



Innovation and capability building of MSME “Las Yayang” and its local economic contribution

Mardiana R¹, Yossinomita¹, Eni Rohaini², Erick Morales¹, Erna Stelawati¹

¹Department of Management, Faculty of Management and Business Sciences, ²Department of Informatics Engineering, Faculty of Computer Science, Universitas Dinamika Bangsa
Jl. Kol. M. Kukuh, Paal Lima, Kota Baru District, Jambi City, Jambi, 36125, Indonesia

ARTICLE INFO:

Received: 2025-09-22
Revised: 2025-10-08
Accepted: 2025-11-10
Published: 2025-11-30

Keywords:

Digital marketing,
Financial management,
Home-based business,
Local economy, MSME
development

ABSTRACT

One well-known home-based business that produces peyek and chips and plays a strategic role in enhancing both household welfare and regional economic is Las Yayang. Nevertheless, Las Yayang also faces several challenges, including limited production capacity, difficulties in maintaining accurate financial records, and a reliance on conventional marketing methods. The solutions provided include the provision of an automatic slicing machine and a continuous band sealer machine to enhance productivity, assistance in digital financial recording using the MYOB Premier, as well as training in digital marketing through Facebook and e-commerce platforms, particularly Toko Shopee. The program outcomes showed an increase in production capacity, more organized and accurate financial records, and the expansion of marketing reach. Participants' knowledge also increased by an average of 30 percent–40 percent, with the highest improvement seen in operating automatic machines. This program has had a tangible impact on home-based entrepreneurs, like improved production efficiency, management professionalism, and contributions to local economic growth through increased partner revenues. The program will continue with further assistance related to optimizing digital financial management using MYOB, advancing digital marketing strategies, and fostering product innovation. Therefore, enables the home-based entrepreneurs to sustain business growth and contribute to the development of a circular economy.

©2025 Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang
This is an open access article distributed under the CC BY-SA 4.0 license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

How to cite: Mardiana R., Yossinomita., Rohaini, E., Morales, E., & Stelawati, E. (2025). Innovation and capability building of MSME “Las Yayang” and its local economic contribution. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 10(4), xxx-xxx. <https://doi.org/10.26905/abdimas.v10i4.16205>

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are recognized as one of the backbones of Indonesia's economy. They contribute significantly to job creation, income distribution, and poverty reduction, while also fostering community empowerment and local economic resilience. In particular, the food sector, which includes the production of traditional snacks, has remained an important industry in sustaining household economies. According to the Central Bureau of Statistics (BPS) of Jambi Province, the number of MSMEs in Jambi City was recorded at 47,813 in 2021, rising to 50,747 in 2022, and remaining stagnant in 2023 (Badan Pusat Statistik Kota Jambi, 2025). This stagnation reflects the broader challenges faced by MSMEs in maintaining growth momentum, particularly during and after the COVID-19 pandemic, when restrictions, reduced purchasing power, and shifts in consumer behavior

created substantial barriers to sustainability (Soleh et al., 2022; Suminah et al., 2022). In such a context, digital transformation has become a necessity for MSMEs to remain relevant and competitive (Shiratina & Surip, 2022).

Traditional snacks such as keripik (banana chips) and *peyek* (savory crackers made with peanuts, anchovies, or shrimp) are highly popular in Indonesia due to their distinctive flavors and textures (Kholifah et al., 2021). These products are consumed by diverse demographic groups and are often integrated into everyday eating habits. Despite their strong demand, many MSMEs in this sector continue to struggle with outdated production methods, weak financial systems, and conventional marketing approaches that limit competitiveness in an increasingly digital marketplace (Kgakatsi et al., 2024; Jurnalita, 2024; Sharabati et al., 2024).

In Bagan Pete, Jambi, several MSMEs operate in the production of keripik and *peyek*. However, most businesses remain home-based and rely heavily on manual labor, simple tools, and informal management systems. This lack of modernization results in inefficiencies, inconsistent product quality, and limited shelf life, thereby reducing their ability to compete with similar products that are better packaged and marketed (Islam et al., 2025). These challenges not only hinder the growth of individual enterprises but also restrict the sector's contribution to the regional economy (Hernita et al., 2021).

One case in point is Las Yayang, a home-based business established in 2010 by Mrs. Lasiyem. The enterprise specializes in producing various types of *peyek* including peanut, anchovy, and shrimp crackers, alongside banana chips in both sweet and savory flavors. The production process is labor-intensive, involving manual slicing, mixing, frying, and packaging. After frying, products are weighed manually, sorted, and packaged in plastic bags. Small-sized packages are sealed using a manual sealer, while larger packages are closed using rubber bands or staples, which compromises packaging integrity and shortens product durability. This process is illustrated in Figure 1.



