

Legal Aspect of Digital Transformation of Coffee and Tobacco Products in Batusari Village, Kledung Temanggung Indonesia

Muhammad Azil Maskur ^a✉, Wildan Azkal Fikri ^a,
Dede Indraswara ^a

^a Faculty of Law, Universitas Negeri Semarang,
Semarang, Indonesia

✉ Corresponding email: azilmaskur85@mail.unnes.ac.id

Cite this article as:

Maskur, Muhammad Azil, Wildan Azkal Fikri, and Dede Indraswara. "Legal Aspect of Digital Transformation of Coffee and Tobacco Products in Batusari Village, Kledung Temanggung Indonesia". *Jurnal Pengabdian Hukum Indonesia* 7, no. 1 (2024): 67-96. <https://doi.org/10.15294/jphi.v7i1.16198>.

Abstract

This study examines the legal aspects of the digital transformation of coffee and tobacco products in Batusari Village, Kledung, Temanggung, Indonesia, with a focus on enhancing the welfare of local entrepreneurs. Batusari Village, rich in natural resources, has significant potential for growth in its coffee and tobacco



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industries. The research aims to develop strategies for improving the welfare of these entrepreneurs through product digitalization, aligning with the mandate of Article 33 of the 1945 Constitution, which emphasizes the principle of kinship in the economy. Utilizing a mixed-methods approach, including surveys and focus group discussions with local entrepreneurs, the study identifies key challenges and opportunities in digital transformation. While the potential for expanding market access and increasing productivity through digital tools is evident, a lack of digital literacy and limited technological access have been significant barriers. The research highlights the importance of addressing legal aspects related to digital marketing, e-commerce regulations, and compliance with product standards. The study concludes that empowering local entrepreneurs with training in digital marketing and e-commerce can significantly improve market access, productivity, and overall welfare. Recommendations include implementing technical guidance sessions and providing ongoing support to facilitate the adoption of digital tools. Additionally, addressing legal and policy challenges is crucial to create a supportive environment for digitalization in rural economies. This research contributes valuable insights into how digital transformation can be harnessed to boost economic growth and welfare in rural agricultural communities, with a specific focus on Batusari Village's coffee and tobacco industries.

KEYWORDS *Rural Development, E-commerce, Digital Literacy, Economic Sustainability, Productivity Enhancement*

Introduction

The Constitutional Mandate contained in the Preamble to the 1945 Constitution of the Republic of Indonesia (UUD 1945) stipulates that the formation of the state has the main objective of advancing general welfare. This mandate is not only normative in nature, but is also a policy direction that must be implemented through the government's active role in creating prosperity for all Indonesian society. This role is represented in Article 18 paragraphs (1) and (2) of the 1945 Constitution, which gives regional governments the right to regulate their own affairs in accordance with the principle of regional autonomy. Law Number 23 of 2014

concerning Regional Government strengthens this mandate by directing regional governments to accelerate the realization of community welfare through improving public services, community empowerment, active community participation, and increasing regional competitiveness.

As a country that adheres firmly to the constitution, the principle of togetherness and the principle of kinship (*mutualism* And *brotherhood*) is the foundation of the constitution as stated in Article 33 paragraph (1) of the 1945 Constitution as confirmation that the economic system must be structured for the purpose of prosperity of the wider community, not the prosperity of individual individuals. Regarding the ideals of a people's economy, the concept and formulation of an economic system must be in line with the understanding of the parties related to the management of the nation's resources so that they remain in line with people's economic lines.¹ Efforts to fulfill justice based on people's economics underlie Regional Governments in improving the economy in their autonomous regions, such as the development of Usaha Mikro, Kecil, dan Menengah (UMKM) especially in the management of earth's wealth.²

Special attention to the results of the earth's wealth can be seen in the potential of the agricultural and plantation sectors, which are the backbone of the community's economy. Batusari Village, with its strategic location in the highlands, offers great potential in developing coffee and tobacco commodities. Indonesia, which is known as an agricultural country, provides opportunities for farmers and agricultural sector business actors to maintain biodiversity as well as generating income and income with great potential.³ So, the potential for developing coffee and tobacco not only acts as a source of income for farmers and local business actors, but also as the main pillar in maintaining regional

¹ Elli Ruslina, "ASAS KEBERSAMAAN DAN KEKELUARGAAN SEBAGAI DASAR PEMBANGUNAN HUKUM EKONOMI INDONESIA," *Jurnal Hukum Sasana* 5, no. 2 (2020), <https://doi.org/10.31599/sasana.v5i2.99>.

² Krisnawan Gumilar Putra Rahayu, "Implementasi Upaya Pemerintah dalam Peningkatan UMKM di Masa Pandemi," *Bandung Conference Series: Law Studies* 2, no. 2 (2022), <https://doi.org/10.29313/bcsls.v2i2.2576>.

³ Riadil Jannah Sahri et al., "Tanaman Pangan Sebagai Sumber Pendapatan Petani Di Kabupaten Karo," *Jurnal Inovasi Penelitian* 2, no. 10 (2022).

economic stability and prosperity.^{4 5} However, despite having great potential, business actors in this village face quite significant challenges, especially in terms of market access and use of technology.⁶ Limited digital literacy, lack of technological infrastructure, and lack of adequate legal support are the main obstacles that prevent this village's great potential from being fully realized.

Observations show that the digitalization of coffee and tobacco products in Batusari Village has not been utilized optimally. In an era where information technology increasingly dominates the economy,⁷ the inability of business actors to adapt to these developments can result in a decline in competitiveness. Therefore, efforts to improve welfare through product digitalization are very important. In this context, digitizing the coffee and tobacco business in Batusari Village is an urgent strategic step. Digital transformation not only provides opportunities to expand market access, but also enables increased productivity, efficiency and sustainability of local businesses. However, the inability of business actors to access digital technology effectively risks worsening economic inequality, which in turn can trigger social instability.

