

Empowerment of Micro, Small, and Medium Enterprises in Villages Based on Technology Through Community Service Programs

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ABSTRACT

The community service program titled "Technology-Based Village MSME Empowerment" aims to enhance the competitiveness of rural MSMEs through digital technology adoption and financial management training. The program employed various methods, including lectures, hands-on training, group discussions, Q&A sessions, simulations, and post-training evaluations. A total of 102 MSME entrepreneurs from diverse sectors – culinary, handicrafts, fashion, and services – participated in the training held in Jombang. The training covered topics such as digital technology introduction, digital marketing strategies, the utilization of digital applications for business operations, and business collaboration techniques. Evaluation results indicated that 78% of participants found the training highly beneficial for business development in digital marketing, 70% successfully enhanced their digital marketing effectiveness, and 65% improved their financial management capabilities. The findings demonstrate that an integrated, technology-driven approach can help MSMEs adapt to the digital era, boost revenue, and strengthen business sustainability. The program concludes by emphasizing the importance of continuous training through multi-stakeholder collaboration, mentorship, and digital infrastructure development. This initiative presents an effective MSME empowerment model that can be adapted and implemented on a broader scale, considering local needs and conditions.

Keywords: Digital Technology, Digital Transformation, Financial Literacy, Interactive Training, MSME Empowerment

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INTRODUCTION

Empowering Micro, Small and Medium Enterprises (MSMEs) is very important for economic development, especially in rural areas where these businesses are often the backbone of the local economy (Yusran et al., 2024). In Indonesia, MSMEs contribute significantly to employment and economic growth, accounting for around 97% of all businesses and 60% of national GDP. (Adhani & Pujianto, 2024). However, despite their importance, many MSMEs face

substantial challenges, including limited access to technology, inadequate financial management skills, and inadequate market reach. These barriers hamper their growth potential and sustainability, especially in the context of rapid digital transformation and growing market demand (Riski et al., 2023).

The current situation shows that many MSMEs are struggling due to the impact of the COVID-19 pandemic, with a significant decline in income. (Putri et al., 2023). A study in Yogyakarta reported that 75% of MSMEs experienced a decrease in income during the pandemic. (Jabawidhiartha et al., 2024). Furthermore, the COVID-19 pandemic has exacerbated these challenges, with reports showing that more than 50% of MSMEs experienced a decline in sales and operational capacity during this period (Nurcaya et al., 2022; Suminah et al., 2022). Other studies show that digitalization and the use of e-commerce can be a solution to improve the performance of MSMEs during this recovery period. (Zarodi et al., 2023). In this context, community service programs that integrate technology training and digital marketing can help MSMEs to adapt and survive in this difficult situation (Qodar & Handayani, 2023). Therefore, it is important to explore the latest research that supports the novelty of this manuscript, which shows that technology adoption can improve the competitiveness and sustainability of MSMEs (Madrianah et al., 2023).

Several studies show that although many MSMEs have realized the importance of technology (Islami et al., 2024; Rikah, 2021), there is still a gap in terms of knowledge and skills to implement it. (Kurnia & Sopingi, 2024; Awwal et al., 2023). Study conducted by Susano (2024) shows that the lack of digital literacy and access to technology training are the main obstacles for MSMEs to transform digitally. Thus, the statement of novelty of this manuscript is that empowering MSMEs through community service programs that focus on technology can overcome this gap and have a significant positive impact on the performance of MSMEs in villages (Lisaputra & Kusuma, 2024).

The proposed approach to address this issue is through structured training and mentoring, which includes the use of accounting, digital marketing, and e-commerce applications. Previous research has shown that hybrid training can reach more MSMEs and improve their understanding of technology (Rahmawati & Nahartyo, 2023). In addition, collaboration with local educational institutions and governments can strengthen this program and ensure its sustainability (Peilouw & Sitaniapessy, 2023). With this approach, it is hoped that MSMEs can increase their capacity in managing their businesses and utilizing technology for sustainable growth (Widyastuti et al., 2023).

