Empowering UMKM Players: Digitalization as a Strategy to Strengthen Promotion and Transactions in Bontonompo Urban Village

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ABSTRACT

The Bontonompo Urban Village is one of many areas that produces bricks as well as grows rice, secondary crops and jicama (Pachyrhizus erosus) which is a crop that is quite popular. However, whether or not a company can grow and develop successfully depends on more than just producing a product; it also depends on developing an identity for itself and making its products or services accessible to customers. Since most businesses in Bontonompo have not used technology effectively in order to promote their business, some business owners do not know how social media can be used as a promotional tool, and some do not know how QRIS can be used as a payment option. Other business owners need to establish a stronger identity for their businesses by creating banners and registering their business location on Google Maps so that they are easily identifiable and safe for customers to find. The Community Service Program (KKN) allows university students to assist business owners with their specific needs, such as creating banners, setting up social media pages for their businesses, registering for QRIS, and registering their business locations on Google Maps. The MSME digitization program will hopefully increase the awareness of products/services available

from local businesses and will gradually encourage the long-term use of digital technology.

1. Introduction

Digital technology development was instrumental in shaping the global economic and social systems. For individual nations, the use of digital technology was a major contributor to increasing the rate at which they grew economically, improving their overall efficiencies, and enabling more opportunities for businesses to reach new markets (Deri et al., 2025). Among the many types of businesses affected by the development of digital technology were MSMEs (Micro, Small and Medium Enterprises), who are the main drivers of the Indonesian economy. Therefore, developing a comprehensive strategic approach to sustain these MSMEs will be crucial (Waqfin et al., 2021). Digitalization provides a viable option to help overcome the limitations experienced by business owners in remote locations in terms of both geography and operational efficiency. MSMEs need to begin utilizing digital technologies to remain competitive on a global scale and adapt to changing customer preferences where consumers are relying on digital platforms to find information and purchase goods and services (Naimah et al., 2020).

The rapid development of technology, especially with respect to digital marketing, requires MSMEs to adapt quickly to changes. Digital marketing allows MSMEs to have access to a larger group of potential customers, which includes marketing products on social media platforms such as YouTube, Instagram, TikTok, WhatsApp, and Facebook and through e-commerce channels (Sucipto et al., 2025). Social media has become very popular with the Indonesian population, and it can help improve digital financial literacy and create trust and confidence for MSMEs among contemporary consumers who are increasingly demanding speed and convenience when making purchases (Sari et al., 2026). The use of technology such as the Quick Response Code Indonesian Standard (QRIS) represents a shift away from traditional forms of payment processing toward an inclusive and transparent digital economy (Widia, 2021).

The program of community service (KKN) as well as the active engagement of the local community, is an option to address the challenges faced by Micro Small Medium Enterprises (MSMEs) in adapting to the transition from physical operation to digital or online. Therefore, through this program, we will assist the MSMEs in Bontonompo Urban Village to learn how to utilize social media for marketing purposes. Many of them do not currently use social media for marketing; however, many others need to develop their business image through social media. Moreover, many MSMEs understand that listing their location on Google Maps can help customers find their businesses more easily.

This program has been developed to help businesses create a better brand image and presence in the community using technology and various types of information media designed for the unique requirements of every MSME owner (Candra et al., 2022). The main goal of this project is to provide MSME owners with tools to make their businesses more competitive

through the implementation of digitalized social media marketing and QRIS-based payments; both are extremely important strategies for today's business environment (Saleha et al., 2026). When digitalized payment methods are combined with online marketing, it creates a more dynamic and flexible business environment (Aurellia Z et al., 2025). Therefore, MSME owners will be able to operate more efficiently while at the same time expanding the scope of their customer base (Dewi & Nugraha, 2026). It is also anticipated that the digital transformation of MSMEs will allow MSME owners to manage their businesses more effectively, which will result in maximizing the success of their marketing efforts (Hendriadi et al., 2019; Mialasmaya et al., 2026).

This Community Service Program (KKN) was developed based on the previous background. The objective of the KKN is to assist business owners in introducing their business and related information to the general public. Additionally, the KKN will offer assistance and education regarding social media utilization for MSME operators - in particular in Bontonompo Urban Village - including the advantages of using social media and the actual use of tools such as WhatsApp channels, banner designs, QRIS payment system, and Google Maps location tags. Through supporting MSME operators with digitalization, it is anticipated that business visibility and availability will be improved and MSME operators will be encouraged to gradually and sustainably adopt technology.

2. Method

This Community Service Project was carried out through the Student Community Service (KKN) Program, and was located in the Bontonompo Urban Village. In terms of social-economics, the Bontonompo Urban Village has a large majority of its inhabitants who are involved in producing bricks, growing rice, and growing jicama. The group of individuals targeted as beneficiaries of the project included the Micro, Small and Medium Enterprises (MSMEs) present within the village. The MSMEs had several differing needs, including but not limited to; an unfamiliarity with utilizing social media as a form of digital marketing; a need for a form of digital payment system that would allow them to operate as a cashless business, specifically QRIS; a need to have their businesses listed on Google Maps; and finally a need to establish a stronger visual identity for their businesses through the creation of banners.