Figure 1. Traditional production process at UMKM “Las Yayang”

Innovation and capability building of MSME “Las Yayang” and its local economic contribution

Mardiana R, Yossinomita, Eni Rohaini, Erick Morales, Erna Stelawati

Packaging represents another critical weakness. While some products are labeled, larger packages remain without brand identity, limiting recognition and consumer trust. In addition, the absence of vacuum or automatic sealing technology results in reduced shelf life, restricting the ability to distribute beyond local markets. Financial management is also underdeveloped, as business and personal finances are combined in a single account, and no formal accounting practices are applied. Consequently, the enterprise lacks reliable data to support financial planning, investment, and growth strategies.

Marketing practices further illustrate the constraints faced by Las Yayang. Promotion is primarily conducted through direct sales to nearby shops, eateries, or individual customers. While this approach ensures steady sales within the local community, it does not capture the potential of wider markets accessible through digital platforms. The limited adoption of online marketing and e-commerce excludes the enterprise from broader consumer segments, particularly younger generations who increasingly rely on digital channels for food purchases. This is evident in Figure 2, which documents the collaboration between the program team and the owner of Las Yayang.



Figure 2. Program team with the owner and members of UMKM “Las Yayang”

Considering these challenges, there is a pressing need for comprehensive empowerment strategies that integrate appropriate production technology, financial literacy, and digital marketing. Such interventions can enhance production efficiency, professionalize financial management, and expand market reach. The present community engagement program addresses these gaps by introducing automated production tools, digital bookkeeping systems, and training in online marketing. The ultimate goal is to strengthen the competitiveness of Las Yayang, extend product durability, and increase its contribution to the local economy through knowledge-based empowerment. By doing so, the program not only benefits the enterprise but also demonstrates a scalable model for supporting other home-based MSMEs facing similar challenges.

Previous research has generally focused on digital transformation and increasing the competitiveness of MSMEs in the service and fashion sectors, while traditional food MSMEs such as chips and *peyek* are still rarely studied, especially in the Jambi region. Furthermore, previous studies have focused more on theoretical aspects without direct application in the field, and have not discussed the use of low-cost appropriate technology and practical assistance in financial management and digital marketing. Therefore, this study aims to fill this gap by directly empowering the “Las Yayang” MSME through simple technology-based production, finance, and marketing training to improve business competitiveness and sustainability.

2. METHODS

The community service activity was conducted in collaboration with one MSME partner, namely Las Yayang, a home-based food processing enterprise producing banana chips and assorted-flavor peanut crackers, employing a total of ten workers. The team consisted of five members, including three lecturers and two students. The activity was carried out in Bagan Pete, Jambi City, with the involvement of several surrounding MSMEs and support from local stakeholders, including the village administration. The program was implemented over a six-month period, comprising four months of active training and assistance activities, followed by two months of monitoring and evaluation to assess the effectiveness and sustainability of the program.

To ensure systematic and measurable program implementation, this community engagement activity was designed using a structured methodological framework consisting of problem analysis, program planning, implementation, evaluation, and sustainability stages. The implementation methods are illustrated in Figure 3.



Figure 3. Methodological framework of the community engagement program for UMKM “Las Yayang”

Problem Analysis

The initial stage of the program focused on identifying key problems and formulating feasible solutions. This process began with preliminary identification and preparation, in which the team conducted an initial meeting with Las Yayang to discuss existing business challenges and directly observe the production and packaging processes. Brainstorming sessions and semi-structured interviews were employed to clarify partner needs and expectations. Subsequently, solution designs were developed based on relevant literature, drawing on previous studies on MSME empowerment that emphasize digital financial management, production efficiency, and marketing strategies (Indiarto et al., 2025; Putri et al., 2019; Sari et al., 2024). In addition, data collection was carried out to support program planning, including gathering information on potential production equipment, financial applications, packaging designs, and suitable digital platforms. Data related to available workspace, participant readiness, and training facilities were also collected to ensure the effective implementation of the program.

Program Planning

The program planning stage was carried out collaboratively with the partner to ensure that the activities were practical and sustainable. Together with the partner, two main priorities were identified: improving production efficiency and strengthening business management skills. The production technology training was designed by introducing simple modern equipment, such as an automatic banana slicer and a continuous band sealer, to speed up the production process and improve product consistency. At the same time, digital finance and marketing training was prepared, including digital bookkeeping using MYOB ABSS Premier, cost and pricing analysis, as well as digital marketing through Facebook and Shopee. This integrated planning aimed to help the partner improve daily operations, understand basic financial management, and expand market reach in a sustainable way.

Program Implementation

The program implementation stage consisted of three main activities carried out with active partner participation. First, digital marketing education was provided to train participants in basic content creation, Facebook promotion, and Shopee account optimization. Second, production technology training was conducted through hands-on practice using automatic production tools, enabling partners to directly experience and apply the technology in their production process. Third, digital financial training introduced the use of MYOB for recording financial transactions, along with a demonstration comparing digital bookkeeping with traditional manual records. These activities were designed to ensure that partners were actively involved and able to apply the acquired knowledge and skills in their daily business operations. Throughout implementation, the team ensured continuous monitoring and documentation. Partner participation was emphasized through direct practice, feedback sessions, and collaborative decision-making.



