

Digitizing Marketing for Micro, Small, and Medium Enterprises Through E-Commerce Training and Website Development of Sentra Tejoasri

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Abstract: Tejoasri Village, Laren District, Lamongan Regency, has a mupish masked MSME "Abon Wak Tejo" with marketable packaging, but the marketing is still limited to WhatsApp and word-of-mouth promotions so that the market reach is narrow. This service activity aims to encourage the digitization of MSME marketing in Tejoasri Village through Shopee store training and the construction of the MSME center website "Sentra Tejoasri". The activity was carried out on April 15, 2026 at the Tejoasri Village Hall using participatory mentoring methods, including MSME data collection, socialization, Shopee store training, website training, as well as mentoring and evaluation. The results of the activity showed that the Shopee store account "Toko Wak Tejo" was successfully created and active, while the website sentratejoasri.com successfully built and accessible to the public, displaying Toko Wak Tejo products and other MSMEs. These two channels provide MSMEs with new marketing channels, although the Shopee catalog still needs to be completed. Continuous assistance is needed so that both channels are optimally utilized as sales media.

Introduction

Tejoasri Village is one of the villages in Laren District, Lamongan Regency, whose area is in the Bengawan Solo area which is widely used by residents for fish cages, so that fisheries are one of the economic pillars of the residents. This condition encourages the growth of Micro, Small, and Medium Enterprises (MSMEs) based on fishery products, with *mujair* and *patin* as one of the main commodities that are easy to obtain and affordable. One of the MSMEs that takes advantage of this potential is the mujair fish

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shredded processing business with the trademark "*Abon Wak Tejo*". This product already uses neat packaging, clearly lists labels and product information, and has a taste that is quite in demand among local buyers. From a technical perspective, the quality and readiness of the packaging are actually enough to compete in a wider market, not only limited to buyers around the village, since good packaging and branding have been shown to strengthen the competitiveness of MSME products in broader markets (Mariana et al., 2025)

The main problem is not the quality of the product, but the way the product reaches the buyer. So far, *Abon Wak Tejo* has been selling its products through WhatsApp conversations and word-of-mouth promotions. This method is indeed enough to serve customers who already know or are part of the business actor's personal relationship, but it does not open the way to new buyers outside the network. There is no storefront that can be accessed at any time by potential buyers who are not familiar with the product, and there is no standardized payment or delivery system like the one available on e-commerce platforms, which have been shown to expand MSME market reach beyond personal networks by removing the trust barriers that typically limit transactions between unfamiliar buyers and sellers (Pipitwanichakarn & Wongtada, 2021a). As a result, turnover tends to be stagnant even though product quality is competitive, market reach remains limited to the Laren area and its surroundings, and the potential to increase business actors' income has not been optimally exploited.

On the other hand, people's shopping behavior has shifted towards digital. Buyers are now accustomed to searching for products, comparing prices, and transacting through applications without the need to meet face-to-face with sellers. This shift opens up opportunities for MSMEs in villages to reach a much wider market than just relying on face-to-face relationships, as long as business actors have adequate digital channels and know how to manage them.

The adoption of technology by small businesses basically depends on two main perceptions, namely perceived usefulness and perceived ease of use, as described in the Technology Acceptance Model (Davis, 1989). However, for MSME actors in villages, these two perceptions alone are often not enough to encourage them to really start selling online. A number of studies on MSMEs in various developing countries, including Indonesia, show that the availability of technical support and direct training (facilitating conditions) is one of the most influential factors on the decision of small business actors to adopt e-commerce (Indiani et al., 2025) (Nurqamarani et al., 2021). Without direct assistance, many business actors actually know the benefits of digital platforms but still refuse to try because they feel unfamiliar with how to operate them, from uploading products, setting prices, to handling orders and delivery.

Based on these conditions, the service team considers it necessary to provide marketing digitalization assistance for Tejoasri Village MSMEs, which includes two main steps. First, the creation and assistance of store account management on the Shopee

platform, starting from setting up store profiles, uploading photos and product descriptions, determining prices and shipping costs, to simulating receiving and processing orders. Second, the construction of an MSME center website called "Sentra Tejoasri", which is planned to be a digital storefront for all MSMEs in Tejoasri Village, not just Abon Wak Tejo. Through this website, village products can be displayed in one place that is easy to share via links or social media, so that the village has a stronger digital identity as an MSME center, not just a collection of businesses that run independently, an approach consistent with other village digitalization initiatives that combine a shared MSME website with visual branding to strengthen the village's collective economic identity (Kristiyanti et al., 2024)

This approach is in line with a number of similar service activities in other villages, which show that training on the use of e-commerce and the development of village-based digital platforms is able to expand market access for fostered MSMEs (Dessyana Suryawandari et al., 2025) (Selly Silviawati et al., 2025). The experience in these villages also shows that the success of MSME digitization does not stop at creating an account or website, but needs to be followed by follow-up assistance so that business actors are truly independent in managing their digital channels after the service program is completed.

