



**FOSTERING ECONOMIC SELF-RELIANCE IN MEKAR BERSATU VILLAGE,
CENTRAL LOMBOK, THROUGH THE STRENGTHENING OF MICRO, SMALL,
ADAN MEDIUM ENTERPRISES (MSMES)**

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ABSTRAK

Desa Mekar Bersatu memiliki potensi ekonomi yang cukup besar, khususnya di sektor pertanian dan kerajinan tangan yang berbasis pada sumber daya lokal. Namun, Usaha Mikro, Kecil, dan Menengah (UMKM) setempat menghadapi beberapa tantangan yang terus berlanjut, termasuk akses pasar yang terbatas, rendahnya adopsi teknologi digital, dan kurangnya status bisnis yang sah. Inisiatif keterlibatan masyarakat ini bertujuan untuk meningkatkan kapasitas UMKM setempat melalui intervensi yang ditargetkan dengan fokus pada pelatihan pemasaran digital dan legalisasi bisnis, yang selaras dengan potensi lokal desa yang unik. Metodologi yang digunakan melibatkan survei penilaian kebutuhan, diikuti oleh dua sesi pelatihan—tentang pemasaran digital dan legalisasi bisnis—bersama dengan latihan simulasi praktis. Hasil evaluasi menunjukkan peningkatan yang signifikan dalam pemahaman peserta tentang strategi pemasaran digital dan pentingnya pendaftaran bisnis yang sah. Program ini berhasil memotivasi peserta untuk memanfaatkan media sosial sebagai platform promosi dan untuk secara mandiri memulai proses perizinan bisnis. Hasil ini menunjukkan bahwa pelatihan merupakan langkah mendasar menuju pembinaan kemandirian ekonomi yang berkelanjutan di Desa Mekar Bersatu.

Kata kunci: *UMKM, pemasaran digital, legalitas bisnis, potensi lokal, pemberdayaan desa*

ABSTRACT

Mekar Bersatu Village possesses considerable economic potential, particularly in the agricultural and handicraft sectors that are based on local resources. However, local Micro, Small, and Medium Enterprises (MSMEs) face several persistent challenges, including limited market access, low adoption of digital technologies, and the lack of legal business status. This community engagement initiative aims to enhance the capacity of local MSMEs through targeted interventions focusing on digital marketing training and business legalization, aligned with the village's unique local potential. The methodology involved a needs assessment survey, followed by two training sessions—on digital marketing and business legalization—along with practical simulation exercises. Evaluation outcomes indicate a significant increase in participants' understanding of digital marketing strategies and the importance of legal business registration. The program successfully motivated participants to utilize social media as a promotional platform and to independently initiate business licensing processes. These outcomes demonstrate that the training constitutes a foundational step toward fostering sustainable economic independence in Mekar Bersatu Village.

Keywords: *MSMEs, digital marketing, business legality, local potential, village empowerment*

INTRODUCTION

Mekar Bersatu Village is located in Batukliang Sub-district, Central Lombok Regency, West Nusa Tenggara Province. This village occupies a strategic area with geographical conditions that are highly supportive of agricultural and livestock activities. Its relatively flat topography and the availability of fertile land have made agriculture the backbone of the local economy. In addition, the strong local culture and abundant natural resources present significant



opportunities for the development of handicraft-based enterprises that utilize local resources. The majority of the Mekar Bersatu community depends on agricultural activities such as rice, corn, and various horticultural commodities, as well as small-scale handicraft businesses that have been passed down through generations.

Despite its significant economic potential, many micro, small, and medium enterprises (MSMEs) in Mekar Bersatu Village continue to face a variety of challenges. Key obstacles include limited market access, a lack of understanding regarding the importance of business legality, and the suboptimal utilization of available local resources (Tambunan, 2019). According to village data, the majority of business actors in Mekar Bersatu have not yet obtained official business legality, such as a Business Identification Number (NIB) or a Micro and Small Business License (IUMK). This condition hinders their access to government assistance programs, training opportunities, and financial institution support.

In addition, limited access to digital marketing and the lack of innovation in product development have made it difficult for village-based MSMEs to compete with products from outside the region (Ministry of Cooperatives and MSMEs, 2023). To address these issues, the empowerment of MSMEs should be directed toward optimizing marketing strategies and ensuring business legality based on local potential. This approach has been proven effective in enhancing competitiveness and fostering economic self-reliance among rural communities, as demonstrated in other regions with similar characteristics (Supratman et al., 2024).