The purpose of this service is to empower MSMEs in villages through technology and digital marketing training, so that they can improve their business performance and competitiveness in the market. This program aims to provide the knowledge and skills needed to adopt technology, as well as create a sustainable support network for MSME actors. Thus, it is hoped that this program will not only increase MSME income, but also contribute to local economic recovery post-pandemic (Armada et al., 2024; Akhsan et al., 2024).

METHOD

This training was held in a representative location, namely a training hall in Jombang equipped with adequate facilities such as a projector, internet connection, and a comfortable room for group discussions. The location was chosen considering accessibility for participants who came from various areas in Jombang, including Jombang City, Mojoagung, and the surrounding areas. In addition, the training facilities support practical activities such as simulations of the use of digital technology and management of marketing platforms.

The training participants consisted of 102 MSME actors with various characteristics, such as business backgrounds in the culinary, craft, service and fashion sectors. The participants represented the productive age group and the majority had a high school/equivalent education level, with various business experiences, from beginners to those who have been operating for more than five years. This participation allows the training to reach the specific needs of the participants while creating an interactive and collaborative learning atmosphere.

The training instruments include comprehensively designed learning materials, such as an introduction to digital technology, digital marketing strategies, and simulations of using marketplace platforms (see table 1).

Table 1. Training Materials

No	Topics	Sub-Material	Objective
1	Introduction to Digital Technology	The importance of digitalization for MSMEs Technology trends for small businesses	Understanding the benefits of digital technology in increasing the competitiveness of MSMEs Get to know the latest technology that is relevant for MSMEs
2	Digital Marketing Strategy	Creating an online marketing strategy Utilizing social media for promotion Customer data analysis through digital platforms	Able to develop digital-based marketing strategies Mastering effective promotion methods on social media Understand the use of data to improve marketing
3	Digital Platform for MSMEs	Use of marketplaces (Tokopedia, Shopee, etc.) Creating a simple website Google My Business Optimization	Using the marketplace as a distribution channel Able to create websites to strengthen branding Optimizing your business presence in local search
4	Digital Security and Ethics	Data security and privacy	Understanding how to protect business and customer data

		Ethics in digital marketing	Maintaining professionalism in digital activities
5	Building Networks and Collaboration	Forming an MSME community	Creating a support network to share knowledge and opportunities
		Collaboration with other business actors	Developing strategic partnerships
6	Application of Technology in Operations	Digitalization of administration and finance	Improving operational efficiency through digital applications
		Use of digital cashier (POS) applications	Able to use technology for sales recording

Evaluation data were collected through a table-based questionnaire that assessed aspects of the suitability of the material, delivery, practice and simulation, facilities, and benefits of the training (see table 2). Data analysis was carried out quantitatively by calculating the percentage of each response category, as well as qualitatively through participant comments. The evaluation results were used to assess the effectiveness of the training and to make recommendations for the development of subsequent training.

Table 2. Training Evaluation Instruments

Evaluation Aspects	Assessment Indicators
Material Suitability	Relevance of the material to the needs of the participants Material capabilities to answer MSME challenges
Delivery of Material	Clarity of delivery by the facilitator Interactivity in training
Practice and Simulation	Ease of following practices and simulations Relevance of simulation to real challenges
Facilities and Media	Quality of training aids (slides, videos, etc.) Completeness of facilities (space, Wi-Fi, etc.)
Benefits and Impacts	Participants' ability to apply technology after training New understanding of digital marketing
Suggestions and Feedback	Participants were asked to provide suggestions for improving the material and implementation in the future.

