

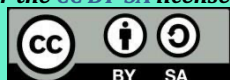


Integrated Business Transformation in the Domestic Sambusa Industry: Production Modernization, Management, and Digital Marketing in Pangkep Regency

Mardiatul Jannah^{1*}, Khaerunnisa Nur Fatimah Syahnur², Andi Nurul Suci Amalia³, Rezty Amalia Aras⁴, Mirandha Ariesca Riana⁵, Muhammad Fauzi⁶

^{1,2,3,4,5,6}, *Institut Teknologi dan Bisnis Kalla, Makassar, Indonesia*

Corresponding e-mail : jnmardiatul@kallainstitute.ac.id

ARTICLE INFO	ABSTRACT
Keywords: Appropriate Technology; Domestic Sambusa Industry; MSME Empowerment; Rebranding; Supply Chain Management;	The Domestic Sambusa Industry (Industri Rumah Tangga) Mutabikh Maryama in Pangkajene and Kepulauan Regency (Pangkep) has significant potential for business development but faces interconnected challenges in production capacity, technology adoption, business management, supply chain management, branding, packaging, and digital marketing. This community service initiative aimed to strengthen the partner's business capacity and competitiveness through an integrated intervention combining production modernization, business management strengthening, supply chain improvement, and digital marketing transformation. The intervention employed a Participatory Action Research (PAR) approach involving six members of the partner group through five stages: needs identification, training and workshops, appropriate technology implementation, mentoring and monitoring, and evaluation and sustainability assessment. The intervention introduced a standing mixer, semi-automatic Sambusa skin-printing equipment, freezer, and vacuum sealer, complemented by training in financial record-keeping, inventory management using the FIFO principle, supply chain management, pricing, branding, packaging, and digital marketing. Preliminary results indicated that daily production increased from approximately 300–400 to 600–800 pieces, while production operating time decreased from approximately 8–10 hours to 4–5 hours per day. Hourly productivity also increased from approximately 35–40 to 150–160 pieces. The program additionally resulted in the adoption of food-grade packaging, a new brand identity, simplified financial and inventory recording systems, and more structured use of social media for product promotion. These results indicate that an integrated intervention combining production modernization, business management, and digital transformation can improve operational efficiency and strengthen the readiness of food-sector MSMEs to expand their market sustainably.
Article History Received: September 04, 2026 Revised: September 26, 2026 Accepted: October 05, 2026	
<i>This is an open access article under the CC BY-SA license</i> 	
To cite this article : Jannah, M., Syahnur, K. N. F., Amalia, A. N. S., Aras, R. A., Riana, M. A., & Fauzi, M. (2026). Integrated Business Transformation in the Domestic Sambusa Industry: Production Modernization, Management, and Digital Marketing in Pangkep Regency. <i>Vokatek: Journal of Research and Community Service</i> , 4(3), 11–19. https://doi.org/10.61255/vokatek.v4i3.2065	

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute a vital pillar of Indonesia's economy through job creation, income augmentation, and regional economic strengthening (Syahnur et al., 2024) . In the food sector, MSMEs serve to preserve local culinary traditions of substantial cultural and economic value. Nevertheless, food-sector MSMEs continue to face significant constraints, including low productivity, limited technological capabilities, weak brand identities, and suboptimal utilization of digital media (Aswar et al., 2025; Riana et al., 2025) , which collectively constrain their production capacity and competitive positioning (Aswar et al., 2025).

Digital transformation has concurrently reshaped consumer behavior in how food products are sought and purchased (Syahnur et al., 2024) , thereby requiring MSMEs to strengthen product quality, branding, packaging, and digital marketing strategies (Sucipto et al., 2025) . Technical

assistance in these areas has been shown to improve product visibility, market accessibility, and consumer confidence (Aswar et al., 2025). However, interventions focused primarily on marketing remain insufficient to address the broader challenges of productivity and business governance.

