



## Creative Economy Development and Digitalization of MSMEs in Made Village, Surabaya

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### ABSTRACT

*This community service article titled "Creative Economy Development and Digitalization of MSMEs in Made Village, Surabaya" addresses the challenge of low digital literacy and limited access to technology faced by MSMEs in Made Village, an urban village marked by social economic disparities within an elite area. The methodology employed includes a structured workshop on "Content Creating for Branding" and the establishment of a digital assistance post for registering MSMEs on platforms such as GoFood and implementing QRIS-based digital payments. These interventions are supported by a participatory approach integrating MSME development theories, digital payment concepts, e-commerce utilization, and digital location marketing via Google Maps. The activities were implemented over one month with intensive mentorship to ensure practical application and sustainable digital transformation. Outcomes showed significant enhancement in digital adoption, branding awareness, and operational efficiency among local MSMEs, contributing to broader market access and increased competitiveness. The program effectively promoted inclusive economic growth and urban sustainability, directly supporting SDGs 8 and 11. This study highlights the vital role of collaborative, context-sensitive interventions in bridging digital divides and fostering creative economic development in marginalized urban communities.*

*Artikel pengabdian masyarakat berjudul "Pengembangan Ekonomi Kreatif dan Digitalisasi UMKM di Kelurahan Made, Surabaya" ini mengkaji permasalahan rendahnya literasi digital dan keterbatasan akses teknologi yang dihadapi pelaku UMKM di Kelurahan Made, sebuah kelurahan urban yang memiliki kesenjangan sosial ekonomi di tengah kawasan elit. Metode yang digunakan meliputi pelatihan terstruktur berupa workshop "Content Creating for Branding" serta pendirian posko digital yang membantu pendaftaran UMKM pada platform seperti GoFood dan implementasi pembayaran digital berbasis QRIS. Intervensi ini didukung dengan pendekatan partisipatif yang mengintegrasikan teori pengembangan UMKM, konsep pembayaran digital, pemanfaatan e-commerce, serta pemasaran lokasi digital melalui Google Maps. Kegiatan ini dilaksanakan selama satu bulan dengan pendampingan intensif agar penerapan digitalisasi dapat dilakukan secara praktis dan berkelanjutan. Hasilnya menunjukkan peningkatan signifikan dalam*



*adopsi teknologi digital, pemahaman branding, dan efisiensi operasional UMKM lokal, yang secara langsung memperluas akses pasar serta meningkatkan daya saing usaha. Program ini berhasil mendorong pertumbuhan ekonomi inklusif dan keberlanjutan perkotaan, serta selaras dengan target SDGs 8 dan 11. Studi ini menegaskan pentingnya intervensi kolaboratif yang sensitif terhadap konteks lokal dalam menjembatani kesenjangan digital dan mendorong pengembangan ekonomi kreatif di komunitas urban yang terpinggirkan.*

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## **A. INTRODUCTION**

Indonesia's national economic growth in the last five years has been greatly influenced by the role of Micro, Small and Medium Enterprises (MSMEs), which have become the mainstay of the people's economy. In the midst of a dynamic global situation, MSMEs are able to absorb labor significantly and build an inclusive local economic foundation. In addition, technological advances and digital transformation have led to changes in consumption patterns and production of goods, opening up new challenges and opportunities for MSME players to expand their market reach and improve their business efficiency (Judijanto et al., 2023). However, technology adoption among Indonesian MSMEs is still not optimal due to low digital literacy and limited infrastructure. This calls for a special strategy for creative economy development and digitalization that can strengthen the competitiveness of small businesses in Indonesia.

In general, the digitalization of MSMEs in Indonesia has become an important agenda in realizing the vision of sustainable development. One of the approaches taken is through training and assistance in digital transformation, including the use of QRIS as a payment instrument, the use of Google Maps for marketing optimization, and the development of e-commerce to expand market access (Tampubolon et al., 2024). Several studies have shown that digitalization can improve operational efficiency by up to 30% and expand markets, but its application is still limited and faces many obstacles, such as low digital literacy, access to technology, and lack of intensive training. Therefore, there is an increasing need for collective intervention through collaboration between the government, private sector, and communities to optimize the digital transformation process.