Figure 4. Training on equipment and machine operation

Figure 5. Digital marketing training

Figure 6. Digital financial management training

Figure 4 shows technical training on machine operation and maintenance, including the manual sealer, the continuous band sealer, and the automatic slicing machine. During the training, the team assisted the partner to ensure proper implementation and provided solutions if any technical problems occurred. Figure 5 shows digital marketing training, including creating more attractive packaging designs, utilizing social media as a promotional tool, and developing sales strategies via Facebook and e-commerce platforms such as Shopee. Participants were taught how to create product content and manage online promotions to reach a wider consumer base. To motivate participants, the team also offered door prizes of groceries during the training. Then, Figure 6 shows financial training on how to record sales transactions, raw material purchases, operational expenses, and prepare simple financial reports using ABSS Premier MYOB Software.

Evaluation and Sustainability

Evaluation was carried out using pre-test and post-tests to assess knowledge and skill improvements. The pre-test and post-tests consisted of six questions, two on production, two on digital financial management, and two on digital marketing. Both the pre-test and post-tests used dichotomous questions with two possible responses 'yes' or 'no' to assess the presence of specific conditions among the participants. Monitoring included observation of production practices, bookkeeping accuracy, and digital marketing activities. Sustainability strategies were developed by encouraging periodic follow-up meetings, online mentoring, and knowledge sharing with other MSME groups in Bagan Pete to expand program impact.

3. RESULTS AND DISCUSSION

Results

To develop the Las Yayang MSME business, the team has provided several technologies and innovations in both hardware and software, as described below.

The hardware technology focuses on improving production efficiency, particularly for banana chips. This includes the provision of an automatic slicing machine, a manual sealer, and a continuous band sealer. Based on previous studies, the use of automatic banana slicers and continuous band sealers has been proven to increase production capacity by 2–3 times (Hakim et al., 2022; Sari et al., 2021). The automatic slicing machine enables faster and more uniform production, thereby enhancing product quality. Moreover, the slicer can also be used for other products such as cassava, potatoes, and tempeh, allowing Las Yayang MSME to create new product innovations using the same equipment. The continuous band sealer technology significantly reduces packaging time. This machine can automatically seal various types of packaging materials such as plastic, aluminum foil, and paper, resulting in neat and durable packaging. In addition, a manual jumbo sealer is also provided for sealing larger packages of chips and *peyek* weighing between 0.5 and 1 kg. By applying these automated and efficient tools, Las Yayang can maximize production output and optimize the use of raw materials.

The software technology focuses on improving business management, particularly in financial management and marketing. This technology includes the implementation of the MYOB digital financial management application, while digital marketing efforts are centered on the use of Facebook and Shopee applications. The MYOB application allows Las Yayang MSME owners to automatically record, manage, and report financial transactions. Previous study stated that with implementation good financial management can increase household finance (Mardiana R et al., 2025). It also generates accurate financial reports, supporting decision-making for small to medium-sized businesses. Furthermore, the team

Innovation and capability building of MSME “Las Yayang” and its local economic contribution

Mardiana R, Yossinomita, Eni Rohaini, Erick Morales, Erna Stelawati

created accounts and provided e-commerce sales training using the Shopee application. Shopee was chosen due to its user-friendly features, and it is one of the most widely used e-commerce platforms in Indonesia (Indrawati et al., 2021). This digital marketing technology will help Las Yayang MSME manage marketing professionally and expand their product reach, not only within the Bagan Pete area of Jambi but across all of Indonesia.

The implementation of technology and innovations was carried out through a process of training, mentoring, and hands-on practice with the partners and business groups in Bagan Pete, Jambi. The technologies provided were carefully selected to align with the needs of the partner’s business, specifically supporting improvements in production capacity, product quality, and business management. The technologies and training provided by the service team have resulted in the following outcomes:

The implementation from operational training of the automatic slicing machine has resulted in faster production capacity and consistent thickness in banana chips. Figure 7 are the results of the banana chips produced using the automatic slicing machine.



Figure 7. Results of banana slicing using the automatic slicing machine

The implementation from operational training of the continuous band sealer and manual sealer has produced strong, secure, and more durable seals for various *peyek* and banana chips from Las Yayang. Figure 8 are the packaging results using the continuous band sealer and manual sealer.



Figure 8. Packaging results of *peyek* products with continuous band sealer (left) and manual sealer (right)

The implementation financial training of the MYOB digital financial management application has facilitated the Las Yayang MSME owner in generating purchase transaction reports that were previously not recorded optimally. Figure 9 shows the sales and cash payment transaction results before and after the partner implemented MYOB.

