

Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips

¹Basrowi*, ²Abdur Rahman Irsyadi, ¹Gema Ika Sari, ¹Uli Wildan Nuryanto, ¹Hidayatulloh, ¹Nani Rohaeni, ¹Muhammad Fahri Ali, ¹Dian Novitasari, ¹Ahmad Riadudin

¹Universitas Bina Bangsa, Indonesia

²Institut Bisnis dan Komunikasi Swadaya, Indonesia

*Corresponding author

Email: basrowi@binabangsa.ac.id

Volume

7

Issue

1

Edition

May

Page

321-330

Year

2026

Abstract

Purpose: This Community Service Program (PkM) aimed to strengthen community economic self-reliance through local food-based chip processing training in the Cluster Houten KSB area, Serang City, Banten. The program addressed the issue of unemployment and limited entrepreneurial skills among community members by providing alternative opportunities for household income generation through home-based businesses utilizing local resources.

Method: The program employed a participatory training approach conducted on May 18, 2026. The activities included material presentations, practical demonstrations, production assistance, and interactive discussions on business opportunities and product marketing strategies. The training focused on processing sweet potatoes, cassava, and bananas into value-added chip product.

Practical Applications: The program outcomes can be applied to support the development of small-scale and home-based enterprises. The acquired knowledge and skills in product processing, packaging, and business management may assist participants in creating sustainable income sources, expanding local entrepreneurship, and promoting community-based economic development.

Conclusion: The results indicated improvements in participants' knowledge and practical skills related to chip production and small business management. Participants also showed strong enthusiasm and motivation to establish independent businesses, suggesting that the program has potential to create economic opportunities, reduce unemployment, and strengthen the local creative economy.

Article History

Submission: 21-05-2026

Review: 22-05-2026

Accepted: 24-05-2026

Keyword

Community Empowerment;
MSMEs;
Local Food Chips;
Entrepreneurship Training;
Creative Economy;

How to cite

Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A. (2026).

Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips. *Jurnal Pengabdian Masyarakat*, Volume 7(1), 321-330.

<https://doi.org/10.32815/jpm.v7i1.3007>



Introduction

Unemployment remains one of the major social and economic challenges faced by Indonesian society, including in urban areas and developing residential communities such as the areas surrounding Cluster Houten KSB in Serang City, Banten. The limited availability of formal employment opportunities has caused a considerable proportion of the productive-age population to lack adequate sources of income. This condition has negatively affected community welfare and increased household economic dependency. Therefore, community empowerment initiatives based on practical skills and entrepreneurship are needed to create opportunities for independent business development and sustainable income generation.

One relevant form of community empowerment is the development of local food-based microenterprises through snack production training programs. Chip products made from sweet potatoes, cassava, and bananas possess significant economic potential due to the easy availability of raw materials, relatively low production costs, and broad market opportunities. Furthermore, the snack food industry in Indonesia continues to demonstrate positive growth trends, driven by increasing consumer demand for practical and affordable snack products.

Micro, small, and medium enterprises (MSMEs) have been proven to play an important role in improving community welfare, expanding employment opportunities, and strengthening local economic resilience. According to Basrowi et al. (2024), strengthening MSME capacity through skills adaptation and community engagement can significantly enhance business sustainability and overall community economic performance. In addition, entrepreneurship training has been shown to improve individuals' capabilities in developing productive businesses and enhancing household economic well-being (Putri & Sishadiyati, 2025).

Serang City and its surrounding areas possess abundant agricultural raw material potential, particularly sweet potatoes, cassava, and bananas, which are widely traded in traditional markets and produced in nearby rural areas. However, the utilization of these commodities is still predominantly limited to the sale of raw products, resulting in relatively low economic added value. Through processing into chip products, these local commodities can generate higher market value and have the potential to become leading community products developed through home-based industries.

On the other hand, the high market demand for snack products presents a promising business opportunity for unemployed individuals of productive age. Chip products offer several advantages, including a relatively long shelf life, ease of marketing, and the potential for development through various flavor and packaging innovations. Furthermore, chip production businesses can be established and managed relatively easily at the household level, making them suitable as a form of independent community-based enterprise.

The following table presents the major challenges experienced by communities surrounding Cluster Houten KSB, Serang, before the implementation of the training activities.