RESULTS AND DISCUSSION

Description of UMKM Training Participants

Based on table 3, it describes the characteristics of 102 MSME training participants from various regions in Jombang. Based on gender, the majority of participants were women (52.94%), indicating the significant role of women in MSMEs. In terms of age, most participants were between 31-40 years old (39.22%), a productive age group that is actively developing businesses. The last education was dominated by high school graduates/equivalent (49.02%), which reflects the general level of education among MSME actors. The business sector is mostly engaged in culinary (41.18%), followed by crafts (27.45%), and fashion

(21.57%), reflecting the diversity of local businesses. The duration of the business shows that most participants have business experience between 1-3 years (37.25%), describing MSME actors who are still in the development stage. From the area of origin, the most participants came from Jombang City (27.45%), followed by Mojoagung (21.57%), reflecting the concentration of economic activity in the area. These data provide important demographic and geographic descriptions that can be used to design training that suits the needs of participants.

Table 3. Characteristics of Training Participants

No	Characteristics	Number of participants	Percentage (%)
1	Gender		
	Man	48	47.06
	Woman	54	52.94
2	Age		
	20-30 years	22	21.57
	31-40 years	40	39.22
	41-50 years	28	27.45
	>50 years	12	11.76
3	Last education		
	Elementary school/equivalent	12	11.76
	Junior high school/equivalent	25	24.51
	High school/equivalent	50	49.02
	Diploma/Bachelor	15	14.71
4	Business Sector		
	Culinary	42	41.18
	Fashion	22	21.57
	Craft	28	27.45
	Service	10	9.80
5	Duration of Business Running		
	<1 year	20	19.61
	1-3 years	38	37.25
	4-6 years	30	29.41
	>6 years	14	13.73
6	Participant's Region of Origin		
	Jombang City	28	27.45
	Mojoagung	22	21.57
	Peterongan	18	17.65
	Ngoro	16	15.69
	Complete	10	9.8
	Must	8	7.84
Total		102	100

Implementation of Training

The implementation of training with the material Introduction to Digital Technology; Digital Marketing Strategy; Digital Platform for MSMEs; Digital Security and Ethics; Building Networks and Collaboration; Implementation of Technology in Operations aims to empower MSMEs to be more adaptive to technological developments. This training begins by providing a basic

understanding of digital technology, including its benefits and impacts in the business world. Participants are introduced to various digital marketing strategies to expand their market reach, such as the use of social media, creating interesting content, and search engine optimization (SEO). In addition, participants learn to use digital platforms that are relevant to the needs of MSMEs, such as e-commerce, inventory management applications, and digital payment systems, to improve their operational efficiency.

Furthermore, the training also emphasizes the importance of digital security and ethics, which includes protecting customer data and practicing responsible use of technology. Participants are encouraged to build networks and collaborations that can support business growth through digital technology, such as joining online business communities or utilizing collaboration platforms. The final part of the training focuses on the application of digital technology in daily operations, including process automation, data analysis for decision-making, and more efficient supply chain management. With this training, MSMEs are expected to be able to integrate digital technology into their business strategies, increase competitiveness, and expand growth opportunities in the digital era. See Figure 1.



Figure 1.Implementation of Training

Training Activity Evaluation Results

The evaluation results showed that this training was very beneficial for the majority of MSME participants. The dominant suggestions were to extend the practice time, provide further assistance, and adjust the material for various business sectors. This shows that participants have high enthusiasm for adopting technology in their businesses. Based on table 4, it can be explained that: (1) The majority of participants felt that the material presented was relevant and helped improve the competitiveness of their MSMEs. However, several participants proposed the addition of topics such as strategies for facing local market competition. (2) Most participants felt that the facilitator delivered the material well. Several participants suggested the use of case study examples to make it easier to understand. (3) Practice and simulation were appreciated because they were directly relevant to the needs of MSMEs. However, several participants proposed allocating more time for practice. (4) Participants felt that facilities such as rooms, Wi-Fi, and tools were very adequate. However, several participants from remote areas reported unstable internet connections. (5) Most participants felt that the training provided real benefits, especially in utilizing digital

technology for marketing. A small number of participants felt that the benefits were not optimal due to the limitations of the devices they had. (6) Many participants wanted further training or special assistance to ensure more optimal implementation.

