melalui marketplace. Identitas merek yang lebih konsisten turut meningkatkan daya tarik produk dan visibilitas usaha. Secara keseluruhan, penerapan pendekatan PAR terbukti efektif dalam mendorong keterlibatan aktif mitra, memperkuat kapasitas usaha, dan memperluas jangkauan pasar secara berkelanjutan.

1 Introduction

Micro, Small, and Medium Enterprises (MSMEs) are a crucial foundation of Indonesia's economic structure (Takari et al., 2025). Millions of people depend on MSMEs for their livelihoods, and this sector continues to serve as a catalyst for local innovation and creativity in navigating the dynamics of the modern economy (Andramaya Kusuma Ningtyas & Yanda Bara Kusuma, 2024). Through their contribution to increasing community income, creating jobs, and equalizing economic opportunities, MSMEs occupy a strategic position in national development (Kalaiselvi & Maithily, 2024). MSMEs are also significant contributors to the national Gross Domestic Product (GDP) due to their involvement in a broad and growing industrial supply chain (Mukherjee & Mukherjee, 2022). Specifically, in Tuban Regency, the development of MSMEs shows a significant upward trend. Based on Tuban Smart City data, the number of MSMEs was recorded at 70,772 in 2021 and increased to 115,094 from 2022 to 2023 (City, 2024).

The increasing number of MSMEs demonstrates the sector's significant potential in driving regional economic growth (Tshikovhi et al., 2023). However, this growth in business actors is also accompanied by

increased competition and various limitations faced by MSMEs, such as limited managerial knowledge, marketing access, and the use of digital technology (Setyawan et al., 2025). Therefore, program support is needed to help MSMEs increase their business capacity, strengthen their competitiveness, and encourage entrepreneurial aspirations amidst increasingly dynamic economic developments.

As the number of MSMEs increases, various challenges also arise that can hinder their business development. Many MSMEs face limitations in market access, technological expertise, and financing (Yolanda, 2024). In an era of increasingly rapid globalization and digitalization, MSMEs are required to adapt and develop more effective business strategies (Riyadi et al., 2023). Marketing digitalization is a key necessity, given changes in consumer behavior, which now increasingly seeks information and purchases products online (Figueiredo et al., 2025). However, the transition to digital marketing is not always easy. The biggest challenge often faced by MSMEs is a lack of understanding of digital marketing tools, strategies, and content management (Hidayat et al., 2023). This challenge is also experienced by many local MSMEs, including Jalerpitu Folding Table MSME, a partner in this mentoring program. Similar to many other MSMEs, business owners still have limited experience utilizing digital platforms for marketing activities (Cueto et al., 2022). As a result, the potential of social media and online marketplaces has not been optimally utilized to expand market reach and increase sales.

In addition to digital aspects, legality issues are also a common obstacle. A Trade Business License (SIUP) and Business Identification Number (NIB) are crucial instruments that provide legal protection, enhance business credibility, and open access to development programs and capital (Fibrianti et al., 2024). However, the legality process is often considered complicated and time-consuming, leading many MSMEs to be reluctant or delay obtaining permits. Yet, legality is a key factor in increasing business competitiveness and consumer trust (Geng et al., 2021). These obstacles highlight the need for intervention in the form of mentoring to improve business capacity, both in terms of administration and marketing.

These issues also served as an important background in selecting the Jalerpitu Folding Table MSME as the mentoring location. This MSME is located in Sawahan Hamlet, Mentoro Village, Soko District, Tuban Regency. Established in 2019, this business was pioneered by Mas Puji, who previously had experience working as a folding table craftsman in Pandanagung Village. Using his skills, Mas Puji decided to open his own business from his home. Despite its good production potential, Jalerpitu faces major obstacles such as not having a legal business license, lacking a brand identity such as a logo and banner, and still marketing its products traditionally. Business owners have not yet utilized digital platforms such as marketplaces, even though Shopee is one of the main media used by consumers to search for folding table products (Samudra et al., 2024).