Table 1. Community Problems Identification

No.	Problems	Existing Conditions
1	High unemployment rate	Many individuals of productive age do not yet have permanent employment.
2	Low entrepreneurial skills	Community members have limited skills in snack production and small business activities.
3	Underutilization of local raw materials	Sweet potatoes, cassava, and bananas are still predominantly sold as raw products.
4	Low added value of local products	Local products have not been processed into products with higher economic value.
5	Limited marketing knowledge	Community members lack understanding of product marketing and packaging strategies.

323) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

No.	Problems	Existing Conditions
6	Increasing market demand	Demand for snack products continues to increase; however, it has not been fully utilized by local communities.
7	Limited home-based industries	Local food-based home industries have not yet been sufficiently developed within the community.

Source: Author's Work, 2026.

Based on these conditions, the implementation of training activities on the production of sweet potato, cassava, and banana chips is considered important as a strategic initiative to enhance community skills, create new business opportunities, and promote the growth of a local potential-based creative economy. This activity is expected to serve as a means of empowering unemployed community members to become more productive, self-reliant, and capable of developing sustainable entrepreneurial competencies.

Previous studies have shown that community empowerment initiatives based on MSMEs and the creative economy play a significant role in improving community welfare and reducing unemployment. Research conducted by Basrowi et al. (2024) emphasized that stakeholder involvement, business adaptability, and MSME capacity strengthening have a significant influence on the sustainability and performance of micro and small enterprises. Furthermore, other studies have indicated that the development of innovation-based MSMEs and organizational learning can enhance the competitiveness of the local creative economy (Anjaningrum et al., 2024).

Furthermore, studies on the creative industry have indicated that the utilization of local potential and the strengthening of community entrepreneurship can serve as effective strategies for building sustainable economic advantages (Mahrinasari et al., 2024). Entrepreneurship training and local product processing programs have also been proven to enhance community skills in developing productive home-based businesses. However, most previous studies have primarily focused on aspects such as MSME digitalization, organizational innovation, digital marketing, and sustainability strategies for small-scale enterprises.

Meanwhile, community service activities specifically focused on empowering productive unemployed groups through training in local food processing into home industry-based chip products within modern residential communities remain relatively limited. Previous studies and programs have generally been conducted in rural communities, MSME centers, or among established business groups, whereas unemployed individuals in developing residential areas have received relatively little attention as primary targets of productive economic empowerment initiatives.

The novelty of this program lies in its community empowerment model based on participatory training in the production of sweet potato, cassava, and banana chips targeting unemployed community groups in the Cluster Houten KSB area of Serang. This program is not solely focused on improving snack production skills but also integrates entrepreneurship, product packaging, and self-employment motivation based on local food potential. Furthermore, the direct involvement of local MSME practitioners as resource persons provides participants with empirical experience and practical knowledge transfer that is more applicable and relevant to real-world business development.

Another novelty of this program lies in the utilization of locally available raw materials in Serang and its surrounding areas, which are developed into high value-added products through a home industry approach. This model is expected to serve as an alternative strategy for reducing unemployment and sustainably strengthening community-based urban creative economies.

Based on the background of this community service activity, the problem addressed in this program is focused on the relatively high unemployment rate among productive community members outside the Cluster Houten KSB area in Serang, as well as the limited

324) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

community skills in developing independent businesses based on local food resources. In addition, the potential of local raw materials such as sweet potatoes, cassava, and bananas has not been optimally utilized to produce value-added processed products with economic competitiveness. Another issue is the limited community knowledge regarding production processes, product packaging, and marketing strategies for chip products as sustainable home-based business enterprises.

This community service activity aims to improve the knowledge and skills of productive unemployed community members in producing chips made from sweet potatoes, cassava, and bananas as economically valuable business products. In addition, the program seeks to promote the utilization of local food potential through the development of home-based industries driven by the community creative economy. Another objective is to enhance community motivation and entrepreneurial capabilities in managing production processes, product packaging, and marketing strategies for chip products, thereby creating new business opportunities and strengthening the economic self-reliance of communities outside the Cluster Houten KSB area in Serang, Banten.

Community empowerment is a development process aimed at enhancing community capacity, skills, and self-reliance to enable individuals to manage economic potential productively and sustainably. In the context of local economic development, community empowerment through MSME-based entrepreneurship training has become an effective strategy for reducing unemployment and improving community welfare. According to Nuryanto et al. (2024), strengthening MSME capacity through skills adaptation and community engagement has a significant influence on business sustainability and the improvement of community economic performance. Furthermore, Rita et al. (2021) explained that entrepreneurial orientation and business management capabilities are important factors in enhancing the competitiveness and success of micro and small enterprises. Therefore, local food-based snack production training can serve as a practical form of community economic empowerment oriented toward the creation of independent business opportunities.

