

COMPETITIVE IN THE DIGITAL ERA: TRAINING ON THE USE OF E-COMMERCE TO INCREASE UMKM PRODUCTIVITY IN KADUGEDE VILLAGE

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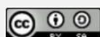
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Abstract

The digital era has brought significant changes in the business sector, especially for Micro, Small and Medium Enterprises (MSMEs). Digital technology, especially E-Commerce platforms, is key in increasing productivity and market access for MSMEs. This community service aims to improve the ability of Micro, Small and Medium Enterprises (MSMEs) actors in Kadugede Village to use the E-Commerce platform, especially Shopee Seller. The implementation of the activity involved 10 MSME actors and consisted of four stages, namely socialisation, education, training and evaluation. The method used was Participatory Action Research (PAR). The evaluation was conducted through questionnaires and interviews before and after the training to measure the understanding and application of E-Commerce technology. The results showed that there was a significant increase in participants' understanding of the use of E-Commerce platforms, online store management, promotion strategies, and efficiency in business operations. The participants were able to increase sales by utilising the existing promotional features. In addition, the evaluation showed that participants were satisfied with the training activities. E-Commerce training in a structured and intensively assisted manner is proven to be able to improve the competitiveness of MSMEs.

INTRODUCTION

The digital era has transformed various life sectors, including business and Micro, Small, and Medium Enterprises (MSMEs). Technology, Information, and Communication (ICT) are the main reasons behind this digital business transformation, which has brought a huge difference. Mainly there are businesses can operate more efficiently (Alwendi, 2020), business actors and MSMEs can reach a broader market luas (Dermawan & Primawanti, 2021) and create innovation more rapidly.

The adoption rate of technology in Indonesian MSMEs has shown a continuous upward trend, especially following COVID-19. According to data from the Ministry of Trade, the number of MSMEs that have started to be involved in digital transformation until 2023 is 22 million MSMEs or 33.6 per cent of the total MSMEs in Indonesia (Institute for Development of Economics and Finance, 2024). The participation of MSMEs in the digital ecosystem includes the utilisation of technology, such as e-commerce, fintech and other internet-based services. Despite the benefits, digital transition provides for businesses to operate effectively through technology in Indonesia, at the same time it also has its own unique challenges. Some of these challenges include a lack of labour skilled in technology operation, experienced managers, and a loss of competitive advantage due to the need to establish new digital business processes (Putra et al., 2023).

Micro, Small, and Medium Enterprises (MSMEs) must adapt to technological advancements to remain relevant and succeed in an increasingly competitive business

environment. One technological adaptation that can enhance productivity and competitiveness is online marketing through various e-commerce platforms (Supriyanto & Hana, 2020). Some E-Commerce platforms that are commonly used are Shopee, Tokopedia, Lazada, Bukalapak, Blibli.com and so on (Purnama et al., 2021). Rakanita (2019) shows that MSMEs use e-commerce to simplify product promotion and marketing. In addition, the use of E-Commerce can cut operational costs (Sugiarti et al., 2020) and indirectly increase MSMEs revenue (Nuryanti, 2013).

Kadugede Village is one of the villages in Kadugede Sub-district, Kuningan Regency which has a considerable opportunity to utilise E-Commerce to support local Micro, Small and Medium Enterprises (MSMEs) and improve community welfare because it was chosen as a digital village. Based on DIGIDES: Village Digital Transformation (2024), a digital village is not only characterized by internet access, but also by its capacity to integrate technology in improving residents' quality of life, fostering an innovative and inclusive ecosystem. The village involves all level of society to utilize technology effectively, including MSMEs. MSMEs can use e-commerce to increase revenue, boost productivity, and expand market access on a global scale (Alim & Ibrahim, 2024).

Although the potential is quite large, initial observations indicate that there are still many Micro, Small and Medium Enterprises (MSMEs) which still distribute their products traditionally. Initial interviews showed that business competition is very intense, making some MSME actors in Kadugede Village really hope for a digital business transformation. However, the lack of knowledge of Micro, Small and Medium Enterprises (MSMEs) actors in optimising the use of E-Commerce and limited access to relevant training and guidance are the main sources of problems for MSMEs. This is consistent with the article by (Prayudi et al., 2024) which states that some of the common challenges faced by villages include the lack of understanding among MSME actors regarding digital marketing and the limited resources available for developing businesses online (Anam & Yosepha, 2024).