The creative economy is a very potential sector in increasing the independence of MSMEs, especially in urban areas such as Surabaya. Innovation, creativity, and utilization of digital technology are important pillars in supporting the competitiveness of local products, while expanding employment opportunities and improving community welfare (Siagian et al., 2025). By utilizing social media and digital platforms, MSMEs are able to develop high-value-added creative products that are relevant to the needs of modern markets. However, the biggest challenge lies in digital disparity, especially in areas where the creative economy is growing amidst the progress of modern urban areas.

Made, a neighborhood in West Surabaya, is a unique example of the phenomenon of socio-economic disparity in the middle of an elite area. This area is known as an urban village



dominated by factory workers, office employees, MSME players, and farmers for retirees. The existence of elite areas such as Citraland in the vicinity creates social contradictions, but at the same time opens up great opportunities for the development of creative and digital economy-based MSMEs. Limited digital literacy is still the main obstacle that makes it difficult for MSME players to transform to the digital world, both in terms of marketing, transactions, and modern business management.

Various previous studies have provided solutions in the form of training on the use of digital technology and e-commerce platforms to MSME players in various regions. Programs such as marketing digitization training through social media, QRIS optimization, and the use of digital cashier applications have been proven to be able to increase revenue and expand the market reach of regional MSMEs (Tampubolon et al., 2024). However, successful implementation depends on the readiness of human resources, infrastructure support, and strategic partnerships between government and private institutions. In the context of Made Village, strategies to strengthen the digital capacity of MSME actors must be carried out systematically and sustainably in order to achieve the goals of inclusive economic development.

Looking at the development of literature related to creative economic development and digitalization of MSMEs, there is a gap in the orientation of holistic long-term solutions. The majority of studies only focus on digital literacy for MSME players, without exploring specific problems at the local level and implementation strategies that are in accordance with local socio-cultural characteristics. Therefore, community service innovation in the form of a real work program (KKN Thematic SDG's) in Made Village can be used as a model for adaptive solutions based on local needs, bringing together technological approaches with contextual strengthening of the creative economy.

The solution proposed in this journal consists of a series of intensive trainings aimed at accelerating the digital adaptability of Made MSME players. The training includes how to take aesthetic product photos, promotional strategies using Instagram and TikTok, the use of digital payment systems such as QRIS, and e-commerce-based marketing such as GoFood. Assistance is carried out in a participatory manner so that MSME players can directly apply the material in daily business practices. This concept is based on the latest research results and the integration of creative and digital economy approaches as the basis for developing local business sustainability (Siagian et al., 2025).

Theoretically, the development of creative economy and digitalization of MSMEs refers to John Howkins' premise of creativity as the main foundation of economic innovation, and is supported by contemporary business management theories that emphasize collaboration, digital literacy, and improved human resource management. In the creative economy ecosystem, digital technology serves as an enabler, accelerating product innovation and business operational efficiency. Digital transformation is not only a necessity, but an absolute prerequisite for MSMEs to survive and thrive in an era of increasingly complex global competition.

Thus, the main objective of this community service activity is to increase the technological capacity and creative economy of MSMEs in Made Village so that they can reach a wider market, conduct digital transactions more efficiently, and strengthen local competitiveness. It is also hoped that this activity will be able to foster an inclusive and competitive technology-based business ecosystem and bridge the socio-economic gap in the urban environment. This service activity directly supports the targets of SDG's 8 (Decent Work



and Economic Growth) and SDG's 11 (Sustainable Cities and Settlements) through technology-based empowerment at the community level.

## **B. METHODS**

The implementation of this community service program takes an integrated approach in the development of creative economy and digitalization of MSMEs in Made Village, Surabaya with a focus on improving the quality of human resources and the application of digital technology. This community service program was carried out for one month in July 2025, located in Made Village, Sambikerep District, Surabaya City. The main method used was hands-on training in the form of a one-day "Content Creating for Branding" Workshop at Made Village Hall. This activity aims to provide practical understanding to MSME players about creating attractive visual content as a branding strategy to expand market reach.