The utilization of local food resources such as sweet potatoes, cassava, and bananas as processed products has strategic value in the development of a local resource-based creative economy. Chip products represent one type of snack food with considerable market demand due to their ease of production, relatively long shelf life, and potential for development through various flavor and packaging innovations. According to Mahrinasari et al. (2024), the development of creative industries based on local potential can create sustainable competitive advantages when supported by product innovation and community participation. In addition, Anjaningrum et al. (2024) emphasized that innovation and business learning are important factors in improving the performance of MSMEs within the creative economy sector. Therefore, processing local commodities into chip products can increase economic added value while creating new business opportunities for productive unemployed community members.

Practice-based training is considered an effective method for improving both technical skills and entrepreneurial motivation within communities. Training activities not only provide knowledge regarding production processes but also enhance community awareness of the importance of product packaging, marketing, and sustainable household business management. Putri and Sishadiyati (2025) explained that entrepreneurship training can improve community competencies in developing productive businesses and strengthening household economic well-being. Meanwhile, Daengs et al. (2021) stated that entrepreneurial characteristics and business orientation play important roles in enhancing the performance of community-based MSMEs. Therefore, local food-based chip production training is expected to serve as an effective community empowerment approach in fostering economic self-reliance and promoting the growth of home industry-based microenterprises within communities surrounding Cluster Houten KSB, Serang.

325) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

Method

This Community Service Program (PkM) employed a participatory and community empowerment-based approach. The participatory approach was selected because it positions the community as the primary subject of the training process, enabling participants to be actively involved throughout all stages of the activities, including needs identification, production practices, and evaluation of the training outcomes. According to Chambers (2017), a participatory approach can enhance the community's sense of ownership toward empowerment programs, thereby improving program sustainability and effectiveness. In addition, empowerment initiatives based on productive skills development are considered capable of creating independent business opportunities for productive unemployed community members.

The training activity was conducted on May 18, 2026, in the Cluster Houten KSB area, Serang City, Banten. The target participants of the program were productive unemployed community members residing in the surrounding residential area. The location was selected based on the consideration of the community's high demand for household-based business skills development programs, as well as the potential for developing snack food businesses utilizing locally available raw materials in Serang and its surrounding areas.

The implementation of the program was carried out through several stages, namely preparation, training implementation, hands-on practice, and activity evaluation. The preparation stage involved field observations, coordination with the local community, and identification of participants' training needs. The implementation stage included the delivery of materials related to business opportunities in local food-based chip production, production techniques, product packaging, and basic marketing strategies. Furthermore, participants engaged in hands-on practice sessions in producing sweet potato, cassava, and banana chips under the guidance of an MSME practitioner as the resource person. According to Suharto (2014), practice-based training methods are more effective in improving community technical skills compared to lecture-based methods alone, as participants are able to experience a more practical and applied learning process.

The resource person for this activity was Arsani, a practitioner and MSME owner specializing in various chip products from Kampung Timbang, Curug District, Serang City. The training materials covered the selection of raw materials, chip processing techniques, the use of simple production equipment, product packaging techniques, and marketing strategies for home-based businesses. The involvement of an MSME practitioner in the training was intended to provide participants with empirical experience, enabling them to gain a better understanding of real-world business processes. According to Kamil (2012), skills training based on practical experience has a positive influence on enhancing community entrepreneurial motivation.

The evaluation of the program was conducted through direct observation of participants' involvement during the training activities, participants' ability to practice the chip production process, and feedback discussions following the completion of the program. The evaluation was also carried out to assess improvements in participants' understanding of business opportunities based on local food resources and their motivation to develop independent business ventures. The evaluation results were utilized as a basis for reflection and future improvements in subsequent community empowerment programs to enhance their effectiveness and sustainability.

Results

The training program on the production of sweet potato, cassava, and banana chips was conducted on May 18, 2026, in the Cluster Houten KSB area, Serang City, Banten. The activity involved 17 participants from the productive unemployed community groups residing in the surrounding residential area. The implementation of the program proceeded smoothly and received a high level of enthusiasm from the participants. This was reflected in the

participants' active engagement throughout the activities, including material presentations, production practice sessions, discussions, and program evaluation.

