

# Analysis of the Contribution of LLR Seasoning Business Towards Absorption and Poverty Reduction in the Village Area of Putat, Tanggulangin District, Sidoarjo Regency

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This study analyzes the contribution of Seasoning LLR, a local small and medium enterprise (SME), in Putat Village, Tanggulangin District, Sidoarjo Regency, to employment and poverty reduction. Using a mixed-methods approach, quantitative data were obtained from a structured questionnaire distributed to 35 respondents, while qualitative data were collected through in-depth interviews and observations. The study findings indicate that Seasoning LLR plays a significant role in providing employment, particularly for women and individuals with low educational backgrounds. Approximately 46% of respondents work in Seasoning LLR, making it a key driver of local economic activity. This enterprise not only contributes to increased income but also empowers women by integrating them into productive economic activities. However, the study also identified challenges, including limited capital, inadequate marketing strategies, and low human resource capacity. Although employment absorption is evident, its impact on income growth remains relatively small, with only 38% of workers experiencing an increase in income. Therefore, innovation in product development, digital marketing expansion, and skills training are important strategies to increase the contribution of this business. Overall, Seasoning LLR demonstrates potential as a community-based model for sustainable poverty alleviation and rural economic empowerment.

**Keywords:** SMEs, employment, poverty alleviation, women's empowerment, rural economy, Seasoning LLR.

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## 1. Introduction

Indonesia's national economy is inextricably linked to the role of Micro, Small, and Medium Enterprises (MSMEs), which have proven to be the backbone of the economy, especially during times of crisis. At the local level, MSMEs also hold significant potential in driving village economic growth, increasing community incomes, and reducing unemployment and poverty. One thriving MSME in the food sector is the ready-to-use seasoning production business, such as the LLR Seasoning business in Putat Village, Tanggulangin District, Sidoarjo Regency. In a study by Ely Purnawati and Fanesa Dwiana Sari (2023), they emphasized the importance of establishing local product MSME groups as a vehicle for empowering rural communities. Through a targeted approach, MSME groups can increase self-confidence and create job opportunities, which in turn helps reduce poverty.

Putat Village is one of the areas still facing economic challenges, particularly in terms of limited employment opportunities and low purchasing power. Although this area has abundant human resources and local products, unemployment remains quite high, especially among women and those of productive age. This condition demands a village economic development strategy based on local potential and community empowerment. Rizki Dwi Romadhona, Elsha Dewi Anggraini, and Sevira Agustin Aryadi (2023) This study shows that strengthening village institutions and MSMEs based on science and

technology can increase active community participation in economic activities. As a result, there is an increase in community welfare through more structured empowerment.

The LLR Seasoning Business is a local initiative utilizing spices and vegetables readily available in the surrounding area. This business not only offers products with economic value but also creates job opportunities for the local community, especially housewives and village youth. With its home-based scale and semi-manual production system, LLR Seasoning is able to absorb a significant number of local workers. Ramadhan Dian Saputra, A. Ismail Lukman, Mustangin Mustangin, and Muhamad Alisalman (2023) developed a model for empowering MSMEs through community education, which includes identifying needs, increasing capacity, and fostering independence. This approach has proven effective in increasing MSME competitiveness and creating jobs.

However, the existence of LLR Seasoning businesses has not been widely scientifically studied, particularly regarding their contribution to reducing unemployment and poverty. Mapping the socio-economic impacts of such businesses is crucial as a basis for developing sustainable village economic development strategies. Without valid data and analysis, this local potential can be overlooked or not fully developed. Research by Enny Widawati et al. (2023) shows that mentoring in the development of MSMEs through the utilization of natural resources and human resource empowerment can increase the added value of local products. This opens up broader market opportunities and creates new jobs. On the other hand, the challenges faced by LLR Seasoning businesses are quite complex. These include limited access to wider markets, a lack of modern production equipment, and minimal managerial training and product innovation. This results in low productivity and competitiveness, thus suboptimal contribution to improving community welfare. If not addressed, this business's significant potential will not be able to provide a significant social impact.

Therefore, an innovative approach is needed that integrates business development with community empowerment in a structured manner. This effort includes job skills training, business mentoring, and technology integration into production and marketing processes. This way, the LLR Seasoning business can develop not only as an economic unit but also as an instrument of social empowerment. The importance of this research also lies in the need for a village-based MSME development model that can be replicated in other regions. By understanding the success factors and obstacles faced by LLR Seasoning, this research can provide theoretical and practical contributions to the formulation of local economic development policies. This also aligns with the government's program to develop villages from the periphery and reduce poverty nationally.

