
ABDIMAS

Jurnal Pengabdian kepada Masyarakat

DOI: <https://doi.org/10.15294/abdimas.v30i2.63568> | <http://journal.unnes.ac.id/journals/abdimas/>
© Universitas Negeri Semarang. This is an open-access article under the CC Attribution 4.0 International License.

Digitalization of Village MSME Potential Promotion Through the Development of The Sapuran District Profile Website, Wonosobo Regency

Abid Alauddin, Muhammad Hidzam Fattah, Alldila Marizka Putri Lesmono, Fitri Novita Sari*, Azahra Aldebby, Racel Eris Abelea, Sister Anggun Cahyani, Viola Maharani, Abil Kurnia Dwi Putra, Almira Keisha Yuninta, Francesco Gusli Pratama

Universitas Negeri Semarang, Semarang, Indonesia

*Corresponding Author: fitrinovitasario811@students.unnes.ac.id

Abstract

Digitalizing MSME promotion is one effort to expand access to information and introduce local economic potential to the public. In Sapuran District, Wonosobo Regency, information about MSMEs from various villages is still scattered and has not been integrated into a single digital medium. This community service activity aims to develop a Sapuran District profile website as a medium for information and promotion of village MSME potential. The activity was carried out through the stages of identifying MSME potential, data collection, design, development, content integration, testing, and website implementation. Data was obtained through observation, communication with related parties, and documentation. The activity covered 17 villages in Sapuran District with 35 MSMEs that were successfully collected and displayed on the website. The information presented includes business profiles, types and products of businesses, descriptions, documentation, locations, and contacts of MSME actors. The test results showed that the website can be used to display MSME information in a structured and integrated manner. The developed website functions as an information and promotion medium, not as a transaction platform, so that the public can obtain information about MSME potential and contact business actors through the available contacts. The sustainability of the program needs to be supported through regular data updates and the addition of MSMEs so that the available information remains relevant and can continue to be used as a promotional medium for local economic potential.

Keywords: *digital promotion; local economic potential; MSMEs; website; digitalization*

INTRODUCTION

MSMEs are a crucial component of the Indonesian economy, playing a crucial role in job creation, increasing community income, and strengthening local economic activity. Fauziah et al. (2024) showed that MSMEs make a significant contribution to the Indonesian economy, with approximately 66 million business actors in 2023 contributing approximately 61% to GDP and absorbing approximately 97% of the workforce. This substantial contribution demonstrates that strengthening MSMEs is a crucial part of supporting community economic growth. The data they referenced indicates that by 2023, the number of MSMEs will reach approximately 66 million, contributing approximately 61% to GDP and absorbing approximately 97% of the workforce. This substantial contribution demonstrates that strengthening MSMEs is not only related to individual business development but also part of efforts to strengthen the stability and economic growth of society (Fauziah et al., 2024).

The role of MSMEs is also crucial in regional economic development because businesses that develop locally can leverage the potential and resources of the community. However, increasing the competitiveness of MSMEs still faces various obstacles, one of which is the limited ability to effectively adopt technology (Suryadi, 2023). Yet, the development of digital technology provides opportunities for MSMEs to expand their marketing reach and reach a wider range of consumers. Bina et al. (2021) demonstrated that digital marketing can provide opportunities for MSMEs to conduct marketing with a broader reach, although its adoption rate among MSMEs in Indonesia still faces various obstacles. This situation indicates that technology utilization needs to be supported by appropriate media and capabilities to benefit business development.

This situation is relevant to the situation of MSMEs in Wonosobo Regency. Wonosobo Regency has MSME activities spread across various regions, including rural areas. Fitriyani and Rahayu (2023), who conducted research on MSMEs in Wonosobo Regency, recorded 30,010 MSMEs based on data from the Wonosobo Regency Cooperatives and SMEs Office in 2022. The study also identified the adoption and utilization of information technology as a crucial aspect in improving the performance and competitiveness of MSMEs in the region. Research by Aprilia (2025) on 100 MSMEs in Wonosobo Regency also showed that social media use is a factor related to the effectiveness of MSME performance. This indicates that digitalization has become a crucial part of MSME development in Wonosobo, but its utilization still needs to be strengthened to promote local economic potential more widely.

