

STRENGTHENING THE COMPETITIVENESS OF MSMEs THROUGH THE DIGITALIZATION OF PROMOTION AND INVENTORY SYSTEMS: IMPLEMENTATION AT DONAT MADU CIAHANJUANG, PATI REGENCY

**Randika Shafly Fawwaz¹, Putri Aryo Jelang Fitri Khothimah², Anindya Putri Utami³,
Reni Nur Arifah⁴, Yetty Yuliany K⁵**

Institut Karya Mulia Bangsa

E-mail: randika@kmb.ac.id, putriaryo@kmb.ac.id, anindyaputri@kmb.ac.id, Yetty@kmb.ac.id,
Renina25@kmb.ac.id.

Received : 17 June 2025

Revised : 30 June 2025

Accepted : 18 July 2025

Published : 14 August 2025

DOI : <https://doi.org/10.54443/ijerlas.v4i6.2061>

Publish Link : <https://radjapublika.com/index.php/IRPITAGE/>

Abstract

Community service (PKM) is part of the learning process that aims to integrate theory and practice in the business world. This activity was carried out at the Donat Madu Cihanjuang Pati MSME, a micro-enterprise in the culinary sector with great potential but facing various operational and managerial obstacles. The main focus of the activity was to analyze and provide solutions to the problems of suboptimal promotion and weak control of raw material inventory. The implementation method included field observation, interviews, SWOT analysis, and the Fishbone and USG (Urgency, Seriousness, Growth) approaches to identify and prioritize problems. The results of the activity showed that digital promotion efforts had not been optimally utilized even though the market share was still wide open. Furthermore, the lack of an inventory recording system caused inefficiencies in the production process, particularly in the procurement of raw materials such as eggs. As a solution, a student team assisted the MSME by creating promotional content templates for social media, brochure designs, and promotional pamphlets. In terms of operations, the team developed stock card templates, raw material formulas, and daily production planning. It is hoped that through this implementation, the Donat Madu MSME can improve production efficiency and expand its marketing reach, thereby strengthening its competitiveness in the local market. This program proves that student involvement in the business world has a real impact on the development of MSMEs.

Keywords: *MSMEs, Digital Promotion, Inventory Control, Operational Efficiency*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a highly strategic role in national economic development. Not only do they contribute to Gross Domestic Product (GDP) and employment, but they also possess advantages in flexibility and resilience in the face of economic crises. Micro, Small, and Medium Enterprises (MSMEs) are not only the main pillars of the national economy, but are also able to contribute up to around 61% to the Gross Domestic Product (GDP) and absorb more than 95% of the national workforce (Pranata et al., 2025; Ridhowati & Astuty, 2025). Amid global pressures and market uncertainty, MSMEs demonstrate greater resilience and resilience than large companies, thanks to their rapid adaptability and innovation (Sari & Permatasari, 2021). Therefore, MSME development is a priority in national economic policy, as mandated by Law No. 20 of 2008 concerning MSMEs, which stipulates the government's obligation to provide financing, market inclusiveness, and institutional empowerment (Marlinah, 2020).

According to a study by Utami, Rahmanita, & Dermawan (2022), MSMEs in Indonesia still face significant obstacles, including limited access to capital, low managerial literacy, and a lack of effective marketing capabilities (Utami et al., 2022). Furthermore, Zahra et al. (2025) stated that internal operational constraints also hamper the sustainability of MSMEs in the digital era (Zahra et al., 2025). Therefore, systematic collaboration between educational institutions and the business world through community service programs is a strategic and important approach (Indriani et al., 2024). Community Service activities are essentially a concrete manifestation of the Tri Dharma of Higher Education, particularly in the aspect of community service. This program allows students to directly engage in the field and apply the knowledge they have acquired in class to real-world contexts. Through these activities, lecturers and students not only learn to understand the operational dynamics of a business but also

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contribute to finding solutions to problems faced by MSME partners. Thus, this program is expected to provide mutual benefits: students gain practical experience, while MSMEs receive applicable managerial guidance.