Furthermore, this research is important in the context of enhancing women's role in economic development. The LLR Seasoning business predominantly involves female workers, who have been under-represented in the formal sector. Empowering women through productive economic activities has significant potential to create household economic independence and strengthen family resilience amidst economic uncertainty. Based on the above explanation, an in-depth study is needed to determine the contribution of the LLR Seasoning business to employment and poverty reduction in Putat Village. This research is expected to provide empirical insights and strategic recommendations for the development of village-based MSMEs, thereby providing sustainable economic and social impacts for the local community. The researcher's focus is: How the LLR Seasoning business contributes to employment and poverty reduction.

## 2. Theoretical Basis

### Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economic development, particularly in creating jobs and driving the people's economy. According to the Ministry of Cooperatives and SMEs (2020), MSMEs contribute more than 60% to Gross Domestic Product (GDP) and absorb more than 97% of the national workforce. The role of MSMEs becomes even more crucial in the context of the rural economy due to limited large-scale industries and access to formal employment. Romadhona et al. (2023) stated that the development of MSMEs based on science and technology can increase community economic independence and expand employment opportunities, especially in urban and rural areas that have potential local raw materials. Therefore, strengthening the capacity of MSMEs, including in terms of technology and management, is a crucial part of a local business-based poverty reduction strategy.

### Labor Absorption by MSMEs

One of the main indicators of the success of MSMEs is their ability to absorb local labor. According to Kuswardani et al. (2023), increasing the number of MSMEs in Bogor Regency has been proven to significantly reduce the open unemployment rate. MSMEs' labor absorption is usually informal and flexible, thus accommodating community groups not absorbed in the formal sector, such as housewives and village youth. In the context of home businesses like Bumbu LLR, job opportunities are created not only in the production process but also in distribution, packaging, and marketing aspects. Santika et al. (2023) added that the development of community-based MSMEs can create a multiplier effect in the form of increased household income and reduced unemployment.

### MSMEs and Poverty Reduction

The relationship between MSMEs and poverty reduction has been widely discussed in various studies. Purnawati and Sari (2023) explain that the formation of structured MSME groups integrated with village community empowerment programs directly impacts community welfare. When communities are involved in productive economic activities, dependence on government assistance can be reduced and independence increases. Sherliana (2022), in her research in Kasongan Tourism Village, found that MSMEs played a role in mitigating the impact of the economic crisis caused by the pandemic through product innovation and women's empowerment. This demonstrates that MSMEs are quite resilient in the face of macroeconomic changes and can provide solutions for locally-based poverty alleviation efforts.

### Community Empowerment through MSMEs

Community empowerment is key to developing MSMEs with long-term impact. Nurhayati and Abrar (2023) emphasize that successful empowerment is largely determined by active community participation and ongoing support from the village government. A bottom-up approach is more effective than a top-down approach in creating change rooted in local needs and potential. Saputra et al. (2023) propose a community education-based empowerment model that includes technical training, mentoring, and market access facilitation. This model is believed to improve product quality, expand business networks, and strengthen MSMEs' bargaining position in local and regional markets.

### Innovation and Digitalization of MSMEs

The use of innovation and technology is a differentiating factor for MSMEs that are able to grow sustainably. Darim et al. (2023) showed that adopting simple technologies such as digital marketing and digital financial recording systems can help MSMEs increase efficiency and expand market access. In the context of the LLR Seasoning business, digitalization can also encourage product promotion and

distribution to a wider market, including through e-commerce platforms. Widawati et al. (2023) added that innovation based on local resources, such as product diversification according to market tastes, can strengthen the competitiveness of MSMEs without sacrificing the product's local identity. This is crucial for creating business sustainability and a broader economic impact on the community.

### 3. Research Methods

#### Types of Research

This research employed a mixed-methods approach, combining quantitative and qualitative methods. Quantitative methods were used to statistically measure the employment absorption rate and the impact of the LLR Seasoning business on poverty reduction. Qualitative methods were used to explore supporting factors and barriers to business development, as well as public perceptions of the business.