Digital business transformation is a key factor for MSMEs in Kadugede Village to remain competitive in a challenging market (Anam & Yosepha, 2024). Without sufficient knowledge of how to utilize technology and digital platforms, MSMEs will fall behind in this rapidly evolving era (Yani et al., 2021). MSME actors need to be equipped with practical skills, such as how to create accounts on e-commerce platforms, manage online stores, and maximize features related to digital promotions, inventory management, and sales analysis. Through this knowledge, MSMEs can improve operational efficiency and reach a broader market (Alim & Ibrahim, 2024).

To facilitate technology adoption and support digital business transformation for MSMEs in Kadugede Village, training and mentorship are crucial. The E-Commerce platform that can be implemented for MSMEs in Kadugede Village is the Shopee platform. Shopee platform is one of the most frequently used platforms for online marketing (Institute for Development of Economics and Finance (INDEF), 2024). It offers various features to simplify business operations for MSMEs, including a simple registration process, the Shopee Seller Center—a centralized dashboard for store management that is easy to understand—and automated shipping arrangements. These features help minimize technical complexity for MSMEs operating online.

Several MSMEs that have adopted Shopee as an online sales platform report that it has increased profits and sales (Hasibuan et al., 2023). Shopee offers sales-supporting features such as promotions, vouchers, Shopee Live (which enhances consumer interaction), and Shopee Ads (which helps MSMEs reach a larger customer base). These features highlight that Shopee is not only user-friendly but also provides tangible benefits for MSMEs.

Based on the opportunities and challenges faced by MSMEs in Kadugede Village, the implementation of e-commerce through the Shopee platform becomes a crucial strategic solution needed to accelerate the digital business transformation. The training and mentoring program will focus on understanding e-commerce technology and optimizing Shopee's features. This activity is expected to expand market access, improve operational efficiency, increase productivity, and enhance the well-being of business actors so they can remain competitive in an increasingly competitive market.

IMPLEMENTATION METHOD

This community service focuses on the implementation of new methods for product marketing among Micro, Small, and Medium Enterprises (MSMEs) in Kadugede Village. The project partners include 10 MSME participants, primarily engaged in food and beverage (snacks, cakes, and packaged drinks) and fashion (clothing) sectors in Kadugede Village, Kadugede Sub-district, Kuningan Regency. The community service method is carried out through a Participatory Action Research (PAR) approach, which actively involves MSMEs in identifying needs, designing solutions, and implementing relevant strategies for business development. The stages of implementation are as follows:

a. Socialization Stage

The initial stage involves a preliminary survey of MSME actors in Kadugede Village to identify issues related to the use of e-commerce. Problem identification is conducted through a *Participatory Action Research (PAR) approach*, where MSME actors actively participate in identifying their needs and the challenges they face. The data collected includes the level of understanding of MSMEs about e-commerce, the technology used, and the challenges faced. The next step is to design solutions relevant to these issues.

b. Education Stage

After the socialization stage, education is conducted to provide a basic understanding of digital technology and the potential of e-commerce for MSMEs. In this stage, facilitators present material related to the importance of e-commerce platforms, the benefits of using e-commerce platforms, and various features available within these platforms

c. Training Stage

This stage focuses on practical training or direct simulation for MSME actors regarding the use of the e-commerce platform, specifically Shopee. The training process is carried out through simulations and collaborative practice facilitated by the mentoring team. Participants follow steps to create accounts, upload products, utilize promotional features, and manage transactions or orders on the Shopee platform. After the training, mentoring is conducted online for one month with periodic monitoring by the facilitators.

d. Evaluation Stage

Evaluation is conducted through interviews, and questionnaire with a Likert scale that focusing on aspects such as sales, promotions, and business efficiency. The collected data is analyzed quantitatively and qualitatively. The Likert scale is used to assess the level of satisfaction among training participants and the effectiveness of the implementation post-training. The results of the analysis serve as a basis for evaluating the effectiveness of the training methods and their impact on improving MSME productivity.

RESULTS AND DISCUSSION

This community service activity took place over the course of one month in June 2024, involving 10 MSME actors in Kadugede Village. The implementation of this community service consists of several stages, including socialization, education, training, and evaluation. In the initial phase of the community service activities in Kadugede Village, socialization was conducted through a preliminary survey to identify the problems faced by MSME actors regarding the use of e-commerce. The survey was carried out using questionnaires and interviews with 10 MSME actors. The results of the questionnaire indicated that the majority of participants (approximately 75%) had limitations in understanding the basic concepts of e-commerce and operating digital platforms for business purposes. The challenges faced by MSME actors included limited marketing, which affected their current competitiveness.