One area with potential for MSMEs in Wonosobo Regency is Sapuran District. Based on field identification during Community Service Program (KKN) activities, there are various MSMEs with local products that have the potential for wider promotion. However, information about MSME businesses, products, locations, and contacts is still scattered across various media and has not been integrated into a single digital platform. This situation limits the public's ability to obtain structured information about MSME potential in Sapuran District. This situation demonstrates the need to utilize digital technology to expand and integrate MSME promotions. Afifah et al. (2022) demonstrated that digital marketing strategies can support MSME competitiveness and sustainability. However, limited technology adoption remains a barrier to MSME competitiveness (Suryadi, 2023). Therefore, digital media is needed that not only expand promotional reach but also can collect MSME information in a structured manner.

One digital medium that can be used is a website, as it can present business information, products, locations, and contact information in a structured manner on a single platform. Rafsyjanjani and Fauzi (2022) demonstrated that websites can support MSME promotion and attract consumer interest. With the flexibility to customize the appearance and information, websites can serve as easily accessible promotional tools for MSMEs. In a village context, websites can also serve as information centers and digital representations that showcase various community economic potentials, including MSMEs (Batuan, 2023). Thus, websites serve not only as a publication medium but also as a promotional tool that compiles information on local economic potential in a more structured manner.

The use of websites as information and promotional media has been implemented in various community service activities. Muqorobin et al. (2024) developed a website-based MSME information system in Manjung Village through needs identification, training, and system testing. This development demonstrated that the website can help support digitalization and expand the marketing of village MSMEs. These findings indicate that website development is relevant for Sapuran District, which has the potential for MSMEs from various villages and requires an integrated information medium.

Based on these conditions, this community service activity was carried out through the development of a Sapuran District profile website as a digital medium to document and promote the potential of village MSMEs. The website contains information on MSMEs from various villages, including business profiles, product types, documentation, locations, and business contact information. The website is positioned as an information and promotional medium, rather than a transaction platform, allowing it to serve as a means of introducing the potential of local MSMEs in a more structured and accessible manner. This initiative aims to integrate MSME information from various villages into a single digital platform, making it easier for the public to obtain information about local MSME products and locations, and supporting the expansion of MSME potential exposure through the use of information technology.

METHOD

This community service activity was carried out in Sapuran District, Wonosobo Regency, Central Java, as part of the Real Work Lecture (KKN) program. This activity was carried out on August 19 with a work period of July 25, 2026 to August 18, 2026. This activity focused on digitizing information and promoting village Micro, Small, and Medium Enterprises (MSMEs) through the development of a Sapuran District profile website. This activity covered 17 villages in Sapuran District, with a total of 35 MSMEs identified and included as potential local economic resources to be presented through the developed website. A total of 37 participants were involved in the implementation of this activity.

This community service activity consists of several stages: identifying potential MSMEs, collecting data, designing websites, developing websites, integrating content, testing, and implementing them. The initial identification stage is conducted to determine the potential of MSMEs and the information needed to support digital promotion. The identification process focuses on collecting information related to business name, type of business, products, business description, location, contact information, and product documentation. The data collection process was conducted through direct observation, communication with relevant parties, and documentation. Information on the 35 identified MSMEs was collected and organized based on the village where each business is located. The collected data was then prepared and organized to ensure consistency in the presentation of information on the website. This process also included the preparation of product images and supporting information necessary for each MSME profile.

Following the data collection phase, a website was designed as an integrated digital information and promotional platform for MSMEs in Sapuran District. The website was developed to provide information about Sapuran District, its villages, and the potential of MSMEs in the region. The MSME section contains information such as business profiles, product types, product descriptions, documentation, locations, and contact information. The website is designed to provide users with structured and easily accessible MSME information.

The process of developing a website using *framework* Laravel as the main development framework. Interface *front-end* developed using Blade, Tailwind CSS, and Vite, while Laravel Livewire is used to support the functionality *back-end* and interactive components. The development process includes implementing the website structure, integrating MSME data, organizing content, and configuring necessary features. After the development phase, testing is conducted to ensure that the website's menus, navigation, information, and functionality operate properly.

The completed website was then implemented as a digital information and promotional medium for the potential of MSMEs in Sapuran District. This implementation involved integrating the collected MSME information into the website and making it accessible through the developed platform. The website was positioned as an information and promotional platform, not a transaction platform. *e-commerce* Therefore, its primary function is to provide structured information about MSME businesses, products, locations, and contact information, enabling the public to find and obtain information about local MSMEs more easily. The 37 participants involved in this activity participated in the implementation process, including information gathering, discussions, website introduction, and dissemination of information about the developed platform. Through the development and implementation of the website, this activity aims to provide an integrated digital medium to document and promote the potential of MSMEs in 17 villages in Sapuran District.