The reason for selecting Jalerpitu as a mentoring location is not only based on its immediate needs but also on its significant potential for development. Mentoring is crucial to help businesses overcome marketing challenges and improve their digital marketing strategies, enabling them to expand their businesses. The mentoring also aims to educate businesses about the importance of obtaining a NIB through the Online Single Submission (OSS) system, enabling them to operate legally and gain broader access to business opportunities.

This mentoring program focuses on three main aspects: (1) assistance in managing legality through NIB registration, (2) strengthening branding through logo and banner creation, and (3) digitalizing marketing through the creation and management of Shopee accounts. This focus was chosen based on the real needs of partners and their relevance to the challenges of MSMEs in the digital era. Efforts to improve branding through visual identities such as logos and banners are considered very important because they function as business representation and can increase product appeal. Meanwhile, the use of the Shopee marketplace provides an opportunity to expand market reach, considering the characteristics of today's consumers who increasingly rely on online platforms for product searches and transactions.

Literature also supports the relevance of this mentoring program. Research by (Kusmayati et al., 2025) demonstrated that mentoring in NIB registration and e-commerce can help MSMEs expand their market reach. Demonstrated that branding and digital marketing through websites and Shopee can significantly increase MSME turnover (Triyanto et al., 2025). Meanwhile, (Suminto et al., 2023) found that digital marketing and branding improvements can increase sales by up to 90 percent in the MSMEs they mentored.

Theoretically, this program is based on the Resource-Based View (RBV) approach, which emphasizes that competitive advantage can be built through the management of valuable, rare, difficult-to-imitate, and non-substitutable internal resources (Madhani, 2014). In the context of Jalerpitu MSMEs, these resources include production skills, brand identity, business legality, and digital capabilities. This mentoring is expected to strengthen these resources to become a competitive advantage for the business. Through the NIB, the business gains legitimacy and credibility. Through logos and banners, the brand identity becomes clearer and more attractive. Through the Shopee platform, marketing becomes broader and more measurable. Improvements in all these aspects are expected to create greater social change, namely increased business capacity, expanded market access, and increased income and welfare of business actors.

2 Method

The mentoring implementation method uses Participatory Action Research (PAR), a participatory research approach that positions the community not as an object, but as an active partner in all stages, from problem identification, action planning, implementation, to evaluation. This method is based on the concept of participation and action, where research focuses not only on gathering information, but also on encouraging action to produce positive change. The service process is carried out in a participatory manner with equal and collaborative involvement from the community concerned (Walter, 1993).

Mentoring for Jalerpitu Folding Table MSMEs located in Sawahan Hamlet, Mentoro Village, RT 06 RW 01, Soko District, Tuban Regency, the PAR approach was chosen because it allows interventions based on the real needs of the local community and increases the sense of ownership of business actors. The subjects of service are the business actors themselves (business owners/agencies and perhaps workers), so that they are fully involved in all community planning and organizing processes. Mentoring for Jalerpitu folding table MSMEs was carried out over a period of one full month, namely during June 2025, which includes the entire series of activities starting from the preparation stage, implementation of technical assistance, to the final evaluation with business actors,

The following is a diagram of the mentoring process stages:

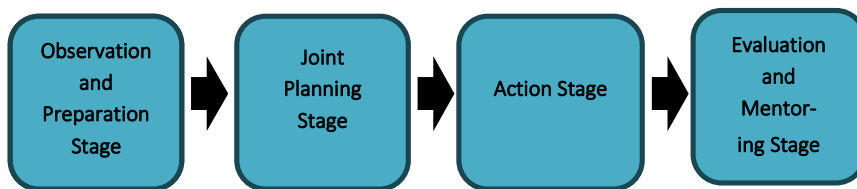


Figure 1. Diagram of the Planning and Implementation Process for Mentoring JalerPitu Folding Table MSMEs

Table 1. Stages of Mentoring and Program Implementation at the JalerPitu Folding Table MSME