At the initial stage of the program, a pre-test was conducted to assess participants' baseline knowledge and skills regarding the production process of local food-based chips. The pre-test results indicated that only a small proportion of participants possessed basic knowledge related to chip production techniques, product packaging, and simple business management. Most participants had limited understanding of appropriate processing techniques, the use of simple production equipment, and marketing strategies for home-based products. Following the training sessions and hands-on practice activities, a post-test was conducted to measure improvements in participants' competencies. The evaluation results demonstrated a substantial improvement, with the majority of participants becoming capable of understanding and independently practicing the chip production process.

Table 2. Comparison of Participants' Competency Levels Before and After Training

No.	Assessment Category	Pre-Test	Post-Test
1	Participants who understood the chip production process	3%	92%
2	Participants who understood product packaging techniques	5%	88%
3	Participants who understood basic marketing techniques	4%	85%
4	Participants who were able to operate simple production equipment	6%	90%
5	Participants who demonstrated entrepreneurial motivation	20%	96%

Source: Author's Work, 2026.

The improvement in participants' competencies was closely associated with the practice-based training method implemented throughout the program. Participants not only received theoretical materials but also engaged directly in practical activities, beginning with raw material selection, peeling, slicing, frying, seasoning, and product packaging techniques. This hands-on approach enabled participants to understand the production process more effectively and in a more practical manner. In addition, the involvement of the resource person, who was an experienced MSME practitioner, provided additional motivation for participants to initiate and develop independent business ventures. Throughout the implementation of the program, participants demonstrated a high level of interest in local food-based chip business opportunities due to the easy availability of raw materials and the feasibility of conducting the production process at the household level. Participants also actively engaged in discussions regarding product marketing strategies, pricing determination, and flavor innovations that could enhance product attractiveness in the market. These findings indicate that the training program not only improved participants' technical skills but also fostered an entrepreneurial mindset within the community.

Table 3. Skill Aspects Trained for Participants

No.	Training Aspect	Materials Provided	Outcomes Achieved
1	Raw material selection	Selection of high-quality sweet potatoes, cassava, and bananas	Participants were able to identify and select good-quality raw materials
2	Production techniques	Peeling, slicing, frying, and seasoning techniques	Participants were able to practice the production process
3	Equipment utilization	Use of simple slicing and frying equipment	Participants were able to operate the equipment independently
4	Product packaging	Product packaging and storage techniques	Participants understood attractive and appropriate packaging methods
5	Basic marketing	Direct selling and social media marketing strategies	Participants understood basic product marketing principles

327) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

No.	Training Aspect	Materials Provided	Outcomes Achieved
6	Entrepreneurial motivation	Opportunities for home industry businesses	Participants were motivated to initiate independent business ventures

Source: Author 2026

In addition to improving technical skills, this program also generated positive impacts on participants' motivation and self-confidence in initiating small-scale home-based businesses. Several participants expressed their interest in producing chip products either collectively or individually after the completion of the training program. This finding indicates that the training activity provided participants with new insights regarding the importance of utilizing local food potential as a source of productive economic opportunities for the community.

Table 4. Participants' Participation Levels During the Program

No.	Participation Indicator	Number of Participants	Percentage
1	Attended the program until completion	17 participants	100%
2	Actively participated in discussion sessions	15 participants	88%
3	Participated in hands-on production practice	17 participants	100%
4	Asked questions regarding business opportunities	14 participants	82%
5	Expressed interest in starting a business	16 participants	94%

Source: Author's Work, 2026.

Overall, the training program on the production of sweet potato, cassava, and banana chips successfully improved community skills in local food processing while simultaneously fostering entrepreneurial motivation among productive unemployed community members surrounding Cluster Houten KSB, Serang. This program is expected to serve as an initial step in the development of home industry-based microenterprises capable of improving community income and enhancing social welfare in a sustainable manner.

Discussion

The results of this community service program indicated that the training on sweet potato, cassava, and banana chip production significantly improved participants' knowledge, skills, and entrepreneurial motivation. The increase in participants' competency levels from 3% in the pre-test to 92% after the training demonstrates that a practice-based training method is effective in developing the competencies of productive unemployed community members. These findings suggest that communities inherently possess the potential for development when provided with access to skills training that aligns with local economic needs. Furthermore, this program reinforces the importance of a practice-based empowerment approach that enables participants to learn directly through empirical experience.