RESULTS AND DISCUSSION

The implementation of community service activities through the Real Work Lecture (KKN) program resulted in a profile website for Sapuran District which was developed as a digital media to document and promote the potential of Micro, Small, and Medium Enterprises (MSMEs) in the Sapuran District area, Wonosobo Regency. The developed website includes information about Sapuran District and its economic potential, especially MSMEs spread across 17 villages. Based on the results of identification and data collection during the activity, 35 MSMEs were obtained which have been successfully collected and included in the website.

Information on each MSME is presented in the form of a business profile, which includes the business name, type of business, products offered, business description, product documentation, business location, and contact information that the public can use to obtain further information. This information is compiled so that the public not only knows the existence of an MSME but also obtains

a more structured overview of the business's products and location. Thus, the website can serve as a central information center regarding the potential of MSMEs in Sapuran District. The website was developed using the Laravel framework with support for Blade, Tailwind CSS, Vite, and Laravel Livewire. Test results showed the website performed well, including the menu, navigation, information presentation, and available functions. These results indicate that the developed website can be used as a digital medium to display information about MSMEs in Sapuran District.

The developed website serves as an information and promotional tool that integrates various MSME information into a single digital platform. The website provides an alternative for the public to easily obtain information about local businesses, the products they offer, their locations, and contact information for MSMEs. By compiling information in a single platform, the website can increase access to information about local economic potential in Sapuran District.

The website's function in this activity is specifically directed at providing information and promotion, not as an e-commerce platform or marketplace. The website does not provide transaction, payment, or direct product ordering features. If the public is interested in the products displayed, further communication can be conducted through the contact information available on each MSME's profile. Thus, the website serves as a means to introduce and increase MSME exposure to the public without taking over the transaction mechanisms carried out by business actors. This aligns with the website's purpose of developing the website, namely to expand the dissemination of information and promote the potential of MSMEs through the use of information technology.

The website can also serve as a digital representation of the potential of Sapuran District's MSMEs. Previously scattered information can be presented in a more structured format, providing communities within and outside the district with a platform to identify local MSMEs. Thus, digitalization through the website is not only about the use of technology but also about increasing the accessibility of information regarding the community's economic potential. The 35 MSMEs included in the website represent preliminary data that can be further developed. This number may increase if additional MSMEs are identified during the activity. In addition to additional data, information updates are also required if there are changes to products, business locations, contact information, or MSME profiles.

Continuous data updates are crucial because a website's effectiveness as an information resource is heavily influenced by the completeness and relevance of the information presented. The more comprehensive and up-to-date the available MSME data, the greater the website's potential as a source of information about MSMEs in Sapuran District. Therefore, the developed website can serve as a dynamic digital platform that continues to evolve in line with the growth and changes in MSMEs in the region.

CONCLUSION

Community service activities through the Community Service Program (KKN) have resulted in a profile website for Sapuran District, which serves as an information and promotional tool for local MSMEs. Thirty-five MSMEs from 17 villages were successfully collected and displayed on the website, providing information on business profiles, types and products, descriptions, documentation, locations, and contact information for the business owners. The website has been developed and tested to ensure smooth operation and integrated MSME information. The developed website focuses on information and promotional functions and does not provide transaction or e-commerce features. The website provides an integrated platform that can facilitate the public in obtaining information about MSMEs and local economic potential in Sapuran District. The available data on 35 MSMEs is preliminary and can be further developed through the addition of new MSMEs and regular information updates. With continuous data management and updating, the website has the potential to become a digital medium that can be continuously used to introduce and promote MSMEs in Sapuran District.

DECLARATION OF GENERATIVE AI

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript.

CONFLICTING INTEREST STATEMENT

The authors states that there is no conflict of interest in the publication of this article.