#### Location and Time of Research

The study was conducted among residents around Putat Village, Tanggulangin District, Sidoarjo Regency, where the LLR Seasoning business is located, which is already operating and providing local employment. The study lasted two months, from July to August 2025.

#### Population and Sample

1. Population: LLR Seasoning business actors, workers absorbed in the business, and the community around Putat Village.
2. Sample: Purposive sampling was used to select representative business actors and workers, and snowball sampling was used to obtain additional information from the surrounding community. The quantitative sample target was a minimum of 30 respondents from the workforce and business actors.

#### Data Collection Techniques

1. Quantitative Data: A structured questionnaire measuring economic conditions, workforce size, income levels before and after entering the business, and poverty alleviation indicators. The survey was conducted directly at the business locations and workers' homes.
2. Qualitative Data: In-depth interviews with workers and community leaders.
3. Direct observation of production processes and business activities.

#### Data Analysis

1. Quantitative Data: Descriptive analysis to describe the profile of the workforce and business actors.
2. Simple regression analysis to measure the contribution of businesses to poverty reduction.
3. Qualitative Data: Thematic analysis to identify key themes related to empowerment, innovation, and business barriers.
4. Triangulation of data from multiple sources to ensure the validity of findings

### 4. Results and Discussion

The LLR Seasoning Business is a local MSME that plays a vital role in microeconomic development in Putat Village. By producing specialty processed spices, this business is not solely profit-oriented but also has a significant socio-economic impact on the surrounding community.

#### Absorption of Local Labor

One of the tangible contributions of the LLR Seasoning business is its ability to absorb local labor, particularly housewives and young people who previously lacked permanent employment. The seasoning production process, from raw material processing and packaging to distribution, requires a significant workforce, especially when demand increases.

Several forms of employment by Bumbu LLR include:

1. Casual daily workers for production and packaging processes.
2. Permanent staff for daily operations, such as stock management and marketing.
3. Partnership with local farmers for the procurement of raw materials such as chilies, onions, and other spices.

Based on data collected in Putat Village, Tanggulangin District, 79 family members were recorded as working both inside and outside the LLR Seasoning business. Of these, 41 people, or approximately 52%, worked outside LLR Seasoning, while 38 people, or 48%, worked within LLR Seasoning.

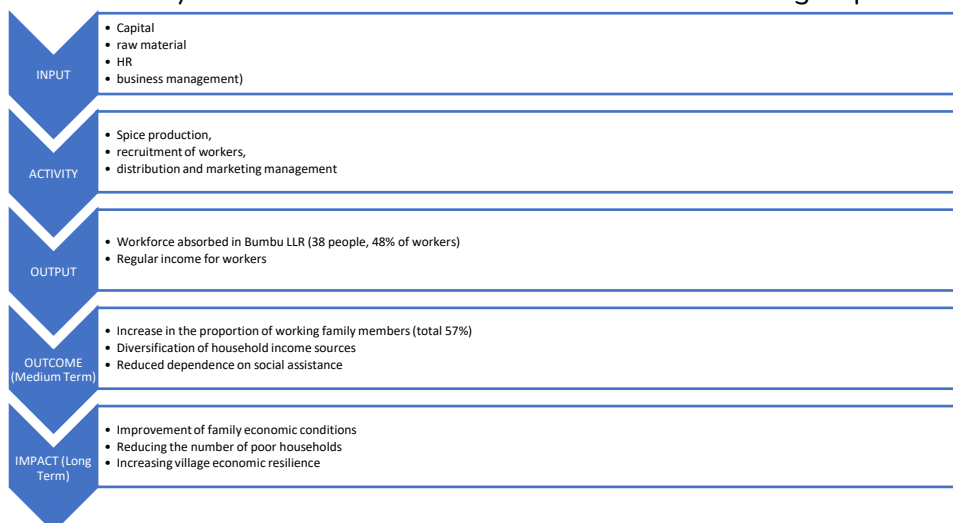
**Table 1** Proportion of workers in the family

Family members	Number of Works	%	Proportion of workers
work elsewhere	41	52%	30%
Working at LLR Seasoning	38	48%	28%
Amount/percentage	79	100%	57%

When viewed from the proportion of workers to the total number of family members in the area, workers outside Bumbu LLR account for approximately 30%, while workers in Bumbu LLR account for 28%. Overall, the total proportion of workers reaches 57% of the total number of family members, meaning that more than half of the working-age population in this RT area is absorbed in economic activities. These findings indicate that Bumbu LLR's contribution to employment is nearly equal to that of all other employment sectors. In other words, the Bumbu LLR business plays a strategic role in providing jobs and is a driving force for the local economy.