Figure 1. Presentation of E-commerce Material

Based on the socialization that has been conducted, the community service team established strategic steps to enhance MSME productivity and expand market reach through training and mentoring for MSMEs using the e-commerce platform Shopee Seller. The education stage involved delivering material (Figure 1) using lecture and discussion or Q&A methods. The material presented by the facilitators (Figure 2) included an introduction to the definition of e-commerce, e-commerce business models, e-commerce platforms, online store management, steps for using e-commerce, features available in e-commerce, store performance analysis, and e-commerce laws and ethics. The material was designed and presented clearly and informatively to facilitate MSME actors in understanding the content.

E-commerce has emerged as a transformative tool for businesses seeking to expand their market reach and increase sales. By leveraging online platforms, businesses can overcome geographical limitations and connect with customers across the globe. Unlike traditional brick-and-mortar stores, e-commerce allows businesses to operate 24/7, providing convenience for customers to shop at any time. This accessibility enables businesses to cater to a broader audience and generate more revenue. Additionally, the ability to offer detailed product descriptions, customer reviews, and personalized recommendations enhances the shopping experience, encouraging customers to make purchases.

One of the significant advantages of e-commerce is its cost-effectiveness. Businesses can save on expenses related to renting physical spaces, hiring staff, and maintaining utilities. With fewer operational costs, entrepreneurs can allocate resources toward marketing and product development. E-commerce platforms also provide affordable advertising options, such as social media marketing and pay-per-click campaigns, which can target specific demographics. These strategies help businesses attract potential buyers and build brand awareness, ultimately boosting sales.

Moreover, e-commerce platforms offer advanced data analytics tools that help businesses track customer behavior and preferences. This data allows businesses to develop targeted marketing campaigns and improve their product offerings. By analyzing trends and purchase patterns, businesses can optimize inventory management and minimize waste. Understanding customer needs also enables businesses to provide better customer service and build long-term relationships, increasing customer loyalty and repeat sales.

Another critical benefit of e-commerce is its flexibility and scalability. Businesses can quickly adapt to market changes and expand their product lines without significant investments. For instance, dropshipping models enable businesses to sell products without holding inventory, reducing financial risks. E-commerce also allows for seamless integration with third-party logistics providers, ensuring timely delivery and enhancing customer satisfaction. This adaptability makes e-commerce a viable option for small businesses and startups looking to grow.

In conclusion, e-commerce provides businesses with numerous opportunities to increase sales and stay competitive in the digital era. By leveraging its accessibility, cost-effectiveness, data-driven strategies, and scalability, businesses can attract a larger customer base and optimize their operations. As consumer preferences continue to shift toward online shopping, adopting e-commerce strategies becomes essential for businesses to thrive. Entrepreneurs who embrace e-commerce can enjoy sustainable growth and long-term success in an increasingly interconnected world.



Figure 2. Educational Material on E-commerce

After the material was presented, a Q&A session or discussion was opened between the facilitators and participants. During this Q&A session, the participants appeared quite enthusiastic and interactive. The participants were very active in asking questions about various technical aspects related to the use of e-commerce platforms, such as how to create accounts, upload products, and marketing strategies. The questions posed generally concerned the difficulties faced by participants when dealing with new technology, such as how to utilize promotional features on the Shopee platform or how to optimize their stores to make the products appealing to potential buyers. Some participants also faced challenges regarding the availability of supporting devices, such as laptops and printers.

The discussion was interactive, with the facilitator providing detailed and practical answers. Additionally, participants exchanged experiences and solutions for the challenges they encountered. The facilitator encouraged collaboration among participants and the sharing of marketing strategies to increase sales through e-commerce. At the end of the session, participants were visibly enthusiastic and motivated to use the Shopee platform as an online marketing channel for their products.



Figure 3. E-commerce Platform Training

The next stage of the community service implementation moved into the second session: training or simulation. This simulation session is a crucial step to ensure that participants can apply the knowledge they gained. This simulation session is a critical stage to ensure participants can apply the knowledge gained. The simulation was conducted using a hands-on learning method, where participants worked individually on their laptops or mobile phones, as shown in Figure 3. Participants were given the opportunity to create accounts or online stores on the Shopee platform, upload products, set competitive prices, manage their stores, utilize available promotional features on Shopee, and simulate handling order processing and arranging shipping. This activity was supported by intensive guidance from the facilitators.