Stage	Main Activities	Goal
Observation and Preparation	Conducting field observations, interviews, and participatory discussions to obtain information regarding the business profile, production process, marketing, and challenges faced by the Jalerpitu folding table business. At this stage, several issues were identified, such as not having a business legality (NIB), not utilizing the Shopee marketplace, not optimally implementing digital	Identifying the initial conditions of the business and various problems that serve as the basis for compiling a mentoring program.

	payments, and not having a visual business identity such as a logo and banner. This participatory diagnostic process aligns with the PAR principle, which emphasizes identifying problems based on community realities through the direct involvement of business actors	
Joint Planning (Action Planning)	Develop a participatory activity plan with business owners based on the initial diagnosis. Planned activities include assistance in establishing business legality through a Business Identification Number (NIB) in the OSS system, creating a visual business identity in the form of a logo and banner, creating a Shopee Seller account to support digital marketing, and developing a schedule for the mentoring activities.	Determine the action steps that will be taken to resolve the problems faced by business actors.
Mentoring / Action Implementation	Implementing planned activities, including logo and banner creation as business identities, assistance in creating a Business Identification Number (NIB) through the OSS system, and creating and managing store accounts on the Shopee marketplace. This assistance aims to increase the capacity of business actors to understand the importance of business legality and utilize digital platforms as marketing tools	Implementing action plans to strengthen business branding, improve business legality, and expand product marketing reach through digital platforms.

<p>Monitoring and Evaluation</p>	<p>Monitoring the use of business visual identities, the use of NIB as business legality, and the ability of business actors to manage Shopee stores. Evaluation is conducted through reflective discussions between mentors and actors to assess the benefits of the program and changes in knowledge and skills acquired. The participatory evaluation approach is considered capable of providing a more realistic picture regarding increasing the capacity of MSMEs</p>	<p>Assess the effectiveness of program assistance and ensure the completion of capacity building for business actors after the program is completed.</p>
----------------------------------	--	--

3 Results

The implementation of the mentoring program for the Jalerpitu folding table MSME has yielded several significant achievements, evident in technical changes, behavioral changes, and business awareness. Each project was designed based on identified issues, such as the lack of official permits for partners, weak branding strategies, and lack of online sales expertise, all of which were taken into consideration during the Jalerpitu mentoring process.

Based on the various issues outlined by the author and using direct mentoring methods, business actors not only receive results but also understand the process, the following are the mentoring results for each work program.

a. Business Legality Assistance (Issuance of NIB)

The business legality assistance program focuses on assistance in the issuance of a Business Identification Number (NIB) to strengthen the formal legality of Jalerpitu MSMEs. The assistance process is conducted directly through the Online Single Submission (OSS) system, starting with account creation, filling in owner and business identity data, and verifying data, until the NIB is issued.

Throughout the process, business owners receive not only technical assistance but also active involvement at every stage to better understand the administrative procedures for business licensing.

The results of this work program indicate that Jalerpitu MSMEs have successfully obtained official business legality in the form of a NIB, a crucial step in strengthening their business's administrative and institutional position. The issuance of a NIB has had a significant impact on business owners, particularly in boosting self-confidence, as their businesses now have official recognition from the state. Furthermore, the establishment of business legality fosters a new awareness of the importance of orderly administration and more professional business management.

This is evident in the initiative of business owners to inquire about the possibility of obtaining additional permits relevant to their business development. The issuance of a Business Identification Number (NIB) also brings about a shift in the mindset of business owners, moving them towards a more progressive direction. Businesses are no longer viewed solely as daily economic activities, but are now being directed towards long-term and sustainable endeavors. Business owners are also demonstrating a more open attitude to change, innovation, and development in business management, both in terms of administration and future business development. Thus, business legality assistance through the issuance of a NIB not only produces a formal document but also contributes to increasing the capacity of business actors in understanding the importance of legality, building self-confidence, and fostering readiness to develop their businesses in a more structured and sustainable manner.



Figure 2. Results of NIB Registration Assistance

b. Logo and Banner Creation to Strengthen Brand Identity

Before the mentoring, Jalerpitu's business lacked a clear logo or brand identity. Promotion was limited to simple Facebook posts featuring unrelated product photos. The lack of a clear and strong brand identity made the business difficult to recognize, unprofessional, and lacking a distinctive characteristic that differentiated it from other folding table products.

