I B A D A H
Journal of Community Empowerment and Service
Publisher By Faculty of Tarbiyah Institut Agama Islam Negeri Bone.
Address: HOS Cokroaminoto Street, Watampone, South Sulawesi, Indonesia.
Email: journalibadah@gmail.com / journalibadah@iain-bone.ac.id

DIGITALIZATION AND DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES THROUGH DIGITAL PROMOTION AND DIGITAL PAYMENTS IN THE VILLAGE OF GOGODALEM

Ananda Giko Fergiyani[*1], Heppy Nur Aini[1], Muhammad Fatekha[1], Fredy Eko[1]*
[1]*Universitas Ngudi Waluyo, Indonesia*

Corresponding Author: Ananda Giko Fergiyani (anandagiko23@gmail.com)

Keywords:
Digitization of MSMEs, Digital Marketing, QRIS, Google Maps, Village Empowerment

Article History:
Received: May 8, 2026
Accepted: August 5, 2026
Published: October 29, 2026

ABSTRACT
This study describes the digital transformation process for micro, small, and medium enterprises (MSMEs) in Gogodalem Village, Central Java, through a community service program carried out by university students. Gogodalem Village has diverse local MSMEs, including tofu production, rambak crackers, tempeh, banana-stem-based chips and other processed snacks, traditional peanut brittle, and various children's snacks sold around elementary schools. Most of these businesses previously relied on conventional, word-of-mouth marketing and cash-only transactions, which limited their market reach and business visibility. This program used a participatory, community-based approach that included observation, interviews, socialization, and hands-on mentoring. The mentoring activities covered three main areas: digital promotion through Instagram and TikTok story content, help creating Quick Response Code Indonesian Standard (QRIS) accounts for non-cash payments, and registering business locations on Google Maps to improve searchability. The results show that the mentoring program successfully increased MSME owners' digital literacy, expanded product visibility on social media, enabled non-cash transactions, and made business locations easier to find online. These findings indicate that combining digital promotion, digital payments, and location-based mapping can be a low-cost yet effective strategy to strengthen rural MSME competitiveness, while demonstrating the strategic role of university community service in bridging the digital divide in rural micro-enterprises.

How to cite:
Fergiyani, A. G., Aini, H. N., Fatekha, M., & Eko, F. (2026). Digitalization and development of small and medium-sized enterprises through digital promotion and digital payments in the village of Gogodalem. Ibadah: Journal of Community Empowerment and Service, 1(2).

Author(s) retain copyright and grant the journal right of first publication with the work simultaneously licensed under a Creative Commons Attribution-ShareAlike License (CC BY-SA 4.0) that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the national economy, absorbing a significant portion of the workforce and supporting household economies at the village level. Advances in information and communication technology have shifted marketing patterns from conventional methods to digital marketing. Therefore, digitalization is no longer optional but has become a strategic necessity for MSMEs to survive and grow amid increasingly dynamic market competition (Rifani, Rosyada, & Suhita, 2022). Social media platforms such as Instagram and TikTok have shifted from mere entertainment to digital marketing channels that can reach consumers widely, rapidly, and cost-effectively (Safitri & Romli, 2023).

Beyond promotional activities, MSMEs' digital transformation also includes payment systems. Bank Indonesia introduced the Quick Response Code Indonesian Standard (QRIS) as a national QR code standard that integrates various cashless payment applications into a single channel (Bank Indonesia, 2019). QRIS adoption has been shown to speed up transactions, facilitate business financial record-keeping, and increase consumer confidence in MSMEs' professionalism (Adiyanto & Sari, 2024). Alongside digital promotion and payment systems, listing business locations on Google Maps through a Google Business Profile also increases the visibility and accessibility of business information, helping potential consumers locate MSME businesses more easily (Husain, Robbo, Amri, & Maskar, 2023).

Gogodalem Village, Semarang Regency, has considerable potential for diverse MSME activities, including tofu production by Mr. Bambang, who is known as the “tofu king”; rambak crackers in Gotim Hamlet; tempeh production in West Gogodalem; various processed food products made from banana stems, moringa, and pumpkin produced by Central Food Innovation; traditional peanut confectionery known as gulo kacang from Mengger Gogodalem; as well as various snacks sold to elementary school children, such as cireng produced by Mr. Leny and lotek produced by Mrs. Tini. Nevertheless, most of these MSME actors still rely on word-of-mouth promotion and cash transactions, limiting market reach and business visibility. This aligns with findings that MSMEs in rural areas generally continue to face challenges related to digital literacy and limited

technical assistance in using digital payment technologies (Handayani & Nugroho, 2023).