Shopee has become one of the most popular platforms for online selling, offering various features to help businesses grow. To start, sellers need to create an attractive and professional storefront. This includes uploading high-quality product images, writing detailed descriptions, and setting competitive prices. Establishing credibility through positive reviews and ratings is essential to gain customer trust. Sellers should also take advantage of Shopee's free shipping programs and discounts to attract more buyers and boost sales.

Effective promotion is key to maximizing visibility on Shopee. Sellers can utilize Shopee's paid advertising tools, such as Shopee Ads, to appear at the top of search results. Leveraging social media platforms to direct traffic to Shopee stores can also enhance visibility. Participating in Shopee's flash sales and promotional campaigns helps sellers tap into larger audiences. Engaging with customers through Shopee Live and Shopee Feed further strengthens connections and builds trust, ultimately driving more sales.

Another important strategy is optimizing product listings with relevant keywords. Sellers should conduct keyword research to identify popular search terms related to their products. Including these keywords in titles and descriptions improves search rankings and attracts organic traffic. Additionally, using high-quality photos and videos provides customers with a better understanding of the product, increasing the likelihood of purchase. Providing accurate details about features and specifications can also reduce returns and complaints.

Customer service plays a crucial role in maintaining customer satisfaction on Shopee. Sellers should respond promptly to inquiries and address concerns professionally. Offering multiple payment options and flexible return policies helps build trust and encourages repeat purchases. Providing excellent after-sales service, such as follow-ups and feedback requests, ensures customer loyalty and positive reviews. These practices enhance reputation and lead to long-term growth.

Finally, sellers should regularly monitor their performance and analyze sales data using Shopee's analytics tools. Tracking metrics such as conversion rates, sales trends, and customer feedback helps identify areas for improvement. Adjusting pricing strategies, improving product offerings, and optimizing marketing campaigns based on data insights can drive continuous growth. By combining these strategies, sellers can effectively leverage Shopee as a platform for online business success.

The training began with the initial steps of registering an online store and setting up the store profile. Most participants encountered technical difficulties in uploading products, as they did not yet have appealing product photos and effective product descriptions. Therefore, the facilitators provided direct guidance on how to take attractive photos and create informative and persuasive product descriptions. Participants were also given insights into setting competitive prices, utilizing promotional features such as flash sales and discount vouchers, managing incoming orders, and conducting store performance analysis.

After the training completed, a one-month mentoring period was carried out where the facilitator offered consultations online through a WhatsApp group. This group was formed to clarify and respond to specific challenges or concerns faced by MSMEs in the process of transition to the e-commerce platform. At the beginning, a few of the participants had some difficulties in the e-commerce platform application; however, thanks to the interactive approach and structured training, they slowly adapted and were more confident with their abilities.

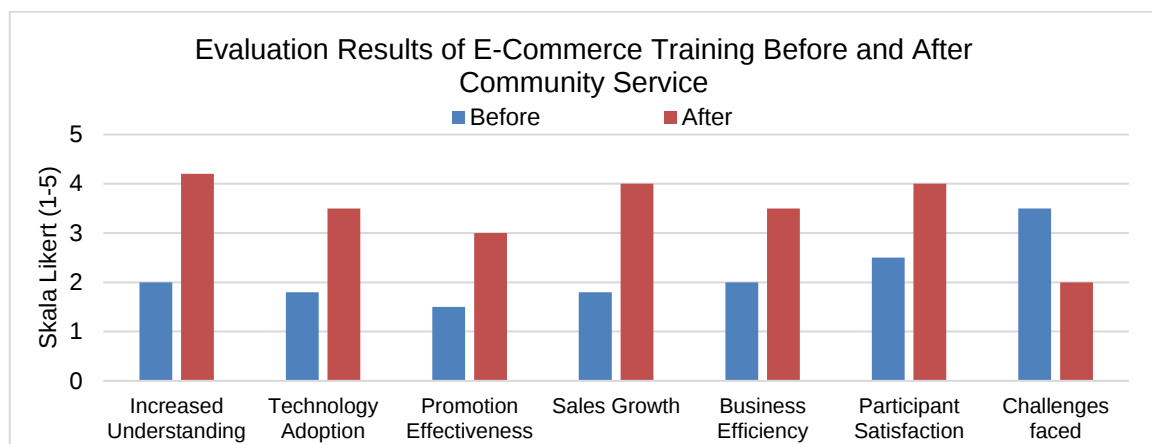


Figure 4. Results of the E-Commerce Training Evaluation Before and After Community Engagement