One of the MSMEs partnering in this activity is Donat Madu Cihanjuang Pati, a snack business that has been operating since 2020. This business produces donuts in 14 flavors and two sizes: large and mini. This MSME has broad market potential due to its unique flavors and affordable prices. However, in its implementation, Donat Madu still faces various obstacles, particularly in digital marketing and raw material inventory management. Based on initial observations and interviews with MSME managers, it was discovered that product promotion activities were still conducted conventionally and not optimally integrated with digital platforms. Social media accounts previously created for product promotion had long been inactive, even though the use of digital platforms like Instagram and Facebook is currently crucial for reaching a wider consumer base. Furthermore, the lack of an adequate inventory recording system led to an imbalance between production demand and raw material availability, ultimately hampering the production process and overall business efficiency.

Considering these issues, this Community Service activity focused on two main aspects: optimizing digital promotions and strengthening the inventory control system. In the promotional aspect, the PKM team provided assistance in creating digital content, activating social media, and developing brochures and pamphlets for offline promotions. Meanwhile, in the operational aspect, stock card design, raw material formulas, and daily production planning were carried out as a solution to the weak inventory control system, which had been manual and poorly documented. This activity focuses not only on outputs in the form of documents and new work systems, but also emphasizes knowledge transfer and communicative mentoring. During implementation, students interact directly with business managers to provide practical understanding and develop participatory and sustainable solutions. This approach is crucial to ensure that the changes made are not temporary but can be consistently implemented in daily business activities.

Instruments such as SWOT analysis and Fishbone diagrams have proven effective in helping understand a business's internal and external conditions and formulate strategies based on real-world situations (Kusnadi, 2020). The USG (Urgency, Seriousness, Growth) matrix method is used to objectively prioritize problem-solving by assigning scores to each issue. This ensures that the resulting solutions are not merely reactive but also proactive and adaptive to market dynamics. The Community Service program at the Cihanjuang Pati Honey Donuts MSME is expected to serve as an example of effective collaboration between education and business in building local economic independence. The mentoring approach implemented by students not only provides short-term impacts in the form of increased production and promotional efficiency, but also provides a managerial foundation for the MSME to grow sustainably. Furthermore, this activity enriches the students' learning experience and strengthens their role as agents of change in society.

METHOD

According to a study on community service activities, an applied participatory approach that involved business actors at every stage, from problem identification to evaluation, successfully increased MSME partners' sense of ownership and commitment to change (Napisah et al., 2024; Adisampublisher journal, 2024). This approach ensures the program is not only theoretical but also provides sustainable practical benefits for business partners (Cakrawala, 2023). Students act as facilitators and mentors, observing, discussing, and providing solutions in accordance with their scientific fields, namely management and accounting.

This Community Service activity is carried out through several systematic stages as follows. In the initial stage, students make direct visits to business locations to:

- 1) Conducting observations on the business processes of the Madu Donuts UMKM.
- 2) Identify organizational structure, production flow, promotion system, and inventory management.
- 3) Conduct direct interviews with business owners and managers to gather information about the background, vision and mission of the business, and the obstacles faced.

The data collected includes primary data (interview and observation results) as well as secondary data (internal documents, financial reports, brochures, and available social media).

After obtaining initial data, students conducted an analysis of the internal and external conditions of MSMEs using several analytical methods as follows:

- 1) SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis: to evaluate internal strengths and weaknesses as well as opportunities and threats from the external environment.
- 2) Fishbone Diagram (Cause-and-Effect Diagram): to map the root causes of major problems, particularly in the marketing and raw material supply aspects.
- 3) USG Matrix (Urgency, Seriousness, Growth): to determine the priority of problems that need to be resolved based on the level of urgency, seriousness, and growth opportunities.

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From the results of this analysis, two main focus problems were obtained, namely:

- 1) Suboptimal digital promotion.
- 2) There is no system for recording and controlling raw material inventory.