Furthermore, society's inability to achieve adequate welfare often results in the emergence of serious social problems. Various studies show that economic and social inequality can be the root cause of increasing

⁴ Haryo Limanseto, "Dukungan Program Pemerintah dalam Pemberdayaan UMKM untuk Memperkuat Stabilitas Ekonomi Daerah," *Kementerian Koordinator Bidang Perekonomian*, 2022.

⁵ Saeful Kholik, Syamsyul Bahri Siregar, dan Kodrat Alam, "Sentimental Hukum Otonomi Daerah Dalam Pembangunan Ekonomi Negera Berkonsep Kesejahteraan," *Gema Wiralodra* 13, no. 1 (2022), <https://doi.org/10.31943/gw.v13i1.208>.

⁶ Heri Akhmadi, "Peningkatan Akses Pasar Keripik Bonggol Pisang Menggunakan Pemasaran Berbasis Sosial Media Instagram," *Prosiding Seminar Nasional Program Pengabdian Masyarakat*, 2021, <https://doi.org/10.18196/ppm.24.442>.

⁷ Wiwik Maryati dan Ida Masriani, "PELUANG BISNIS DI ERA DIGITAL BAGI GENERASI MUDA DALAM BERWIRAUSAHA: STRATEGI MENGUATKAN PEREKONOMIAN," *Jurnal MEBIS (Manajemen dan Bisnis)* 4, no. 2 (2019), <https://doi.org/10.33005/mebis.v4i2.62>.

crime rates, and even the potential for radicalization.⁸ Robert K. Merton in his theory of *strain* states that the discrepancy between individuals' expectations of welfare and the reality they face can trigger unlawful actions as a form of adaptation to social pressure.⁹ This situation is relevant, especially in rural areas that are isolated from economic opportunities, such as Batusari Village, where people are trapped in structural poverty without adequate access to education and employment opportunities.

In the global context, many regions with high levels of inequality have shown similar patterns. Prolonged poverty can encourage certain individuals or groups to engage in criminal acts, ranging from petty theft to illegal trafficking. In fact, in some cases, social dissatisfaction can develop into extremism or radicalization, where individuals feel that the existing system has failed to provide justice or opportunities for them.¹⁰ Therefore, ensuring that the people of Batusari Village can utilize their local potential through digital transformation is not only a moral and constitutional obligation, but also a strategic preventive step to prevent potential social threats in the future.

The community service program implemented by the Semarang State University Faculty of Law Team aims to answer this challenge. With a focus on the digitalization of coffee and tobacco products, this program not only provides technical guidance to business actors, but also ensures that they gain sufficient understanding of the legal aspects of digital business, such as protection of intellectual property rights, consumer data management, and electronic transaction agreements. Apart from that, this program is also designed to increase public awareness regarding the importance of digital technology as a tool for creating fairer economic inclusion.

⁸ Ali Masyhar et al., "Digital transformation of youth movement for counter radicalism," in *AIP Conference Proceedings*, vol. 2573, 2022, <https://doi.org/10.1063/5.0109808>.

⁹ Robert Agnew, "General Strain Theory and Terrorism," in *The Handbook of the Criminology of Terrorism*, 2017, <https://doi.org/10.1002/9781118923986.ch7>.

¹⁰ Muhammad Azil Maskur, "Criminal Policy Against Distribution of Radicalism Ideology of Islamic State of Iraq and Syria (Isis) At Higher Education in Indonesia," *International Journal of Business, Economics and Law* 15, no. 4 (2018).

This article discusses digitalization efforts as a strategic solution to overcome challenges in Batusari Village, by highlighting the intersection between economic, social and legal aspects. This research not only focuses on how digitalization can improve people's welfare, but also explores the social and legal implications that might arise if people fail to obtain their rights. Thus, it is hoped that this research can provide comprehensive recommendations to support local government policies in encouraging digital transformation, creating a more inclusive society, and preventing social threats such as crime and radicalization in rural areas.

To frame research in order to obtain an objective conclusion, a research method that is compatible with the scientific method is required. Science is a way to explain the observation of the phenomena of an experience.¹¹ This research uses an approach *socio-legal research* which combines normative legal analysis with empirical research with the interdisciplinary nature of the study.¹² This approach is designed to understand the interaction between applicable legal regulations and community social practices, especially in the context of digital transformation of coffee and tobacco business actors in Batusari Village, Kledung District, Temanggung Regency. The focus of the research is directed at identifying legal, economic and social challenges faced by society in the digitalization process, as well as evaluating the effectiveness of interventions through community service programs.

The method for carrying out this research was carried out in an organized manner, with a clear division of tasks between team members at the Faculty of Law, Semarang State University (UNNES).¹³ Each team member has a specific role that complements each other, starting from the program planning stage, implementing activities, to evaluating impacts. Program planning involves an initial survey to understand community needs and potential challenges faced, which then becomes the basis for

¹¹ Maiyestati, *Metode Penelitian Hukum* (Sumatera Barat: LPPM Universitas Bung Hatta, 2022).

¹² Muhammad Helmy Hakim, "PERGESERAN ORIENTASI PENELITIAN HUKUM: DARI DOKTRINAL KE SOSIO-LEGAL," *Syariah Jurnal Hukum dan Pemikiran* 16, no. 2 (2017), <https://doi.org/10.18592/sy.v16i2.1031>.

¹³ Nur Sayidah, *Metodologi Penelitian Disertai Contoh Penerapannya Dalam Penelitian, NBER Working Papers*, 2018.

developing digital literacy training programs, technical guidance, and post-training mentoring. Implementation of activities is carried out through a participatory approach, where the community is actively involved at every stage, thereby ensuring that the program being designed is relevant and can be implemented in a sustainable manner.

Data collection techniques in this research include field observations, in-depth interviews, and focus group discussions (*Focus Group Discussion*).¹⁴ Field observations were carried out to map the real conditions of business actors in Batusari Village, including the available technological infrastructure, as well as challenges in utilizing digital technology. Interviews were conducted with business actors, local government representatives and community leaders to gain in-depth information regarding behavior patterns, challenges and community expectations regarding digital transformation programs. Focus group discussions are used as a forum to collectively discuss solutions that can be implemented to increase program effectiveness.

