

COMMUNITY EMPOWERMENT AT CIRENDEU CASSAVA MSMEs BASED ON THE PENTHAHELI COLLABORATION MODEL

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ABSTRACT

MSMEs are an important part of the economy in Indonesia, marked by their contribution in reducing unemployment by absorbing labor. Cassava Multipurpose MSMEs in Cirendeuh Traditional Village are also required to be able to innovate in marketing and product innovation produced in order to remain competitive against changing times. Some of the problems of Cirendeuh's Multipurpose Cassava MSMEs are still in terms of the limitations of MSME actors to innovate such as the lack of innovation in processed products from cassava, still traditional packaging and conventional marketing. MSME development needs to be carried out in improving and fostering competitive capabilities. Therefore, the involvement of various actors will help the development run optimally. Through pentahelix synergy, which is cooperation between stakeholders consisting of academy, business, government, community, and media. This research aims to find out and describe community empowerment with the pentahelix model in the development of MSMEs. The method used in the research is descriptive qualitative through interviews, documentation and literature study. The results showed that the development of MSMEs has involved five actors in the pentahelix model, namely academics, business, community, government, and media

Keywords: Community empowerment, MSMEs and Pentahelix Collaboration

INTRODUCTION

The development of technology and information in the current era provides many changes in various fields of life. This causes everyone to be able to survive and adjust to the various changes that occur. One of them is the development of the Industrial Revolution 4.0 era. According to Doringin (2020), the era of the Industrial Revolution 4.0. is characterized by an increase in manufacturing digitization driven by four factors, including: 1) increased data volume, computing power and connectivity; 2) the emergence of analytics, capabilities, and business intelligence; 3) the occurrence of new forms of interaction between humans and machines; and 4) improved digital transfer instructions to the physical world, such as robotics and 3D printing. The impact has fundamentally changed the way humans operate in terms of scale, scope, complexity and transformation of life experiences.

According to Utami (2019), the challenges and opportunities of R.I. 4.0 encourages innovation in process and product creation, including in the economic sector. MSME development in the era of R.I. 4.0 era signifies the importance of technology-based competencies. There are four competencies needed, including leadership, language skills,

literacy; and writing skills (Yasir et al., 2020). Competencies also develop along with the rapid development of technology. The rapid development of technology makes the world seem borderless, characterized by changes in the life order of an increasingly advanced global society.

MSMEs are independent productive business units carried out by individuals or business entities in all economic sectors (Krisna, 2016). According to Permana (2017), MSMEs have an important role in the economy in Indonesia, especially in the formation of Gross Domestic Product (GDP) and providing employment for MSME workers in the national economy has a strategic and important role. MSMEs in Indonesia with their dominant number in the economy are a very possible condition in making progress for the country because there are many large industries and are found in every economic sector, great potential in absorbing labor and the formation of GDP is very dominant.

MSMEs play a major role in national economic development and have been widely recognized in many countries. According to Srijani (2020), MSMEs in the economy have a role as: (1) a major player in economic activities, (2) a provider of employment, (3) an important player in local economic development and community empowerment, (4) a creator of new markets and a source of innovation, (5) its contribution to the balance of payments.

MSMEs according to their development face internal constraints, including several HR issues. According to Shobaruddin (2020) several HR issues related to MSMEs are First, the knowledge of MSME drivers regarding the latest production technology and how to carry out quality control of products is still lacking. Second, MSME drivers in reading market needs are still not sharp so they have not been able to carefully capture the needs the market wants. Third, MSME drivers still rely on simple word-of-mouth marketing of their products. MSME activists are still often involved in technical issues so they do not think about long-term business goals or strategic plans.

The various limitations that MSME actors currently have indicate that there is a need for quality improvement through an empowerment process. This statement is in line with Agustina (2022) opinion that community empowerment is a deliberate effort aimed at advancing a group with competencies and resources that can be used optimally for an advanced society.

In an effort to develop MSME actors, of course, a community empowerment activity is needed. According to Margolang (2018), community empowerment is a deliberate effort to facilitate local communities in planning, deciding and managing their local resources through collective action and networking so that in the end they have the ability and independence economically, ecologically, and socially.