Pangkajene and Kepulauan Regency (Pangkep) possesses significant economic potential rooted in maritime and fisheries sectors, which can be leveraged through processed food industries (Syahnur et al., 2024). A notable example is tuna-based Sambusa, manufactured by the Domestic Industry (IRT) group Mutabikh Maryama. Beyond preserving local culinary heritage, the enterprise provides an important source of income for women's collective while offering significant potential to advance women's economic empowerment (Ramdhani et al., 2026).

Observational and interview findings revealed that IRT Mutabikh Maryama faces constraints across three interrelated dimensions: production, management, and marketing. Manual production processes limit daily capacity to approximately 250–500 units, resulting in unmet demand and substantial order waiting lists. Equipment limitations further reduce operational efficiency and hinder consistency in product quality. From a management perspective, financial records remain intermingled with household finances, while inventory management and supply chain practices are not yet adequately developed. Meanwhile, marketing activities rely predominantly on word-of-mouth communication and personal social media accounts, complemented by a relatively underdeveloped brand identity and packaging design.

Recent MSME empowerment studies have demonstrated the potential of targeted interventions in improving specific aspects of business performance. Appropriate production technology combined with digital marketing has been reported to strengthen production capacity, product standardization, and market reach among food-processing MSMEs (Adisti et al., 2025; Yusupa et al., 2024). Other interventions have focused on branding and packaging to improve product identity and competitiveness in digital markets (Aswar et al., 2025; Sofi'i et al., 2024), while technology adoption combined with management modernization has been used to address production, quality management, and marketing constraints in food-sector MSMEs (Fajarini et al., 2026; Orbawati et al., 2025). Recent evidence also indicates that digital competence, technology adoption readiness, and economic management are important dimensions of MSME marketing performance and sustainability (Daud et al., 2025; Fatimah et al., 2026; Sulistyorini et al., 2025). These studies confirm the relevance of technology adoption, managerial strengthening, and digital market engagement for MSME development. However, the scope and sequencing of interventions vary across contexts, leaving a need for context-responsive empowerment approaches that connect production modernization, internal business governance and supply chain practices, product identity and packaging, and downstream digital marketing within a single participatory intervention framework.

In response to this gap, the present program adopts an integrated business transformation approach that connects upstream production modernization with internal business governance and supply chain strengthening, and downstream market transformation through rebranding, packaging improvement, and digital marketing. The novelty of the intervention lies not in any single technology or marketing technique, but in the integration and sequencing of these complementary interventions across the partner's value chain. This approach is particularly relevant to small-scale food enterprises, where improvements in market access may not be sustainable when production capacity, inventory management, financial recording, product presentation, and digital promotion remain disconnected. Accordingly, the intervention conceptualizes MSME empowerment as a value-chain transformation that links operational efficiency, managerial capability, product competitiveness, and market readiness within a participatory framework.

Building on this approach, the Entrepreneurship and Retail Management Study Program at Kalla Institute of Technology and Business implemented a community service intervention for IRT Sambusa Mutabikh Maryama in Pangkep Regency. The intervention integrated appropriate technology adoption, business and supply chain management strengthening, rebranding and packaging improvement, and digital marketing enhancement to address the interconnected operational and market challenges faced by the women's collective. The program employed a Participatory Action Research (PAR) methodology, positioning the six members of the partner group as active participants in needs identification, intervention implementation, and evaluation. Through

this participatory process, the intervention sought to strengthen production capacity and managerial capability while improving product competitiveness, market readiness, and the economic empowerment of the women's collective. The program was also aligned with Sustainable Development Goal (SDG) 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation and Infrastructure).

METHOD

This community service initiative employed a Participatory Action Research (PAR) approach, which positions community partners as active participants and co-researchers throughout the intervention process, including problem identification, program planning, intervention implementation, monitoring, evaluation, and sustainability planning. PAR was selected because it facilitates community participation in developing solutions that respond to locally identified needs, thereby increasing the contextual relevance, practical applicability, and potential sustainability of the intervention. In the context of MSME empowerment, participatory approaches can strengthen individual and organizational capacities through collaborative learning, knowledge exchange, hands-on practice, and joint problem-solving.