In response, students in the XV Batch Community Service Program (Kuliah Kerja Nyata/KKN) at Universitas Ngudi Waluyo implemented an MSME digitalization assistance program in Gogodalem Village. The program focused on three main aspects: digital promotion through Instagram Stories and TikTok, assistance in registering for and setting up QRIS as a cashless payment method, and assistance in registering or naming business locations on Google Maps. This article describes the implementation process, outcomes, and impacts of the MSME digitalization assistance program on the development of the local economy in Gogodalem Village.

METHOD

This study employed a community service approach based on Participatory Action Research (PAR), actively involving KKN students, village officials, and MSME owners in every stage of the program. The research design was descriptive qualitative, aiming to provide an in-depth description of the MSME digitalization assistance program's process and outcomes.

The study population included all MSME owners in Gogodalem Village, with a sample of eight business units representing the processed food and snack sectors. These included tofu producers, rambak cracker producers, tempeh producers, various processed products made from banana stems, moringa, and pumpkin produced by Central Food Innovation, traditional peanut confectionery (*gulo kacang*) from Mengger, cireng producers, and lotek vendors.

Data collection techniques included field observations to map the initial conditions of the MSMEs, interviews with business owners to identify marketing and payment-related challenges, and documentation throughout the socialization and assistance activities. Supporting instruments included smartphones for creating promotional content, QRIS service provider applications, and Google Maps or Google Business Profile applications.

The program was implemented through the following stages: (1) identification and data collection of MSMEs; (2) socialization of the benefits of digitalization for promotion and payment systems; (3) technical assistance in creating Instagram Stories and TikTok promotional content, setting up QRIS

accounts, and registering business locations on Google Maps; and (4) evaluation of the outcomes of the assistance program. Data were analyzed descriptively and qualitatively by comparing MSMEs' conditions before and after the assistance program's implementation.

RESULTS AND DISCUSSION

RESULTS

Initial data collection showed that none of the MSME partners in the program actively used social media for promotion, adopted cashless payment methods, or registered their businesses on Google Maps. Following the assistance provided throughout the KKN period, the following findings were obtained.

Conditions and Potential of MSMEs in Gogodalem Village

Gogodalem Village has seven leading MSMEs that participated as program partners, as presented in Table 1.

Table 1. List of Partner MSMEs in the Program in Gogodalem Village

No.	MSME / Business Name	Product Type	Location
1	Tahu Pak Bambang	Tofu production	Gogodalem Village
2	Kerupuk Rambak Gotim	Rambak crackers (crispy beef-skin crackers)	Gotim Hamlet
3	Tempe Gogodalem Barat	Tempeh	West Gogodalem
4	Central Food Innovation	Banana stem chips, moringa-based products, and pumpkin-based products	Gogodalem Village
5	Gulo Kacang Merbabu Mengger	Traditional peanut confectionery	Mengger Hamlet
6	Cireng Pak Leny	School snacks (cireng, a traditional Indonesian tapioca snack)	Gogodalem Village
7	Lotek Bu Tini	Traditional Indonesian vegetable salad (lotek)	Gogodalem Village

2. Digital Promotion through Instagram and TikTok

KKN students helped each MSME owner create Instagram Stories and TikTok content featuring production processes, products, and pricing information. The content was created using simple methods with smartphones owned by the

business owners or students and was uploaded periodically. This approach aligns with findings that optimizing Instagram and TikTok as promotional media can rapidly expand MSME market reach at relatively low cost (Safitri & Romli, 2023) while also strengthening interactions between business owners and consumers (Rifani, Rosyada, & Suhita, 2022). Similar training for catering MSMEs in Genengsari Village showed that direct assistance could increase business owners' confidence in using social media (Rahmawati, Sutrisno, Maskuri, & Prabaswari, 2023), consistent with Instagram promotional assistance provided to MSMEs in Sibang Gede Village, Bali (Ramadiansyah & Pratiwi, 2024).

3. QRIS Registration Assistance

Before the program, all participating MSMEs accepted only cash payments. KKN students helped each MSME register for a QRIS account, including guidance on printing and displaying the QRIS barcode at their business locations. Business owners perceived the benefits of QRIS as faster transaction processing, easier daily income recording, and greater access to younger consumers who are more accustomed to cashless payment methods (Adiyanto & Sari, 2024; Alifia, Permana, & Harnovinsah, 2024).