To maximize the empowerment process in developing MSME human resources, collaboration is needed by involving the participation of various parties in improving the quality and progress of MSMEs. This collaboration can be implemented by implementing the pentahelix collaboration model. As according to Beatrice & Hertati (2023), the pentahelix collaboration model is one of the various efforts in national economic recovery that cannot be separated from the roles of other sectors such as academia, business, community, government and media. Pentahelix is the principle of partnership cooperation built by various stakeholders with different backgrounds so that partnership synergy can be achieved

efficiently, effectively and sustainably by bringing together values based on the orientation of the interests of society, the country and the world. (Suherlan et al., 2020)

Research conducted by Rifai & Mychelisda (2023) aims to encourage digital transformation in local resource-based food and beverage processing MSMEs through a pentahelix approach. Through the pentahelix approach, this research produces a collaboration model between stakeholders that realizes a technology adoption ecosystem and a digital technology adoption framework that can increase the productivity of beverage food MSMEs that support national food security. The results showed that Industry 4.0 has the potential to be realized in MSMEs with level 4 digital readiness followed by assistance from the MSME community.

Cirendeu Traditional Village, located in the Leuwigajah area of Cimahi City, West Java Province, is a village that has maintained its local wisdom, namely the culture of cassava consumption as a staple food since 1918. This makes Kampung Adat Cirendeu also known as the Food Security Tourism Village in West Java Province. Cirendeu Traditional Village is one of the active villages in Cimahi City in developing MSMEs. The creativity of the community in Cirendeu Traditional Village has encouraged them to not only utilize cassava for daily consumption, but also market it to tourists visiting Cirendeu Traditional Village. This effort can be seen through the formation of UMKM Serba Singkong Cirendeu (UMKM SSC) in Cirendeu Traditional Village which was established in 2010 and consists of a group of farm women who jointly develop processed cassava products. In terms of quality, UMKM SSC has a household industry license from the Health Office so that their processed cassava products can be guaranteed to meet government standards.

Based on data obtained from interviews with the Customary Chairman of Cirendeu Traditional Village, Abah Emen, there are more than 30 residents who are involved as MSME actors. Although the local government issued policies such as holding training, the development of MSMEs in the village still does not collaborate between stakeholders well. Likewise, human resource development is still rarely carried out. Some of the problems of UMKM Serba Singkong Cirendeu are still in terms of the limitations of MSME actors in innovating such as the lack of innovation in processed products from cassava, traditional packaging, conventional marketing processes and so on. The sales of SSC UMKM cassava products are in fact not yet optimal because the dependence on purchases from tourists is still high. The high dependence on offline sales has resulted in a drastic decline in sales especially since the Covid-19. To deal with this condition, SSC MSMEs are trying to market their products online through Whatsapp social media. However, marketing in this way is still relatively limited because sales only target relationship-based consumers. Moreover, in terms of product innovation, it still cannot compete. Unfortunately, SSC MSMEs themselves are still relatively slow to adopt digital marketing because there are no competent human resources to do so.

Therefore, it is necessary to collaborate with the pentahelix model by involving the participation of various parties in improving the quality and progress of Cirendeu Cassava Serba MSMEs. So this research aims as follows: (1) To find out the empowerment of MSME communities with the Pentahelix collaboration model; (2) And to find out the impact of MSME community empowerment with the Pentahelix collaboration model.

The benefits of this research are as follows: (1) Theoretically, This research from a theoretical point of view is expected to be used as a source of reference or scientific reference and enrich knowledge in the field of Community Education, community empowerment with the pentahelix collaboration model; (2) Practically, (a) For Researchers, This research can increase knowledge, understanding and add personal experience on how community empowerment with the pentahelix collaboration model can improve the development of human resources for MSME actors; (b) For MSMEs, This research is expected to be a reference for MSME actors in collaborating with stakeholders in improving the quality of MSMEs.

METHOD

This research uses a qualitative method that aims to know and understand more deeply the events that occur in the research subject. Then explained in the form of a description accompanied by pictures in a special natural context and by utilizing various natural methods. Sugiyono (2013) states that qualitative research is used to research on natural object conditions, where researchers function as core and key instruments. The method used in this research is a qualitative method with a descriptive approach.

The data collection technique in this study uses two data sources. Namely primary and secondary sources. Sugiyono (2013) states that primary sources are data sources that directly provide data to data collectors. Secondary sources are data that are not directly given to data collectors. For example, documents or using a third person. In this study, primary data sources were obtained from interviews conducted with MSME actors and local governments. Secondary data, namely documents, were obtained from Cirendeuh Traditional Village. The data collection strategy was carried out through three stages. First is observation, then interviews and the last is documentation study.