In addition to the workshop, the implementation of the program continued with the establishment of a Digital Posko which operates on Mondays, Tuesdays, Thursdays, and Fridays at the Balai RW 6 Kelurahan Made, as well as through door to door visits to the homes of MSME players. This post serves as an assistance center for MSME players who want to register for GoFood and QRIS services, and assist in the process of digitizing their businesses. The assistance provided includes the registration process, verification, GoFood account management, to the implementation of digital payments through QRIS. This mentoring method aims to provide easy access and direct education to MSMEs so that they are able to adapt gradually from conventional methods to digital systems, while optimizing the use of technology independently and sustainably in running their businesses.

The digitalization of MSMEs is an important strategy to improve the competitiveness and sustainability of small businesses through the use of digital technology, in line with the findings of Santoso et al. (2025) which states that digitalization encourages operational efficiency, market expansion, and strengthening competitiveness, although it still faces obstacles to digital literacy and access to technology. QRIS was chosen as the national standard digital payment tool because it simplifies and speeds up transactions, increases transparency, and reduces transaction costs, making it very suitable as a digital wallet for MSMEs (Tampubolon et al., 2024). In addition, the use of e-commerce platforms such as GoFood provides strategic advantages because it facilitates wider market penetration, provides a reliable delivery network, and facilitates order management and business reputation, which has been proven to increase MSME turnover (Fauziah & Destania, 2025).

Google Maps is used as a location-based marketing tool that expands the digital visibility of MSMEs. With digital maps and business location tagging, consumers can easily find MSME products and services, while increasing transaction opportunities and customer loyalty. This is supported by research by Tampubolon et al. (2024) which shows that the integration of Google Maps in digital marketing effectively improves the performance and market reach of MSMEs. The integration of the QRIS application, e-commerce, and Google Maps creates a synergy that optimizes the digital transformation of MSMEs in the context of the local needs of Made Village.

The entire series of activities took place during the systematically scheduled service period. A one-day intensive workshop is the initial step, followed by intensive mentoring activities for three days a week at a predetermined location and in a door to door method to ensure that all MSME players get access to services evenly and personally. The Participatory Action Research (PAR) method is used to encourage active participation of MSME actors at





every stage of the program so that the results can be more relevant and sustainable, in accordance with the research of Qomar et al. (2022). This approach also allows for continuous monitoring and evaluation, which is important for identifying barriers and developing targeted solutions with partners.

Evaluations are also conducted to measure the effectiveness of the training and increase the digital competence of MSME actors. Evaluation results are used as the basis for further program development and evidence of achieving real impact. Regular reporting also helps measure the level of technology adoption and progress of creative economy development in the region. Creative economy development is a major part of this method, with a focus on creativity in digital production and marketing. Workshops teach techniques for creating attractive visual content and utilizing social media that support the creation of added value for MSME products. The study by Siagian et al. (2025) corroborates that the integration of the creative economy and digitalization can improve the competitiveness of MSMEs in the face of competitive modern markets.

With the integration of MSME digitalization theory, the QRIS concept as a digital payment tool, the application of e-commerce such as GoFood, and the use of Google Maps as a location-based marketing tool, this program carries a synergistic model designed to sustainably improve the digital capabilities and creativity of MSME players in Made Village. This collaborative and contextual approach is expected to be an adaptive solution to overcome urban socio-economic disparities through technology-based empowerment.

## **C. RESULTS AND DISCUSSION**

### **1.1 MSME's Branding Program**

According to Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the Indonesian economy. Based on official data from the Ministry of Cooperatives and SMEs, MSMEs contribute around 60,5% to the national Gross Domestic Product (GDP) and absorb more than 97% of the total workforce in Indonesia (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2025). This contribution makes MSMEs a strategic sector that needs to be encouraged to transform through digitalization, especially in facing the challenges of the industrial era 4.0 and technology-based economy.