The high level of workforce involvement in Bumbu LLR demonstrates the business's role as a local labor absorber. This aligns with the Bumbu LLR business contribution logic map, where inputs such as capital, raw materials, and human resources are managed through spice production and distribution activities, resulting in employment opportunities for 38 people, or 48% of local workers. This output has resulted in an increase in the proportion of employed family members (57%), strengthening household incomes, and ultimately leading to improved economic conditions and a reduction in poverty levels in the village.

**Chart 1** Analysis of LLR Business Results for the Surrounding Population



This involvement contributes to increased household income, which is categorized as an intermediate outcome in the research logic map. This increased income reduces household dependence on social assistance and improves their ability to meet basic needs (food, education, and health). Conceptually, this relationship can be explained as follows:

1. Input: LLR Seasoning opens up job opportunities for local communities.
2. Process: Family members who were previously unemployed or had irregular jobs found work, both in the spice production and distribution sectors.
3. Output: Increase in the proportion of the working population.
4. Outcome: Increase in household income.
5. Impact (Y3): Reduction in the relative poverty rate in villages, marked by a reduction in the number of households below the poverty line.

Assuming income from LLR Seasoning is relatively stable and higher than other informal jobs, this business plays a strategic role in accelerating poverty reduction in Putat Village. This impact will be even more optimal if the business expands its production capacity to absorb more workers. The existence of LLR Seasoning not only contributes to employment but also has the potential to be an instrument for poverty alleviation in the region. A community survey revealed that the main challenges faced by LLR Seasoning SMEs include limited human resources (34.3%), business capital (22.9%), and marketing (20%). To address these challenges, respondents proposed various innovation strategies, including product innovation, collaboration with other MSMEs, digital market development, and skills training. These strategies are considered crucial for expanding market access, increasing product competitiveness, and strengthening business capacity. If these innovations are implemented consistently, LLR Seasoning has the potential to increase the income of entrepreneurs and their workers, expand employment opportunities, and gradually reduce the number of households below the poverty line in the village, thus aligning with the goal of inclusive local economic development.

**Table 2.** LLR Seasoning Analysis

<b>The dominant main problem</b>	<b>Percentage total 35)</b>	<b>(of Implications for research objectives</b>
Human resources (12)	34.3%	Need for capacity building → related to Outcome: improving local work skills.
Capital (8)	22.9%	Need support for access to capital + management skills → encourage business sustainability.
Marketing (7)	20%	Need to strengthen branding & distribution channels → increase competitiveness.
Product innovation (8)	22.9%	Need to develop value-added products → increase revenue.

Respondents proposed a range of innovations as solutions, including product innovation, collaboration with other MSMEs, digital market development, and skills training. Product innovation and diversification were deemed essential for increasing attractiveness and sales value; collaboration with other MSMEs opened up opportunities for sharing resources and markets; digital market development expanded consumer reach; and skills training strengthened human resource capacity in production and business management.

The implementation of this innovation has the potential to increase production efficiency, expand marketing networks, and raise the income of business owners and their workers. This will directly increase local employment and reduce household economic vulnerability. In the medium term, this increase in income and employment opportunities is expected to reduce the number of households below

the poverty line in villages, making LLR Seasoning an effective instrument for supporting local-based poverty alleviation.

Thus, the existence of LLR Seasoning not only contributes to employment absorption but also has the potential to be an instrument for poverty alleviation in the region, especially if supported by product innovation, digital market development, and worker capacity building.

### Increasing Community Income

The income from working at the LLR Seasoning business improves the standard of living of the local community. The income earned by workers is used to meet basic needs, such as children's education, healthcare, and daily consumption. This has a direct impact on reducing poverty in the village. Furthermore, LLR Seasoning also opens up new business opportunities in the surrounding production area, such as:

1. A shop selling LLR Seasoning products.
2. Small scale logistics business to distribute products to a wider market.

The questionnaire was distributed in Putat Village, RT 05 RW 01, Tanggulangin District, Sidoarjo Regency, with a total of 35 respondents. The following is the distribution of the respondents' demographic characteristics related to their involvement in the LLR Seasoning Small and Medium Industry (IKM).