This service activity aims to: (1) increase the understanding and ability of MSME actors in Tejoasri Village in utilizing the Shopee platform as an online marketing channel; (2) build and activate the website of the Tejoasri Village MSME center as a shared digital storefront; and (3) encouraging MSMEs, including Abon Wak Tejo, to upgrade through expanding digital-based market access.

Method

This community service activity was held on April 25, 2026 at the Tejoasri Village Hall, Laren District, Lamongan Regency. The subjects of assistance were MSME actors based on fishery products in Tejoasri Village, considering that most of the residents used the Bengawan Solo stream for mujair and patin cultivation through cages, including business owner Abon Wak Tejo as one of the processed MSMEs who were invited directly to participate in data collection activities as well as training.

The method used in this activity is participatory assistance which actively involves MSME actors in each stage of the activity, not just being the recipients of training materials. This approach refers to the principle of community-based research, which is research and action that is jointly designed between the assistance team and the assisted community so that the solutions produced are in accordance with the real needs in the field (Hanafi, 2015) (Kendon, 2007). The choice of this method is also in line with the finding that the availability of technical support and direct training (facilitating conditions) are the most determining factors for small business actors to adopt e-commerce (Indiani et al., 2025) (Nurqamarani et al., 2021), so that the assistance does not stop at the delivery of material, but involves MSME actors in direct practice at each

stage.

The stages of the activity are as follows:

1. Observation and data collection of MSMEs. The service team identified and collected data on fishery MSMEs active in Tejoasri Village, including the types of processed products (including shredded mujair and patin -based products), packaging conditions, and marketing patterns that have been used, most of which are still limited to WhatsApp conversations and word-of-mouth promotions.
2. Socialization and invitations. MSME actors were invited to gather at the Tejoasri Village Hall to participate in the socialization of the marketing digitalization program, including an explanation of why the expansion of sales channels is needed in the midst of a shift in people's shopping behavior towards digital.
3. Shopee store creation training. Participants are accompanied directly to create an account and store on the Shopee platform, including setting up store profiles, filling in product data, product photos, product descriptions, pricing and shipping costs, according to the first step planned in the program.
4. Training on the use of the MSME center website. Participants were introduced and trained to use the Sentra Tejoasri (sentratejoasri.com) website as a digital storefront with all MSMEs in Tejoasri Village, not just Abon Wak Tejo, according to the second step planned in the program.
5. Mentoring and evaluation. The service team assists the account activation process and ensures that the Shopee store and website can be accessed and used independently by MSME actors, as well as being the starting point for further assistance so that the management of digital channels does not stop after this activity is completed.

Observe & MSME Data Collection	Socialization & Invitations	Training Shopee Account	Training Website Sentra	Mentoring & Evaluation
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Figure 1. Stages of Implementation of Service Activities



*Figure 2. Digitalization Training Activity for MSME Marketing in Tejoasri Village,
April 15, 2026*

Results

The service activity which was held on April 15, 2026 at the Tejoasri Village Hall ran smoothly and was enthusiastically attended by Tejoasri Village MSME actors. This activity is part of an effort to assist the digitization of village MSMEs, which aims not only to introduce digital platforms, but also to build the independence of business actors in managing their own online marketing channels in a sustainable manner. In accordance with the planned stages, the activity began with observation and data collection of active MSMEs in the village, in order to map product potential, packaging readiness, and marketing channels that have been used by each business actor.

Most of the MSMEs that are recorded are engaged in the processing of fishery products, in line with the condition of the Tejoasri Village area which is drained by Bengawan Solo and is widely used by residents for *mujair* and *patin* cages. This geographical condition makes fishery products one of the main resources processed by residents into value-added products, ranging from shredded meat, petis, to various other processed products made from freshwater fish. One of the MSMEs recorded is Abon Wak Tejo, a shredded mujair fish product that already has packaging suitable for sale, but previously it was only marketed through WhatsApp and word-of-mouth promotions, without a storefront that can be accessed by potential buyers outside the personal network of business actors. This limitation makes the market potential of these products relatively closed and highly dependent on the social relations of business owners, making it difficult to develop beyond the scope of villages and sub-districts.