Through this work program, the author assisted in designing logos and banners as visual identities. The process involved creative discussions with business owners to align the designs with the product's character. After several design alternatives were developed, the business owners were involved in selecting the most appropriate colors, shapes, and symbols.

This work program addresses branding issues by creating a strong visual identity. The presence of logos and banners makes businesses more recognizable and conveys a professional impression to consumers. The social changes that have occurred are evident in the growing awareness of business owners regarding the importance of brand image for wider recognition. Business owners are now demonstrating behavioral changes in the form of new habits: ensuring logo designs are used on banners, Shopee account profiles, and plans to place logos on products. Furthermore, business owners have also expressed a desire to develop other promotional materials, such as business cards or posters, which were previously unthinkable. This demonstrates the emergence of a new mindset regarding promotion, a boldness, and increased marketing literacy and the ability to adapt to modern market needs.



Figure 3. Results of Branding Strengthening Assistance (Logo and Banner)

c. Shopee Seller Account Creation and Marketing Digitalization

Digital marketing assistance was provided through the activation of Shopee seller accounts and the management of Jalerpitu's daring MSME stores. The mentoring process was carried out directly, starting with seller account registration, setting up store identities, filling out business profiles, uploading product photos, compiling product descriptions, setting prices, and selecting a shipping service. At each stage, business owners were actively involved so that they not only achieved a ready-to-use store but also understood the technical steps of managing a digital store independently.

The results of this work program indicate that Jalerpitu's MSME has successfully established an active Shopee seller account that can

be used as a digital marketing tool. The online store created allows Jalerpitu's folding table products to be displayed more widely and accessible to potential customers from various regions, thus eliminating the marketing reach limited to conventional methods. Having a store on the Shopee platform also makes products easier to find through searches, with a more structured display of products, prices, and sales information, increasing the likelihood of transactions.

In terms of impact, the use of Shopee has significantly changed the marketing practices of Jalerpitu's MSMEs. While marketing previously relied solely on traditional methods, after mentoring, businesses began to utilize more modern, open, and competitive digital marketing channels. Utilizing the Shopee platform also demonstrated potential for increased sales, as products could now be marketed more widely, reaching consumers beyond their immediate neighborhood, and making it easier for buyers to place orders (Kelvin & Novani, 2023). Furthermore, business owners began to demonstrate increased digital literacy and confidence in using marketing technology. This was evident in their increased comfort in managing their stores and their growing interest in learning advanced features such as promotions, vouchers, and free shipping. Thus, mentoring with Shopee account creation not only resulted in active, bold stores but also encouraged the transformation of MSME marketing patterns toward a more adaptive, modern, and sales-driven approach.

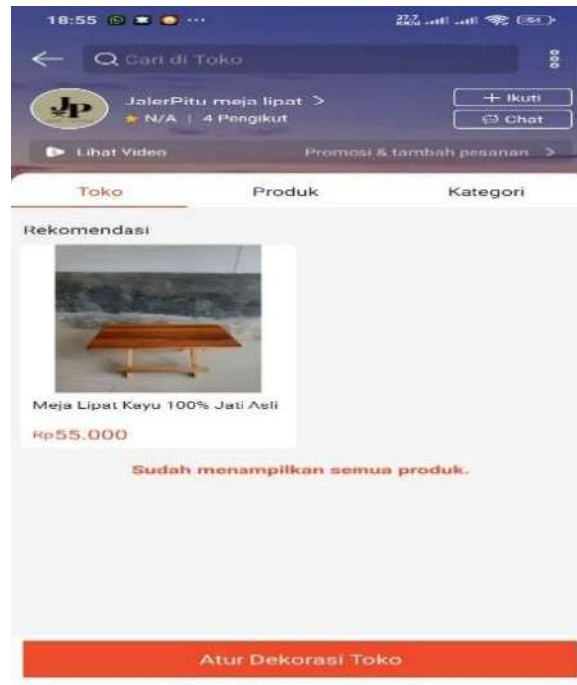


Figure 4. Results of Assistance in Creating a Shopee Account

d. Evaluation of Mentoring Program

The evaluation of the *Jalerpitu folding table MSME mentoring program* shows that all objectives planned at the outset were successfully achieved. The evaluation was conducted through direct observation, partner capability testing, reflective discussions, and assessment of outputs produced during the mentoring program. Overall, the community service program had a significant positive impact on increasing partners' business capacity and digital skills, as well as generating significant changes in legality, branding, and marketing aspects.