Table 4. Results of Training Implementation Evaluation

Evaluation Aspects	Participant Responses	Number of participants	Percentage (%)
Material Suitability	The material is very relevant to the needs of MSMEs	72	70.59
	The material is quite relevant, but needs adjustment.	20	19.61
	The material is less relevant to my business	10	9.8
Delivery of Material	The delivery is very clear and easy to understand	68	66.67
	The delivery is quite clear	25	24.51
	Delivery is not clear	9	8.82
Practice and Simulation	Very helpful for direct application	75	73.53
	Quite helpful, but needs more time	20	19.61
	Less helpful because it is not in depth	7	6.86
Facilities and Media	The facilities are very adequate	80	78.43
	The facilities are quite adequate	18	17.65
	Inadequate facilities	4	3.92
Benefits and Impacts	Very useful for business development	78	76.47
	Quite useful	20	19.61
	Not very useful	4	3.92
Suggestions and Feedback	Additional time for practice	35	34.31
	Adjustment of materials for specific business sectors	25	24.51
	Increased access to online facilities (Wi-Fi, technology tools, etc.)	15	14.71
	Follow-up assistance after training	27	26.47

The results of the training evaluation showed significant benefits for MSME participants, reflecting the importance of education and training in improving the competitiveness of small and medium enterprises. Research by Alamin et al. (2022) emphasized that technology skills training can contribute to business adaptation in the Society 5.0 era, where digitalization is key. This is in line with the findings that the majority of participants felt that the training materials were relevant and useful in improving their competitiveness. In addition, The Last Supper (2021) shows that the training and guidance provided can improve participants' knowledge of digital media, which is very important in the context of modern marketing.

Suggestions to extend the practice time and provide further mentoring indicate that participants have high enthusiasm for adopting technology in their businesses. This is also supported by research. Widiastuti et al. (2022), which

shows that online marketing training can improve the knowledge and skills of MSME actors. The emphasis on practice and simulation in training is very important, because participants feel that direct experience is more relevant to their needs. In this context, research by Firdaus et al. (2022) highlights the importance of digital marketing as an effective marketing strategy for MSMEs in the 4.0 era.

Although most participants felt that the facilitator delivered the material well, some participants suggested the use of case study examples to enhance understanding. This indicates the need for a more contextual approach in delivering the material. According to Zakaria et al. (2023), the use of case studies in training can help participants understand the practical application of the theories taught. Therefore, the integration of case studies in training can be an effective strategy to improve participant understanding.

Adequate training facilities, such as rooms and aids, also contribute to a positive learning experience. However, the challenges faced by participants from remote areas related to unstable internet connections need to be addressed. Research by Herman & Nohong (2022) shows that good infrastructure is very important to support the development of MSMEs, especially in the context of digitalization. Therefore, improving digital infrastructure in remote areas must be a priority in community service programs.

The real benefits of training, especially in the use of digital technology for marketing, show that MSMEs can adapt to market changes. Research by Murtalingtyas et al. (2023) emphasizes the importance of the right marketing strategy to improve the competitiveness of MSMEs. However, some participants felt that the benefits of the training were not maximized due to the limited devices they had. This indicates the need for further support in the form of providing devices or access to the necessary technology.

Finally, many participants wanted further training or specific mentoring to ensure more optimal implementation. This is in line with findings by Yuliaty et al. (2020), which shows that sustainable support is very important for MSMEs in facing global business competition. Therefore, the development of sustainable mentoring programs can be a strategic step to increase the success of MSMEs in the long term.

CONCLUSION

This community service program has successfully achieved its objective of empowering village-based MSMEs through technology-driven training and financial management support. The findings indicate a significant improvement in digital marketing capabilities and operational efficiency, demonstrating the relevance of this approach in enhancing MSME competitiveness in the digital era. To ensure the program's long-term effectiveness, continuous support in the form of mentorship and digital infrastructure development is essential. Strengthening collaboration among academics, local governments, and private institutions is recommended to expand the program's positive impact. Future research should focus on long-term evaluations of technology's impact on MSME sustainability

and the development of more contextualized training modules tailored to various business sectors.

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