The research uses a qualitative descriptive design that incorporates the use of Asset Based Community Development (ABCD) with Service Learning and direct door-to-door mentoring (A. F. Harahap & Azzukhruf, 2026). The ABCD model emphasizes the identification of the community's assets and has been developed based on the idea that each community has existing resources and the potential to develop (Nugraha et al., 2025). Once identified, these assets can be utilized to meet the needs of the community (Abdurrahman, 2024). The implementation of this program is done systematically in six major steps including:

1) Preparation. Door-to-door observation and engagement are conducted to gain insight into the conditions and characteristics of the target businesses. This stage also involves identifying needs by exploring the forms of support deemed most suitable for each business.

2) Pre-Implementation. Mapping technology readiness to assess the capability and willingness of business operators to utilize digital tools.
3) Implementation. Tailored support which may include designing visual identities and banners, pinning business locations on Google Maps, or introducing digital promotion channels. This stage also involves hands-on practice and direct assistance, ensuring business owners understand how to use or leverage the outcomes of the support provided.
4) Evaluation. Verify the results to ensure that the provided business information, identity, and location details align with actual conditions.

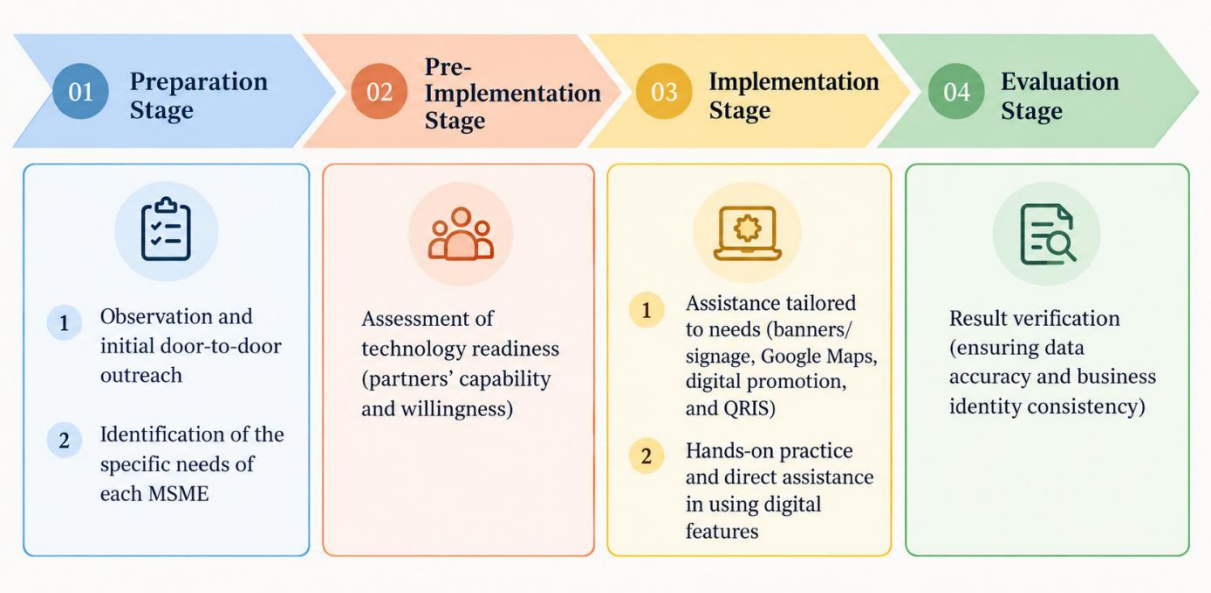


Figure 1. The Illustration of Student Community Service Program

3. Results and Discussion

The MSME digitalization program implemented in Bontonompo Urban Village was directly assisted by MSME entrepreneurs in conducting various digital activities. These digital activities were designed according to the individual characteristics and requirements of each MSME entrepreneur. In contrast to implementing a uniform MSME digitalization strategy, the MSME digitalization process started with observing and identifying the needs of each MSME entrepreneur to find out what areas of their MSME business operation need help. After finding out the needs of each MSME entrepreneur, the assistance given to them were: improving MSME identity through designing banners, using social media for promotional purposes, registering MSME with QRIS (Quick Response Code Indonesian Standard) for making payment transactions digitally, and putting MSME locations on Google Maps. Therefore, the implementation of MSME digitalization in Bontonompo Urban Village showed that MSME digitalization processes in Bontonompo Urban Village focused on the actual needs of MSME entrepreneurs that they can apply to their daily MSME business operations.

The first part of the project will involve a door-to-door survey. During this time I will be observing what is happening at the businesses and speaking directly with MSME owners. After that, I will assess the needs of these MSMEs and determine their technological readiness. Technological readiness includes evaluating both the MSME owner's capacity to utilize

technology and his/her willingness to do so. Therefore, the support provided to each MSME partner will be more contextually relevant as the specific support programs implemented will be dependent upon the assessed needs and technological readiness of each partner.