This service program is designed with a systematic structure to support the implementation of digital transformation. The first stage is socialization and education, which aims to provide the public with a basic understanding of digital technology and its benefits for business development. The next stage is technical guidance, which focuses on practical training, such as creating e-commerce accounts, managing social media, and using data analysis tools to understand consumer patterns. Continuous assistance is carried out to ensure business actors can apply the knowledge gained in daily practice, by providing regular technical consultations to resolve operational obstacles. The final stage is impact evaluation, which is carried out through post-program interviews, satisfaction surveys, and analysis of increased income or market access as indicators of program success.

To maintain the validity of the findings, this research uses a triangulation method, namely comparing results from interviews, field observations, and official documents such as Central Statistics Agency

¹⁴ Rachmat Kriyantono, "Teknik praktis Riset Komunikasi kuantitatif dan kualitatif," Jakarta: Prenadamedia Group, 2020.

(BPS) data and local government reports.¹⁵ This triangulation aims to ensure that the data obtained can be trusted and accurately reflects field realities. With this approach, research does not only focus on short-term results, but also provides a strategic basis for local governments and communities in creating sustainable digital transformation. It is hoped that this approach can provide applicable recommendations to improve community welfare while strengthening the competitiveness of local business actors in the digital economy.

Formulation of Improving Proper Welfare for Coffee and Tobacco Business Actors in Batusari Village, Kledung, Temanggung

Indonesia, as a country that upholds the basic values of the state as guidelines for running its state, mandates that all economies must be structured based on the principle of kinship which still prioritizes joint efforts, this is stated in Article 33 paragraph (1) of the 1945 Constitution (UUD 1945). The economic arrangement referred to in Article aquo still takes into account the potential of the Indonesian people. Geographically, Indonesia has potential that can be utilized in the form of natural resources, including forests, land, waters and minerals. Apart from that, Indonesia has a land area of around 190 million ha with uses such as organic farming, sustainable plantations and agroforestry.¹⁶ The plantation sector in Indonesia needs to be encouraged to build a supportive environment, both in the development of economic strategies and in the accessibility of adequate use of technology. This can be emulated in the management of the agricultural sector or sustainable plantations in the Temanggung area, Central Java.

¹⁵ Cholid Narbuko dan Abu Achmadi, "Metodologi Penelitian (Jakarta: Bumi Aksara, 2013), Cet," *Ke-XIII*, *h*, 2017.

¹⁶ Dinda Putri et al., "Potensi Indonesia dalam Upaya Transisi Ekonomi Hijau di Kawasan Asia Tenggara," *Uniplan: Journal of Urban and Regional Planning* 4, no. 2 (2023), <https://doi.org/10.26418/uniplan.v4i2.70958>.

Temanggung Regency is located in the center of Central Java Province and is surrounded by two mountains, namely Mount Sindoro and Mount Sumbing, which mark its geographical status as a highland area.¹⁷ The district is included in a group of six highland regions in Central Java, along with Banjarnegara, Wonosobo, Pekalongan, Batang and Kendal.¹⁸ Temanggung has a tropical climate with weather patterns divided into two seasons, namely the dry season and the rainy season each year. One of the region's advantages lies in the fertility of its soil, which supports the development of main commodities such as coffee and tobacco. These two commodities are the economic backbone for local farmers and business actors, and play an important role in maintaining regional economic stability and prosperity.¹⁹

Batursari Village, Kledung District, Temanggung Regency is one of the areas that has strong coffee and tobacco potential and has strong competitiveness. Apart from that, the potential of coffee and tobacco in Batursari Village can be used as a determinant of the economic welfare of business actors if they can be utilized properly and correctly. Batursari Kledung Village, based on the official village government website, information can be obtained, namely at the address Jl. Raya Parakan Wonosobo Km. 12, Kledung. Administratively, Batursari Village is located in Kledung District which consists of 13 villages including Batursari, Kledung, Jambu, Canggal, Kruwisan, Petarangan, Tlahap, Kwadungan Jurang, Kwadungan Gunung, Jaketro, Tuksari, Paponan, and Kalirejo.

¹⁷ Basnendar Herryprilosadoso, "Pengembangan Potensi Masyarakat Melalui Industri Kreatif Sebagai Rintisan Desa Wisata di Desa Kundisari, Kedu, Temanggung," *Abdi Seni* 10, no. 1 (2020), <https://doi.org/10.33153/abdiseni.v10i1.3031>.

¹⁸ Vina Fadhrotul Mukaromah dan Joni Purwo Handoyo, "Implementasi Penataan Ruang di Kawasan Dataran Tinggi Dieng Kabupaten Banjarnegara," *Jurnal SPATIAL Wahana Komunikasi dan Informasi Geografi* 19, no. 1 (2019), <https://doi.org/10.21009/spatial.191.02>.

¹⁹ Farid Iqbal Ghozali, "PUSAT EDUKASI DAN REKREASI KOPI ARABICA SINSU DENGAN PENEKANAN ARSITEKTUR BERKELANJUTAN," *Journal of Economic, Business and Engineering (JEBE)* 3, no. 2 (2022), <https://doi.org/10.32500/jebe.v3i2.2637>.