The main results of this activity are twofold. First, a Shopee store account with the name "Toko Wak Tejo" was successfully created and active since the training session, opening access to Tejoasri Village MSMEs to one of the e-commerce platforms with the largest user base in Indonesia. Second, the website of the Tejoasri Village MSME center

with the branding "Tejoasri Village Economic Portal" has been successfully built and is live, accessible through [the https://sentratejoasri.com domain](https://sentratejoasri.com). The presence of these two channels also reflects a non-single approach to digitalization: one popular marketplace-based channel that is familiar to consumers, and one website-based channel that is fully managed and controlled by the village itself as the local economic identity. This website displays Tejoasri Village MSME products centrally, including Wak Tejo Toko BUMDes products such as Mujaer Fish Shredded and Mujaer Fish Pets, as well as other MSME products such as Snack Box, so that from the beginning it has functioned as a shared digital storefront, not just one business. This joint center approach is important so that the benefits of digitalization are not only felt by one pilot MSME, but also become a marketing infrastructure that can be used across business actors in the village.

Figure 3 shows that the Shopee account "Toko Wak Tejo" has been active and joined since the training activity was carried out. At this stage, the filling of the product catalog at the Shopee store is still ongoing and will be continued independently by MSME actors after the activity, considering that product uploads require time for photos, descriptions, and more detailed pricing per variant. This process is deliberately not completed entirely in one training session, but is directed so that MSME actors really understand and are able to repeat each step themselves, as part of long-term skills transfer. Meanwhile, the product catalog on the Sentra Tejoasri website (Figure 4) has been filled out and can be accessed by the public, because the data input process is carried out directly by the assistance team with MSME actors during the preparation stage before the training day. This condition makes the two channels complement each other: the Sentra Tejoasri website functions as a storefront that can be seen directly by anyone without obstacles, while the Shopee store functions as a transaction channel once the catalog is complete, complete with a payment system, delivery, and the platform's built-in transaction security features.

During the training session, participants were accompanied directly to operate the basic features of the Shopee store, starting from creating an account, uploading products, writing descriptions, to setting up product photos, and being trained on how to update product information on the Sentra Tejoasri website. The training material is arranged in stages, starting from the basic concept of why digital presence is important for MSMEs, followed by step-by-step technical practices, so that participants not only follow the instructions but also understand the reasons behind each feature used. The mentoring is carried out one by one in front of each participant's device, not just a demonstration in front of the class, in accordance with the principle of participatory mentoring involving active MSME actors in each stage. This approach was chosen because of the diverse levels of digital literacy of the participants, so the one-by-one method is considered more effective than classical lectures, especially to ensure that each participant can actually practice his or her own steps, rather than just watching the facilitator work on them.

The enthusiasm of the participants can be seen from the activeness of asking

questions, including questions about how to reply to buyer chats and manage shipping costs on Shopee, as well as the willingness to try to directly operate their respective accounts during the training (Figure 2). These questions show that participants do not just participate in activities passively, but have begun to imagine real scenarios in running an online store, starting from interaction with potential buyers to operational aspects such as shipping goods. A number of participants even expressed their desire to learn about promotional features and paid advertising at an advanced stage, indicating that there is interest in developing this digital channel further in the future.

With the active Shopee account and the Sentra Tejoasri website, Abon Wak Tejo MSMEs and other MSMEs in Tejoasri Village now have additional digital marketing channels outside of WhatsApp and word-of-mouth promotion. This channel has the potential to expand market reach beyond the Laren and Lamongan districts, in line with the shift in people's shopping behavior who are increasingly accustomed to looking for and buying products online, a trend driven by growing smartphone use, easier access to digital platforms, and the convenience of digital payment and delivery services (Pratama Afrianto & Irwansyah, 2021). This expansion of reach also has the potential to gradually increase the sales volume and income of MSME actors, as well as introduce the potential of fishery products in Tejoasri Village to a wider audience, which in turn can encourage economic added value for residents who work as fish farmers along Bengawan Solo.