These findings align with results from QRIS assistance programs for MSMEs in other rural areas, which indicate that socialization and direct assistance are key factors in successful QRIS adoption among small business owners (Nursasi, Hanifah, Handani, & Sarpini, 2024). Nevertheless, other studies report that some MSME owners continue to express concerns about administrative fees and the security of digital transactions (Fauziyah & Prajawati, 2023). Therefore, continued assistance remains necessary.

4. Registration and Listing of MSMEs on Google Maps

The final stage of the assistance program involved registering business locations on Google Maps through Google Business Profile. KKN students helped business owners determine their business locations' coordinates, enter business names and categories, set operating hours, and upload product photographs so MSMEs could be more easily discovered by potential consumers.

This activity aligns with findings from a Google Maps registration assistance program for Warkop MSMEs in Pepelegi Village, which showed a significant increase in businesses' online visibility (Ernawati, Zakariya, & Riski, 2025). KKN-T students also provided similar assistance in Kebondalem Village (Fadilla et al.,

2023) and through digital mapping initiatives for other village-based MSMEs (Pratama, Santoso, & Widodo, 2023). Google Maps also benefits consumers, who can locate businesses through interactive maps and view reviews from other users (Ikerismawati, Sholiha, & Hardiyanti, 2023).

DISCUSSION

The results of the assistance program indicate that the three digitalization strategies, social media promotion, digital payments through QRIS, and business location mapping through Google Maps, complemented one another in supporting MSME development at the village level. Digital promotion increased product visibility among a broader range of potential consumers, QRIS facilitated transactions once consumers decided to purchase, and Google Maps made it easier for consumers to locate the physical business premises. Together, these three aspects form a simple digital ecosystem that micro-scale MSMEs can adopt at a relatively affordable cost.

These findings reinforce previous research indicating that low digital literacy and limited technical assistance, rather than a lack of interest, often constrain MSME digitalization in rural areas (Handayani & Nugroho, 2023). Participatory, hands-on assistance, as implemented through this KKN program, proved effective in addressing these challenges by providing practical guidance in stages rather than merely delivering theoretical socialization (Sholihah & Nurhapsari, 2023). MSMEs in Gogodalem Village also adopted QRIS, consistent with research in the Special Region of Yogyakarta, which found that ease of use contributed positively to transaction efficiency and MSME financial performance (Utami, 2025).

Nevertheless, the program also encountered several challenges, including limited internet connectivity in some areas of the village, limited understanding of digital applications among some older business owners, and dependence on student assistance, which was temporary and limited to the KKN period. Similar challenges have also been identified in studies examining the effectiveness of digital payment system implementation, which emphasize the importance of sustained assistance to ensure that the benefits of digitalization can be realized over the long term (Hrp & Tambunan, 2023). Therefore, continued involvement of village authorities and independent MSME groups after the KKN program ends is

essential to ensuring the sustainability of MSME digitalization in Gogodalem Village.

These findings imply that digital-based MSME empowerment programs should not focus solely on a single aspect, such as promotion. However, they should integrate promotional activities with improvements in payment systems and business location visibility. Future research should quantitatively measure the impact of digitalization on MSME revenue growth over a longer period and explore sustainable strategies for providing digital assistance after KKN programs conclude.

CONCLUSION

The MSME digitalization assistance program in Gogodalem Village, implemented by students of the XV Batch Community Service Program (Kuliah Kerja Nyata/KKN) at Universitas Ngudi Waluyo, successfully encouraged eight participating MSMEs, including tofu, rambak crackers, tempeh, banana stem moringa pumpkin-based products, traditional peanut confectionery (*gulo kacang*), cireng, and lotek businesses, to begin utilizing digital promotion through Instagram and TikTok, cashless payments through QRIS, and business location registration on Google Maps. Collectively, these three interventions increased product visibility, facilitated transactions, and expanded the market reach of village-based MSMEs.

The program shows that community service-based digitalization assistance can be an effective, low-cost strategy to strengthen the competitiveness of rural MSMEs. To ensure program sustainability, the program recommends continued assistance from the village government or relevant government agencies, along with establishing a village-level digital MSME group, ongoing training in social media content management, and periodic evaluation of QRIS performance. Future research should also examine the long-term impact of digitalization on measurable increases in MSME income in Gogodalem Village.

BIBLIOGRAPHY

Adiyanto, M. A., & Sari, P. D. (2024). Transformasi digital UMKM melalui penerapan QRIS di era cashless society. Jurnal Ekonomi dan Teknologi Digital, 3(2), 112–123.