The target partner for this initiative was the Domestic Industry (IRT) collective Mutabikh Maryama, situated in Pangkajene and Kepulauan Regency, South Sulawesi. The collective comprised six female members engaged in the production of tuna-based Sambusa, a distinctive regional food product. Based on field observations, preliminary interviews, and collaborative discussions with the partner, three priority problem areas were identified as the focus of intervention: (1) production operations, (2) business management and supply chain practices, and (3) marketing strategies. These problem areas were considered interconnected because limitations in production capacity and operational efficiency affected the partner's ability to respond to market demand, while weaknesses in financial recording, inventory management, branding, packaging, and digital marketing constrained business development and market expansion. The intervention was therefore designed as an integrated business transformation process rather than as a series of independent training activities.

The program was implemented over an eight-month period in 2026 and consisted of five interconnected phases: (1) socialization and needs identification, (2) training and workshops, (3) appropriate technology implementation, (4) technical mentoring and monitoring, and (5) program evaluation and sustainability assessment. The phases were sequential in terms of their principal activities but iterative in implementation, particularly during the mentoring and monitoring stage. All six members of the partner group were involved throughout the intervention, although their roles varied according to the activities undertaken. Partner participation included identifying operational problems, determining intervention priorities, participating in training and demonstrations, practicing the use of production equipment, implementing business-management systems, developing marketing content, providing feedback, and participating in the evaluation of program outcomes.

Phase 1 - Socialization and Needs Identification involved initial coordination, program socialization, field observation, interviews, and discussions with the partner. This phase was intended to establish a shared understanding of the existing business conditions, priority problems, intervention objectives, implementation schedule, and expected outcomes. The partner was actively involved in identifying the most pressing operational constraints and determining the interventions considered feasible within the existing business environment. The initial assessment identified limitations in manual production processes, raw-material inventory management, business financial recording, supply chain practices, branding, packaging, pricing, and digital marketing.

Phase 2 - Training and Workshops focused on developing the knowledge and practical skills required to implement the proposed interventions. Training employed interactive discussions, demonstrations, and hands-on practice. The topics included production equipment operation and maintenance, raw-material inventory management using the First In, First Out (FIFO) principle, supply chain management, pricing, branding, packaging design, content creation, and digital marketing. Equipment-operation training was conducted over three days using a hands-on approach,

while digital marketing training was delivered in four sessions focusing on content development and social media engagement.

Phase 3 - Appropriate Technology Implementation involved the introduction, demonstration, testing, and application of production technologies consisting of a standing mixer, semi-automatic Sambusa skin-printing machine, freezer, and vacuum sealer. The partner members directly participated in equipment operation, production trials, and adaptation of the technologies to the existing production workflow. The technology intervention was complemented by the introduction of soft technologies, including inventory recording, FIFO procedures, pricing practices, branding, packaging design, and digital marketing. Thus, the intervention combined physical production technologies with changes in work processes and business practices.

Phase 4 - Technical Mentoring and Monitoring was conducted to ensure that the knowledge and technologies introduced during the previous phases were translated into routine business practices. Mentoring focused on the practical use and maintenance of production equipment, production-process standardization, inventory recording, supply chain practices, financial recording, pricing, social media management, and promotional content development. The partner was encouraged to perform the activities independently, while the implementation team provided technical assistance and feedback when operational difficulties were identified. Monitoring was conducted through direct observation, discussions with partner members, documentation of activities, and review of operational practices. This phase was iterative because adjustments were made according to the partner's experience in applying the newly introduced technologies and systems. The report documents that the partner was involved in training, demonstrations, equipment trials, actual equipment use, and evaluation.

Phase 5 - Program Evaluation and Sustainability Assessment was conducted by comparing baseline and post-intervention conditions using predefined operational indicators. Evaluation combined direct observation, interviews, activity documentation, production records, and partner evaluation forms. The evaluation focused on changes in production performance, technology utilization, business management, supply chain practices, branding and packaging, and digital marketing. Sustainability was assessed through the partner's ability to continue using the introduced technologies and business systems and through the preparation of production and management standard operating procedures (SOPs). Strengthening relationships with suppliers was also included as part of the sustainability strategy.