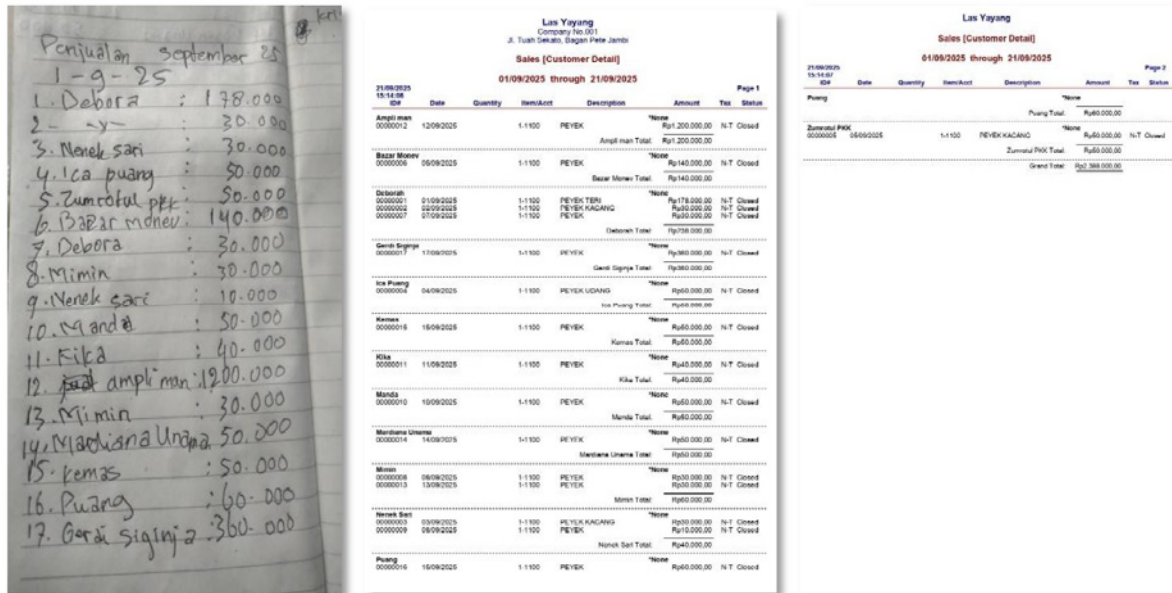


Figure 9. Implementation results of MYOB premier software

The implementation from digital marketing training using Facebook at Las Yayang MSME involved uploading business-related activities of the enterprise. Below is the digital marketing display from Las Yayang's Facebook application illustrated in Figure 10.

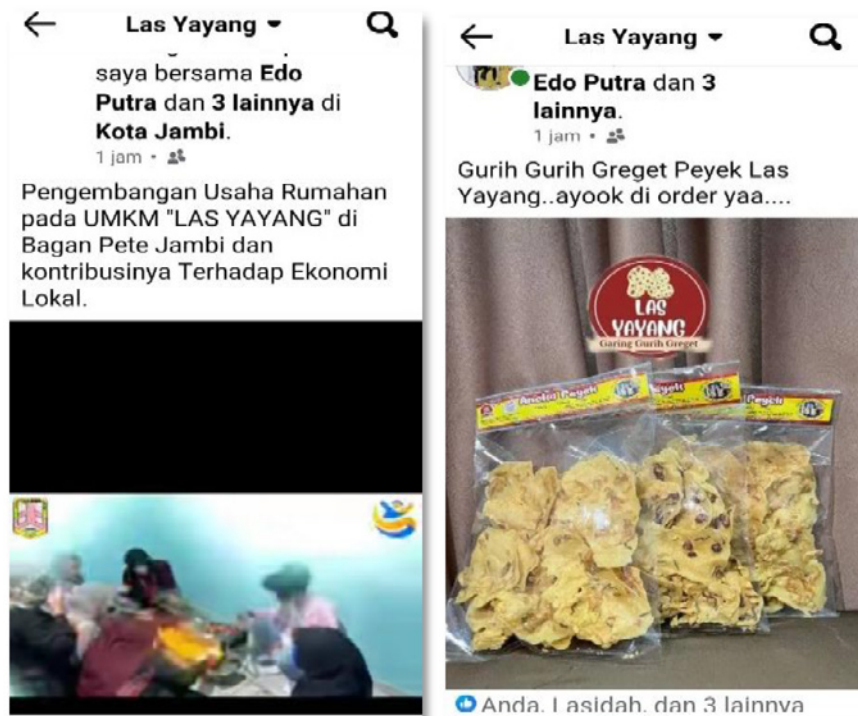


Figure 10. The display of Las Yayang's digital marketing on Facebook

Innovation and capability building of MSME “Las Yayang” and its local economic contribution

Mardiana R, Yossinomita, Eni Rohaini, Erick Morales, Erna Stelawati

The implementation of digital marketing through Shopee has been carried out by the team by helping them create and teach them to run a Shopee store named ‘Las Yayang’. The following is the display of the Las Yayang Shopee store illustrated in Figure 11.