The empowerment of MSMEs through legal compliance and marketing optimization not only opens access to wider markets but also enhances consumer trust in local products. Furthermore, simplifying the business licensing process and maximizing the use of local potential can accelerate economic growth in rural communities (Wahyuni et al., 2022). According to Zimmerer and Scarborough (2017), MSME empowerment can be achieved through three main aspects: effective business management, access to capital, and sound marketing strategies. These three aspects represent the primary challenges faced by MSMEs in rural areas such as Mekar Bersatu.

Therefore, an intervention in the form of a community service program is necessary to improve the capacity of local entrepreneurs in developing their businesses. This program aims to strengthen MSMEs in Mekar Bersatu Village through training and mentoring activities, covering MSME orientation, business legalization processes, and strategies for utilizing local resources. It is expected that this program will enable local business actors to become more independent and competitive, contributing meaningfully to the realization of sustainable economic self-reliance in the village.

IMPLEMENTATION METHOD

Preparation Stage

At this stage, a needs assessment was conducted through a brief survey and interviews with MSME actors in Mekar Bersatu Village. The survey results indicated that most business owners faced difficulties in digital marketing and lacked official business licenses. Based on these findings, the training materials were designed to focus on digital marketing strategies and business legality.

Technical preparations included arranging the venue, presentation equipment, and training modules that covered guidelines on digital marketing and business licensing procedures. In addition, the organizing team prepared attendance sheets and educational materials in the form of booklets for participants.

Implementation Stage

The training was conducted on November 11, 2024, with a total of 24 participants, consisting of MSME actors from Mekar Bersatu Village. The training was divided into two main sessions:

Digital Marketing Session

In this session, participants were introduced to digital marketing strategies, including the use of social media platforms such as WhatsApp Business, Instagram, and Facebook for promotional purposes. Additionally, the session covered the utilization of marketplaces and e-commerce platforms to expand market reach.

Business Legality Session

This session focused on the importance of legal compliance for MSMEs, including the procedures for obtaining a Business Identification Number (NIB) through the Online Single Submission (OSS) system, the significance of the Micro and Small Business License (IUMK), and the long-term benefits of business licensing in accessing capital and participating in government development programs.

Training Stage

Each session included a Q&A segment and case studies. In the digital marketing session, participants were encouraged to create a simple marketing strategy using social media and e-commerce platforms. In the business legality session, participants were provided with document templates that they needed to prepare for obtaining their business licenses.

RESULTS AND DISCUSSION

Results

The results of the training indicated that the majority of participants experienced an increased understanding of digital marketing and business legality. Participants became more aware that local potential—such as processed food products and handicrafts based on village resources—could possess higher economic value when marketed with appropriate strategies. Furthermore, there was a heightened awareness of the importance of business legality, as evidenced by several participants initiating the process of obtaining business licenses through the OSS (Online Single Submission) system.

The table below illustrates the improvement in participants' understanding before and after the training, based on questionnaire results:

Table 1. Analysis of Pretest and Posttest Results and Increased Understanding of Entrepreneurship

Category	Pretest (%)	Posttest (%)	Peningkatan (%)
Understanding of Digital Marketing	45%	85%	40%
Utilization of Social Media for Promotion	50%	88%	38%
Use of Marketplace/E-commerce	42%	80%	38%
Understanding of Business Legality	38%	72%	34%
Awareness of the Benefits of Business Legality	40%	75%	35%

The data from Table 1 clearly demonstrates a significant improvement in participants' understanding and application of various entrepreneurship concepts following the intervention. Notably, the understanding of digital marketing saw the highest increase, rising from 45% in

the pretest to 85% in the posttest, marking a 40% improvement. Similarly, the utilization of social media for promotion and the use of marketplace/e-commerce platforms both exhibited substantial growth, with increases of 38%. These results suggest that the participants gained considerable knowledge and skills in leveraging digital tools, which are essential for modern entrepreneurial success.

In addition to digital competencies, the table also highlights meaningful advancements in participants' awareness of business legality. Understanding of business legality improved by 34%, while awareness of its benefits increased by 35%. This indicates that the program effectively enhanced not only practical marketing skills but also critical legal knowledge, which is vital for sustainable business operations. Overall, the data reflects a comprehensive enhancement in entrepreneurial understanding, combining both digital marketing prowess and legal awareness, which are key factors for thriving in today's competitive business environment.