Program outcomes were measured using both operational performance indicators and partner-capacity indicators. Production capacity was operationally defined as the number of Sambusa pieces produced per working day, while production efficiency was assessed based on the amount of operating time required to complete the production process. Hourly productivity was calculated by dividing total daily production output by total production operating hours. Technology utilization was defined as the partner's ability to use the introduced production equipment within the production process. Business management capability was assessed based on the implementation of separate business financial records and cost-based pricing practices. Supply chain management capability was assessed through the implementation of raw-material inventory recording, supplier identification, procurement practices, and FIFO procedures. Digital branding was assessed based on the development and application of a new brand identity and improved food-grade packaging, whereas digital marketing capability was assessed based on the partner's ability to manage business-oriented social media, produce promotional content, and implement digital marketing activities.

Quantitative operational data were analyzed descriptively by comparing baseline and post-intervention measurements. Changes in production volume, operating time, and hourly productivity were calculated based on the difference between pre- and post-intervention conditions. The relative change in an indicator was calculated using the following formula:

$$\text{Relative Change (\%)} = [(Post\text{-}intervention\ value - Baseline\ value) / Baseline\ value] \times 100.$$

Qualitative data obtained from observations, interviews, documentation, and partner evaluation forms were analyzed descriptively by comparing conditions before and after the intervention. Evidence from different sources was triangulated to identify consistent changes in

partner practices and business operations. The analysis was intended to describe changes associated with the intervention rather than to establish causal effects, considering that the program involved a single partner group and did not employ a control group.

RESULTS AND DISCUSSION

Problem Identification and Initial Partner Conditions

The intervention commenced with a needs assessment conducted through field observations, in-depth interviews, and collaborative discussions with the Domestic Industry (IRT) collective Mutabikh Maryama in Pangkajene and Kepulauan Regency. This phase aimed to develop a comprehensive understanding of the enterprise's existing conditions and to ensure that the intervention was responsive to the partners' identified needs. The assessment revealed substantial market potential alongside persistent challenges in production, business management, and marketing. These challenges constrained the enterprise's ability to capitalize fully on growing market demand.

In terms of production, all Sambusa manufacturing processes remained manual and relied on basic household equipment, limiting daily production capacity to approximately 300-400 units. This capacity constraint frequently resulted in unmet demand and delays in order fulfillment. From a business management perspective, financial records remained intermingled with household finances, raw-material inventory management lacked systematic procedures, and no formal supply chain management system was in place to support operational efficiency. In the marketing domain, basic packaging and a weak brand identity further limited product competitiveness relative to comparable products supported by more developed digital marketing practices.

Based on these findings, the intervention priorities were jointly established with the partner across three areas: production process modernization through appropriate technology, strengthening of business governance and supply chain management, and digital marketing transformation through rebranding, packaging improvement, and enhanced digital communication.

Table 1 Initial Conditions of Partners Before Program Intervention

Aspect	Conditions Before Program	Impact on Business
Production	Manual production 250–500 units/day	Unable to fulfill market demand
Technology	Lacked mixing machinery, Sambusa skin printing equipment, vacuum sealer, freezer	Low productivity
Management	Business finances intermingled with household finances	Difficult to calculate business profit
Supply Chain	Lacked raw material inventory system	Risk of raw material shortage
Branding	Logo and product identity not yet established	Low brand awareness
Packaging	Utilized simple plastic packaging	Low product sales value
Digital Marketing	Utilized only personal WhatsApp	Limited market reach

Production Capacity Modernization through Appropriate Technology

A principal intervention within the program involved the adoption of appropriate production technologies, including a dough mixer, semi-automatic Sambusa skin-printing equipment, vacuum sealing equipment, and freezing units. Technology adoption was facilitated through equipment demonstrations, hands-on practice sessions, and intensive technical assistance until all group members were able to operate the equipment independently. This participatory approach was intended to strengthen partners' technical competencies while facilitating their adaptation to the newly introduced technologies.