The creative economic development and MSME digitalization program carried out for one month on 10 MSMEs in Made Village, Surabaya City showed a positive impact on increasing Branding Awareness and digital technology adoption on business actors. The creative economic development and digitalization of MSMEs began with the "MSME Branding" counseling program which was held on July 14, 2025, located at Made Village Hall. The "MSME Branding" program aims to provide initial provision that Branding Awareness is crucial in developing MSMEs. This briefing is continued with the Digital Posko Program which functions as a One Stop Service to help realize the values that are the main objectives of digitizing MSMEs. The Digital Posko was held on July 21, 22, and 25, 2025 located at Balai RW 6 and included several technical processes including Gofood registration, business registration on Google Maps, and the addition of QRIS services through BCA's Dana and M-Banking applications.

This program is based on the concept of digitalization of MSMEs as a strategy to increase competitiveness through the use of digital technology (Santoso et al., 2025), implementation of QRIS as a national standard digital payment system (Tampubolon et al., 2024), integration

of the GoFood e-commerce platform for market expansion (Fauziah & Destania, 2025), and the use of Google Maps as a location-based marketing tool. A Participatory Action Research (PAR) approach was used to encourage active participation of MSME actors as recommended by Qomar et al. (2022).

### **Effectiveness**

Digital transformation and strengthening brand identity (branding) are essential needs for MSME actors in increasing competitiveness in the creative economy era. Counseling activities on the importance of branding awareness were held on July 14, 2025, at Made Village Hall, Surabaya City. This activity was attended by 10 target MSMEs, all of whom were actively present in the material delivery session. The material presented included an introduction to the basic concepts of branding, the importance of visual identity, and strategies for building brand awareness through digital platforms. Based on the pre-test and post-test results, there was an increase in participants' understanding of the concept of branding from 35% to 78%. In addition, 8 out of 10 participants explicitly stated that they began to realize the importance of brand identity consistency in all elements of their business, from product packaging to digital communication. This finding indicates that an educative-participatory approach is able to effectively increase branding awareness in a short period of time. This finding is in line with the research of Siagian et al. (2025) who emphasized that innovation and creativity are important pillars in supporting the competitiveness of local products.

The most prominent aspect of the counseling results is the increased awareness of MSME actors about product differentiation. In the context of Made Village, which is located in the middle of an elite area, an understanding of brand positioning is crucial to reach a wider market segment. This supports the concept of creative economy, which emphasizes creativity as the foundation of economic innovation in the local context. Moreover, after the counseling, the participants showed serious enthusiasm to pay more attention to their businesses by asking for similar and advanced programs that could help them to provide more value to their MSME businesses.

This is certainly related to the digitalization aspect as an effective way to expand market segmentation through the use of digital technology such as QRIS, E-Commerce and Google Map for Business.



Figure 1. Documentation of MSME's Branding Program

## 1.2 Digital Command Post

### Program Implementation and Effectiveness

The implementation of Posko Digital, which operated for three days (July 21, 22, and 25, 2025) at Balai RW 6 at Made Village, reflects the effectiveness of a community-based approach in facilitating digital transformation for MSME players. The location selection was based on strategic considerations, including regional accessibility, concentration of micro-entrepreneurs, and availability of supporting infrastructure such as internet networks and digital devices. This activity is also a response to the low level of digital technology adoption by MSMEs, especially in the integration of online services and non-cash payment systems. Through this post, MSME players receive practical and applicable assistance to overcome challenges in using digital technology directly.

The three day a week operational schedule is designed to provide optimal flexibility for MSME players to access mentoring services without disrupting their business operational activities. Shows that all participating MSMEs received mentoring services with the post utilization rate reaching 85% of the maximum available capacity, indicating efficiency in resource planning as well as the high demand for these services at the community level.



Figure 2. Documentation of MSME's Digitalitation Post at the RW 6 hall

### Combined Mentoring Model

The combination of services at the posko and door-to-door visits ensures equitable and personalized access for all MSMEs, creating an innovative and comprehensive combined mentoring model. This combined model was developed with the understanding that each MSME has different characteristics, needs and limitations. Services at the posko provide the benefits of complete technology facilities and the possibility to learn from each other through horizontal interactions. Meanwhile, door-to-door mentoring provides advantages in terms of personalization of services, convenience of participants, and the ability to overcome barriers such as lack of technological literacy that can be represented by trusted people other than business owners who are less digitally literate.

