Empowering Micro, Small and Medium Enterprises (MSMEs) Through Online-Based Digitalization and Marketing Assistance in Parangmata Village

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ABSTRACT

This community service activity was conducted by KKN students to support the development of Micro, Small, and Medium Enterprises (MSMEs) in Parangmata Village, Galesong District, Takalar Regency, a sector vital to the local economy yet still lagging in digital technology adoption. Observations and interviews identified two main problems: the absence of non-cash payment facilities based on the Quick Response Code Indonesian Standard (QRIS) and the lack of an official business identification number (NIB), both hindering transaction efficiency and access to government mentoring programs. This activity aimed to assist business owners in adopting digital payments and completing business legality, while also collecting structured MSME data. A participatory approach was used, involving observation, interviews, data collection, and hands-on QRIS registration. As a result, assisted business owners obtained digital payment facilities and were recorded in the village MSME database. The activity is concluded to have encouraged digital adoption and administrative compliance, while providing initial data for more targeted village-level MSME development programs.

1. Introduction

KKN, or Community Service Program, is an academic program that provides university students with the opportunity to use what they have learned from their classes and other experiences in a practical way in the local community. KKN allows students to interact directly with the community and help identify and solve problems that exist in the community. In addition, KKN is a method for applying educational, research and community service activities through different types of work programs based on the potential and requirements of the community where the KKN takes place (Putri et al., 2023).

The Community Service Program (KKN), in its application, can extend beyond social services to help develop the economic capabilities of a community. The sector of micro, small, and medium enterprises (MSMEs) has been identified as being extremely important in supporting local economies. As such, MSMEs represent a type of community-based enterprise which provides goods or services to consumers, generates jobs, and increases the level of economic activity within a given area (Harahap et al., 2026). Therefore, there should be an emphasis on assisting MSMEs in adapting to technological changes, and specifically those relating to transactions and marketing which are increasingly utilizing digital methods.

Digitalization provides MSMEs with an opportunity to improve their operations and provide services to more people. An example of digitalizing business operations would be using the Quick Response Code Indonesian Standard (QRIS) for payments without cash. In addition, getting your business registered and formalized is essential in order to help develop MSMEs because it allows local governments to understand the current situation and possible future growth of businesses located within their area (Puspasari et al., 2025).

Based on the observations of some MSMEs (Micro, Small and Medium Enterprises) in Parangmata Village, Galesong District, Takalar Regency; there are several problems related to managing and developing businesses. One problem is that some MSMEs still do not offer non-cash payment facilities through QRIS. This limits the consumer's ability to choose among different types of payments and keeps the payment process dependent upon cash. In addition, these MSMEs have not taken advantage of digital payment systems as a way to increase the convenience and efficiency of their transactions.

Some MSME owners have not obtained a formal legal status or a Business Identification Number (NIB). As a result, these owners may be unable to take advantage of business development programs including training, financial support, government assistance, promotional events, or exhibitions. Additionally, there is an issue with data collection for MSMEs in Parangmata Village. Data collection for MSMEs in Parangmata Village has not been developed to its full potential and continues to be disorganized.

To address the aforementioned concerns, students who were part of the Community Service Program (KKN) initiated a "Digitalization of MSMEs" project as part of their service to the community in Parangmata Village. The program is designed to provide assistance to business owners in establishing QRIS (Quick Response Code Indonesian Standard) and creating a directory of MSMEs, which can help business owners utilize digital technologies and provide access to information about MSMEs within the village. The program was conducted by working directly with MSME owners conducting observations, interviews,

gathering data, and assisting MSME owners with hands-on experience using digital payment methods.

In addition, the data obtained will provide the village government with some basic knowledge about the capabilities and current position of the MSMEs, which will allow the village government to develop more effective and sustainable development plans for MSMEs.

2. Method

This public service initiative was conducted under the "MSME Digitalization" program, located in Parangmata Village, Galesong District, Takalar Regency. The program specifically focused on helping local Micro, Small, and Medium Enterprise (MSME) owners set up QRIS (Quick Response Code Indonesian Standard) payment options as well as officially registering their businesses. A participatory approach was used during the implementation of the program, where business owners were directly involved in determining their needs, gathering data, setting up QRIS, and recording information about their MSMEs.