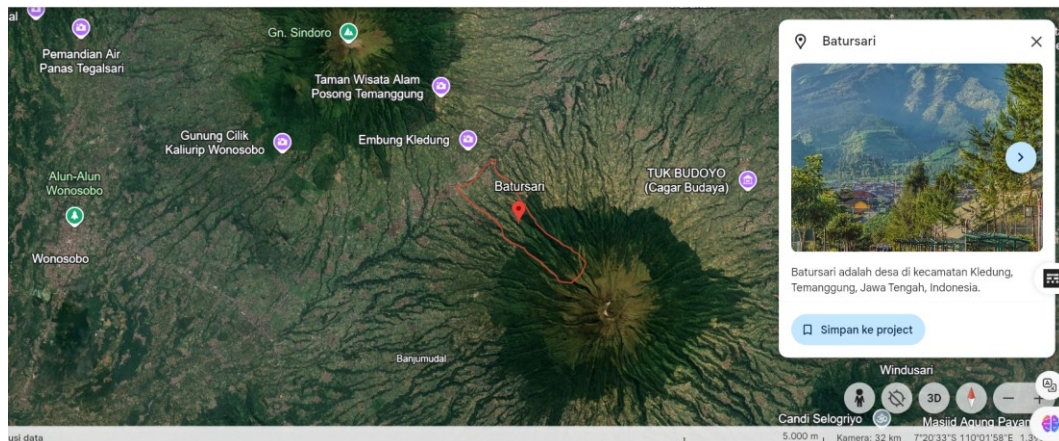


FIGURE 1 Desa Batusari, Kledung, Temanggung on Google Earth

Based on Google Earth images of Batsari Village, it can be seen that it is an area facing Mount Sindoro and Sumbing. Obtained from data from the Central Statistics Agency (BPS) in 2020, it is stated that Batusari Village is included in the highlands with a height of 1,340 meters above sea level (masl) and an area of non-rice fields reaching 149.27 ha.²⁰ The population distribution in Batusari Village includes 48.2% female and 51.8% male. Apart from that, based on the distribution of the population, it can be seen that the highest occupation, namely 37.2%, is farmers/planters and the rest are divided into housekeepers, not yet/not working, private employees, village officials, casual daily workers, students/students, traders, entrepreneur and bricklayer.²¹ The majority of the population who work as farmers/planters shows that people depend on natural products for their welfare, with the most dominant being coffee and tobacco.

Based on field observations and digital media analysis, it was found that Batusari Village has not utilized technology optimally to promote the potential of coffee and tobacco through social media platforms. In fact, in a study entitled “Transformasi Kesejahteraan Pelaku UMKM melalui Digitalisasi Pembinaan dalam Program 'Sibakul Jogja' di Yogyakarta” it was stated that digitalization of products owned by business actors can

²⁰ Badan Pusat Statistik Kabupaten Temanggung, *Kecamatan Kledung dalam Angka 2020* (Temanggung: Badan Pusat Statistik Kabupaten Temanggung, 2020).

²¹ Humas Desa Batusari Kledung, “Desa Batusari Kledung,” Website Desa Batusari Kledung, 2022, <https://batusari-kledung.temanggungkab.go.id/frontend>.

have a significant impact on increasing the welfare and development of UMKM. Unfortunately, these digitalization steps do not appear to have been implemented in a massive and structured manner as part of efforts to improve the welfare of coffee and tobacco business actors in Batusari Village.²² This statement can be known based on 2 (two) social media platforms which are used as references, namely the Batusari Village Website, Kledung and the Official Instagram of Batusari Kledung Village.

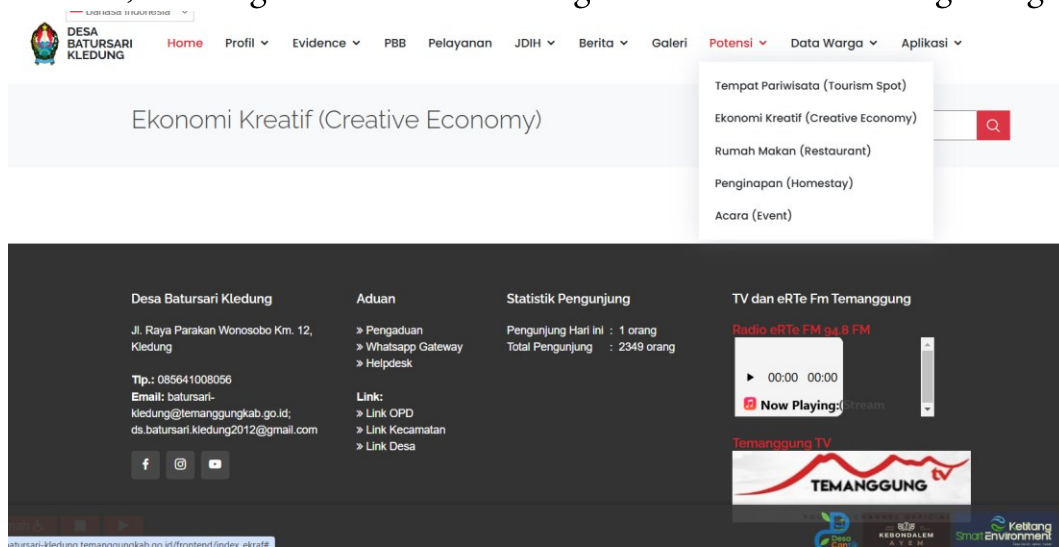


FIGURE 2 Gambar Website Desa Batusari

²² Khofifah Hany Amaria dan Roma Ulinnuha, "Transformasi Kesejahteraan Pelaku UMKM melalui Digitalisasi Pembinaan dalam Program 'Sibakul Jogja' di Yogyakarta," *ICODEV: Indonesian Community Development Journal* 4, no. 2 (2023), <https://doi.org/10.24090/icodev.v4i2.9899>.