The adoption of these technologies improved the efficiency and consistency of several production processes. Dough mixing became faster and more uniform, while the semi-automatic printing equipment improved the consistency of Sambusa skins. The use of vacuum sealing and freezing equipment also enabled the enterprise to introduce Sambusa in a frozen-food format, providing greater flexibility in product storage and distribution. Beyond increasing production

capacity, these technological improvements contributed to greater consistency in production processes and product quality, creating opportunities for the enterprise to serve a broader market.

These findings are consistent with recent community service initiatives showing that appropriate technology adoption can improve production productivity, process standardization, and product quality in food-sector MSMEs (Adisti et al., 2025; Orbawati et al., 2025). Similar outcomes have been reported in interventions combining production technology with packaging and digital marketing support, suggesting that technology adoption can generate greater business value when accompanied by improvements in downstream market capabilities (Fajarini et al., 2026).

Business Governance Strengthening and Supply Chain Management

Beyond enhancing production capacity, the program also focused on strengthening business management through simplified financial record-keeping, production planning, and supply chain management. Partners received technical assistance in separating business and household finances, establishing daily transaction-recording procedures, and implementing inventory controls based on the First In, First Out (FIFO) principle.

Technical mentoring also addressed raw-material procurement through the identification of primary suppliers and the development of more systematic procurement schedules. These interventions were intended to improve cost control and maintain continuity of raw-material supplies, thereby supporting more stable and predictable production operations. This emphasis on managerial capability is consistent with recent evidence highlighting the importance of economic management, digital literacy, and technology adoption for MSME competitiveness and sustainability (Daud et al., 2025). Thus, the present intervention extended beyond equipment provision by addressing the internal business systems required to support continued technology utilization.

Product Re-branding and Digital Marketing Transformation

The subsequent intervention focused on market-facing activities through brand identity development (rebranding), packaging redesign, and digital marketing enhancement. In collaboration with the partners, the team developed a visual identity that more effectively represented the characteristics of Sambusa as a distinctive culinary product of Pangkep Regency. Product packaging was redesigned using food-grade materials to improve hygiene and product protection, while incorporating essential product information and brand identity elements.

In the digital marketing dimension, partners received training in social media management, promotional content creation, graphic design applications, and content calendar development. These activities were intended to increase product visibility, expand market reach, and strengthen customer engagement through digital platforms. The intervention is consistent with recent studies showing that branding, packaging, digital competence, and technology adoption can contribute to improved MSME market readiness and marketing performance (Aswar et al., 2025; Fatimah et al., 2026; Sofi'i et al., 2024). Following the intervention, partners demonstrated greater use of social media as a structured medium for product promotion compared with their pre-intervention practices.

Program Impact Evaluation

Program evaluation used a mixed-source descriptive assessment to compare partner conditions before and after the intervention. The assessment was conducted at two points: before the intervention to establish the baseline condition and after the completion of the main intervention activities to document changes. Partner members participated in the assessment with facilitation from the implementation team. Evaluation focused on production technology utilization, business management, supply chain practices, digital branding, and digital marketing. Changes were assessed by comparing pre- and post-intervention responses and by examining supporting evidence from field observations, interviews, activity documentation, and business records. Observations focused on the partners' actual use of production equipment and implementation of the introduced business practices; interviews explored perceived changes, experiences, and remaining constraints; documentation recorded participation and implementation of program activities; and business records provided evidence of operational changes. Findings from these sources were triangulated to

determine whether reported improvements were supported by observed practices and documented outcomes. The analysis was descriptive because the program involved a single partner group and did not employ a control group.