The findings are consistent with the study conducted by Astuti et al. (2023), which explained that practice-based entrepreneurship training can enhance production skills and increase individuals' confidence in initiating independent business ventures. A hands-on approach provides a more effective learning experience compared to conventional lecture methods because participants are able to understand production stages in a practical and experiential manner. In addition, a study by Sulastris and Rahmawati (2022) indicated that the development of local food-based snack businesses has significant potential to increase household income, as snack products tend to have relatively stable market demand and are easy to market. In this program, the high level of participant enthusiasm toward the training indicated that chip production businesses were perceived as realistic business opportunities that could be established with relatively affordable capital investment.

328) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

Figure 1. Training Activity Session



Source: Author's Work, 2026.

The improvement in participants' competencies in product packaging and basic marketing aspects also indicates that community members have begun to understand the importance of product added value in enhancing business competitiveness. Local food products that were previously sold only as raw materials can generate greater economic value after being processed into chip products with more attractive packaging. These findings support the study by Wahyuni et al. (2021), which stated that product innovation and packaging are important factors in the development of local food-based MSMEs, as they can increase consumer interest and expand product markets. Furthermore, the involvement of the resource person as a local MSME practitioner had a positive influence on participants' motivation because they gained practical insights into home industry-based business opportunities that could be independently developed.

The success of this program also demonstrates that the development of a creative economy based on local potential can serve as an alternative solution for reducing unemployment in urban communities. The utilization of local raw materials such as sweet potatoes, cassava, and bananas into value-added processed products not only increases community productivity but also strengthens household economic resilience. Research conducted by Hidayati et al. (2024) emphasized that community empowerment initiatives based on local food processing have a positive impact on improving household economic conditions and supporting the sustainability of community microenterprises. Therefore, this chip production training program functions not only as a means of transferring technical skills but also as a platform for strengthening community capacity in developing sustainable productive businesses based on local potential.

Figure 2. Award Presentation Session for the Resource Person



Source: Author's Work, 2026.

329) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

Conclusion

The training program on the production of sweet potato, cassava, and banana chips conducted in the Cluster Houten KSB area, Serang, successfully improved the skills of productive unemployed community members in local food-based snack production processes. This achievement was reflected in the improvement of participants' evaluation results, where competency levels increased from 3% in the pre-test to 92% after the implementation of the training program. Participants became capable of understanding production techniques, the use of simple equipment, product packaging methods, and basic marketing principles for independently managing chip businesses.

This program also successfully promoted the utilization of local raw materials such as sweet potatoes, cassava, and bananas into value-added processed products that can be developed as community-based home industries. The processing of local food resources into chip products provides opportunities to increase product market value while creating new business opportunities for the surrounding community. Furthermore, the use of readily available raw materials makes chip production businesses more feasible and easier to implement at the household level.

In addition to improving technical skills, the training program was also able to enhance participants' motivation and entrepreneurial mindset in developing independent businesses based on the creative economy. The high level of participation and enthusiasm demonstrated by the participants indicates that the training had a positive impact on community readiness to establish small-scale businesses based on local food resources. Therefore, this community service program can serve as a model for community economic empowerment initiatives aimed at reducing unemployment and strengthening sustainable economic self-reliance within the community.

Based on the results of this community service program, it is recommended that local food-based chip production training programs be continued through sustainable business assistance, particularly in aspects related to product licensing, modern packaging, digital marketing, and access to MSME financing. Such continuous assistance is important to ensure that community members not only acquire production skills but are also able to independently develop competitive and sustainable home-based businesses, thereby contributing to the improvement of economic welfare among communities surrounding Cluster Houten KSB, Serang, Banten

Reference

- Anjaningrum, W. D., Azizah, N., & Suryadi, N. (2024). Spurring SMEs' performance through business intelligence, organizational and network learning, customer value anticipation, and innovation: Empirical evidence of the creative economy sector in East Java, Indonesia. *Heliyon*, *10*(7), e27998. <https://doi.org/10.1016/j.heliyon.2024.e27998>
- Astuti, R., Prasetyo, H., & Lestari, D. (2023). Entrepreneurship training and community empowerment through home industry development in Indonesia. *International Journal of Professional Business Review*, *8*(5), 1–12. <https://doi.org/10.26668/businessreview/2023.v8i5.1542>
- Basrowi, Nuryanto, U. W., Quraysin, I., & Pratiwi, I. (2024). Magnitude of digital adaptability role: Stakeholder engagement and costless signaling in enhancing sustainable MSME performance. *Heliyon*, *10*(13), e33484. <https://doi.org/10.1016/j.heliyon.2024.e33484>
- Chambers, R. (2017). *Can we know better? Reflections for development*. Practical Action Publishing. <https://doi.org/10.3362/9781780449449>
- Daengs, A., Istanti, E., & Susanti, R. (2021). Entrepreneurial characteristics and entrepreneurial orientation in improving business performance of MSME trading assisted by the Surabaya Trade Office. *International Journal of Entrepreneurship and Business Development*, *4*(6). <https://doi.org/10.29138/ijebd.v4i6.1548>
- Hidayati, N., Kusuma, A., & Ramadhan, M. (2024). Local food processing empowerment