Based on the analysis results, a solution was designed that was applicable and oriented to the needs of MSMEs.

This solution encompasses two main aspects:

a. Promotion and Marketing Aspects

- 1) Create and reactivate an Instagram account as a digital promotional medium.
- 2) Create a content calendar and design engaging posts to increase consumer engagement.
- 3) Designing brochures, pamphlets, and other printed promotional materials as offline promotional media.
- 4) Providing light training on digital marketing strategies to MSME managers.

b. Inventory Control Aspects

- 1) Create a raw material inventory stock card template using Microsoft Excel.
- 2) Design a standard formula for using raw materials for each type of donut product.
- 3) Create daily/weekly production schedules and plans for raw material procurement needs from the center.
- 4) Provide a simulation of the use of the recording system to ensure understanding and sustainability of its implementation.

All designed solutions were tested and implemented directly with MSME partners. The implementation process was carried out in stages and adjusted to the MSMEs' internal readiness. Students played an active role in assisting with the training process, using the provided tools, and evaluating the effectiveness of the solutions. After implementation, students evaluated the results of the activities through:

- 1) Final discussion with MSME partners regarding benefits, obstacles, and suggestions for improvement.
- 2) Documentation of activity results in the form of photos, activity diaries, and partner testimonials.
- 3) Preparation of a final report that includes the entire series of activities, results achieved, and recommendations for further development.

In implementing Community Service, the data collection methods used include:

- 1) Direct interviews: with business owners and managers regarding operations, constraints, and hopes for business development.
- 2) Field observation: observing production processes, promotional activities, and inventory management systems.
- 3) Document study: reviewing internal reports, documentation photos, and business legality information.
- 4) Participatory discussions: conducted informally or in a structured manner to obtain input during the solution implementation process.

RESULTS AND DISCUSSION

A. Honey Donut MSME Production Process

The production process at the Honey Donuts UMKM involves several stages. Honey Donuts are fried foods made from a mixture of wheat flour, eggs, milk, honey, butter, yeast, and soft cream. They are round with a hole in the center and are served with various toppings. Production capacity is around 300 pieces per day. They consist of large donuts measuring 38-40 grams and mini donuts measuring 16-20 grams. The raw materials and production equipment used to produce Honey Donuts are as follows:

B. Raw material

The raw materials used in the production of Honey Donuts consist of three categories, namely main raw materials, auxiliary raw materials, and additional flavors. The main raw materials include wheat flour, eggs, milk, honey, cooking oil, butter, soft cream, cold water, and yeast. All of these ingredients are core components in making donut dough and greatly affect the quality of the final product. In addition, there are also auxiliary raw materials such as plastic and tissue, which are used in the packaging process and product hygiene. To provide an attractive variety of flavors for consumers, Honey Donuts MSMEs also use chocolate bars and various flavors as additional ingredients, including: banana, chocolate, cheese, vanilla, blue mint, strawberry, blueberry, avocado, orange, cappuccino, tiramisu, green tea, melon, and shredded meat. This variety of flavors is a distinct advantage that distinguishes Honey Donuts from similar products on the market.

C. Production Equipment

In the production process, the Honey Donuts MSME uses various types of equipment divided into two categories, namely main equipment and supporting equipment. The main equipment includes a dough mixer used to mix the ingredients evenly, a baking pan as a molding container, a frying pan and stove used in the frying

process, a gas cylinder as an energy source, a spatula for stirring, and a steamer or chocolate heating tool used in the topping making process. Meanwhile, supporting equipment consists of a donut mold to shape the dough, a donut scale to adjust the product size, plastic gloves to maintain cleanliness, a flour sieve to filter dry ingredients, a donut coaster as a base during the cooling process, and a sieve scoop used during the frying process. This combination of equipment supports an efficient and hygienic production process.