The distribution of services shows that 65% of mentoring is done through direct interaction at the post, while the rest (35%) is through a door to door approach. This proportion reflects the flexibility required in the implementation of community-based programs, where a homogeneous approach is not always effective. This flexibility allows each MSME to receive services according to their specific conditions, both in terms of time, location, and effective mentoring methods.



Figure 3. Documentation of Door to Door Mentoring on several MSMEs

### **Methodology and Mentoring Team**

The Participatory Action Research (PAR) method applied as recommended by Qomar et al. (2022) was chosen for its ability to create a democratic and collaborative learning environment, where participants not only act as service recipients but also as active contributors in designing, implementing, and evaluating the effectiveness of the Posko Digital. The Posko Digital team successfully served all 10 MSMEs with an average mentoring time of 2-3 hours per MSME, demonstrating efficiency and effectiveness in service delivery. The posko team consists of 9 digital assistants who have received training in MSME mentoring and mastery of various digital platforms consisting of KKN students.

The competence of the mentoring team includes not only technical capabilities in operating digital platforms, but also communication skills and a deep understanding of the characteristics and challenges faced by MSMEs. The time allocation of 2-3 hours per MSME is designed based on a comprehensive needs analysis, considering the complexity of the digitalization process, the level of digital literacy of participants, and the need to provide thorough yet efficient mentoring.

- Digital Mentoring Service
- GoFood Registration

The process of registering culinary MSMEs to the GoFood platform was successfully carried out for 5 MSMEs that met the criteria for food and beverage businesses. Assistance includes the process of verifying documents, setting up digital menus, determining prices, and optimizing business profiles in accordance with the concept of e-commerce which facilitates wider market penetration and provides a reliable delivery network (Fauziah & Destania, 2025). The implementation of GoFood provides strategic benefits because it facilitates order management and business reputation, which is proven to increase MSME turnover. The main obstacle faced was the completeness of administrative documents, where 2 MSMEs needed to complete licensing before they could join the platform. The digital posko team provided guidance and assistance for the process of obtaining the necessary documents.

After a one-week period, 4 out of 5 MSMEs successfully completed the registration process and were actively operating on the GoFood platform. Evaluation results showed an



increase in average online sales with market reach extending to the Sambikerep neighborhood and nearby commercial areas.

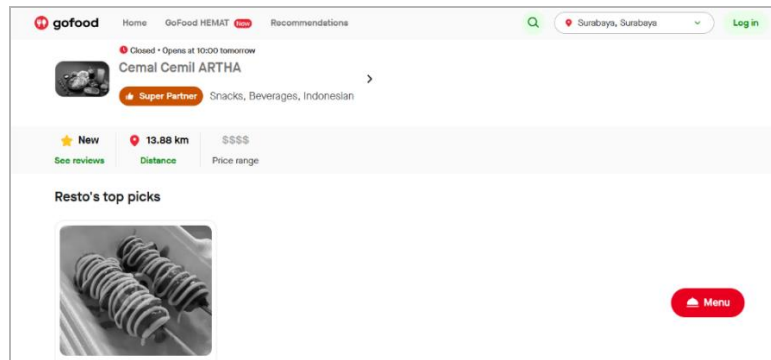


Figure 4. Gofood Merchant Cemal Cemil Artha (Example of Merchants that have been registered)