**Table 3** Relationship between Demographic Characteristics and Involvement in LLR Seasoning

Variables	Category	Amount	%
Gender	Man	15	43%
	Woman	20	57%
	Amount/Percent	35	100%
Age range	<30	8	23%
	>45	10	29%
	30-45	17	49%
last education	Diploma	4	11%
	Bachelor	7	20%
	Elementary School	13	37%
	SENIOR HIGH SCHOOL	3	9%
	JUNIOR HIGH SCHOOL	8	23%
Employment Status	Working at LLR Seasoning	16	46%
	Working elsewhere	9	26%
	Doesn't work	10	29%

Respondents in this survey were dominated by women at 57%, while only 43% were men, indicating that the LLR Spices SME sector absorbs more female workers. This is likely due to the characteristics of work in this sector that are more suited to women's abilities and preferences. In terms of age, the majority of workers are in the mature productive age range, namely between 30 and 45 years old at 49%, followed by the age group above 45 years old at 29%, and the remaining 23% are under 30 years old. This composition indicates that the workforce in this sector is dominated by those who already have work experience and social stability, although the portion of older ages is quite significant, perhaps due to the nature of the work that requires certain physical endurance.

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The education level of the workers also varies, but is dominated by elementary school graduates at 37%, followed by junior high school graduates at 23%, bachelor's degrees at 20%, diplomas at 11%, and high school graduates at 9%. This condition confirms that the Bumbu LLR SME is a relatively accessible source of employment for workers with low to secondary educational qualifications. Judging by employment status, 46% of respondents work at Bumbu LLR, making it the largest group, followed by 26% who work elsewhere, and 29% who are unemployed. Of this unemployed group, there are 4 women who are housewives, so the open unemployment rate in the RT 05 RW 01 Putat Village area reaches 17.14%.

Overall, this data demonstrates that the LLR Spices MSME is a key driver of local employment, particularly for women and low-educated workers of productive age. However, significant challenges remain, including the high unemployment rate, which requires serious attention in the formulation of employment policies and community empowerment programs to ensure the sector's benefits are more widely and equitably distributed. By creating jobs, this business helps reduce unemployment in Putat Village and provides additional income for families previously dependent on the informal sector. LLR Spices provides a space for village women to actively participate in economic activities without having to abandon their domestic roles. This aligns with gender empowerment and inclusive development efforts. Furthermore, this business inspires other MSMEs to develop local products based on village potential.

### **Long-Term Impact on Poverty Reduction**

Overall, the existence of Bumbu LLR drives sustainable village economic growth. By continuously expanding its marketing network, improving product quality, and expanding its business scale, its contribution to poverty reduction becomes more significant. As village incomes increase, so does the community's ability to access public services such as education and healthcare. The Bumbu LLR business makes a significant contribution to absorbing labor and reducing poverty in Putat Village. Through job creation, increased income, empowering women, and strengthening the local economy, Bumbu LLR serves as an example of how MSMEs can be a driving force for sustainable and inclusive village development.

The LLR Seasoning Business's contribution to employment in Putat Village appears quite significant, with nearly half of respondents (46%) working in this sector, indicating the community's high economic dependence on this business. Despite the substantial employment, the unemployed remain relatively large, reaching 17.14%. This situation illustrates that the LLR Seasoning Small and Medium Enterprises (SMEs) have the potential to significantly impact household income and reduce poverty in the community, but also pose a risk of economic vulnerability if the sector experiences disruption. Furthermore, the low level of education of most workers also limits job mobility and opportunities for improving welfare outside this sector. In the past three years, LLR Seasoning has served as one of the backbones of local employment and has become a magnet for new jobs since 2000. However, its contribution can still be strengthened by improving job stability and expanding workforce absorption.

In terms of income impact, the LLR Spices Small and Medium Enterprises (SMEs) have not been fully effective in increasing the income of their workers, especially for the casual workers group, who all (100%) did not experience an increase in income. Part-time workers performed better, with half experiencing an increase in income, although the sample size was small. The permanent workers group benefited more, with 45% reporting an increase in income, although the majority still did not feel the benefits. Overall, only 38% of the total workers in the LLR Spices Small and Medium Enterprises (SMEs) experienced an increase in income, while the majority (63%) did not feel any change.