Table 2 Program Evaluation Results

Evaluation Indicator	Pre-Intervention Condition	Post-Intervention Condition
Production capacity	Approximately 300–400 Sambusa pieces/day	Approximately 600–800 pieces/day
Production operating time	Approximately 8–10 hours/day	Approximately 4–5 hours/day
Hourly productivity	Approximately 35–40 pieces/hour	Approximately 150–160 pieces/hour
Production technology utilization	Production was predominantly manual and constrained by limited equipment	Partners were able to operate the standing mixer, semi-automatic Sambusa skin-printing equipment, freezer, and vacuum sealer
Supply chain and inventory management	Inventory and procurement were managed conventionally and were not systematically recorded	FIFO-based inventory management and more structured procurement practices were introduced
Branding and packaging	Branding was relatively stagnant and packaging remained simple	New brand identity and improved food-grade packaging were introduced
Digital marketing	Digital promotion was limited and conventional	Partners received training and mentoring in social media management, content creation, and content scheduling

Program Implications for Partner Business Sustainability

This community service initiative generated improvements in production and marketing capabilities while also establishing foundations for more sustainable business operations through appropriate technology adoption, business governance strengthening, and human resource capacity development. The integration of these dimensions strengthened partners' ability to manage business operations more systematically and respond more adaptively to changing market conditions.

Table 3 Assessment Results of Increased Partner Capacity

Aspects Evaluated	Before (%)	After (%)	Increase (%)
Understanding of production technology use	48	92	91.7%
Understanding of business management	55	90	63.6%
Supply chain management capability	45	88	95.6%
Digital branding understanding	50	94	88.0%
Digital marketing capability	47	90	91.5%

The experience of this program suggests that MSME transformation may benefit from an integrated empowerment approach rather than isolated interventions, such as equipment provision or marketing training alone. The intervention combined production modernization, operational and business management strengthening, and digital transformation within a coherent framework that was adapted to the partner's specific conditions and needs. While the findings are limited to the context of a single partner group and cannot be generalized broadly, the approach provides an initial practical reference that may inform similar community empowerment initiatives, particularly among food-sector enterprises utilizing locally rooted products and resources.

CONCLUSIONS

The community service program strengthened the production, business management, supply chain, branding, and digital marketing practices of the IRT collective Mutabikh Maryama in Pangkajene and Kepulauan Regency. The introduction of appropriate production technologies, combined with training and mentoring, was accompanied by an increase in daily production from approximately 300–400 to 600–800 Sambusa pieces and a reduction in production operating time

from approximately 8–10 to 4–5 hours per day. Hourly productivity also increased from approximately 35–40 to 150–160 pieces. The intervention additionally supported improvements in packaging, financial and inventory recording, supply chain practices, and digital marketing activities. These findings indicate the potential of an integrated empowerment approach to strengthen operational efficiency and business practices in small-scale food enterprises. Continued mentoring is required to sustain these improvements and support the partner in achieving its longer-term production and market development targets.

ACKNOWLEDGMENT

The authors gratefully acknowledge the financial support provided by the Directorate of Research and Community Service (DPPM), Directorate of Research, Technology, and Community Service (Risbang), Ministry of Education, Higher Education, Science, and Technology (KEMDIKTISAINTEK), Republic of Indonesia. This support facilitated the implementation of the community service program for the IRT Mutabikh Maryama collective in Pangkajene and Kepulauan Regency. The authors also thank Kalla Institute of Technology and Business, the partner collective, and all parties who contributed to the successful implementation of the program.

