Optimizing MSMEs Performance Through The Use of QRIS, Google Maps, and Simple Bookkeeping in Bonto Jaya Urban Village, Bissappu District, Regency of Bantaeng

Wafiq Azizah[1], Muhammad Arif[2], Ilham Syata[3], La Ode Muhammad Amran[4], Zulfikri[5], Muhammad Syawal Pandu[6], Nurul Andini[7], Azizah Rizqina Rahmani[8], Meylinda Juwita[9], Nurul Ramadani[10], Nurul Indi Reski Amelia[11], Muhammad Arif[12], Widya Pusvita[13]

[1]Program Studi Keperawatan, Universitas Islam Negeri Alauddin Makassar, Indonesia
[2]Program Studi Kesehatan Masyarakat, Universitas Islam Negeri Alauddin Makassar, Indonesia
[3]Program Studi Sosiologi Agama, Universitas Islam Negeri Alauddin Makassar, Indonesia
[4]Program Studi Sejarah Peradaban Islam, Universitas Islam Negeri Alauddin Makassar, Indonesia
[5]Program Studi Akuntansi, Universitas Islam Negeri Alauddin Makassar, Indonesia
[6]Program Studi Manajemen, Universitas Islam Negeri Alauddin Makassar, Indonesia
[7]Program Studi Hukum Keluarga Islam, Universitas Islam Negeri Alauddin Makassar, Indonesia
[8]Program Studi Manajemen Haji dan Umrah, Universitas Islam Negeri Alauddin Makassar, Indonesia
[9]Program Studi Pengembangan Masyarakat Islam, Universitas Islam Negeri Alauddin Makassar, Indonesia
[10,11,12,13]Universitas Islam Negeri Alauddin Makassar, Indonesia
*Corresponding Author: wafiqaziizah112@gmail.com

ARTICLE INFO

Article History:

Received : 04 Oktober 2026
Revised : 13 Oktober 2026
Accepted : 15 Oktober 2026

Keywords:

Mentoring,
MSMEs Digitalization,
Google Maps,
QRIS,
Simple Bookkeeping

ABSTRACT

The digitalization is one of the key factors to support the development and sustainability of Micro, Small and Medium Enterprises (MSMEs). However, many MSME owners in Bonto Jaya Village still have constraints related to the utilization of digital technology, especially in using cashless payments, building up an online business presence and making record keeping of their finances. This community service project has focused on improving the utilization of digital technology through QRIS, Google Maps, and simple bookkeeping techniques. The project was carried out during September 7th-9th, 2026, in Bonto Jaya Village, Bissappu District, Bantaeng Regency, with five MSME owners as participants. The method used was a participatory approach which combined training, practice, and door-to-door mentoring. The project had several stages: initial observation and communication, preparation, mentoring implementation, and monitoring and evaluation. To analyze the data collected during the project, we used a qualitative-descriptive method based on observations, direct communication, and documentation. The results of the project show that MSME owners were trained on how to use QRIS, how to register their business location on Google Maps, and how to apply simple bookkeeping techniques. This project was

welcomed by the MSME owners because it gave them a better understanding and more skills in utilizing technology to support their business activities. This project is expected to create a sustainable utilization of digital technology for MSME transaction, promotion, and financial management.

1. Introduction

The development of digital technologies has caused a transformation in the business environment. For MSMEs (Micro, Small, and Medium Enterprises), the application of digital technology can allow them to increase their market base, optimize their operations, and provide improved customer service. Thus, digitalization is an essential component to enhancing competitiveness and maintaining long-term viability, which is supported through the use of digital promotion platforms and secure cashless payment options that meet current consumer demands. (Sapitri & Saragih, 2026).

Technology has the potential to support MSME operations, which are often based in local communities and contribute to the growth of local economies. MSME owners have access to technology for many aspects of running their businesses including business management, marketing, communicating with customers, and making financial transactions. According to research conducted by Mahmudah & Muhtarom (2024), MSMEs using digital technologies, social media, and developing digital skills will experience an increase in performance. By utilizing technology in these areas, MSME owners may be able to increase efficiency, expand customer base, and adjust their business practices to meet changing consumer preferences and buying habits.

The Bonto Jaya Village, within the Bissappu District of the Bantaeng Regency, offers a potential for growth of MSMEs (Micro, Small, and Medium Enterprises) with a wide range of enterprises operating there. Examples include grocery stores and home-based food establishments. Initial observation indicates that many of the MSME owners have limited knowledge regarding the application of technology, as demonstrated by low usage rates of QRIS, no listing of business locations on Google Maps, and poor implementation of simple accounting practices. These issues show the necessity for an expanded use of technology to assist in transaction processing, developing a presence online and improving management processes.