The first step in defining how much support a business owner will get is based upon the results from the previous stage. Business owners who need to promote their products/services are directed to use social media, while those needing help with their business identity are supported in designing banners. Business owners looking for ways to handle transactions without cash will find support with QRIS and help setting up locations on Google Maps so that people can easily locate where the business is located. By taking a needs-based approach to supporting business owners, technology is used to assist business owners with their day-to-day operations, not just introduce technology into their businesses.

Support for promotional media was given by creating digital channels that MSMEs can use to communicate with customers and potential buyers. While providing information about how to use social media, the students didn't just tell them how to do it; they showed them how to do it through practical experience and direct help. As a result of this, business owners were able to understand the digital tools we introduced and use them to meet their needs. In addition to social media, we helped create banner designs that strengthened each company's identity. Banner design is a visual form of communicating to the public about your company.

QRIS implementation support is a component of a larger digital transformation of transaction processes. QRIS represents a cash-free payment option for those businesses who wish to implement one (M. F. Harahap & Anisa, 2025). The level of assistance available is customized to meet the individual needs of partners; therefore, QRIS implementation is not mandatory for all MSMEs, but rather an additional service that may be used depending upon the characteristics and readiness of each MSME (Alifia et al., 2024). MSMEs that once operated primarily through cash transactions are now making the transition to using digital payment options (QRIS). QRIS simplifies the transaction process for consumers by requiring them to simply scan the QR code displayed at the MSME location with their mobile banking application in order to complete a purchase; therefore, with QRIS implementation support, MSMEs have the ability to utilize a payment method that is efficient and secure (Afifa & Yarham, 2023).

The purpose of listing a business on Google Maps is to assist in providing better access to information about where a business is located. When a business needs to list itself on Google Maps, the assistance provided allows the business to provide access to information about its physical locations through digital mapping services. This is especially helpful for businesses looking for ways to provide information to prospective customers outside of their local area.

The hands-on practice and direct support are essential components of this activity. After identifying the business owner's requirements, we will assist them in using the digital tools or solutions we introduced. This is important since the availability of digital tools does not mean that business owners know how to use them. Therefore, the practical use phase will help to confirm that MSME owners understand the technology being used. In addition, the direct assistance we provide to MSME owners is another example of Service Learning being incorporated into the Community Service Program (KKN). Students have an opportunity to participate in activities that relate to addressing community problems and MSME owners

receive assistance based upon their unique business requirements. Both aspects contribute to making the activity focused on providing support as well as creating a learning environment in which MSME owners can become empowered to make decisions about their businesses.

The program's effectiveness is being evaluated by examining whether or not the help given has been accurate in terms of the business details, identification details, and geographical details provided. By confirming the correctness of these details, the program ensures that the assistance received can be used effectively by the business owners. The implementation of this program shows that MSME digitalization may be accomplished in a systematic way; that is, in steps, starting with identifying what needs to be done, assessing technology readiness, providing hands-on assistance, applying the technology to practice, and finally, verifying that everything worked out well. The program's success over time will depend on how MSME owners continue to use the introduced digital tools and adapt those tools according to changes in their business operations. In conclusion, the digitalization program implemented in Bontonompo Urban Village went far beyond simply offering MSME owners access to digital tools. Rather than simply handing over digital tools, the program developed an assistance process which allowed business owners to become active participants. The use of social media, QRIS, Google Maps, and visual branding acted as supporting components to facilitate MSME owners managing their information, promoting their businesses, and completing transactions.

Table 1. MSMEs Digitalization Initial Condition in Bontonompo Village District

No	Digital Readiness Observation Indicator	Mean	Category
1	Owning and Actively Using Social Media	10%	Low
2	Possesses A Physical Visual Identity for The Business (Banner/Business Name)	0%	Very Low
3	Providing QRIS-Based Cashless Payments	10%	Low
4	Registered, With a Business Location That Can be Found On Google Maps	0%	Very Low
5	Using Conventional Cash Transactions in Daily Operations	90%	Very High

Sources: Prepared By The Author

Table 2. MSMEs Digitalization Current Condition in Bontonompo Village District

No	Digital Readiness Observation Indicator	Mean	Category
1	Owning and Actively Using Social Media	10%	Low
2	Possesses A Physical Visual Identity for The Business (Banner/Business Name)	0%	Very Low
3	Providing QRIS-Based Cashless Payments	10%	Low
4	Registered, With a Business Location That Can be Found On Google Maps	0%	Very Low
5	Using Conventional Cash Transactions in Daily Operations	90%	Very High

Sources: Prepared By The Author



Figure 2. Documentation

4. Conclusion

Impact of the targeted approach has been shown to be effective; in particular, delivering education door-to-door to partners has demonstrated itself as being very effective because the technology-based solution provided is specifically tailored to meet the needs of each MSME within Bontonompo Village. Synergies in MSME ecosystem modernization: a holistic approach, combining visual identity enhancement, registration on online maps (Google Maps), and the application of digital transactions systems (QRIS), significantly improved the way that local businesses operate. Independence and sustainability of capacity through the process of empowerment, we not only provided digital tools but we also transferred knowledge and practical skills that will enable the MSME owners to independently and sustainably manage their businesses after this community service project is complete.

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