REFERENCES

- Adisti, A., Rahmi, D. Y., & Wellyalina. (2025). Innovative Strategies for Strengthening the Competitiveness of Wan Alan MSME through Production Technology Advancement and Digital Marketing. *Warta Pengabdian Andalas*, 32(4), 455–465. <https://doi.org/10.25077/jwa.32.04.455-465.2025>
- Aswar, N. F., Haeruddin, M. I. M., Haeruddin, M. I. W., Aslam, A. P., & Abadi, R. R. (2025). Peningkatan Branding dan Packaging Produk UMKM untuk Meningkatkan Daya Saing di Pasar Digital. *Ininnawa: Jurnal Pengabdian Masyarakat*, 3(1), 69–73. <https://doi.org/10.26858/ininnawa.v3i1.7735>
- Daud, A., Syulhasbiullah, M., Ridwan, & Arfan, H. H. (2025). Enhancing MSMEs competitiveness and sustainability through understanding economic management, digital literacy, and technology adoption in the digital era. *Jurnal Fokus Manajemen Bisnis*, 15(2), 541–562. <https://doi.org/10.12928/fokus.v15i2.14465>
- Fajarini, L. D. R., Arisena, G. M. K., Sudarma, I. M., Al Jusuf, S. A., Tiana, K. S. A., Yuarini, D. A. A., & Putra, I. G. A. M. (2026). Increasing the Value Added of Pindang Fish Via Vacuum Technology and Marketing Digitalization at Poklahsar Merta Segara. *Jukeshum: Jurnal Pengabdian Masyarakat*, 6(2), 526–532. <https://doi.org/10.51771/jukeshum.v6i2.2344>
- Fatimah, S. E., Hurriyati, R., & Maulany, S. (2026). Technology Adoption Readiness as A Mediating Mechanism Between Omnichannel Strategy, Digital Competence and MSME Marketing Performance in Indonesia. *Jurnal Aplikasi Bisnis dan Manajemen*, 12(2), 450. <https://doi.org/10.17358/jabm.12.2.450>
- Orbawati, E. B., Saleh, A. R., Puspitasari, H. M., Fadlurrahman, F., Mukti, A., & Ikhtiara, S. (2025). Accelerating the competitiveness of organic food MSMEs through appropriate technology innovation in Magelang. *Community Empowerment*, 10(11), 2190–2200. <https://doi.org/10.31603/ce.15206>
- Ramdhani, A. Y., Lishobrina, L. F., & Putra, A. B. R. P. A. (2026). Penerapan Teknologi Tepat Dan Strategi Branding Dalam Pemberdayaan UMKM Gapit 24 Sebagai Produk Unggulan Daerah. *Jurnal Pengabdian Masyarakat Akademisi*, 5(1), 65–73. <https://doi.org/10.54099/jpma.v5i1.1679>
- Riana, M. A., Fitriyani, Endang, A. H., Jannah, M., Arizahni, K. R., & Sary, C. A. (2025). Optimasi Konsep Community Based Tourism Dalam Membangun Potensi Ekowisata Desa Tabo-Tabo Melalui Pelatihan Kewirausahaan. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 6(1), 1432–1439. <https://doi.org/10.55338/jpkmn.v6i1.5018>
- Sofi'i, Y. K., Sudarman, S., & Nugroho, W. S. (2024). Peningkatan Daya Saing UMKM Mimi Roti melalui Penerapan Teknologi Pengemasan dan Pemasaran Digital. *PengabdianMu: Jurnal Ilmiah Pengabdian Kepada Masyarakat*, 9(5), 906–911.

<https://doi.org/10.33084/pengabdianmu.v9i5.6665>

Sucipto, K. R. R., Aras, R. A., Salam, M. F., Rahmawati, A., Afrizal, Y. H., & Rijal, S. (2025). UMKM Go Digital: Peningkatan Literasi Digital UMKM Kota Makassar Pemanfaatan Google Maps dan Media Sosial. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 6(3), 3731–3737.

<https://doi.org/10.55338/jpkmn.v6i3.6633>

Sulistiyorini, S., Octavia, A. N., & Setyarini, A. (2025). Beyond Digital Transformation: Digital Technology as Mediator For Strategic MSME Performance in Demak. *Jurnal Aplikasi Bisnis Dan Manajemen*, 11(2), 361. <https://doi.org/10.17358/jabm.11.2.361>

Syahnur, K. N. F., Jannah, M., Sucipto, K. R. R., Herman, B., & Arizahni, K. R. (2024). Transformasi Digital Untuk Meningkatkan Daya Saing UMKM Perempuan di Kabupaten Pangkajene dan Kepulauan. *Celebes Journal of Community Services*, 3(2), 108–177.

<https://doi.org/10.37531/celeb.v3i2.1730>

Yusupa, A., Tarigan, V., & Robot, J. R. (2024). Towards competitive UMKM: Capacity building program in North Sulawesi. *Community Empowerment*, 9(8), 1186–1193.

<https://doi.org/10.31603/ce.11529>