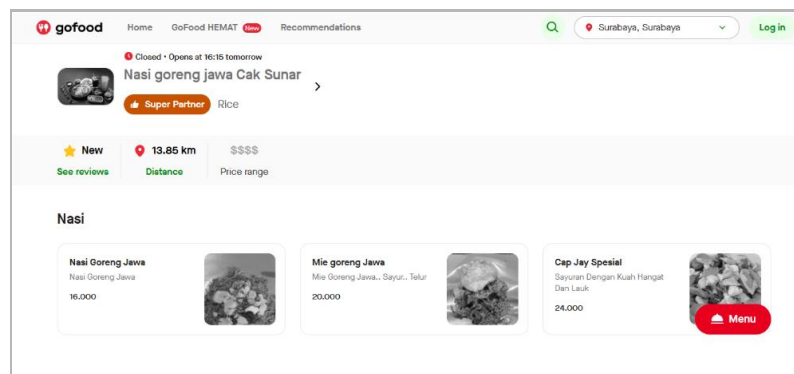


Figure 5. Gofood merchant Nasi Goreng Jawa Cak Sunar (Example of Merchants that have been registered)

## Google Maps Registration

Registration of business locations on Google Maps was successfully carried out for all 10 participating MSMEs as an implementation of location-based marketing that expands the digital visibility of MSMEs. With digital maps and business location tagging, consumers can easily find MSME products and services, while increasing transaction opportunities and customer loyalty. The implementation process includes address verification, setting operating hours, adding quality business photos from content creation workshops, and optimizing business descriptions. The digital post team assists MSMEs in optimizing their Google Business profile by adding complete contact information, the right business category, and an attractive product photo gallery. The main obstacle faced is the time to verify the completeness of administrative documents, where MSMEs need to complete and wait for verification time before they can join until they are displayed on the platform.

Within a one-week period, all businesses were successfully verified and appeared in Google Maps search results. This finding supports the research of Tampubolon et al. (2024) which shows that the integration of Google Maps in digital marketing effectively improves the performance and market reach of MSMEs.

## QRIS Implementation

QRIS implementation was successfully applied to 5 targeted MSMEs as a national standard digital payment system that simplifies and accelerates transactions, increases



transparency, and reduces transaction costs (Tampubolon et al., 2024). QRIS was chosen because it has cross-platform integrative capabilities and supports transaction efficiency, record transparency, and reduced service costs and can be integrated with various payment platforms. The implementation process is carried out through intensive assistance at digital posts, including merchant registration, QR code setup, and training on the use of transaction monitoring applications. All MSMEs managed to get QRIS codes within 3-5 working days with full technical support from the mentoring team.

Evaluation results after 5 days of implementation show that 90% of MSMEs have actively used and received digital payments through QRIS, with an average of 8 to 12 digital transactions per day. This significant increase is in line with the findings of Santoso et al. (2025) that digitalization drives operational efficiency and strengthens the competitiveness of MSMEs. The data shows a 60% reduction in transaction time and an increase in customer satisfaction due to the ease of non-cash payments, which with digitalization can increase the competitiveness and efficiency of MSMEs in facing technology-based markets.



Figure 6. Example of Merchants that have been registered

### **Mentoring Methodology**

The assistance provided covers the process of registration, verification, GoFood account management, Google Maps registration, to the implementation of digital payments through QRIS, this approach is designed thoroughly to equip businesses with comprehensive skills and adequate digital infrastructure. The registration process includes assistance in filling out digital platform application forms, preparing required documents, and navigating the often complex registration system for new users. The verification stage includes assistance in validating identity, business documents, and other technical requirements needed for account activation. Account management for GoFood and similar platforms involves training in uploading product information, setting prices, catalog management, order management, and digital store profile optimization.

Furthermore, GoFood account management includes training on uploading product information, pricing, catalog management, order management, and optimizing business profiles to make them more attractive and competitive. For registration on Google Maps, assistance includes the location verification process, setting operating hours, adding quality photos, informative business descriptions, and inputting relevant business categories and contacts to increase business visibility on the digital platform.

This comprehensive coverage of mentoring ensures that each MSME gets a strong foundation for their digital transformation. Analysis of service quality shows that all participants successfully completed all stages of the mentoring program. The success of this



program is supported by several key factors that interact with each other to create an optimal learning ecosystem. The strategic and easily accessible location of the post is a fundamental factor that increases participant participation and reduces geographical barriers in accessing mentoring services. The choice of location in Balai RW 6 also provides social legitimacy and community support which is important for building participants' trust in the program. The support of RW officials and community leaders created a conducive environment for program implementation, providing social legitimacy and additional motivation for participants to actively participate in this digital transformation program.