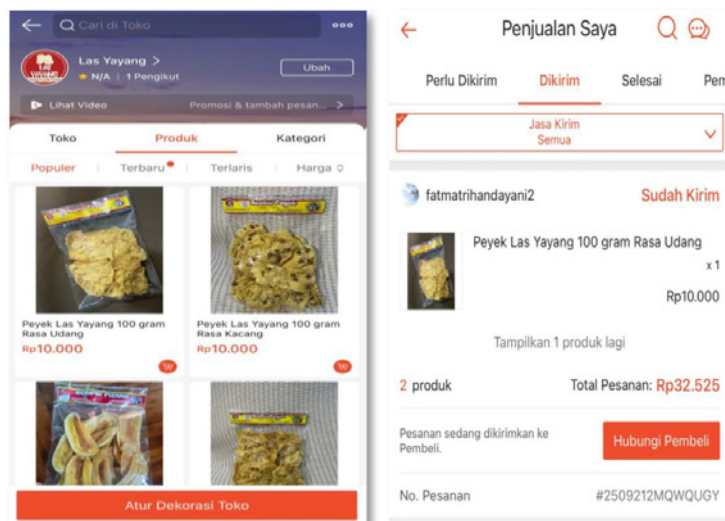


Figure 11. The display of the Las Yayang Shopee store

The implementation of the product packaging design training aimed to create more attractive packaging that can also serve as a souvenir from Jambi City. The following are the packaging designs for *peyek* and banana chips products illustrated in Figure 12.



Figure 12. The new display of the small packaging design of *peyek* 100 gram

In the evaluation of this community service project, three types of evaluations were conducted: initial evaluation, process evaluation, and final evaluation, to ensure that the program produced optimal impact. The initial evaluation was carried out before the main activities using a pre-test questionnaire to assess the participants’ initial abilities and knowledge. The process evaluation was conducted during the activities, which included monitoring participants’ engagement during the training sessions. Finally, the final evaluation was conducted after the completion of the training program. In the final evaluation, participants were given a post-test for each training session to assess the educational and training impact on the development of their businesses. The results of the final evaluation served as the basis for formulating recommendations for the sustainability of the program so that the benefits of the activities could continue to be felt and contribute to the local economy. Figure 13 are the results of the pre-test and post-test questionnaires with a total of 35 respondents

Based on the pre-test results (Figure 13), the majority of participants had never used financial applications for their businesses and had not recorded all business income and expenses. Furthermore,

many participants had never operated automatic machines such as cutting machines and automatic sealers. In addition, most participants did not fully understand the features available in the Shopee Store, and some participants rarely uploaded their products on Facebook.