However, these results are still the initial foundation. Filling and updating product catalogs, especially in Shopee stores, needs to be continued by MSME actors so that these two digital channels are really used optimally, not just administratively active. The sustainability of the results of this activity is highly dependent on the consistency of MSME actors in managing accounts regularly, including updating stock, responding quickly to questions from potential buyers, and continuing to complete the variety of products offered. Therefore, follow-up assistance or periodic monitoring from the service team and village officials is considered necessary in the next period, so that the momentum that has been built through the activity on July 22, 2026 does not stop as a mere administrative achievement, but is truly transformed into a sustainable business habit for MSMEs in Tejoasri Village.

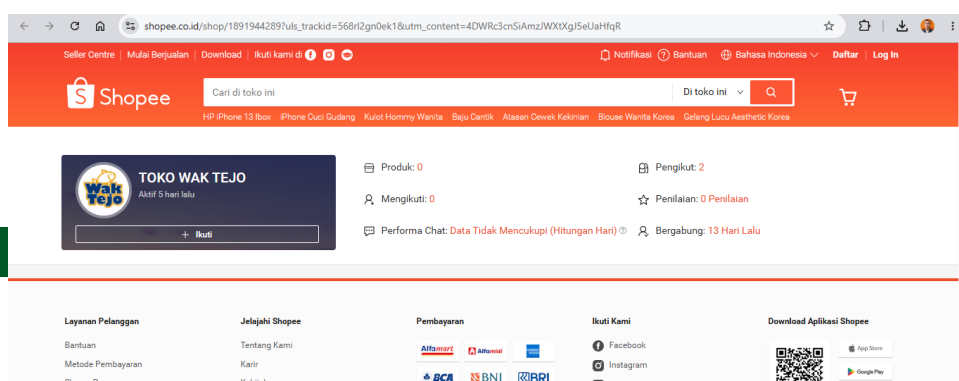
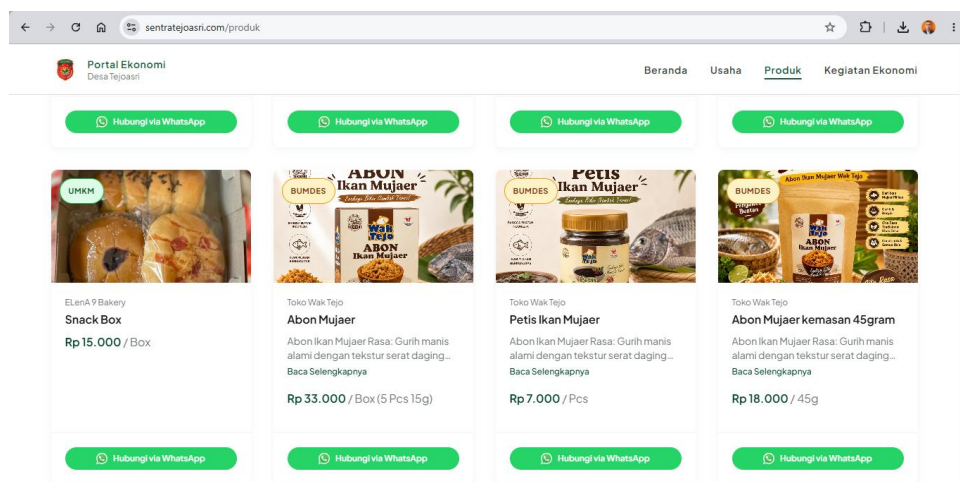


Figure 3. Wak Tejo Store View on the Shopee Platform*Figure 4. Product Page Display on the Sentra Tejoasri Website (sentratejoasri.com)*

Discussion

The limitations of MSME marketing in rural areas do not always come from low product quality. The case of Abon Wak Tejo clearly shows this pattern: the packaging is already sellable, the taste has been accepted by the local market, but marketing that relies on WhatsApp and word of mouth limits its reach to only the personal relationships of business actors. Products that are actually competitive in quality become locked into a narrow social radius, not because the market rejects them, but because potential buyers outside the circle of acquaintances of business owners have no way to find them. Within the framework of the Technology Acceptance Model, this kind of condition is usually not a matter of rejection of technology, but rather a matter of not having the opportunity to try directly and see the benefits concretely (Davis, 1989) (Pipitwanichakarn & Wongtada, 2021b). In other words, the perception of perceived usefulness and perceived ease of use for digital platforms can only be formed after business actors experience the process themselves, not just hearing conceptual explanations about the advantages of selling online. This was evident in the July 22, 2026 training: once participants sat in front of their respective devices and practiced how to create a store themselves, they understood the flow much faster than if they were only given a written module or shown through a

presentation slide. This hands-on experience seems to speed up the process of accepting a technology that, according to the TAM framework, would normally take longer if it was delivered in one direction.