**Table 4.** Labor Absorption

Working at LLR	not increasing	Increase	Amount	%
Daily newspaper	3		3	0%
Part time	1	1	2	50%
Permanent workers	6	5	11	45%
Amount/Percentage	10	6	16	38%
Percent	63%	38%	100%	

These findings indicate the need for evaluation, particularly for casual workers who have not yet been impacted. Approaches such as skills training, guaranteed working hours, or converting from casual to part-time or permanent employment status could be strategic solutions. Meanwhile, for both part-time and permanent workers, the LLR Spices Small and Medium Enterprise (SME) demonstrates good potential, but its reach and effectiveness need to be improved to achieve broader benefits.

Furthermore, the data shows that 56% of workers at Bumbu LLR reported overall economic improvement after joining this MSME. Permanent workers benefited the most, with more than half reporting significant economic improvement. Conversely, part-time workers showed no economic improvement at all, indicating that this form of employment has not yet provided optimal benefits. Interestingly, all casual workers reported economic improvement, although this did not always correspond to an increase in income, necessitating further study to understand the underlying factors behind this economic improvement in this group.

**Table 5.** Impact of LLR on Workers' Economic Improvement

Working at LLR	not experiencing economic improvement	Experiencing economic improvement	Amount	%
Daily newspaper		3	3	100%
Part time	2		2	0%
Permanent workers	5	6	11	55%
Amount/percentage	7	9	16	56%
Percent	44%	56%	100%	

Economic dependence on family also showed positive developments. As many as 63% of workers no longer depended on family support, indicating the emergence of economic independence. Both casual and permanent workers recorded significant progress in this regard, with two-thirds of casual workers and nearly two-thirds of permanent workers becoming economically independent. However, part-time workers showed mixed results, with half still relying on family support.

**Table 6.** Economic Dependence of LLR Workers on Family

Working at LLR	Still need family help	No need for family help	Amount	%
Daily newspaper	1	2	3	67%
Part time	1	1	2	50%
Permanent workers	4	7	11	64%
Amount/Percent	6	10	16	63%
Percent	38%	63%	100%	

On the other hand, these findings also indicate that the economic improvement experienced by casual workers is not yet sufficient to fully meet their living expenses, as some still require family support. Meanwhile, permanent workers consistently demonstrate positive results between economic improvement and financial independence. While some part-time workers have not experienced economic

improvement, they have remained financially independent, suggesting other factors may be contributing to this situation.

Based on these results, it is recommended that the LLR Spices Small-Medium Enterprise (SME) provide further assistance, particularly to casual workers, to increase their income to meet basic needs. Part-time workers require more focused intervention to maximize the program's benefits. The permanent worker model, which demonstrates positive results, can serve as a reference for future program development.

Overall, although the LLR Spices IKM has succeeded in creating economic independence for the majority of its participants, improvements to policies and implementation strategies are still needed so that all types of workers can experience an equitable and sustainable increase in welfare, so that the program's contribution to employment absorption and poverty reduction in Putat Village is increasingly optimal.

## 5. Conclusion

The LLR Spices Small and Medium Enterprise (SME) plays a key role in absorbing local labor and has the potential to positively impact the income and well-being of some of its workers. However, data shows that the impact of this SME on increasing workers' income is still limited and not significantly different from other groups. Furthermore, some groups of workers, particularly casual and part-time workers, have not yet fully benefited. Based on the analysis, the presence of the LLR Spices SME has been shown to play a role in absorbing local labor, which conceptually could be a pathway to poverty reduction in the region. Field data indicates potential for improving business performance through product innovation, digital market development, and skills training, which theoretically could boost workers' household income. However, the Chi-square test results for the relationship between employment status and income changes showed a p-value of 0.73, indicating a statistically insignificant relationship. This finding indicates that although employment has occurred (an initial outcome), the direct economic impact in the form of increased income (impact) has not yet materialized. This condition could be caused by various factors, such as the still limited scale of the business, the relatively recent implementation of the innovation, or the influence of external variables that cannot yet be controlled. Thus, LLR Spices is currently in a transitional phase, where its role in poverty reduction is still at the potential level, and requires strengthening innovation strategies and increasing business capacity to be able to provide a significant economic impact for workers and the surrounding community.

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