D. Production Equipment

In addition to ingredients and equipment, the production process is also supported by additional supporting equipment. This equipment includes freezers and refrigerators used to store perishable raw materials, and display cases for finished products. Small tools such as knives, spoons, scissors, and baking racks are also used in the preparation and product arrangement stages. Meanwhile, the production table serves as the main activity center in the donut-making process, from mixing the dough to finishing the product. The presence of adequate equipment greatly supports smooth production and maintains the quality and cleanliness of the final product.

The following is a more detailed explanation of the stages of the donut production process at the Madu Donuts UMKM:

1) Dough Making Process

The first step is to prepare the equipment used, namely the mixer. Then, add all the prepared ingredients, such as flour, eggs, milk, honey, and yeast, according to the specified measurements, into the mixer. Once everything is ready, turn the mixer on medium speed until the dough is smooth. Finally, add the butter and soft cream and mix until all ingredients are evenly combined. Turn off the mixer and the dough is finished.



Figure 1 Dough Making Process

2) Dough Resting and Molding Process

The finished dough is removed from the mixer and placed on the counter. The finished dough is divided into three portions. Let the dough rest for 5-8 minutes. Then, the dough is flattened to the specified thickness and molded using a mold. Each dough is weighed according to the specified standard: large donuts 36-40 grams per piece and mini donuts 16-20 grams per piece.



Figure 2 Dough Resting and Molding Process

3) Dough Storage Process

After the molding process, the molded dough is placed into the baking pan one by one and then stored on the donut storage rack for 2 hours so that the donuts rise.



Figure 3 Dough Storage Process

4) Frying Process

After the donuts have been stored for 2 hours, fry them in a pan over medium heat until golden brown. Then, remove the donuts and drain. Wait for them to cool before adding the topping.



Figure 4 Frying Process

5) Topping Process

Heat various flavored chocolate bars in a steamer until melted. Then, dip the tops of the donuts in the melted chocolate. To top with coconut and sprinkles, dip the donuts in the chocolate immediately. To top with jam and chocolate, wait for the chocolate to cool before painting them as desired using jam and chocolate. Place the topped donuts on a tray and display them in a display case.



Figure 5 Topping Process

6) Packaging Process

The honey donut packaging process begins when a customer purchases a Honey Donut. The donuts are packaged in boxes in various sizes, including 1 pack, 2 packs, 3 packs, 6 packs, and 12 packs.



Figure 6 Packaging Process

E. Findings on the Potential/Opportunities and Problems of MSMEs

a. SWOT analysis



Figure 7 SWOT Analysis

From Figure 7 above, several main causes of the problem can be identified, including the following:

F. Internal External

b. FishBone Method

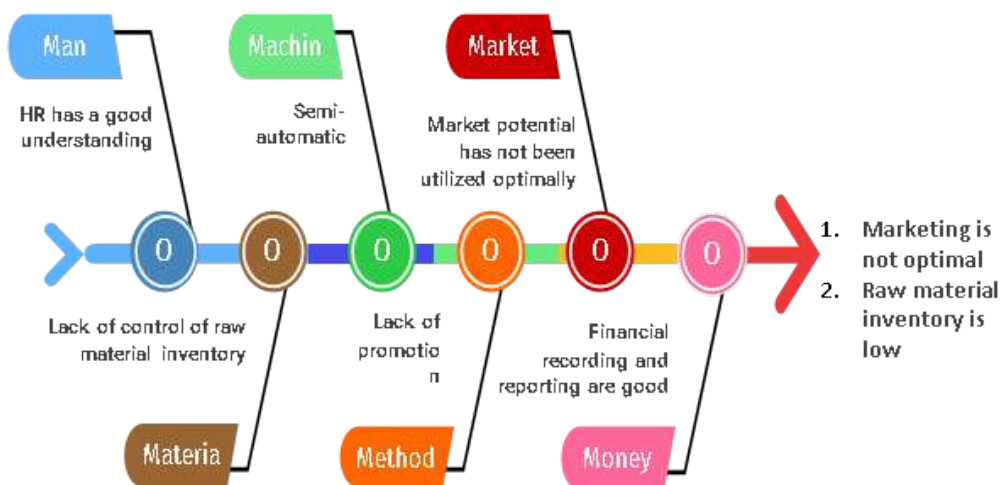


Figure 3.9 Fishbone Diagram of Marketing Problems

Table 1 Analysis of Existing Conditions

Factor	Condition Should Be	Current Conditions	Activity	Remark
Man	HR understands all aspects from the input process to producing output.	HR understands all aspects from the input process to producing output.	Field Check	OK
Machine	Using technology	Using technology	Field Check	OK
Market	Market potential is utilized to the maximum	Market potential has not been utilized optimally	Field Check	NOT OK
Material	Inventory must be well controlled	Lack of control of raw material inventory	Data & Field Check	NOT OK
Method	Promotion is carried out online and offline utilizing technological advances.	Lack of promotion both online and offline	Data & Field Check	NOT OK
Money	Financial recording and reporting are good	Financial recording and reporting are good	Check data	OK

From the fishbone diagram above, several causes of the problem can be identified. Therefore, prioritizing resolution of one of the problems is necessary, namely using ultrasound.

c. USG Method (Urgency, Seriousness, and Growth)

Table 2 Likert Scale

Number	Statement
1	It's not important at all
2	Not important
3	Neutral
4	Important
5	Very important

Table 3 USG Matrix

No	Problems	U	S	G	Total	Order of Priority
1.	HR understands all aspects from the input process to producing output.	2	3	2	7	IV
2.	The machine already uses technology	1	1	2	4	VI
3.	Market potential has not been utilized optimally	4	4	5	13	III
4.	Lack of control of raw material inventory	5	5	4	14	II
5.	Lack of promotion both online and offline	5	5	5	15	I
6.	Financial recording and reporting are good	2	2	2	6	V

Based on Table 3, the results of the USG matrix show that the highest points in terms of urgency (U), seriousness (S), and growth (G) are the lack of promotion and lack of control of raw material inventory, which are the main priority problems.

Table 4 Identification of Problems and Potential of Honey Donuts MSMEs

PROBLEM	POTENTIAL
<ul style="list-style-type: none"> • Lack of promotion • Lack of control of raw material inventory 	<ul style="list-style-type: none"> • The market share is still quite large • High demand during weekends. • Holding promotions • Utilizing technological advances as a promotional medium • Implementation of raw material inventory control system • Better layout arrangement • Increased sales

The challenges faced by the Honey Donuts MSME are similar to those faced by other MSMEs in general. Marketing (promotion) has been suboptimal, resulting in undersold products and declining profits. Furthermore, Indonesia is currently experiencing the COVID-19 pandemic, which has impacted all economic sectors.

Another problem faced by the Honey Donuts MSME is related to the management of raw material control, namely there is no recording of the receipt and use of raw material inventory and there is a lack of raw material inventory, especially eggs, so that it can hamper the production process because the order request to the center is made every 2 weeks. If the egg inventory is insufficient, the MSME will buy using petty cash owned by the MSME which should be allocated for operational needs such as paying electricity and others rather than for purchasing raw materials, because basically all raw materials at Honey Donuts are obtained from the center.

G. Solution to problem

1. Lack of Promotion

a) Alternative problem solving:

Developing online marketing. Currently, Donat Madu has an Instagram social media account. However, judging by its activity on Instagram, it has not been used for product promotion for a long time. Therefore, the Instagram account must be reactivated and posts regularly and content that can attract consumers to buy Donat Madu products. In addition to promoting via Instagram, Donat Madu can also create a Facebook account for online promotion to further optimize product marketing.

Offering promotions on specific days can attract consumers to purchase Honey Donuts. These promotions will increase consumer interest in purchasing Honey Donuts, which is expected to increase sales. Create a brochure design for offline promotional media to attract consumers to purchase the product. Brochures can be provided at the store, so that consumers who make a purchase can take a brochure home with them in the hope of making a repeat purchase in the future by contacting the contact listed in the brochure and promoting Donat Madu products to people in their surroundings, including family, relatives, and friends.