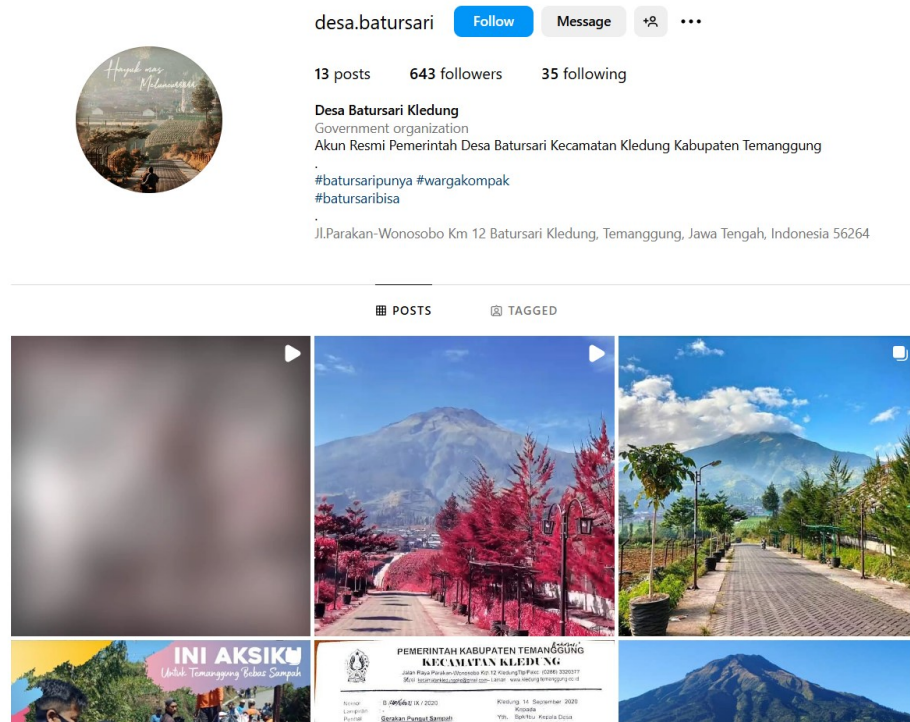


FIGURE 3 Official Instagram Desa Batusari, Kledung

This phenomenon shows that social media as the main means of digitizing coffee and tobacco products in Batusari Village, Kledung, Temanggung, has not been seriously optimized. In fact, to increase the capacity and role of business actors in the national economy, empowerment efforts are needed that are facilitated by the government and involve all levels of society in a synergistic and sustainable manner.²³ However, the government, which should be the main driver in improving the welfare of business actors, has not shown effective efforts, as reflected in the lack of seriousness in using digital technology and information as a medium for disseminating the potential of superior coffee and tobacco products in the region.

Based on Article 1 number 31 of Law Number 13 of 2003 concerning Employment, it is stated that "The welfare of workers/laborers

²³ Putu Ayu Sita Laksmi dan I Gde Wedana Arjawa, "PERAN PEMERINTAH DAN MODAL SOSIAL DALAM MENINGKATKAN KESEJAHTERAAN PELAKU USAHA," *JOURNAL SCIENTIFIC OF MANDALIKA (JSM)* e-ISSN 2745-5955 | p-ISSN 2809-0543 4, no. 3 (2023), <https://doi.org/10.36312/10.36312/vol4iss3pp12-21>.

is the fulfillment of physical and spiritual needs and/or requirements, both inside and outside the employment relationship, directly or indirectly. can increase work productivity in a safe and healthy work environment." Welfare is a condition in which a person can fulfill his basic needs adequately.²⁴ In its description, welfare is divided into two types, namely individual welfare and social welfare. Individual welfare refers to the achievement of welfare as measured based on the choices and conditions of each individual objectively. Meanwhile, social welfare links welfare to objective collective choices, which are calculated based on the accumulated satisfaction of all individuals in society.²⁵

Solving these problems and efforts to fulfill welfare will not only provide direct benefits in the form of increasing income, but can also prevent larger negative impacts, such as increasing the potential for crime and radicalization. In 1938 in a monumental work entitled "Social Structure and Anomie" by Robert K. Merton stated that "*The strain which society puts on individuals to achieve culturally prescribed goals (especially monetary success) with limited means of achieving these goals, may lead to behavior outside the accepted norms*".²⁶ States that when individuals are unable to achieve the "legitimate goals" of achieving economic success using the "legitimate means" accepted by society—such as dedication and hard work—they tend to look for other, illegitimate alternatives to achieve those goals.²⁷

This underlies the fact that the mismatch between society's expectations for welfare and the reality faced can create social pressure which in turn encourages individuals to look for shortcuts that violate the law. In the context of Batusari Village, economic inequality and gaps in access to larger market opportunities are factors that exacerbate social

²⁴ Niswatun Hasanah, "Analisis Keberadaan Wisata Religi Terhadap Peningkatan Kesejahteraan Masyarakat Pelaku Usaha," *Jurnal Qiema (Qomaruddin Islamic Economics Magazine)* 6, no. 2 (2020).

²⁵ Rudy Badrudin, *Ekonomika Otonomi Daerah Edisi-2, Upp Stim Ykpn*, 2017.

²⁶ RK Merton, Social Structure and Anomie, *American Sociological Review* 672–82 (1938).

²⁷ Ashley Crossman dan Ph.D. Nicki Lisa Cole, "Pelajari Tentang Teori Strain dalam Sosiologi," eferit.com, 2024, <https://id.eferit.com/pelajari-tentang-teori-strain-dalam-sosiologi/>.

dissatisfaction. Business actors who are unable to access wider markets or increase their income tend to feel marginalized, which can cause frustration and potentially lead to criminal activity or even radicalization.²⁸

Radicalization, as explained by theory *strain*, rooted in dissatisfaction with social and economic inequality. People who feel they do not have equal opportunities to progress often seek solutions through extreme means, which can lead to individuals being involved in acts of terrorism or joining radical groups that offer solutions to their dissatisfaction. In Batusari Village, most people depend on the agricultural sector for their livelihood, especially coffee and tobacco, and when they feel that this economic potential cannot be utilized optimally, they risk being exposed to ideologies that consider the existing economic or social system to be unfair.

One approach that can reduce social dissatisfaction is to ensure that business actors have adequate access to technology and wider markets. Digitalization is a very important solution in this case. By utilizing digital technology, coffee and tobacco businesses can access a larger market and increase their operational efficiency. Training and mentoring programs carried out by the Faculty of Law, Semarang State University, using digital platforms such as social media and e-commerce, can be a means for business actors to introduce their products to a wider market. Digitalization of coffee and tobacco products not only focuses on increasing market access but can also help increase productivity and product quality.