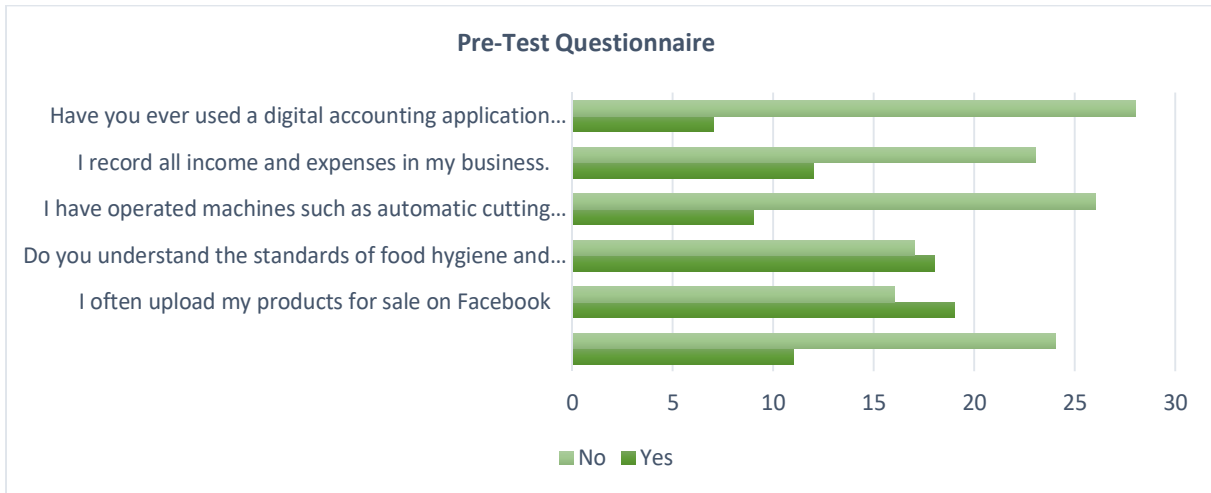


Figure 13. Pre-test questionnaire results

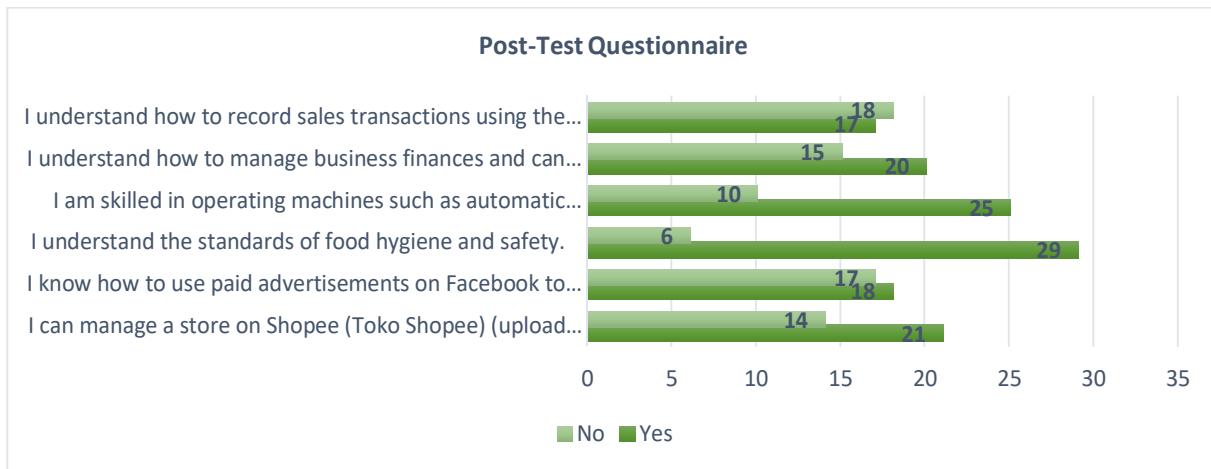


Figure 14. Post-test questionnaire results

Based on the post-test results (Figure 14), some participants understood how to record finances in the MYOB application, manage business finances, and distinguish between business and personal expenses. Furthermore, the majority of participants understood food hygiene standards and were able to operate automatic machines for production and packaging. In addition, most participants understood how to use paid advertisements on Facebook and could manage a Shopee store. The results of this post-test questionnaire clearly indicate that the training provided successfully improved participants' knowledge and competencies in the various fields taught. However, based on interviews with participants, some still require guidance in using the MYOB financial application and advertising products on Facebook. The following are also the documentation results with the participants of the Bagan Pete Jambi MSME group.

Innovation and capability building of MSME “Las Yayang” and its local economic contribution

Mardiana R, Yossinomita, Eni Rohaini, Erick Morales, Erna Stelawati

Table 1. Achievement results of the empowerment level

Aspect	Initial Condition (Before Community Service)	Final Condition (After Community Service)	Level Before	Level After	Evidence of Improvement
Management (Business Bookkeeping)	<ul style="list-style-type: none"> - Partners had no structured financial records. - Personal and business transactions were mixed. - There were no cash flow or profit and loss reports. 	<ul style="list-style-type: none"> - More than 70 percent of partners' transactions were recorded neatly and separately. - Partners were able to prepare simple monthly sales reports. - Recording was done using the MYOB application. 	Level 1 Partners had no bookkeeping"	Level 3 Partners are able to record transactions and create simple reports in MYOB	<ul style="list-style-type: none"> - Copies of the cash book and financial reports for the past month. - Documentation of bookkeeping training. - Partner testimonials.
Management (Business Marketing)	<ul style="list-style-type: none"> - Partners' sales were only offline (small restaurants and regular customers). - Packaging was plain, without branding. - No marketing was conducted through social media. 	<ul style="list-style-type: none"> - New packaging design with Jambi souvenir logo and complete product information. - Facebook social media account became active. - Online sales through the Shopee store started and increased by approximately ±20 percent. 	Level 1 Partners' sales were limited to the Bagan Pete, Jambi area and had no promotion.	Level 3 Partners' digital marketing is active, and market reach has expanded to Jambi souvenir shops and national-level sales.	<ul style="list-style-type: none"> - Photos of old and new packaging. - Screenshots of social media accounts. - Sales data before and after.
Production (Banana Slicing Efficiency)	<ul style="list-style-type: none"> - Partners were still slicing bananas manually with a knife. - It took approximately ± 2.5 hours to slice 20 kg of bananas. - Partners' production capacity was limited. 	<ul style="list-style-type: none"> - Using an automatic slicing machine. - Slicing time decreased to approximately ± 15 minutes. - Production capacity increased nearly 8 times per hour 	Level 2 Partners' production was still manual, with low output.	Level 4 Partners' production became faster and more efficient	<ul style="list-style-type: none"> - Photos/videos of machine usage. - Comparison of production time before and after.
Production (Packaging Efficiency)	<ul style="list-style-type: none"> - Manual packaging with simple tools. - Speed of approximately ±3 minutes per package. - Often leaked or was not neat. - Product quality deteriorated quickly (became soggy). 	<ul style="list-style-type: none"> - Partners used a continuous band sealer. - Speed increased to less than 1 minute per package. - Packaging became neat, uniform, and airtight. - Products became more durable. 	Level 2 Partners' packaging was still manual, with low output.	Level 4 Partners' packaging became modern, with higher output.	<ul style="list-style-type: none"> - Photos/ videos of machine usage. - Comparison of output per hour data. - Examples of products before and after packaging.