Figure 1. Community Service Flow Diagram

3. Results and Discussion

MSMEs in Parangmata Village, Galesong District, Takalar Regency have been limited in the use of digital technology to improve their business processes, especially those related to transaction processing and administration. The primary objective of the assistance being provided is to implement the Quick Response Code Indonesian Standard (QRIS) as an electronic payment option. QRIS allows customers to pay using many different digital wallet options (e.g., GoPay, OVO, and DANA) or mobile banking options using one scan code; therefore, business owners do not need to install multiple payment terminal systems. Using QRIS will not only streamline transaction processing, but it will also speed up service delivery, decrease errors in calculating customer change, and project a more professional and reliable image of the business to its customers (Yahya et al., 2025).



Figure 2. Community Service Program Documentation

Beyond simply making it easier to make payments, registering MSMEs (Micro, Small and Medium Enterprises) with the Ministry of MSMEs is also an essential part of digitizing how businesses operate. When MSME owners register formally, they become part of the National MSME Database, which the Government uses as a reference point when providing assistance such as capital assistance, entrepreneurship training, subsidies and opportunities to participate in product exhibition. Being officially registered with the Ministry provides MSME owners with a clear identity and increases their chances of participating in empowerment programs that they would have had difficulty accessing before because of a lack of official documentation. QRIS and formal registration with the Ministry of MSMEs complement each other. While QRIS makes it easier and more convenient for MSME owners to conduct transactions daily, formal registration enables them to enter a much larger ecosystem of government support and development initiatives. Both together enable MSME owners to better compete with other enterprises that already use digital systems and are formally registered (Andany & Masyhuri, 2026).



Figure 3. Community Service Program Documentation

However, the implementation of both of these forms of digitalization is not without problems in the area. Many MSME owners in Parangmata Village do not have an understanding of the advantages of, or the registration process for, QRIS and official government data collection by the Ministry of MSMEs. In addition, they feel that both processes are complicated and require tools or internet connectivity that they are not currently well-versed in. Digital literacy limitations among some MSME owners especially those who belong to older generations also serve as a hindrance during the assistance process. In order to overcome these barriers, students involved in the Community Service Program (KKN) have provided direct hands-on support; raising awareness regarding the benefits of QRIS and official registration, helping MSME owners complete the enrollment process, and supporting MSME owners on how to use these tools practically. This hands-on method has been found to be more successful than just giving general information, as MSME owners were able to physically practice using the systems and realize the benefits for themselves.

In order to help micro, small, and medium-sized enterprise (MSME) owners in Parangmata Village increase their transaction efficiency, and gain formal recognition from the Ministry of MSMEs, the program to generate Quick Response Code Indonesian Standard (QRIS) codes, and register with the ministry has been established. This will provide them with a platform to grow further. The two steps of implementing digital payment methods, and establishing a system of organizing MSME administration are the foundations upon which village-based MSMEs can develop their competitive advantage within local markets, as well as in the transition to the rapidly expanding digital economy.

4. Conclusion

The implementation of QRIS and the registration of MSMEs with the Ministry of MSMEs in Parangmata Village, Galesong District, Takalar Regency, indicates that the digitalization assistance program for MSMEs has helped to improve the efficiency of transactions and provide access to business legality for the MSME owners who participated. Before the digitalization assistance program, most MSME owners used only cash to conduct their business activities; they also did not have official registration. Both of these situations were due to low levels of digital literacy among business owners, the perception that the process of registering their businesses would be too complicated, and the lack of previous hands-on guidance.

The implementation of the program has shown that when MSME owners participate in the process they can use digital payments, and they can be registered in the MSME Database. Therefore, it is expected that the Office of Cooperatives and SMEs, Ministry of MSMEs and Village Governments will increase their outreach efforts to help other MSMEs. Additionally, students who take part in future community service programs (KKN) are encouraged to identify and register MSMEs which have not been reached yet, and provide them with follow-up support such as training in Digital Marketing since the digital technology used by MSMEs is a foundation for MSMEs to become more competitive, and MSMEs can compete with MSMEs from outside their villages, and even in larger markets.

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