Regarding business legality, partners successfully obtained a Business Identification Number (NIB) through the OSS system. Prior to the mentoring, partners had no understanding of the NIB's function or registration procedures. After the mentoring process, partners were able to independently complete all registration steps, from account creation and data entry to printing the NIB document. The evaluation showed that partners not only achieved business

legality but also understood the benefits of the NIB in enhancing credibility and opening access to business opportunities. The target for this aspect was declared fully achieved.



Figure 5. Owner with Students Showing (NIB)

In terms of branding, the logo and banner creation went very well. Evaluations showed that the partners were able to identify basic visual elements such as colors, icons, and design styles that matched the product's character. The resulting logo and banner have been used by the partners as business identities in both physical stores and digital media. The partners also reported that the designs improved the neatness of the business's appearance and conveyed a professional impression to consumers. The target of strengthening brand identity was successfully realized without a hitch.

In terms of digital marketing, assistance with creating a Shopee account was one of the biggest successes. Partners can upload product photos, write descriptions, set prices, and arrange shipping services independently. Evaluations showed significant improvements in partners' ability to use digital applications. Shopee accounts are now active and display several products ready for marketing. Partners reported greater confidence in utilizing the

marketplace and are beginning to understand online sales strategies. Consequently, all indicators in this aspect were achieved.

In addition to technical achievements, the evaluation also found positive changes in partners' attitudes. Partners became more open to innovation, more confident in managing their businesses, and demonstrated a commitment to continuing the practices they had learned. Overall, the mentoring program was deemed successful in achieving all its targets, delivering tangible impacts, and strengthening the capacity of *Jalerpitu MSMEs* for sustainable development.

4 Discussion

The mentoring results show that business legality plays a crucial role in providing legal protection and clarity of business status for MSMEs. Having legal business status enables MSMEs to conduct their business activities in a more orderly and focused manner, thereby increasing business value and strengthening their contribution to employment (Saridewi et al., 2023; Puspitasari & Widodo, 2024). Mentoring This show results that business table fold Jalerpitu Already have permission legality proven legitimate business with Number Parent Business (NIB) that has been obtained from registration via the OSS website so that business table fold Jalerpitu this also gets legitimate recognition This is in line with research by (Yaqin et al., 2025) which explains that legality provides confidence for business actors in developing their businesses.

In terms of digitalization, this mentoring program successfully encouraged the Jalerpitu Folding Table MSME to create and operate a Shopee seller account as a digital marketing tool. Through the mentoring, the account, previously used solely for buying, was successfully transformed into an active seller account, enabling the MSME's products to be marketed more widely through the bold platform. The mentoring results indicate that the "JalerPitu Folding Table" store is now active on Shopee and markets folding tables in three sizes: small, medium, and large. This demonstrates that digitalization

goes beyond creating a seller account; it also supports the business's readiness to display product variations in a more structured manner and reach a wider market.

Having a store on Shopee allows products to appear in search results based on the store name and product keywords, thereby increasing business visibility and making it easier for consumers to find the products offered. Thus, digitalization through Shopee has contributed to expanding the marketing reach of the Jalerpitu MSME, which previously relied on conventional methods to become more open to consumers from various regions. This finding aligns with research by (Irianto et al., 2023) stated that digitalization is a strategy that can benefit MSMEs, particularly in marketing and sales. Furthermore (Juwita & Handayani, 2022) also emphasized that MSME digitalization plays a crucial role in expanding marketing reach and increasing business visibility, ultimately supporting improved business performance.