DISCUSSION

Condition of Cirendeuh Cassava MSMEs

Cirendeuh Traditional Village, located in the Leuwigajah area of Cimahi City, West Java Province, is a village that has maintained its local wisdom, namely the culture of cassava consumption as a staple food since 1918. This makes Cirendeuh Traditional Village also known as the Food Security Tourism Village in West Java Province. Cirendeuh Traditional Village is one of the active villages in Cimahi City in developing MSMEs. The creativity of the community in Cirendeuh Traditional Village has encouraged them to not only utilize cassava for daily consumption, but also market it to tourists visiting Cirendeuh Traditional Village. This effort can be seen through the formation of UMKM Serba Singkong Cirendeuh (UMKM SSC) in Cirendeuh Traditional Village which was established in 2010 and consists of a group of farm women who jointly develop processed cassava products. In terms of quality, UMKM SSC has a household industry license from the Health Office so that their processed cassava products can be guaranteed to meet government standards.

Based on data obtained from interviews with the Elder or Customary Chairman of Cirendeuh Traditional Village, Abah Emen, there are more than 50 residents who are involved as MSME actors. Although the local government issued policies such as holding

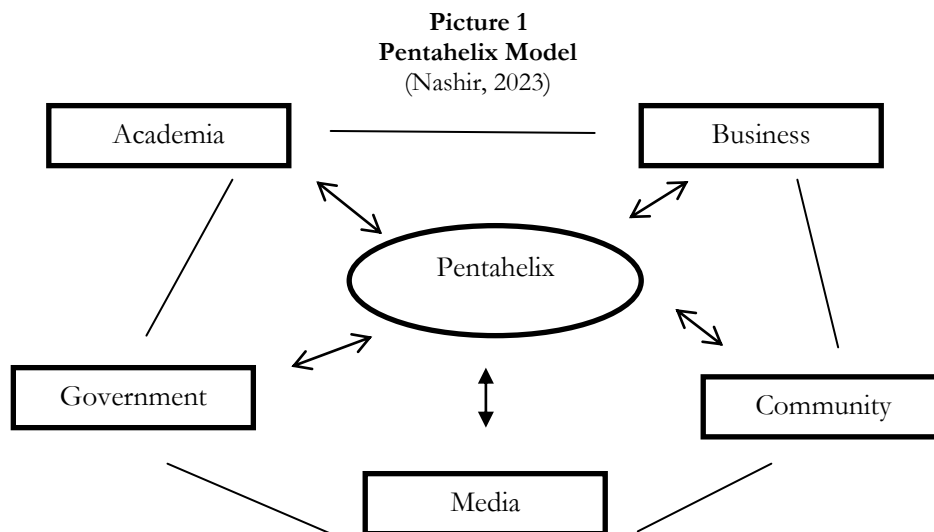
Community Empowerment at Cirendeu Cassava MSMEs Based on the Pentahelix Collaboration Model

training, the development of MSMEs in the village still does not collaborate between stakeholders well. Likewise, human resource development is still rarely carried out. The sales of SSC MSMEs' cassava products are in fact not optimal because their dependence on purchases from tourists is still high. So far, SSC MSMEs get sales results from processed cassava products amounting to Rp. 10,000,000 - 15,000,000 per month. The money is then used to pay the employees and the rest of the money is spent to finance further production.

SSC MSMEs themselves do not allocate any of the sales proceeds to their cash savings. The high dependency on offline sales has resulted in a drastic decline in sales since Covid-19. To deal with this condition, SSC MSMEs are trying to market their products online through Whatsapp social media. However, marketing in this way is still relatively limited because sales only target relationship-based consumers. Moreover, in terms of product innovation, it still cannot compete. Unfortunately, SSC SMEs themselves are still relatively slow to adopt digital marketing because there are no competent human resources to do so.

MSME Community Empowerment with Pentahelix Collaboration Model

The actors involved in community empowerment of Cirendeu Cassava MSMEs adopt the Pentahelix model to collaborate in developing the community. academy, business, government, community, and media. The following is a pentahelix collaboration model used in Community Empowerment in the figure below.



When aligned with what is mentioned by Nashir (2023) the role of each community empowerment actor in Cirendeu Cassava MSMEs based on the pentahelix collaboration model is as follows: (1) Community. In the Pentahelix model, the community consists of the community of Cassava MSME players and community leaders who play a role in supporting the progress of MSMEs in Cirendeu Traditional Village. The community is both the object and the subject in this empowerment process. In the Pentahelix model, the community acts as an accelerator. Based on the findings, the community in this case is the community of