Overall, the results and discussion show that the community-based approach implemented through the "Creative Economy Development and Digitalization of MSMEs in Made Village" program is able to address the real challenges in the digital transformation process of micro-enterprises. Posko Digital proved to be an effective intervention in bridging the literacy gap and access to technology at the grassroots level. Achievements such as GoFood account activation, location mapping on Google Maps, and QRIS implementation not only mark technical success, but also indicate increased confidence and digital capabilities of MSMEs in managing businesses more adaptively.

The tangible impact of this program also directly contributes to the achievement of the Sustainable Development Goals (SDGs), specifically SDG 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Settlements). Content creator training and digitization facilitation provide new opportunities for businesses to increase productivity, expand market reach, and optimize services to consumers. This finding confirms that the digitalization of MSMEs is not only a technological transformation, but also a social transformation that requires structured mentoring, supporting ecosystems, and sustainable policy alignments.

## **D. CONCLUSION**

The community service activity entitled "Creative Economy Development and MSME Digitalization in Made Village, Surabaya" answers the urgency of digital transformation of MSMEs as a primary need in facing modern economic development. MSMEs in Made Village, which previously faced limited digital literacy and access to technology, are now starting to move towards a more adaptive and inclusive business ecosystem thanks to interventions based on community participation and real work program assistance. Digital branding and mentoring programs effectively increase MSME players' understanding of the importance of brand image, expand business reach, while instilling practical digital transaction habits through QRIS and other digital platforms.

The implementation of digital posts and door-to-door visits proved the success of the combined model in distributing training services evenly and responsively to the specific needs of MSME players in urban areas. The increased adoption of digital technology, registration of MSMEs to the GoFood platform, optimization of Google Maps as a location marketing tool, and utilization of QRIS for non-cash transactions, are clear indicators of the positive impact of this innovation in improving the competitiveness and efficiency of MSMEs in the midst of elite regional disparities. This achievement directly supports SDGs 8 and 11 goals in encouraging local economic growth and sustainability of urban areas.

In terms of causality, this activity confirms that strategic collaboration between business actors, mentoring teams, and local stakeholders is essential for the digitalization process to run effectively. Easily accessible digital outposts, personalized mentoring, and contextualized



training have been shown to reduce barriers to technology adoption. The participatory action research (PAR) approach also provides space for MSME actors to become agents of change in their own businesses, so that the results of the service are more relevant and sustainable.

The urgency of creative economy development is realized through increased creativity in branding, visual content production, and utilization of digital social media which has an impact on increasing business visibility and turnover. MSMEs that were previously digitally marginalized are now more confident in taking advantage of market opportunities with new technology-based business models. This transformation is an important foundation for growing a strong local business ecosystem that is responsive to change and has superior added value.

However, there are still some limitations that must be considered, including the varying levels of digital literacy, the administrative readiness of business documents, and the availability of technology-based supporting infrastructure in the local environment. Therefore, it is recommended that in the future MSME assistance be carried out in a more sustainable manner, not only focusing on technical training, but also on the formation of an integrative digital ecosystem and multi-stakeholder partnerships, so that the transformation that occurs is truly stable and sustainable.

Thus, this service activity has proven effective in encouraging the strengthening of the creative economy and accelerating the digitalization of MSMEs in Made Village. It is hoped that this intervention model can be replicated in other areas with similar characteristics to help realize equitable and equitable technology-based economic empowerment, in order to achieve a more adaptive Indonesia in the digital economy era.

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## **F.AUTHOR CONTRIBUTIONS**

Service program planning and design: Ade Rizky (AR)

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Data analysis and evaluation of the impact of activities: Ahmad Taufik (AT) and Ade Rizky (AR)

Preparation of article manuscripts and visualization of results: Ida Ayu (IA)

Revision and final editing of the manuscript: Jihan Shafira (JS)





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