In terms of branding, mentoring was provided through the creation of a logo and banner to strengthen the visual identity of the Jalerpitu Folding Table MSME. According to Kotler, Keller, Brady, Goodman, and Hansen (2019) in Sitorus et al. (2020), brand awareness is the ability of consumers to recognize and recall a brand. In this context, logos and banners serve not only as visual elements but also as strategic tools to increase brand recognition among consumers. The logo, designed using the initials JP, an abbreviation of Jalerpitu, serves as the primary identity that distinguishes this business from similar businesses. The use of a more modern, professional, and visually appealing logo helps create a more organized impression of the business with a clear character. With a consistent logo, consumers more easily recognize Jalerpitu MSME products, both in promotional media and during sales interactions. This is important because the more recognizable a brand is, the greater the chance consumers will remember and consider it in purchasing decisions.

In addition to the logo, banners displayed at production locations also play a crucial role in strengthening business visibility. Banners contain key information such as the business name, the type of product sold, and contact information, making it easier for consumers and

potential buyers to identify the business directly. The banners make the business location more easily recognized as the production and sales location for Jalerpitu folding tables, while also serving as a visual promotional medium that can attract the attention of the surrounding community. Thus, banners not only help introduce the business to consumers but also strengthen the clarity of the business's identity locally. Overall, the implementation of a visual identity through a logo and banner strengthens the position of the Jalerpitu Folding Table MSME because the business no longer appears as a home-based business without a clear identity, but rather as an MSME with a more professional brand image, visual character, and media recognition. This contributes to increased consumer trust, facilitates business recognition, and increases the opportunity for sustainable brand awareness. Therefore, the branding aspect of this mentoring program not only produces visual elements but also contributes to strengthening the business's competitiveness and position in the market

The mentoring program demonstrated significant social changes among Jalerpitu Folding Table entrepreneurs, particularly in improving digital literacy, shifting business mindsets, and increasing self-confidence in managing their businesses. Prior to the mentoring, entrepreneurs were still operating conventionally and did not fully understand the importance of legality, digitalization, and branding as part of business development. After the mentoring, entrepreneurs began to understand that business sustainability is determined not only by the production process, but also by business legality, the use of digital technology, and strengthening brand identity.

This increase in digital literacy was evident in the entrepreneurs' ability to operate their Shopee seller accounts and understand the basics of digital marketing more independently. Furthermore, there was a shift in business mindset, from one focused on traditional sales to one more open to structured, modern, and long-term business management. The mentoring also increased entrepreneurs' self-confidence, as reflected in their readiness to promote their businesses more professionally, their openness to innovation, and their active pursuit of information related to business development. This finding is in line with the concept of

community empowerment which emphasizes the importance of digital literacy and technology-based marketing strategies in improving the knowledge, skills, and motivation of business actors to develop local economic activities independently and sustainably (Purnomo & Purwandari, 2025)

5 Conclusion

In a way overall activity devotion community carried out at the Jalerpitu Folding Table UMKM has succeed bring significant changes in various aspect important , including legality business , digitalization strategy , and branding strategy. With official legality, this MSME now has a strong legal foundation to continue growing and competing in a wider market. The implemented digitalization strategy has opened up new opportunities for this MSME to reach consumers outside the local area and significantly increase product sales. The implemented branding strategy has also been able to create a stronger brand image in the minds of potential consumers. With these results, the Jalerpitu Folding Table MSME is not only ready to face future challenges but also has great potential to grow into a larger and more influential business in improving the local economy. It is hoped that these interventions can be maintained and further developed by MSME actors, so that this MSME can become a successful example for other micro-enterprises in Mentoro Village and the surrounding area.

6 Acknowledgment

The author would like to thank the owner of the *JalerPitu MSME* for their cooperation and openness throughout the mentoring process. Appreciation is also expressed to Bojonegoro University for providing support and facilities, enabling the successful implementation of this community service activity. Thank you to all parties who have assisted, directly or indirectly.