A study on the digital gap between MSMEs between regions in Indonesia shows that access to direct training, not just the availability of internet signals, is the main differentiator between MSMEs that successfully utilize e-commerce and those that do not (Nurqamarani et al., 2021); (Indiani et al., 2025). This finding matches the conditions in Tejoasri Village. The cellular signal at the village hall is relatively stable and most of the participants already have smartphones and active WhatsApp accounts to sell, so that in terms of the infrastructure of this village is actually quite ready to sell online long before this service activity takes place. What has not existed so far is not a device or network, but an opportunity to sit with someone who can guide step by step in creating and managing an online store, starting from verifying phone numbers, filling in the address of picking up goods, to determining how many days the order process takes to take. This kind of gap often goes unnoticed because statistically it looks as if the region is already "connected", when what is actually not available is human assistance that translates that connectivity into practical selling skills.

The store on Shopee and the Sentra Tejoasri website cater to different needs, and these differences are deliberately maintained in the design of the program, not just a coincidence that the result of two separate training activities. The Shopee store provides MSMEs with market reach that is not limited by geographical area, complete with a standardized payment and delivery system so that buyers from outside Lamongan can transact without the need to know the seller directly. This standardization is important precisely because it removes the barriers of trust that are usually the biggest obstacle to online transactions between buyers and sellers who do not know each other. The Sentra Tejoasri website functions differently: not just a showcase for one product, but a collective identity of the village. On that page, visitors can see *Mujaer* Fish Shredded and *Mujaer Fish Petis* from BUMDes Toko Wak Tejo side by side with Snack Boxes from other MSMEs, in one display that emphasizes that Tejoasri is not only a producer of one superior product, but a village with several businesses that support each other. This kind of joint presentation also has the potential to cause a crossover effect, where visitors who are initially interested in one product then also see and consider other MSME products on the same page, something that is impossible if each business only promotes themselves through separate WhatsApp statuses. Several community service programs in other villages that build BUMDes-based websites or marketplaces report a similar pattern: village websites help strengthen the collective image of the region and facilitate integrated promotion, rather than each MSME promoting itself through its own WhatsApp status, which is limited to personal contact (Kristiyanti et al., 2024) (Nurhidayati et al., 2026). The Wak Tejo store and the Sentra Tejoasri website therefore do not replace each other. One becomes a place for transactions, the other becomes the

face of the village that can be shared through just one link to potential buyers, potential investors, or even related agencies who want to see the development of village MSMEs. In practice, the combination of these two channels also provides flexibility: business actors who are not ready to handle the large volume of transactions from Shopee can still use the website as a low-risk storefront to build public trust first.

The participatory mentoring approach used in this activity, where MSME actors directly practice creating accounts and managing content instead of just watching demonstrations, is in line with the findings of a number of other MSME digitization service activities: the active involvement of participants during the training correlates with the independence of business actors after the activity ends (Dessyana Suryawandari et al., 2025) (Tohari et al., 2025). The logic is quite simple: digital skills, different from conceptual knowledge, are only truly inherent when the participant's own hands type, upload, and click the relevant buttons, not just the eyes that follow the facilitator's screen. Questions that arise during the session, such as how to reply to a buyer's chat or calculate shipping costs, are questions that can only arise if participants really try on their own, not just pay attention. This kind of question is also an indirect indicator that participants have begun to think within the operational framework of online traders, no longer just passive trainees. The sustainability of this kind of program ultimately depends on whether the business actor continues to manage the store and the website itself, long after the accompanying team leaves the village hall, so that the real success can only be judged not on the day of the training, but in the months after.

Even so, this initial result cannot be called finished. The Shopee store that has only joined thirteen days and the product catalog that has not been fully filled, as seen in Figure 3, shows that this activity has only reached the initial adoption stage, not full utilization. (Ketut Sumardana et al., 2024) noted a similar pattern in other MSMEs: creating an e-commerce account is much easier to achieve in one training session than the consistency of uploading products and responding to buyers week after week. This gap between "creating an account" and "actively running a store" is often the point of failure of MSME digitalization programs in general, because administrative success on the training day can easily be mistaken for the success of the program itself. The enthusiasm on the training day easily fades once the daily business routine again takes up the time of MSME actors, especially for household-scale business actors who have to divide their time between production, raw material management, and other domestic affairs. Therefore, further assistance on content strategy, how to photograph products to look attractive on mobile phone screens, and how to respond quickly to buyers is still needed, so that the Shopee store and the Sentra Tejoasri website are really used to sell, not just recorded as active in the system. Without this kind of follow-up assistance, the lurking risk is not technical failure, but stagnation: both channels remain digitally present, but are slowly abandoned as there is no external impetus to keep the rhythm of their management alive.