Alifia, N., Permana, E., & Harnovinsah, H. (2024). Analisis penggunaan QRIS terhadap peningkatan pendapatan UMKM. Jurnal Riset Pendidikan Ekonomi, 9(1), 102–115.

Bank Indonesia. (2019). Quick Response Code Indonesian Standard (QRIS). Bank Indonesia.

Ernawati, Z., M. N., & Riski, M. (2025). Pemanfaatan aplikasi Google Maps sebagai bentuk digitalisasi pemasaran pada UMKM warkop di Desa Pepelegi, Sidoarjo. Panggung Kebaikan: Jurnal Pengabdian Sosial, 2(2), 38–45.

Fadilla, D. O., Kurniawan, R. A., Anindya, I. B., Hariwicaksana, R., F. A., N., P. H. M., M., M. H. A., & Billah, M. (2023). Pemanfaatan aplikasi Google Maps sebagai upaya branding UMKM di Desa Kebondalem oleh mahasiswa KKN-T UPN "Veteran" Jawa Timur. Jurnal Pelayanan dan Pengabdian Masyarakat Indonesia, 2(2), 130–135.

Fauziyah, L., & Prajawati, M. I. (2023). Persepsi dan risiko QRIS sebagai alat transaksi bagi UMKM. Ekonomis: Journal of Economics and Business, 7(2), 1159–1164.

Handayani, T., & Nugroho, R. (2023). Analisis adopsi teknologi pembayaran digital pada pelaku UMKM di pedesaan Indonesia. Jurnal Manajemen dan Bisnis Indonesia, 10(4), 287–298.

Hrp, G. R., & Tambunan, K. (2023). Analisis efektivitas implementasi sistem pembayaran digital QRIS dalam meningkatkan penjualan usaha dagang plastik di Intan Baru Sibuhuan. Jurnal Pendidikan Ekonomi dan Kewirausahaan, 7(1), 70–82.

Husain, T. K., Robbo, A., Amri, A. A., & Maskar, R. (2023). Penerapan profil bisnis Google untuk meningkatkan visibilitas online UMKM Kerang Celebes. Inovasi Jurnal Pengabdian Masyarakat, 1(3), 303–310.

Ikerismawati, S., Sholiha, I., & Hardiyanti, S. (2023). Pendampingan pemanfaatan Google Maps dan WhatsApp Business sebagai media digital marketing bagi UMKM di Kelurahan Sebani, Kota Pasuruan. I-Com: Indonesian Community Journal, 3(3), 1294–1302.

Nursasi, A., Hanifah, N., Handani, R. T., & Sarpini, S. (2024). Penggunaan QRIS sebagai alat pembayaran digital untuk meningkatkan produktivitas UMKM. Jurnal Serina Abdimas, 1(3), 1154–1163.

Pratama, R., Santoso, H., & Widodo, S. (2023). Pemetaan digital UMKM desa melalui Google Maps. Jurnal Teknologi dan Pemberdayaan Desa, 4(1), 87–99.

Rahmawati, D., Sutrisno, W., Maskuri, A., & Prabaswari, A. D. (2023). Pelatihan digital marketing pada UMKM catering snack di Dukuh Kalangan Desa Genengsari. Journal of Appropriate Technology for Community Services, 5(1), 103–111.

Ramadiansyah, S. A., & Pratiwi, N. I. (2024). Pelatihan pemanfaatan media sosial Instagram sebagai alat promosi UMKM di Desa Sibang Gede, Abiansemal, Bali. Jurnal Pengabdian kepada Masyarakat Nusantara, 5(2), 2694–2701.

Rifani, M., Rosyada, F. A., & Suhita, S. U. (2022). Pengaruh media sosial terhadap strategi pemasaran produk pada Usaha Mikro, Kecil, dan Menengah (UMKM). Jurnal Sahmiyya, 1(2), 229–236.

Safitri, D., & Romli, N. A. (2023). Optimalisasi media sosial Instagram sebagai media promosi produk UMKM Jatinegara Kaum. Jurnal Abdimas Perbanas, 4(2), 38–45.

Sholihah, E., & Nurhapsari, R. (2023). Percepatan implementasi pembayaran digital pada UMKM: Intensi pengguna QRIS berdasarkan Technology Acceptance Model. Jurnal Nominal Barometer Riset Akuntansi dan Manajemen, 12(1), 1–12.

Utami, N. (2025). Adopsi pembayaran digital melalui QRIS dan dampaknya terhadap kinerja finansial UMKM di Daerah Istimewa Yogyakarta. Jurnal Transaksi, 17(1).