The evaluation of community engagement activities in Kadugede was conducted through interviews and questionnaire, using a Likert scale to measure aspects such as sales, promotion, and business efficiency before and after the training. Figure 4 illustrates the results of this evaluation across various aspects, including increased understanding, technology adaptation, promotion effectiveness, sales growth, business efficiency, participant satisfaction, and challenges faced.

The results indicate a positive change in most aspects. Before the training, participants' understanding of e-commerce was limited, with an average score of 2.0 (on a 1–5 scale). Post-training, this score increased to 4.2, reflecting a significant improvement in digital literacy. The training, which combined lectures and interactive discussions, was effective in enhancing participants' understanding of e-commerce (Lestari, 2022). In the second session, participants were given hands-on training to set up an online store, upload products, create promotions, and manage digital transactions through simulations. The results demonstrated that participants were able to follow the steps on the Shopee platform well.

In terms of technology adaptation for digital transactions, few participants initially used digital platforms, with an average score of 1.8. However, following the training and simulations, this score rose to 3.5, indicating the effectiveness of hands-on simulations in supporting MSME owners in learning how to manage an online store. Promotion effectiveness, the third aspect, measured participants' knowledge and ability to use promotion features such as discounts, store vouchers, and free shipping. The initial score was 1.5, reflecting limited understanding of digital promotions. After the training, the score increased to 3, though some participants still struggled to fully leverage promotional features. Promotional tools can significantly boost sales turnover (Alwendi, 2020).

E-commerce implementation led to an increase in sales volume, with scores rising significantly from 1.8 to 4. This improvement indicates that technology implementation can positively impact MSME sales, especially in expanding market reach. According to research by Setia Iswara et al. (2022), Macro Coffee Roastery achieved a 10% increase in sales by promoting products online through e-commerce and social media. The use of e-commerce can enhance business management efficiency (Anam & Yosepha, 2024). Automation features on e-commerce platforms, such as inventory management and order processing, reduce the workload of MSME actors (Alwendi, 2020) and save time (Kumala, 2021). The average score before the training was 2, while after the training, the score increased to 3.5. This indicates that operational digitalization accelerates business processes.

The evaluation of participant satisfaction was conducted using a Likert scale. The satisfaction score increased from 2.5 to 4.0, indicating that the majority of participants were pleased with the material and training provided. Besides the hands-on training, online support added further value to the community service program in Kadugede Village. Challenges faced by the participants also decreased, from an initial score of 3.5 to 2. Common challenges among MSME owners included limited access to technology for using digital platforms (Afriansyah et al., 2024), an issue also prevalent in Kadugede Village.

This training is expected to have a lasting impact on the MSMEs in Kadugede, particularly by boosting their sales and productivity. The MSME owners can adopt digital platforms as a core strategy to expand their market reach and enhance competitiveness in the digital era. Increased understanding of e-commerce features offers significant opportunities for MSMEs to reach new consumers on local, national, and even global levels.

CONCLUSION

In the rapidly evolving digital era, many MSMEs still face significant challenges in adopting technology to support their businesses. One of the main challenges for MSMEs, particularly in rural areas like Desa Kadugede, is limited knowledge and access to relevant training and guidance. This situation makes it difficult for MSMEs to compete with other businesses. Therefore, digital-based training and mentoring have become essential solutions for MSMEs in Desa Kadugede. This community service activity focused on utilizing the Shopee Seller e-commerce platform as a means for online marketing. Based on the activities conducted, this training has proven effective in addressing the challenges faced by MSMEs, including online store

management, improving product descriptions, utilizing promotional features, and enhancing business efficiency. The evaluation results indicate that participants experienced improvements in various aspects, such as online store management, promotions, order processing, and shipping management. This digital transformation has increased business productivity and market access for MSMEs in Desa Kadugede. Further development would involve more in-depth training on digital marketing strategies, such as SEO and paid advertising, to enhance product visibility.

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