7 Reference

- Andramaya Kusuma Ningtyas & Yanda Bara Kusuma. (2024). Peranan Pendampingan UMKM Untuk Meningkatkan Usaha Dan Akses Pasar Pedagang SWK Urip Sumoharjo. *Journal of Creative Student Research*, 2(4), 103–116. <https://doi.org/10.55606/jcsr-politama.v2i4.4006>
- City, T. S. (2024). *Diskopumdag Tuban Getol Lakukan Pendataan Lengkap UMKM 2024, Ini Progresnya*.
- Cueto, L. J., Frisnedi, A. F. D., Collera, R. B., Batac, K. I. T., & Agaton, C. B. (2022). Digital Innovations in MSMEs during Economic Disruptions: Experiences and Challenges of Young Entrepreneurs. *Administrative Sciences*, 12(1). <https://doi.org/10.3390/admsci12010008>
- Fibrianti, N., Maharani, C., Sari, M. P., Paramita, N. D., Viana, A. O., & Putra, T. I. (2024). Advocacy for Business Protection: The Role of Business Identification Numbers in Safeguarding Business Actors. *Indonesian Journal of Advocacy and Legal Services*, 6(2), 255–268. <https://doi.org/10.15294/ijals.v6i2.30574>
- Figueiredo, N., Ferreira, B. M., Abrantes, J. L., & Martinez, L. F. (2025). The Role of Digital Marketing in Online Shopping: A Bibliometric Analysis for Decoding Consumer Behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1). <https://doi.org/10.3390/jtaer20010025>
- Geng, R., Sun, R., Li, J., Guo, F., Wang, W., & Sun, G. (2021). The impact of firm innovativeness on consumer trust in the sharing economy: A moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 1078–1098. <https://doi.org/10.1108/APJML-10-2020-0748>
- Hidayat, M. N. F., Febrianto, A., Mundir, A., Akil, A. I., Nisa', C., Amelia, L., Yanuar, R. A., & Nabila, U. (2023). PKM Pengembangan Desa Ekonomi Digital melalui Pendampingan Badan Usaha Milik Desa (BUMDES) dalam Sertifikasi, Komersialisasi, dan Digitalisasi Produk Lokal Desa Clarak Kabupaten Probolinggo. *GUYUB: Journal of*

Community Engagement, 4(3), Article 3.
<https://doi.org/10.33650/guyub.v4i3.6850>

Irianto, H., Viesta, A. D., Nugroho, A. T., Wahyuni, T., Prabowo, W. C., Hamid, I. N., Anufah, T. N., Permatasari, H. I., Salsabila, A., Sofyana, S., & Hardiyanti, F. Y. (2023). Digitalisasi UMKM sebagai Upaya Peningkatan Pemasaran dan Penjualan Online di Desa Tengklik. *Journal of Cooperative, Small and Medium Enterprise Development*, 1(2), 60. <https://doi.org/10.20961/cosmed.v1i2.66865>

Juwita, D., & Handayani, A. N. (2022). Peluang dan Tantangan Digitalisasi UMKM Terhadap Pelaku Ekonomi di Era Society 5.0. *Jurnal Inovasi Teknologi Dan Edukasi Teknik*, 2(5), 249–255. <https://doi.org/10.17977/um068v2i52022p249-255>

Kalaiselvi, D. V., & Maithily, M. K. (2024). Small and Medium Enterprises (SMEs) to promote Economic Development in India. *Cuestiones de Fisioterapia*, 53(03), 4320–4347. <https://doi.org/10.48047/fn25xc71>

Kelvin, K., & Novani, S. (2023). Strategic Decision Analysis To Manage Competitive Advantage For Shopee Indonesia. *Jurnal Studi Manajemen Dan Bisnis*, 10(1), 32–41. <https://doi.org/10.21107/jsmb.v10i1.20479>

Kusmayati, N. K., Suwangsih, I., Wihara, D. S., & Permadi, B. A. (2025). Impact of Legal Regulation and Credit Access on MSME Competitiveness with NIB Ownership Mediation. *Jurnal Manajemen Dan Kewirausahaan*, 13(2), 241–255. <https://doi.org/10.26905/jmdk.v13i2.16211>

Madhani, P. M. (2014). *The Resource—Based View (RBV): Issues and Perspectives* . 1(1), 43–55.