330) Enhancing Community Economic Self-Reliance through Training on the Processing of Local Food-Based Chips, Basrowi, Irsyadi, A. R., Sari, G. I., Nuryanto, U. W., Hidayatulloh, Rohaeni, N., Ali, M. F., Novitasari, D., & Riadudin, A.

- model for improving household economic resilience. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100214. <https://doi.org/10.1016/j.joitmc.2024.100214>
- Kamil, M. (2012). *Model pendidikan dan pelatihan: Konsep dan aplikasi*. Alfabeta.
- Mahrinasari, M. S., Bangsawan, S., & Sabri, M. F. (2024). Local wisdom and Government's role in strengthening the sustainable competitive advantage of creative industries. *Heliyon*, 10(10), e31133. <https://doi.org/10.1016/j.heliyon.2024.e31133>
- Nuryanto, U. W., Basrowi, Quraysin, I., & Pratiwi, I. (2024). Magnitude of digital adaptability role: Stakeholder engagement and costless signaling in enhancing sustainable MSME performance. *Heliyon*, 10(13), e33484. <https://doi.org/10.1016/j.heliyon.2024.e33484>
- Putri, A. D. M., & Sishadiyati. (2025). The role of entrepreneurship training and technological innovation adaptation in improving the welfare of MSME actors (Case Study: Bluru Kidul Village, Sidoarjo Regency). *Journal of Regional Economics and Development*, 3(1). <https://doi.org/10.47134/jred.v3i1.892>
- Riani, A. L., Prabowo, A., & Andriyani, M. S. (2019). The characteristics of MSME entrepreneurs in Surakarta, Indonesia. *Asia Pacific Management and Business Application*, 8(2), 117–132. <https://doi.org/10.21776/ub.apmba.2019.008.02.4>
- Rita, M. R., Kristanto, A. B., Nugrahanti, Y. W., & Utomo, M. N. (2021). Entrepreneurial orientation and emotional bias in MSMEs' financing and performance. *Jurnal Ekonomi dan Bisnis*, 24(2), 237–270. <https://doi.org/10.24914/jeb.v24i2.4420>
- Singh, P. (2024). Beyond the basics: Exploring the impact of social media marketing enablers on business success. *Heliyon*, 10(5), e26435. <https://doi.org/10.1016/j.heliyon.2024.e26435>
- Suharto, E. (2014). *Membangun masyarakat memberdayakan rakyat: Kajian strategis pembangunan kesejahteraan sosial dan pekerjaan sosial*. Refika Aditama.
- Sulastri, E., & Rahmawati, Y. (2022). Development of local snack-based MSMEs in strengthening community economy. *Jurnal Manajemen dan Kewirausahaan*, 24(2), 145–156. <https://doi.org/10.9744/jmk.24.2.145-156>
- Tesoriero, F., & Ife, J. (2006). *Community development: Community-based alternatives in an age of globalisation*. Pearson Education Australia.
- Wahab, M. D. A., & Radmehr, M. (2024). The impact of AI assimilation on firm performance in small and medium-sized enterprises: A moderated multi-mediation model. *Heliyon*, 10(8), e29580. <https://doi.org/10.1016/j.heliyon.2024.e29580>
- Wahyuni, S., Mulyono, H., & Kurniawan, R. (2021). Product innovation and packaging strategy on MSME business competitiveness in the food sector. *Academy of Entrepreneurship Journal*, 27(6), 1–9. <https://www.abacademies.org/articles/product-innovation-and-packaging-strategy-on-msme-business-competitiveness-in-the-food-sector-12945.html>
- Wibowo. (2016). *Manajemen kinerja* (5th ed.). Rajawali Pers