2. Internal Inventory Control

a) Alternative Problem Solving:

First, create a formula template in Microsoft Excel. The formula is needed to determine the standard quantity of raw materials, which consists of the raw material item, the required quantity, and the number of donuts produced.

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Type	Item	Qty per batch	satuan	Batch	Qty Batch
RM	Terigu & Susu	1460	G	67	97820
RM	Telur	4	Pcs		268
RM	Butter	250	G		16750
RM	Ragi	20	G		1340
RM	Softcream	20	G		1340
RM	MADU	50	G		3350
RM	Air dingin	600	MI		40200
RM	Coklat Batang	900	G		60300
RM	Minyak Goreng	0.4	L		26.8
PM	Dus 1	3	Pcs		201
PM	Dus 3	3	Pcs		201
PM	Dus 6	5	Pcs		335
PM	Dus 12	2	Pcs		134
FG	Donut Madu	66	Pcs		4422

Figure 8 Honey Donut Formula

Create a raw material inventory card template to record the initial inventory amount, incoming inventory (receipts from the central office) and outgoing inventory (production usage), and the remaining inventory balance. This stock card can provide information on the remaining raw material inventory balance.

Nama Barang :										
Tgl	Saldo Awal	Masuk			Keluar			Saldo		
		G	Harga	Rp	G	Harga	Rp	G	Harga	Rp

Figure 9 Inventory Stock Card

Together with the MSME, we created a production plan. This production plan was created to support the daily production schedule at Donat Madu MSME. It served as a reference for the quantity of raw materials needed to be ordered from the central office and to determine the safety stock of raw materials.

Order Bahan Baku ke Pusat 2 minggu sekali						
No	Item	Kebutuhan	Uom	Qty Order	Sisa Qty	Jumlah Batch
1	Terigu & Susu	97820	G	100000	2180	68
2	Telur	268	Pcs	300	32	68
3	Butter	16750	G	25000	8250	68
4	Ragi	1340	G	2000	660	68
5	Softcream	1340	G	2000	660	68
6	MADU	3350	G	6000	2650	68
7	Dus 1	201	Pcs	3720	3519	68
8	Dus 3	201	Pcs	1240	1039	68
9	Dus 6	335	Pcs	620	285	68
10	Dus 12	134	Pcs	310	176	68

note : 1 hari bisa menghasilkan 3-5 adonan
Awalnya Qty pemesanan telur ke pusat hanya 250 pcs

Figure 10 Production Plan and Raw Material Orders

a) Potential Strengthening

The potential of the Honey Donuts MSME lies in its wide market share, as there aren't many competitors selling similar products. Therefore, an alternative way to strengthen the potential of the Honey Donuts MSME is to increase product promotion by leveraging technological advances, both online and offline. Furthermore, the high demand on weekends can be leveraged to boost sales compared to other days. Offering attractive promotions on specific days, such as weekends or national holidays, is expected to boost product sales. Increased sales must also be accompanied by sound raw material inventory management to ensure production needs are met effectively and there are no shortages or excess inventory.

CONCLUSION

Based on the discussion above, it can be concluded that the problems that occur in the Honey Donuts MSME include market potential that has not been utilized properly, products that are often not sold out, less than optimal product promotion, poor layout and poor control of raw material inventory. The main problem facing the Honey Donuts MSME is suboptimal promotion, often leading to underselling. The vast market potential should be leveraged to boost sales. Technological advancements should also be leveraged as a promotional tool, both online and offline.

The second problem is the lack of control of raw material inventory which causes the production process to be hampered due to the lack of raw material inventory, especially eggs. This is caused by the lack of recording of raw material inventory upon receipt and recording of raw material usage is still considered simple so that MSME managers do not understand if there is a lack of raw material stock when ordering from the center. The solution to the problem provided is to provide direction regarding the importance of recording raw materials by creating inventory stock cards and creating standard templates for raw material usage and together with MSMEs making production planning so that it can be known how much raw material must be ordered from the center.

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