Mukherjee, S., & Mukherjee, A. (2022). Indian SMEs in Global Value Chains: Status, Issues and Way Forward. *Foreign Trade Review*, 57(4), 473–496. <https://doi.org/10.1177/00157325221092609>

Purnomo, S., & Purwandari, S. (2025). A Comprehensive Micro, Small, and Medium Enterprise Empowerment Model for Developing

Sustainable Tourism Villages in Rural Communities: A Perspective. *Sustainability*, 17(4). <https://doi.org/10.3390/su17041368>

Riyadi, B., Yuliari, G., & Perdana, P. (2023). Micro, Small and Medium Enterprise Development (MSMEs) Strategies Through Business Digitalization in The Face Of Global Competition. *Kontigensi : Jurnal Ilmiah Manajemen*, 11(2), 758–767. <https://doi.org/10.56457/jimk.v11i2.473>

Samudra, N., Rochmaniah, A., & Febriana, P. (2024). Pendampingan UMKM nekiyuuu dalam Pengembangan Konten Produk Pada E-commerce Shopee untuk Meningkatkan Penjualan. *Portal ABDIMAS*, 2(02), 87–95. <https://doi.org/10.29303/portallabdimas.v2i02.5100>

Setyawan, M. A., Rachman, A., & Qory, H. I. L. A. (2025). Pendampingan Bisnis untuk Optimalisasi Strategi Pemasaran Digital untuk Peningkatan Daya Saing UMKM WRE Kitchen Banyuwangi. *Jurnal Inovasi Pengabdian Masyarakat*, 2(1), 77–95. <https://doi.org/10.62734/ipm.v2i1.657>

Suminto, A., Putra, A. M. P., Imari, I., Atmojo, M. S., Sinaga, F., & Adiman, H. S. (2023). Pendampingan Peningkatan Branding dan Digitalisasi Pemasaran Produk UMKM Berkah Alami “Brangkal Ketela” Desa Prayungan, Kabupaten Ponorogo. *Jurnal Pengabdian Dan Pemberdayaan Masyarakat Kepulauan Riau*, 3. <https://doi.org/10.35961/jppmkepri.v3i2.805>

Takari, D., Ompusunggu, D. P., & Sari, M. A. (2025). The Role of Micro, Small, and Medium Enterprises (MSMEs) in Central Kalimantan in Community Economic Welfare. *Asian Journal of Social and Humanities*, 3(5), 922–929. <https://doi.org/10.59888/ajosh.v3i5.505>

Triyanto, T., Kholifah, N., Mahanani, C., Sagita, D. P., Oktariani, F., & Nurtanto, M. (2025). Website-Based Digital Marketing and Digital Branding as a Strategy to Increase Ecoprint Product Sales at Tembindigo MSME. *Jurnal Medika: Medika*, 4(3), 483–494. <https://doi.org/10.31004/77fngm94>

- Tshikovhi, N., More, K., & Cele, Z. (2023). Driving Sustainable Growth for Small and Medium Enterprises in Emerging Urban–Rural Economies. *Sustainability*, 15(21). <https://doi.org/10.3390/su152115337>
- Walter, M. (1993). Participatory Action Research. *Rehabilitation Consling Buletin*, 1–8.
- Yaqin, M. A., Khairi, M., & Pradani, R. F. E. (2025). Optimalisasi Digital Marketing dan E-Commerce Berbasis Notifikasi untuk Meningkatkan Penjualan UMKM Kampoenk Snack Probolinggo. *GUYUB: Journal of Community Engagement*, 6(4), 1153–1172. <https://doi.org/10.33650/guyub.v6i4.12576>
- Yolanda, C. (2024). Peran Usaha Mikro, Kecil Dan Menengah (UMKM) Dalam Pengembangan Ekonomi Indonesia. *JURNAL MANAJEMEN DAN BISNIS*, 2(3), 170–186. <https://doi.org/10.36490/jmdb.v2i3.1147>