Cassava MSME players in Cirendeu Traditional Village and community leaders who also act as driving actors and administrators of Cassava MSMEs. The driving actor illustrates that it was the community who initiated and acted as the motor of the MSME hygiene program through empowerment activities with this Pentahelix collaboration model; (2) Business. In this Pentahelix model, business plays an important role in developing MSMEs. This element plays an important role in organizing business in the economic sector that prioritizes business ethics, is professional, responsible and sustainable. Business in this case also plays a profit-oriented role that will be responsible for the sustainability of the economic climate as a very important thing in the economic sector. Based on the findings, the business actor in this activity in Cirendeu Traditional Village is a party from PT Trisula Textile Industries Tbk. This PT. acts as a donor in the empowerment activities of MSME actors, both material and activity support, such as bazaars. The role of business in the Pentahelix model is related to the role of PT Trisula Textile Industries Tbk as a facilitator and provider of support in the form of continuous assistance and provision of assistance in the field of funds; (3) Media. The role of media in the Pentahelix model is in the field of information and promotion of MSMEs. Promotion and marketing of the inclusive MSME sector by utilizing social media. Based on the findings, PT Trisula Textile Industries Tbk also acts as a media actor. PT Trisula Textile Industries Tbk is responsible for social media support from the empowerment of Serba Singkong MSME actors, namely providing information and promoting the activities and products of Serba Singkong MSMEs produced through the Instagram and Facebook platforms; (4) Academia. Academics in the Pentahelix model act as conceptors, such as standardizing business processes and certifying products and human resource skills. Academics in this case are a source of knowledge with the latest and relevant concepts and theories. Based on the findings, the academic actors who play a role in Cirendeu Cassava Multipurpose MSMEs are Padjadjaran University, which acts as an educator, facilitator and sustainable companion; (5) Government. In the Pentahelix model, the government plays a role in the process of providing adequate facilities and infrastructure to support the development of MSMEs, preparing policies and regulations related to the MSME sector, providing adequate facilities and conducting promotional and marketing activities for these MSMEs. Based on the findings, the government in Cirendeu Traditional Village provides support in the form of providing facilities and infrastructure in the form of adequate infrastructure to be utilized by the community. These facilities include a gallery for selling MSME products, a hall for training and various MSME meetings, an internet network and production support equipment for MSMEs. In addition, the government also acts as a controller or companion as well as a coach in this empowerment. Although currently the government still does not play an optimal role in terms of budget, the government is still working on this so that it can be implemented as soon as possible.

Impact of MSME Community Empowerment with the Pentahelix Collaboration Model

There are several impacts after the MSME Community Empowerment with Pentahelix Collaboration Model, which are as follows: (1) Product rebranding and packaging updates, Cirendeu Cassava MSME players have begun to change the packaging, logos and trademarks they have into products that have high value; (2) MSME players have taken photos of MSME products independently, with good product photos it is hoped that marketing will become easier and more attractive so that sales increase; (3) Digitalization of

Community Empowerment at Cirendeu Cassava MSMEs Based on the Pentahelix Collaboration Model

product marketing through social media Instagram (@serba_singkong_cirendeu), WhatsApp and through other bazaars / exhibitions; (4) The development of umkm partnerships with several institutions and companies; (5) The increasing variety of processed cassava product innovations.

The challenges of MSMEs in Indonesia are quite diverse, because they are closely related to the entrepreneurship ratio in Indonesia, which has only reached 3.5%. Therefore, improving the quality of MSMEs is an absolute matter so that in the future conditions for ease of doing business can be created. It should be noted that MSMEs have played an important role in strengthening the Indonesian economy. Even based on experience during the Indonesian economic crisis, MSMEs have become one of the fundamental pillars and buffers of the Indonesian economy. Meanwhile, in the era of the industrial revolution 4.0, which is also marked by the emergence of the Covid-19 pandemic, the MSME sector is quite stagnant and therefore must continue to exist through a digital transformation strategy. Based on BPS data as of September 2020 in (Yazid, 2022), the conditions faced by MSMEs during the Covid-19 pandemic turned out that there were only 45% of SMEs that could only survive for 3 months, the rest could not survive.