However, digitalization implemented without adequate understanding of legal regulations and data protection can risk increasing problems for business actors. Therefore, legal assistance covering intellectual property rights, personal data protection, and electronic transaction regulations is very important to ensure that business actors can develop their business without getting caught in legal problems. This is in

²⁸ Dede Indraswara, "Formulation of Criminal Liability of Corporations Perpetrating Criminal Acts of Terrorism in Law Number 1 of 2023 concerning the Criminal Code" (Universitas Negeri Semarang, 2024), <https://doi.org/https://doi.org/10.15294/ajls.vol1i4.10213>.

accordance with the principle *rule of law* which emphasizes the importance of legal certainty in supporting fair and sustainable economic growth.²⁹

In addition, it is important to strengthen collaboration between business actors, local governments and academics in creating policies that support local economic empowerment. The regional government of Temanggung Regency, in this case, has a key role in providing adequate digital infrastructure and supporting policies that accelerate digital transformation for MSMEs. Providing fast and stable internet access, providing technology training, and policies that lead to the development of MSMEs through digital technology are very important to create sustainable prosperity in the area.

The importance of this collaboration can be explained in a way *collaborative governance* expressed by Ansell and Gash, who emphasized that achieving common goals in a society requires synergistic cooperation between various parties who have common interests. In this case, the government, society and academics need to work together to create solutions that can empower business actors and encourage them to compete more in the global digital economy.³⁰

To achieve the desired prosperity, indicators are needed that cover economic, social, cultural, science and technology, defense, national security and other relevant aspects. This is in accordance with the mandate of Article 22 of the Universal Declaration of Human Rights which states that "Everyone, as a member of society, has the right to social security and the right to the realization of economic, social and cultural rights which are indispensable for the dignity and free growth of the individual, through national efforts and international cooperation", thus becoming the basis for regulations related to increasing adequate welfare based on economic rights to the resources of each country. Strengthening technology with

²⁹ M A MASKUR dan I WIJAYANTO, "Legalisasi Produk Makanan Katering Boga Nusantara Sekolah Menengah Kejuruan Assaidiyah 2 Kudus," *Jurnal Pengabdian Hukum ...*, 2020.

³⁰ Chris Ansell dan Alison Gash, "Collaborative governance in theory and practice," *Journal of Public Administration Research and Theory* 18, no. 4 (2008), <https://doi.org/10.1093/jopart/mum032>.

efforts to digitalize business products, both coffee and tobacco, is the path to ideal prosperity.³¹

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The Service Team from the Faculty of Law, Semarang State University, consisting of Muhammad Azil Maskur as Head of the Service Team, assisted by Wildan Azkal Fikri, Udy Wachyudi, Dede Indraswara, Feiruz Rachmita Alamsyah and Hudha Bagus Setyadi, developed a problem-solving framework for coffee and tobacco business actors as an effort to increase welfare. feasible by using the following method of digitizing coffee and tobacco products:

³¹ Wildan Azkal Fikri dan Dr. Heribertus Jaka Triyana, "Pelindungan Hak Ekonomi Usaha Mikro Kecil Menengah (UMKM) pada Era Regional Comprehensive Economic Partnership (RCEP) dalam Perspektif Hak Asasi Manusia (HAM): Studi pada UMKM Sektor Konveksi di Jawa Tengah" (Universitas Gejah Mada, 2022), <https://etd.repository.ugm.ac.id/penelitian/detail/214698>.



FIGURE 4 Implementation strategy for fulfilling the welfare of coffee and tobacco business actors in Batusari Village, Kledung, Temanggung

Improving the welfare of coffee and tobacco business actors in Batusari Village through digitalization is a very important strategic step in the context of local economic empowerment.³² Business actors in this sector face various challenges, including limited market access and a lack of understanding about the use of digital technology in business operations. Therefore, a planned and systematic strategy is needed to encourage the adoption of digital technology among business actors, so that they can take advantage of the opportunities that exist in the digital era. Holding a Focus Group Discussion (FGD) is an essential first step.³³ The FGD aims to educate business actors about the importance of technology in optimizing their businesses. Discussions involving business actors will provide space for them to express their opinions and personal experiences regarding the obstacles they face. Presentation of material by

³² Mohammad Yusri, "Analisis Deskriptif Pengembangan Ekonomi Lokal (Pel) Dan Kaitannya Dengan Pengembangan Wilayah Berkelanjutan," *Journal of Chemical Information and Modeling*, no. 9 (2020).

³³ Achmad Rizal Bisjoe, "MENJARING DATA DAN INFORMASI PENELITIAN MELALUI FGD (Focus Group Discussion): BELAJAR DARI PRAKTIK LAPANG," *Balai Litbang Lingkungan Hidup dan Kehutanan* 15, no. no.1 (2018).

experts will help raise awareness that digitalization is not just a trend, but an urgent need to remain competitive in the market. In this context, the active participation of business actors in the FGD is expected to foster a sense of ownership of the transformation process that will be carried out.

The realization of ownership of the product to be marketed requires technical guidance so that it is easy to implement. Structured technical guidance is needed to provide practical skills to business actors.³⁴ This focuses on how to create and manage social media, websites and e-commerce platforms. The learning process should not only be theoretical, but also provide practical simulations regarding the operation of digital platforms.³⁵ It is hoped that the knowledge gained from this training will empower business actors to market coffee and tobacco products more effectively and be able to implement the knowledge to help business actors to reach more consumers, which in turn will increase sales volume and, ultimately, increase income. coffee and tobacco products.

The final stage in realizing proper social welfare is demonstrated through post-training assistance.³⁶ This assistance is a digitalization process that requires intensive implementation from website creation to marketing activities via social media and *e-commerce*. This assistance aims to increase the technical capacity of business actors so they can utilize technology effectively. Regarding this process, the accompanying team functions as a facilitator who provides technical consultation and ensures that business actors do not face operational obstacles that hinder them. In addition,

³⁴ Agus Eko Sujianto dan Khusnul Mufidati, "Bimbingan teknis manajemen usaha koperasi sektor riil," *Transformasi: Jurnal Pengabdian Masyarakat* 18, no. 2 (2022), <https://doi.org/10.20414/transformasi.v18i2.5994>.