Table 1 is an analysis of the outcomes regarding the level of improvement and competitiveness of the MSME partners. Table 1 demonstrates a substantial improvement in the empowerment level and competitiveness of the MSME partner following the implementation of the community service program. The most significant progress is observed in business management, marketing, and production efficiency, indicating that the interventions addressed the partner's core operational constraints effectively. Prior to the program, the partner operated without structured financial records, relied solely on offline sales, and used manual production and packaging processes. These conditions limited business scalability and market reach. In terms of business management, the transition from unstructured bookkeeping to systematic financial recording using the MYOB application reflects a critical shift toward managerial professionalism. The ability of partners to separate personal and business finances, record transactions properly, and generate simple financial reports signifies an increase.

Moreover, the next phase of this community service program aims to ensure the long-term sustainability of the 'Las Yayang' MSME business development. This upcoming program will focus on further increasing production capacity, strengthening business management, and expanding the market through digital platforms. Evaluation activities will also be conducted regularly to monitor partners' progress directly every three months and through a WhatsApp forum.

4. CONCLUSION AND RECOMMENDATIONS

Based on the implementation of this community service activity, it has provided a significant positive impact for the MSME group 'Las Yayang' in Bagan Pete, Jambi. Through this program, the partners achieved increased production capacity with the availability of modern equipment such as automatic slicing machines and automatic band sealers, which improved product quality, production time efficiency, and packaging standards. Financial management assistance using the MYOB Premier Software has proven to help partners record transactions more neatly, separate business and personal finances, and produce financial reports more accurately and professionally. Furthermore, through digital marketing training and guidance on the use of social media and e-commerce platforms (Shopee), the partners were able to enhance their skills in promoting products on Facebook and the Shopee store, expand their marketing reach, and open opportunities for national-level sales. Pre-test and post-test results showed an increase in participants' knowledge by approximately 30-40 percent, with the highest improvement observed in the ability to operate automatic machines. This demonstrates that the program successfully enhanced competencies, productivity, and business competitiveness.

To ensure long-term impact, it is recommended to provide continuous mentoring for at least six months to maintain financial management, product quality, and digital marketing skills, expand market reach through participation in MSME exhibitions, bazaars, or local marketplace collaborations, innovate products with new flavors and improved packaging to increase market value and durability, and replicate this mentoring model for similar MSMEs to broaden benefits and strengthen the creative economy ecosystem in Jambi. Overall, this program contributed to strengthening the local economy by promoting the sustainable growth of small businesses, particularly home-based enterprises, creating additional employment opportunities, and increasing the family income of the partners

ACKNOWLEDGEMENTS

The authors would like to express their sincere gratitude to the Ministry of Research, Technology, and Higher Education (KEMENRISTEKDIKTI) for their trust and financial support in facilitating this community service program, as stated in Contract No. 20/LL10/DT.05.00/PM/2025. Their assistance has been instrumental in ensuring the successful implementation and sustainability of the activities described in this study.