This problem is caused by the low level of understanding and skill of most MSME (Micro, Small and Medium Enterprises) owners about utilizing technology as part of their business activities. The results of the research conducted by Puriati et al. (2023) show that although the application of QRIS (Quick Response Code Indonesian Standard) among MSMEs in Karangasem Regency provides convenience and efficiency when transacting; however, there are still many challenges, such as lack of knowledge on how to operate QRIS, as well as the limitation of internet access. In terms of marketing and increasing visibility, Sucipto et al. (2025) found that the use of Google Maps and social media can increase the digital literacy of MSME owners, as well as support their marketing efforts. On the other hand, Utanti et al. (2024) indicated that basic bookkeeping can help MSME owners record cash flow, calculate profit and loss, and separate their personal finance from their business finance. These studies suggest that

MSME owners require support and guidance that takes into account the individual characteristics of each MSME owner.

To address the problems found in MSMEs in Bonto Jaya Village, the community service team from UIN Alauddin Makassar launched a digitalization project for MSMEs. The project consisted of assisting MSME owners in three main areas: using QRIS for digital payments; listing business locations on Google Maps; and using simple bookkeeping. QRIS allows for cashless transactions; Google Maps increases the online visibility of businesses; and simple bookkeeping provides an easy way to organize and track MSME income and expenses. Community service members provided hands-on assistance so that MSME owners would be able to learn about and implement each technology based upon the unique needs of their businesses. Community service projects are designed to encourage MSMEs to adopt digital technology. In addition to teaching MSME owners how to use QRIS for digital payments and how to list their business location on Google Maps, the community service project will also teach MSME owners how to keep simple records of their income and expenses. What makes this community service project unique is that it integrates three different aspects of digitalization (Transaction Digitalization, Business Visibility Improvement, And Financial Management) into one integrated support system for MSMEs.

2. Method

On September 7th, 2026, the MSME Digitalization Initiative was implemented in Bonto Jaya Village, Bissappu Sub-district, Bantaeng District with the focus being MSME Owners within that area. The initiative used a participatory method that offered direct assistance to MSME owners through training, practical experience and on-site visits. The methodology allowed MSME owners to take an active role in the process of digitizing their businesses.

The program started with an assessment of the MSME owners' current situation and requirements through observation and direct interaction. The next step was preparing the required materials and resources. After that, the program team conducted home visits to MSME owners in order to teach them how to set up QRIS (Quick Response Code Indonesian Standard), add their businesses' location to Google Maps, and perform simple bookkeeping tasks. After teaching them these skills, the program team continued to assist MSME owners in utilizing the knowledge that they had acquired. Digitalizing payment systems and using digital technologies are crucial parts of the larger effort to digitalize MSMEs; they can significantly improve business operations (Kilay & Simamora, 2022).

The tools used during the course of the activity include the direct communication guidelines and the documentation guidelines. The direct communication guidelines are used to collect data about the conditions, needs, level of understanding, and issues experienced by MSME owners. Documentation, such as photos taken during the activity and the results of the support given, are utilized as proof of how the program was carried out. Following the support stage, monitoring and evaluation will be completed via direct communication to determine whether or not participants have understood what they have learned, and how they apply that knowledge. A qualitative description method will be used to describe the results of observations, direct communications, and documentations as related to the implementation process and accomplishments of the program. Success of the program will be based upon the

completion of support for creating QRIS; business information available on Google Maps; and, implementation of simple bookkeeping.