Conclusion

This community service activity succeeded in encouraging the digitization of MSME marketing in Tejoasri Village, Laren District, Lamongan Regency, through training on creating a Shopee store and the construction of the MSME center website "Sentra Tejoasri" (sentratejoasri.com). This achievement shows that obstacles to the digitalization of MSMEs in rural areas do not always stem from limited infrastructure or rejection of technology, but are more often caused by the lack of direct assistance that guides business actors to practice each stage themselves, from creating accounts to managing product catalogs. These two digital channels are already active and have begun to be used as new marketing media, so that Abon Wak Tejo MSMEs and other MSMEs in the village now have options other than WhatsApp and word-of-mouth promotions to reach buyers. The Shopee store provides a transaction channel that can be accessed from anywhere, complete with a standardized payment and delivery system, while the Sentra Tejoasri website displays village products, including Mujaer Fish Shredded and Mujaer Fish Petis from BUMDes Toko Wak Tejo and Snack Boxes from other MSMEs, in one digital storefront that is easy to share. The combination of these two channels shows that an effective digitalization strategy for rural MSMEs does not have to rely on a single platform, but can combine large-scale transaction channels with collective storefronts that simultaneously strengthen local economic identity.

However, this result is still the initial foundation. The Shopee store has only been running for a dozen days and the product catalog has not been fully filled shows that the digital adoption process in Tejoasri Village has only begun, not yet at the mature utilization stage. The gap between administrative success, such as active and recorded accounts, and consistent operational utilization, is precisely what determines the sustainability of this kind of program, because the enthusiasm that grows on the day of the training has the potential to decay once MSME actors are back preoccupied with production routines and daily business affairs. Therefore, this activity needs to be followed up with continuous assistance, especially for digital marketing content management, promotion strategies on social media, and the addition of other MSMEs to the Sentra Tejoasri website. The follow-up assistance ideally also includes training in simple product photography techniques using mobile phone cameras, writing interesting and informative product descriptions, and simulating interactions with buyers, so that MSME actors are more confident in managing their online stores independently. Without this kind of follow-up assistance, there is a risk that both channels are only administratively active without actually being used for sales.

With consistent assistance, the goal of making the Tejoasri Center a digital storefront for all village MSMEs has a greater chance to be achieved, as well as making Tejoasri Village an example of how fisheries-based villages can upgrade through jointly managed digital marketing. In the future, the sustainability of this initiative can also be strengthened through the involvement of village officials and BUMDes more actively in monitoring the development of Shopee stores and the Sentra Tejoasri website, so that

this digitalization initiative does not only depend on the momentum of one-time service activities, but grows to become part of sustainable village economic governance, and ultimately contributes to improving the welfare of MSME actors in Tejoasri Village more broadly.

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Thank you also to all MSME actors in Tejoasri Village, including the Abon Wak Tejo business owner, who have taken the time to attend, participate in data collection, and actively participate in the training on making Shopee stores and the introduction of the Sentra Tejoasri website, so that this activity can run as planned. The openness of MSME actors in sharing information about their business, as well as the willingness to try new things outside of the habit of selling through WhatsApp and word-of-mouth promotions, are very meaningful social capital for the successful implementation of this activity. The enthusiasm and activeness of asking questions shown during the training session are also clear evidence that this activity is welcomed by the local community.

Gratitude was also conveyed to the Islamic University of Darul 'Ulum Lamongan for facilitating the implementation of this community service activity, starting from the preparation stage to assistance in the field. The facilitation provided includes administrative, academic, and technical support, which allows the entire series of activities, from initial observation, preparation of training materials, to direct assistance at the Tejoasri Village Hall, to run in a structured and sustainable manner.

The support from these various parties is an important factor that allows the marketing digitalization program of MSMEs in Tejoasri Village to be implemented and is expected to continue in the next stage of mentoring. The author hopes that the collaboration that has been well established between the university, the village government, and MSME actors can be the foundation for further service programs, so that the benefits of marketing digitalization that have been pioneered through the Shopee store "Toko Wak Tejo" and the Sentra Tejoasri (sentratejoasri.com) website can continue to be felt in a sustainable manner by the people of Tejoasri Village.

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