FUNDING INFORMATION STATEMENT

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

REFERENCES

- Achmad, W. (2023). MSMEs Empowerment through Digital Innovation: The Key to Success of E-Commerce in Indonesia. *Daengku Journal of Humanities and Social Sciences Innovation*, 3(3), 469–475.
- Affifah, F. N., Parera, D., Falakh, N., & Ma'adi, A. S. (2024). Digital Marketing Socialization to Increase MSME Sales in Lomaer Village. *West Science Community Service Journal*, 3(11), 1200–1211.
- Aprilia, H. (2025). The Influence of Financial Literacy, Accounting Information Systems, and Social Media Use on the Effectiveness of MSME Performance. *Indonesian Journal of Islamic Economics and Business*, 10(1), 1–16.
- Baroroh, H., Widyasari, W., Efendi, Y., & Afriani, A. (2023). Digitalization and Product Development of Micro, Small, and Medium Enterprises (MSMEs) in Tonjong Village as a Means of Empowering the Community Toward Prosperous. *Journal of Community Practice and Social Welfare*, 3(1), 13–27.
- Batuan, P. D. (2023). Batuan Village Information System. *Batuan Village Official Website*, 233–247.
- Darusalam, D., Janssen, M., Said, J., Sanusi, Z., & Omar, N. (2023). An Evaluation Framework for the Impact of Digitalization on the Quality of Governance. *International Journal of Public Administration in the Digital Age*, 10(1), 1–21.
- Fauziah, A., Viola, A., Ardianti, A. R., Maulida, F., & Daeli, E. G. (2024). The Role of MSMEs in Indonesia's Economic Stability. *Journal of Accounting Research*, 2(4), 83–92.
- Fitriasari, F. (2020). How Do Small and Medium Enterprise (SME) Survive the COVID-19 Outbreak?. *Jurnal Inovasi Ekonomi*, 5(2).
- Fitriyani, F. Y., & Rahayu, T. (2023). Adoption and Utilization of Information Technology to Improve Performance (Empirical Study of MSMEs in Wonosobo Regency in 2022). *Journal of Effective Economics*, 5(2), 227–234.
- Kiswandi, F. R. P., Setiawan, M. C., & Ghifari, M. A. (2023). The Role of MSMEs (Micro, Small, and Medium Enterprises) in Indonesia's Economic Growth. *Scientific Journal of Economics and Management*, 1(4), 154–162.
- Mirfaqo, N. H. (2024). Pemberdayaan UMKM Masyarakat melalui Digital Marketing di Desa Jajar, Kecamatan Wates, Kabupaten Kediri. *MITRA: Jurnal Pemberdayaan Masyarakat*, 8(1), 52–60.
- Muqorobin, M., Prakoso, A. S., Saputra, R. A., Mubarrock, W., & Atasofia, A. R. (2024). Design of a Website-Based MSME Information System in Manjung Village. *BUDIMAS: Journal of Community Service*, 6(2).
- Pemerintah Republik Indonesia. (2008). *Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah*.
- Pemerintah Republik Indonesia. (2021). *Peraturan Pemerintah Republik Indonesia Nomor 7 Tahun 2021 tentang Kemudahan, Pelindungan, dan Pemberdayaan Koperasi dan Usaha Mikro, Kecil, dan Menengah*.
- Purnomo, S., Nurmalitasari, N., & Nurchim, N. (2024). Digital Transformation of MSMEs in Indonesia: A Systematic Literature Review. *Journal of Management and Digital Business*, 4(2), 301–312.
- Rafsyjanjani, G. M., & Fauzi, A. (2022). Development of Website-Based Promotional Media Using the WordPress CMS Application to Attract Consumer Purchasing Interest in Pamekasan Batik-Producing MSMEs. *Business Applications Journal*, 8(1), 115–120.
- Rahayu, F. S., Risman, A., Firdaus, I., & Haningsih, L. (2023). The Behavioral Finance of MSME in Indonesia: Financial Literacy, Financial Technology (Fintech), and Financial Attitudes. *International Journal of Digital Entrepreneurship and Business*, 4(2), 95–107.
- Suryadi, R. F. (2023). The Role of MSMEs in Driving Local Economic Growth: A Case Study in Indonesia. *Journal Central Publisher*, 1(9), 1096–1101.
- Susanti, D., Wibowo, H., & Hartono, R. (2023). Factors Influencing SMEs' Readiness for Digital Transformation in Emerging Markets. *International Journal of Business and Society*, 24(3), 1220–1234.
- Swissia, P., & Halimah, H. (2024). Penerapan Digital Marketing sebagai Sarana Pengembangan Pemasaran UMKM Chio Snack di Desa Trimulyo. *Jurnal Pengabdian Masyarakat Tapis Berseri (JPMTB)*, 3(1), 44–49.