³⁵ Rahel S.H. Octora et al., "PENYULUHAN HUKUM DAN BIMBINGAN TEKNIS BAGI PELAKU USAHA MIKRO KECIL DAN MENENGAH KELURAHAN KEBONLEGA-KOTA BANDUNG: PEMBUATAN NOMOR INDUK BERUSAHA DAN ASPEK HUKUM PROMOSI PRODUK MELALUI SOSIAL MEDIA," *Indonesian Community Service and Empowerment Journal (IComSE)* 3, no. 2 (2022), <https://doi.org/10.34010/icomse.v3i2.7664>.

³⁶ Dewi Kurniasih, "Penyusunan Laporan bagi para Pendamping UMKM di Jawa Barat," *Jurnal Pengabdian Dharma Wacana* 2, no. 2 (2021), <https://doi.org/10.37295/jpdw.v2i2.211>.

regional government policy support is very necessary,³⁷ especially in providing adequate digital infrastructure and providing legal training and digital business ethics to increase understanding of the rights and obligations of business actors.

In connection with assistance efforts to improve the rights and obligations of business actors, digital marketing strategies are a crucial aspect for increasing business competitiveness and effectiveness.³⁸ Business people need to understand effective marketing techniques, such as creating interesting content and using it *Search Engine Optimization* (SEO) so that products are easier to find on online platforms. The use of analytical data allows business actors to identify consumer patterns and develop marketing strategies based on market needs. Improving data analysis skills provides a competitive advantage for business actors so they are able to adapt to market trends. Continuous evaluation of all these strategies is needed to assess effectiveness and identify improvements, with the aim of creating responsive policies and improving the welfare of business actors, as well as strengthening local economic resilience.³⁹

Legal and Policy Challenges Faced by Coffee and Tobacco Business Actors in The Digital Transformation Process in Batusari Village

Increasing the welfare of coffee and tobacco business actors in Batusari Village, Kledung District, Temanggung Regency, is very

³⁷ Muhammad Afdhal Chatra Perdana et al., "Pengaruh Dukungan Pemerintah, Infrastruktur, dan Akses Pasar terhadap Pertumbuhan Usaha Kewirausahaan di Wilayah Perkotaan," *Sanskara Ekonomi dan Kewirausahaan* 1, no. 03 (2023), <https://doi.org/10.58812/sek.v1i03.121>.

³⁸ F Sudirjo et al., "Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce," *Jurnal Pendidikan ...* 7 (2023).

³⁹ Moh. Kurdi et al., "Strategi Pengembangan SDM Petani Untuk Meningkatkan Efisiensi Dan Kesejahteraan Di Sektor Pertanian Di Kecamatan Lenteng Kabupaten Sumenep," *Jurnal Manajemen dan Bisnis Indonesia* 9, no. 2 (2023), <https://doi.org/10.32528/jmbi.v9i2.1101>.

dependent on sustainable development strategies and adaptation to digital technology. Even though this village has great potential, both in terms of coffee and tobacco commodities which are the backbone of the community's economy, there are a number of challenges it faces, especially in legal, policy and infrastructure aspects. One of the biggest challenges is business actors' lack of understanding of legal regulations relating to digitalization and electronic transactions. Without a proper understanding of the law, especially related to personal data protection, intellectual property rights, and commodity export regulations, business actors are vulnerable to facing legal problems that can harm them and hinder business development.⁴⁰

When social and economic injustice is not immediately addressed, growing dissatisfaction can lead to radicalization, where individuals or groups feel alienated from the existing system and seek shortcuts in extreme ideologies that often conflict with social and legal norms. This is what underlies that theory *strain* Merton's company supports people who are marginalized and do not get equal opportunities, such as coffee and tobacco business actors in Batusari Village who face economic inequality, often experiencing social tension. Even though they share the same goals as the rest of society, namely achieving prosperity, the inequalities that exist in the economic and social systems limit their opportunities for success.⁴¹ As a result, it has the potential to increase its vulnerability to extreme ideologies or even acts of terrorism.

Quality, independent and prosperous human development in its realization is always motivated by the realization of food security.⁴² In the

⁴⁰ Stevanny Stevanny dan Ni Luh Vita Widyasari Susrama Putri, "Pengendalian Persaingan Monopoli dalam Hukum Perdata: Upaya Perlindungan Konsumen dan Pengusaha Kecil," *Mandub: Jurnal Politik, Sosial, Hukum dan Humaniora* 1, no. 3 (2023).

⁴¹ Muhammad Azil Maskur, "Potret Buram Positivisme Hukum: Sebuah Telaah Terhadap Kasus-Kasus Kecil yang Menciderai Rasa Keadilan Masyarakat," *Hukum dan Masyarakat Madani* 6, no. 1 (2016), <https://doi.org/10.26623/humani.v6i1.853>.

⁴² Asep Dedy Sutrisno, "KEBIJAKAN SISTEM KETAHANAN PANGAN DAERAH," *Kebijakan: Jurnal Ilmu Administrasi* 13, no. Vol. 13 No. 1 (2022), <https://doi.org/10.23969/kebijakan.v13i1.4862>.

context of food security, proper welfare of business actors can be demonstrated by an increase in value, thereby making products competitive amidst market competition commodities. Maintaining the competitiveness of coffee and tobacco commodities in Batusari Village, Kledung, Temanggung has been framed through Temanggung Regency Regional Regulation Number 11 of 2020 concerning Food Security. Article 20 of Regional Regulation No. 11 of 2020 explains that one way to develop food businesses and improve community welfare is the need for food diversification efforts. Article 21 also explains that diversification for food business development can be used to develop technology and strengthen micro, small and medium businesses in the food sector. . Therefore, efforts to encourage digitalization activities of MSMEs in Batusari Village regarding the potential of coffee and tobacco can be a step for business actors to keep their products guaranteed and obtain legal certainty to be supported by the local government and facilitate collaboration between the community and stakeholders.