REFERENCES

- Badan Pusat Statistik Kota Jambi. (2025). *Jumlah usaha mikro, kecil, dan menengah*. BPS Kota Jambi. Retrieved from: <https://jambi.bps.go.id/id/statistics-table/2/MjEzMSMy/jumlah-usaha-mikro-kecil-dan-menengah.html>
- Feranika, A., Yossinomika, Y., R, Mardiana., Rosario, M., Patresia, E., & Dstari, D. A. (2025). Pelatihan penentuan harga pokok penjualan dan pembukuan keuangan digital pada kelompok UMKM Desa Muaro Pijoan. *Jurnal Pengabdian Masyarakat UNAMA*, 4(1), 44-52. <https://doi.org/10.33998/jpmu.2025.4.1.2169>
- Hakim, M. L., Nugroho, G., Babgei, A. F., Soedjono, D. M., & Subiyanto, H. (2022). Penerapan teknologi provent mesin pemotong tempe, guna meningkatkan produktivitas dan ke higienisan produk kripiik tempe untuk UMKM di Kelurahan Manyar, Surabaya. *Sewagati*, 6(5), 559–566. <https://doi.org/10.12962/j26139960.v6i5.171>
- Hernita, H., Surya, B., Perwira, I., Abubakar, H., & Idris, M. (2021). Economic business sustainability and strengthening human resource capacity based on increasing the productivity of small and medium enterprises (SMES) in Makassar city, Indonesia. *Sustainability (Switzerland)*, 13(6), 1–37. <https://doi.org/10.3390/su13063177>
- Indiarto, R., Subroto, E., & Fedryansyah, M. (2025). Modernisasi peralatan produksi dan pelatihan penggunaannya untuk meningkatkan produktivitas umkm kue sus. *JMM (Jurnal Masyarakat Mandiri)*, 9(1), 1125–1137. <https://doi.org/10.31764/jmm.v9i1.28852>
- Indrawati, R. T., Putri, F. T., Rochmatika, R. A., & Prawibowo, H. (2021). Peningkatan kapasitas produksi melalui rancang bangun mesin semi otomatis pemotong adonan kerupuk. *Jurnal Rekayasa Mesin*, 16(3), 437–446. <https://doi.org/10.32497/jrm.v16i3.3072>
- Islam, M. T., Khan, M. I., & Ali, A. (2025). Circular business models: A state-of-the-art systematic literature review and future opportunities. *Sustainable Futures*, 10(May 2024), 101097. <https://doi.org/10.1016/j.sftr.2025.101097>
- Jurnalita, A. C. (2024). The impact of digital transformation on on MSME competitiveness and economic growth. *Arthatama Journal of Business Management and Accounting ISSN.*, 8(2), 95–106.
- Kadar, M., Mardiana, R., Hasandi, I., Achmadi, C. R., & Fazila, S. A. (2025). Pengaruh kualitas, harga, eWOM, dan citra merek terhadap minat beli konsumen UMKM kuliner. *JRB-Jurnal Riset Bisnis*, 8(2), 330-345. <https://doi.org/10.35814/y4m8jp39>
- Kgakatsi, M., Galeboe, O. P., Molelekwa, K. K., & Thango, B. A. (2024). The impact of big data on SME performance: A systematic review. *Businesses*, 4(4), 632–695. <https://doi.org/10.3390/businesses4040038>
- Kholifah, A., Saputra, D. A., Sanjaya, E., Sari, I., Suhendriani, S., & Muflihati, I. (2021). Pendampingan UMKM peyek bu eswati panggungroyom patidengan design pengemasan dan penjualan melalui media sosial. *Jurnal Pemberdayaan Masyarakat*, 9(2), 210. <https://doi.org/10.37064/jpm.v9i2.9377>
- R, Mardiana., Yossinomita, Y., Feranika, A., Kadar, M., Syafri, R. A., Angelina, S., & Nuraini, I. (2025). Pelatihan pengelolaan keuangan rumah tangga pada kelompok ibu-ibu PKK Desa Kebun Duren Tangkit. *BUDIMAS: JURNAL PENGABDIAN MASYARAKAT*, 7(2). <https://doi.org/10.29040/budimas.v7i2.17940>
- Pratama, Y. H. C., Ardianto, H., Al Hafidz, M., Khairunisa, P. A., Rika, R., Putri, S. C., & Sari, M. A. (2025). Strengthening entrepreneurial management and digital marketing capabilities of MSMEs through social media optimization training. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 10(3), 691-704. <https://doi.org/10.26905/abdimas.v10i3.15953>

- Putri, N. A., Najah, Z., Zulmaneri, Z., & Hidayat, T. (2019). Perancangan SOP (Standar Operating Procedure) proses produksi amplang di Sentra Industri Kecil Hasil Pertanian dan Kelautan (SIKHPK) Teritip, Balikpapan. *Jurnal JITIPARI (Jurnal Teknologi Dan Industri Pangan UNISRI Surakarta)*, 4(2), 57–64. <https://doi.org/10.33061/jitipari.v4i2.3147>
- Sari, E. N., Umar, M. L., Rulianto, J., Susanto, R. B., & Utomo, W. (2024). Penerapan mesin vacuum sealer untuk meningkatkan produksi daya simpan olahan makanan ringan pada UMKM di Desa Labanasem, Kabupaten Banyuwangi. *JPP IPTEK, Jurnal Pengabdian Dan Penerapan IPTEK*, 8(2), 105–112. <https://doi.org/10.31284/j.jpp-iptek.2024.v8i2.6749>
- Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The impact of digital marketing on the performance of SMEs: An analytical study in light of modern digital transformations. *Sustainability (Switzerland)*, 16(19), 1–25. <https://doi.org/10.3390/su16198667>
- Shiratina, A., & Surip, N. (2022). Strategi pemasaran untuk menjaga keberlanjutan kehidupan UMKM peran motivasi dan teknologi di era pandemi Covid-19. *Akuntansi Dan Humaniora: Jurnal Pengabdian Masyarakat*, 1(2), 63–68. <https://doi.org/10.38142/ahjpm.v1i2.275>
- Soleh, A., Susilawati, E., & Siswoyo, S. (2022). Model pengembangan daya saing UMKM pada era pandemi di Kota Jambi. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(1), 254. <https://doi.org/10.33087/jmas.v7i1.364>
- Suminah, S., Suwanto, S., Sugihardjo, S., Anantanyu, S., & Padmaningrum, D. (2022). Determinants of micro, small, and medium-scale enterprise performers' income during the Covid-19 pandemic era. *Heliyon*, 8(7), e09875. <https://doi.org/10.1016/j.heliyon.2022.e09875>
-