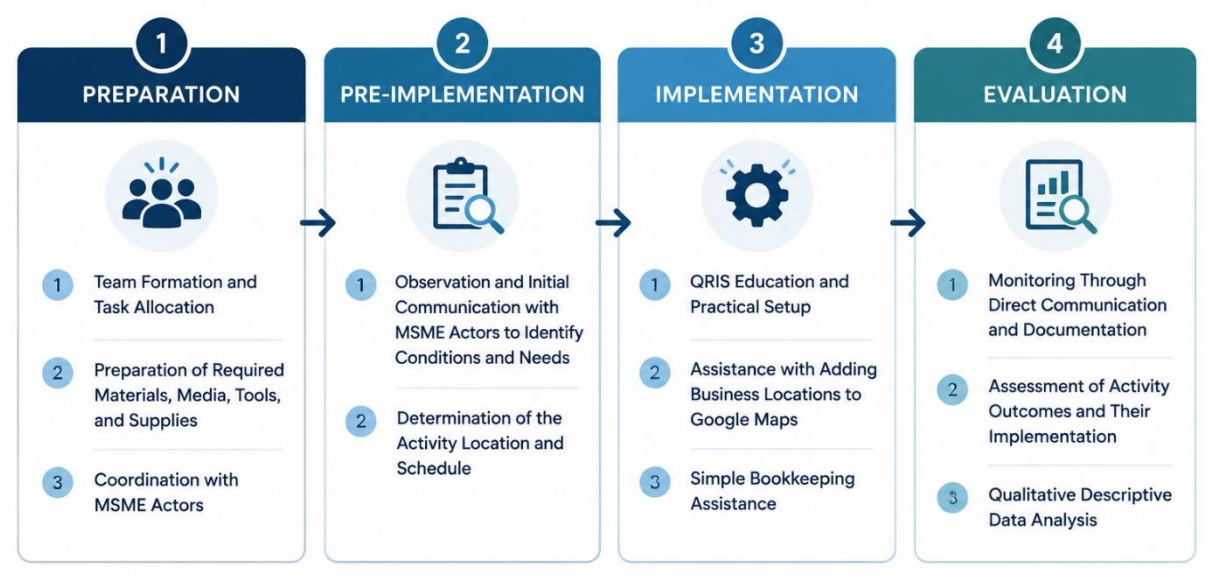


Figure 1. The Stages of Community Services Program

3. Results and Discussion

The "MSME Digitalization Program" was conducted in Bonto Jaya Village, Bissappu District, Bantaeng Regency, between September 7th and 9th, 2026. This activity was intended for MSME owners who are limited in terms of using digital technology, especially in terms of payments, having an online business presence, and keeping track of financial accounts. Therefore, to overcome the problems faced by MSME owners in terms of digital technology, this program was designed to facilitate the adoption of QRIS, register MSME location on Google Maps, and introduce simple bookkeeping. There were 5 MSME owners involved as active participants and they received direct guidance on a door-to-door basis. The program was implemented through visits to the homes/business premises of MSME owners to provide them with educational materials and practical exercises based on their individual needs. During the assistance, MSME owners were trained to use QRIS as a means of conducting cashless transactions, register their business location on Google Maps and manage its contents, as well as record income and expenditure through basic bookkeeping. This direct method of training MSME owners was selected so that they could participate directly in every step of the process by practicing the skills taught and receive prompt assistance should they encounter difficulties in utilizing digital technology (Mardiani et al., 2024).

The initial results of the initiative showed that there were three main accomplishments: providing QRIS to MSMEs, registering businesses' physical addresses with Google Maps and implementing a basic bookkeeping system for tracking revenues and expenditures. This indicates that the initiative has effectively responded to the issues identified at the beginning of the project - lack of utilization of digital payment options, inadequate online visibility of businesses and disorganized recording keeping of financial data. The addition of QRIS will provide another digital payment option for MSMEs and the simple bookkeeping system will allow MSME owners to keep better track of their transactions. Therefore, the implementation

of all three components of this initiative will collectively provide a total solution to meet the basic needs of business digitization (Sucipto et al., 2025).

The MSME owners have developed a better understanding of how to implement QRIS and enhance their business visibility through Google Maps as well as develop a routine for keeping track of each day's transaction with the aid of a basic form of bookkeeping, following the completion of these activities. The MSME owners expressed positive views toward the direct, practical training that provided them with the ability to transition into the use of cashless payment systems, improve the visibility of their businesses via Google Maps, and assist in maintaining more organized financial records.

The MSME owners' level of understanding and ability to use digital technology varies greatly. The program provides MSME owners with clear, step-by-step instructions that explain how to use the various digital technologies. To help MSME owners understand what is being taught, the program is conducted using a door-to-door approach. This enables the program staff to provide each MSME owner with information based on his/her current level of digital technology. The long-term success of the program is dependent upon the MSME owner's ability to continue using the digital technologies and knowledge he/she has learned from the program. Examples of this include the continuation of the MSME owner's usage of QRIS and business listing on Google Maps, as well as the continued implementation of basic bookkeeping procedures to record the business transactions of the MSME owner. Thus, the program does not simply provide MSME owners with knowledge but also encourages them to regularly incorporate the digital technologies into their everyday business activities (Anatan & Nur, 2023).



Figure 2. The Community Service Program Documentation

4. Conclusion

Digitalization in Bonto Jaya Village – through the implementation of QRIS, Google Maps and basic accounting – was completed according to plan. This was achieved by going directly to each participant's home or place of work to provide individualized instruction. Participants

were able to learn how to use digital tools based on what they needed to run their business. As a result, MSME owners are now using QRIS as another way to accept payments digitally; MSMEs are visible on Google Maps making it easier for customers to find them; MSMEs are keeping track of both incoming revenue and outgoing expenses using basic bookkeeping techniques.

The application of these three areas provides a benefit to the MSME owners in terms of facilitating business transactions, enhancing business exposure and helping them manage their finances more effectively. MSME owners who may have limited knowledge about technology can be supported with step-by-step guidance designed specifically for them. The long-term success of the program is based upon the MSME owners using QRIS and Google Maps independently, and maintaining simple financial records on an ongoing basis. This will allow the MSME owners to continue to utilize the benefits of digitalization in their everyday business activities.

Acknowledgement

The author wishes to thank UIN Alauddin Makassar for supporting the implementation of this Community Service program. Additionally, the author would like to express appreciation to the Government of Bonto Jaya Village, Bissappu District, Bantaeng Regency, for allowing the author to conduct the activities, and for giving support, so that the activities could be carried out smoothly. The author also extends his/her thanks to the MSME (Micro, Small and Medium Enterprises) owners in Bonto Jaya Village who enthusiastically accepted the mentoring program and actively participated in the program. Finally, the author would like to acknowledge everyone who helped him/her prepare for the activities, implement the activities, finish the activities, and write this article. All of the support and cooperation from different stakeholders were very important in making sure that the MSME Digitalization Activity using QRIS, Google Maps and Simple Bookkeeping was implemented successfully.

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