Temanggung Regent's Regulation Number 51 of 2021 concerning Village Mustika Collaborative Development Planning Models to Improve the Economy of the Temanggung Regency Community is also a frame of reference that can be implemented by coffee and tobacco product business actors in Batusari Village. It is explained in detail that utilizing the potential in the Temanggung area requires collaborative efforts both in terms of human resources, natural resources, social resources, and even technological resources. The mandate of the aquo regulation should be the beginning that the government is also involved in accelerating the economic growth of society, especially business actors. Because if you look at the basis of the process of establishing collaboration based on these regulations, it can be implemented starting from socialization, product marketing, formation and capacity building to providing facilities and infrastructure.⁴³ However, the policy framework that has been prepared for the Temanggung community still needs a lot of evaluation in terms of

⁴³ Deby Febriyan Eprilianto, Galih Wahyu Pradana, dan Yuyun Eka Kartika Sari, "DIGITAL INOVASI SEKTOR PUBLIK: EFEKTIVITAS KOLABORASI DALAM IMPLEMENTASI INOVASI DEGA DIGITAL," *Jurnal EL-RIYASAH* 10, no. 2 (2020), <https://doi.org/10.24014/jel.v10i2.8909>.

the technical side of its implementation. This was discovered after the Semarang State University Faculty of Law service team carried out service to the people of Batusari Village, Kledung, Temanggung, which in essence refers to making collaborative efforts in the technology sector.

Regulations relating to the use of digital technology are often out of sync with the practical needs of business actors. In this context, business actors' lack of understanding of the applicable laws is one of the main challenges. Many coffee and tobacco business actors in Batusari Village are not familiar with the regulations regarding personal data protection, copyright and intellectual property rights or even regarding commodity export regulations in the international arena. The lack of socialization regarding regulations has resulted in legal uncertainty for business actors who attempt to market their products online. For example, when using e-commerce platforms, business actors must understand the applicable terms and conditions, including the obligation to protect consumer data. Another significant challenge is the instability of policies related to the agricultural and trade sectors, especially coffee and tobacco prices in Temanggung.⁴⁴ Therefore, there is a need for campus/university involvement to control the problems of coffee and tobacco business actors in Batusari, Temanggung.

The community service program with the theme "Digitalization of Coffee and Tobacco Products" carried out by the Semarang State University (UNNES) academic community in Batusari Village, Kledung District, Temanggung Regency, on 25-26 July 2024, has made a significant contribution in advancing local products through utilization digital technology. The program was led by Azil Maskur, S.H., M.H., as Head of the Service Team, accompanied by Wildan Azkal Fikri, S.H., M.H., and Dede Indraswara with the main aim of opening wider market access for Batusari Village coffee and tobacco products. The implementation of this activity also involves strategic locations, namely the Batusari Village Hall and Abed Nego Coffee Batusari, which are expected to become centers of local economic growth and facilitate the

⁴⁴ Kusnianto, Danang Manumono, dan Tri Endar Suswatiningsih, "Usaha tani tembakau (*nicotiana tabacum* L) di Desa Kentengsari, Kecamatan Candiroto, Kabupaten Temanggung," *MASEPI* 3, no. 2 (2018).

sustainability of digitalization programs for local usaha mikro, kecil, dan menengah (UMKM) enterprises.

Batursari Village, which is located at the foot of Mount Sumbing, has large coffee and tobacco farming potential. However, limited access to national and international markets is still the main obstacle in increasing the added value of these products. Through this service program, the UNNES team focuses on product digitalization by encouraging the use of e-commerce platforms, which enable local UMKM players, such as Abed Nego Coffee, to market village coffee products to a wider market. This step is also considered strategic in increasing local competitiveness amidst rapid technological developments. This program, as part of Abed Nego Coffee's acceleration to become a globally competitive UMKM, emphasizes UNNES' position in efforts to empower assisted villages, especially Batursari Village as one of the partner villages of the UNNES Faculty of Law. This program is not only a facilitator of digital market access, but is also a form of synergy between academics and the community in realizing local business progress which has a direct impact on improving the economic welfare of village communities.

In an effort to encourage program sustainability, the service team is tasked with ensuring that the implementation of each stage runs optimally, starting from creating an e-commerce account to launching products on digital platforms. Through this participatory approach, the Batursari Village community showed high enthusiasm, especially UMKM players who felt direct benefits from the program in terms of increasing digital marketing capacity and promoting local potential. It is hoped that this program can inspire other villages to utilize digital technology productively and innovatively, as well as becoming a model for locally based economic empowerment that can be replicated in other regions. Thus, the community service steps carried out by UNNES reflect multi-sectoral collaboration that strengthens the competitiveness of local products and supports sustainable development in the UMKM sector.

Conclusion

Digital transformation in Batusari Village has great potential to improve the welfare of coffee and tobacco business actors. However, the main challenge faced is a lack of understanding of legal regulations related to digital transactions, data protection and intellectual property rights. This, coupled with the misalignment of government policies with the practical needs of business actors, hinders the success of digitalization. Based on theory *strain* from Merton, the inability to access wider markets and increase incomes can increase dissatisfaction which has the potential to encourage radicalization and criminal activity, threatening social stability.

The importance of collaboration between government, academics and business actors is key in overcoming this problem. The government needs to provide adequate digital infrastructure, while academics can provide in-depth training and legal assistance to ensure business actors comply with existing regulations. The service program carried out by the Faculty of Law, Semarang State University in Batusari Village is an example of collaboration that educates business actors regarding the use of digital platforms and their legal rights. The success of digitalization depends on more responsive policies, adequate legal protection, and sustainable economic empowerment. If these challenges can be overcome, digitalization will improve the welfare of business actors and reduce the potential for radicalization and terrorism, creating an inclusive and stable business ecosystem in Batusari Village.

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DECLARATION OF CONFLICTING INTERESTS

The authors state that there is no conflict of Interest in the publication of this article.

FUNDING INFORMATION

This project funded by Universitas Negeri Semarang

ACKNOWLEDGMENT

The authors thank the anonymous reviewer of this article for their valuable comments and highlights.

NOTIFICATION

Starting from the 2024 issue, our journal has transitioned to a new platform for an enhanced reading experience. All new articles and content will now be available on this updated site. However, we would like to assure you that archived issues from 2018 to 2023 are still accessible via the previous site. Please check the following link: <https://journal.unnes.ac.id/sju/JPHI/issue/archive>.