Therefore, in an effort to develop MSME actors through community empowerment activities in increasing human resource capacity is one of the alternatives. According to Puspita (2023) these models and strategies must be sustainable concepts as a result of the development of science and innovation from multidisciplinary. The empowerment model with a pentahelix approach is the right strategy. According to Beama (2022) pentahelix is an approach that encourages the participation of stakeholders to be able to collaborate with MSMEs to be able to quickly carry out various human resource improvements in terms of products and digital transformation. Pentahelix collaboration has an important role in supporting shared innovation goals and pentahelix contributes to regional socio-economic progress. The following is the role of each element of pentahelix according to (Beama, 2022): (1) The community acts as an accelerator. In this case, the community are people who share a common interest and are relevant to the business. The community can also act as an intermediary or liaison between stakeholders to help the sector development process. Based on the findings, the community in this case is the community of Cassava MSME players in Cirendeu Traditional Village and community leaders who also act as driving actors and administrators of Cassava MSMEs. The driving actor illustrates that it was the community who initiated and acted as the motor of the MSME program through empowerment activities with this Pentahelix collaboration model; (2) The government in the pentahelix model acts as a regulator as well as a controller that has regulations and responsibilities in developing objects. In this case, it involves all types of activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, programs, laws, development and knowledge, public innovation policies, support for innovation networks and public-private partnerships. The government also has a role in coordinating stakeholders who contribute to the development of such collaboration. In empowering the Cirendeu Cassava MSME community, the government provides support in the form of providing facilities and infrastructure in the form of adequate infrastructure to be utilized by the community. These facilities include a gallery for selling MSME products, a hall for training and various MSME meetings, an internet network and production support equipment for MSMEs. In addition, the government also acts as a controller or companion as well as a coach in this empowerment. Although currently the government still does not

play an optimal role in terms of budget, the government is still working on this so that it can be implemented as soon as possible; (3) Business in the pentahelix model acts as an enabler. Business is an entity that carries out business processes in creating added value and maintaining sustainable growth that presents infrastructure, by supporting changes in human resources. The business actor in the activities at Cirendeu Traditional Village is a party from PT Trisula Textile Industries Tbk. This PT acts as a donor in the empowerment activities of MSME actors, both material and support activities, such as bazaars. The role of business in the Pentahelix model is related to the role of PT. Trisula Textile Industries Tbk as a facilitator and provider of support in the form of continuous assistance and provision of assistance in the field of funds; (4) Academics, acting as conceptors. Such as standardizing processes in the activities carried out as well as certification and skills of human resources. Academics in this case are a source of knowledge with the use of the latest concepts, theories relevant to the activities or sectors developed to gain a sustainable competitive advantage. Academic actors who play a role in Cirendeu Cassava Multipurpose MSMEs, namely Padjadjaran University, act as educators, facilitators and sustainable assistants.

Media plays a role in supporting publications in promotion and creating brand image. In the cooperation development program. Based on the findings, PT Trisula Textile Industries Tbk also acts as a media actor. Trisula Textile Industries Tbk is responsible for social media support from the empowerment of Serba Singkong MSME players, namely providing information and promoting the activities and products of Serba Singkong MSMEs produced through the Instagram and Facebook platforms.

CONCLUSION

Empowerment is a concept that involves the process of giving power or developing the capacity of individuals or community groups. Empowerment is a process in which individuals or groups are given the power, knowledge, and skills to be able to take control of their own lives and affect positive social change. Community empowerment must be carried out through a participatory approach, which involves the community actively in all stages of development, from planning, implementation, to program evaluation. One of the community empowerment efforts that can support active community participation is potential-based empowerment or local wisdom.

Based on the findings above, it can be concluded that community empowerment of Cassava Serba MSME players in Cirendeu Traditional Village involves several actors who play an important role in developing the human resources of MSME players. The actors involved are the community (MSME actors), community leaders, PT Trisula Textile Industries Tbk (business and media), academics (Padjajaran University), government (Kelurahan. Leuwigajah and Village Community Empowerment Office / DPM-Village). The four actors adopt the Pentahelix model which emphasizes the involvement of 5 elements as a form of collaboration in this activity.

The following are the roles of each actor: 1) Community, has a role as a driver, organizer in empowerment. They participate in all stages of activities, such as training and so on; 2) PT Trisula Textile Industries Tbk plays a dual role as a business and media actor. As a business actor, they become donors in the form of material and support activities, such as training and bazaars. As a media actor, PT Trisula Textile Industries Tbk supports the social media of UMKM Serba Singkong Cirendeu and is involved in account management,

Community Empowerment at Cirendeu Cassava MSMEs Based on the Pentahelix Collaboration Model

especially through the Instagram and Facebook platforms; 3) Academics from Padjajaran University, as representatives of academics, are involved in the development of empowerment programs. They provide training, education, and hands-on practice to the community, with the aim of improving the quality of MSME actors; and 4) The government, both the village government and DPM-Village, act as collaborators in this program. They provide support, licensing and budget through the APBDes. The government also provides assistance, advocacy, and coaching to MSME actors. The role of each actor in the Pentahelix element shows that their involvement contributes to the development of resources, ideas and even opportunities for Cirendeu's Serba Singkong MSME players to develop further.

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