Figure 1. The training program effectively enhanced the capacity of MSME
Central Lombok, through the Strengthening of Micro, Small, and Medium Enterprises (MSMEs). Source: documentation.

Discussion

The training program demonstrated a substantial positive impact on participants' understanding of digital marketing and business legality, as reflected in the significant increases in pretest and posttest scores. This aligns with recent research emphasizing the critical role of digital literacy in empowering MSMEs to expand their market reach and competitiveness (Kurniawan et al., 2021). Digital marketing skills enable small business owners to leverage social media and e-commerce platforms effectively, which was evident in the 38% increase in participants utilizing marketplaces and social media for promotion.

Participants' increased awareness of local potential, such as processed food products and handicrafts, highlights the importance of contextualizing digital marketing strategies to local resources. According to Wijaya and Santoso (2020), MSMEs that integrate local cultural and resource-based products with digital marketing achieve higher economic value and sustainable growth. This suggests that the training's focus on local potential was well-founded and instrumental in enhancing participants' entrepreneurial outlook.

The notable improvement in understanding business legality, with a 34% increase, underscores the critical need for MSMEs to formalize their operations. Business legality not only provides legal protection but also facilitates access to government support and financial services (Prasetyo & Hadi, 2022). The initiation of business license applications through the

OSS system by several participants reflects a shift toward formalization, which is essential for long-term business sustainability.

Research by Santoso et al. (2019) supports the finding that training programs that combine digital marketing and legal aspects significantly improve MSMEs' performance and compliance. Their study found that MSMEs receiving integrated training were more likely to adopt formal business practices and utilize digital platforms for marketing, which enhances their competitiveness in increasingly digital economies.

The increase in awareness of the benefits of business legality, rising by 35%, is particularly encouraging as it suggests a deeper understanding beyond mere compliance. MSMEs recognizing the advantages of legal status—such as credibility, access to financing, and market expansion—are more motivated to pursue formalization (Lestari & Rahman, 2023). This attitudinal change is crucial for transforming informal enterprises into growth-oriented businesses.

Moreover, the adoption of social media as an active promotional channel by participants who previously lacked such accounts reflects the growing importance of digital engagement. Studies by Harahap and Nugroho (2021) indicate that social media marketing significantly boosts MSME visibility and customer interaction, which can lead to increased sales and customer loyalty. The training's success in this area suggests that targeted capacity-building in digital tools is effective and necessary.

In conclusion, the training program's comprehensive approach—covering digital marketing, local resource utilization, and business legality—proved effective in enhancing MSME capacities in Central Lombok. This finding is consistent with contemporary literature advocating for integrated entrepreneurial training to foster sustainable MSME development in emerging economies (Sari & Putra, 2020). Continued support and follow-up training are recommended to sustain and deepen these gains.

CONCLUSION

The training program effectively enhanced the capacity of MSME actors in Mekar Bersatu Village in understanding digital marketing strategies and the legal aspects of running a business. By leveraging local resources and digital technology, MSMEs in this village now have greater opportunities to grow and increase their competitiveness in broader markets. Moreover, the heightened awareness of business legality has encouraged participants to pursue business licensing, which can facilitate access to financial capital and business partnership opportunities. However, to ensure the effective implementation of the strategies learned, this training should be followed by continuous mentoring and support, enabling participants to apply the knowledge and skills gained to their business practices more optimally.

SUGGESTIONS

Based on the outcomes of the training, the following recommendations are proposed:

1. **Continued Mentoring and Support:** A sustainable mentoring program is essential to assist participants in implementing the digital marketing strategies and business legality processes introduced during the training.
2. **Expansion of Training Content:** Future training programs should include advanced topics such as product branding, product photography for online marketing, and digital advertising techniques to better prepare MSMEs for competition in broader markets.
3. **Collaboration with Government and Private Sector:** It is necessary to foster collaboration with local government and the private sector to provide support in business licensing, funding access, and business development mentoring. Such collaboration will be instrumental in ensuring the sustainable growth of MSMEs.

Through the implementation of this program, it is expected that MSMEs in Mekar Bersatu Village will become more self-reliant and contribute significantly to the economic development of the village.

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