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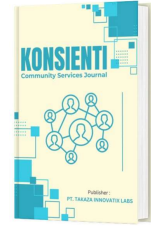
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Digital Transformation of MSMEs Based on Participatory Mentoring in Tanjung Senang Village

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Abstract: Digital transformation has become an important strategy for Micro, Small, and Medium Enterprises (MSMEs) to improve competitiveness and business sustainability in the digital economy era. However, many MSMEs in Tanjung Senang Village still experience limited digital literacy and low adoption of digital business platforms. This study aimed to analyze the implementation of participatory mentoring-based digital transformation for MSMEs through QRIS activation, Google Maps registration, and business banner creation. The study employed a participatory action research design with a qualitative-descriptive approach. The population consisted of MSMEs in Tanjung Senang Village, while the sample involved six target MSMEs assisted by 13 university students during the Community Service Program. Data were collected through observation, interviews, documentation, and program evaluation sheets. Data analysis was conducted descriptively using achievement percentages for each program indicator. The results showed that banner creation achieved 100%, Google Maps registration reached 66.7%, and QRIS activation reached 33.3%, with an overall program achievement of 66.7%. The study concludes that participatory mentoring

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effectively improves MSME digital readiness, business visibility, and technology adoption, although digital literacy and administrative readiness remain major challenges.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the economy, particularly in creating jobs and improving public welfare. However, the advancement of digital technology requires MSMEs to adapt to remain competitive. Digital transformation is a key factor in increasing business efficiency and competitiveness in the modern era (Philbin et al., 2022; Siswoyo et al., 2025).

Despite this, many MSMEs still face various obstacles in the digitalization process, such as low digital literacy, limited infrastructure, and limited access to training and mentoring. This situation is exacerbated by the digital divide that persists in various regions in Indonesia (Radjagukguk & Rusadi, 2025; Istanti et al., 2025).

Furthermore, MSMEs' digital capabilities are also influenced by organizational capacity and business scale. Research shows that medium-sized MSMEs tend to have better digital readiness than micro-enterprises, necessitating a different approach to digital transformation (Mladenova et al., 2025; Kuczevska et al., 2023).

Various studies have shown that a participatory approach to mentoring MSMEs has proven effective in improving the digital capabilities of entrepreneurs. Through active involvement in training and hands-on practice, MSMEs can more easily understand and implement digital technology in their business activities (Dewangga et al., 2025; Eldon & Ashari, 2025).

Implementing digitalization through simple platforms like Google Maps and QRIS has also been proven to increase business visibility and simplify transactions with consumers. This demonstrates that digitalization doesn't always require complex technology but can begin with simple, applicable steps (Simanjuntak et al., 2024; Siregar et al., 2025).

Based on these challenges, this activity aims to encourage the digital transformation of MSMEs through a participatory mentoring approach in Tanjung Senang Village. This approach is expected to sustainably improve the digital capacity of MSMEs and strengthen their competitiveness in the digital era (Philbin et al., 2022; Dewangga et al., 2025).

The objectives of this activity are: 1) To improve the visual identity of MSMEs by creating business banners; 2) To encourage the adoption of digital payment systems (QRIS); 3) To increase business visibility through Google Maps; and 4) To improve the digital literacy of MSMEs.

The approach used is participatory mentoring based on education and direct implementation.

Research Methods

This activity uses a participatory action approach, emphasizing active involvement between KKN students and MSMEs throughout the entire process. This approach was chosen because digital transformation requires direct interaction, sustainable practices, and adaptation to local business needs (Istanti et al., 2025; Dewangga et al., 2025).

This approach integrates the concept of learning by doing, where MSMEs not only receive materials but also directly practice using digital technology. This method is considered effective in increasing understanding and readiness to adopt technology, especially for MSMEs with limited digital literacy (Eldon & Ashari, 2025; Siregar et al., 2025).

The implementation stages include:

- 1) Observation and identification of target MSMEs
- 2) Design and installation of business banners
- 3) QRIS registration assistance
- 4) Registering a business location on Google Maps
- 5) Post-implementation monitoring and evaluation.

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The activity was carried out on January 20–23, 2026, involving 13 KKN students and 6 target MSMEs.

Results and Discussion

The program targets 6 MSMEs with a total target of 18 achievements (3 indicators per MSME).

Table 1. Achievements of the MSME Digitalization Program

Indicator	Target	Realization	Percentage
Banner Making	6	6	100%
Google Maps Registration	6	4	66.70%
QRIS Activation	6	2	33.30%
Total Achievements	18	12	66.70%

The 100% success rate for banner creation demonstrates a high level of acceptance of visual interventions, as businesses can directly experience their benefits. Visual identity is the first step in building a more professional business brand, thereby increasing consumer appeal (Siswoyo et al., 2025; Siregar et al., 2025). Google Maps registrations reached 66.7% and have an impact on increasing business digital visibility. This aligns with findings that location-based digital platforms can expand market access and make it easier for consumers to find businesses (Simanjuntak et al., 2024; Philbin et al., 2022).



Figure 1. QRIS Registration Assistance



Figure 2. QRIS Registration Results

Meanwhile, QRIS activation achieved the lowest rate at 33.3% due to administrative constraints and low readiness among MSMEs to adopt digital payment systems. This situation indicates that financial technology adoption requires a higher level of digital literacy and trust in digital systems (Radjagukguk & Rusadi, 2025; Istanti et al., 2025).

Table 2. Program impact analysis

Aspect	Before the Program	After the Program
Business Identity	No banner	Banner installed
Digital Visibility	Not listed	Google Maps Registered
Payment system	Cash	Start QRIS
Digital Literacy	Low	Increase

Overall activity results showed a success rate of 66.7%. The difference in achievement between indicators indicates that perceived usefulness and ease of use of technology significantly influence adoption rates by MSMEs. Technologies that provide immediate benefits and are easy to use tend to be more readily accepted (Eldon & Ashari, 2025; Dewangga et al., 2025).



Figure 3. Google Maps Location Point Registration Assistance



Figure 4. Business Banner Submission

Thus, these results confirm that a participatory mentoring approach is more effective than conventional outreach methods. Direct involvement of MSMEs in the implementation process has been shown to increase their understanding and readiness to adopt digital technology (Dewangga et al., 2025; Istanti et al., 2025).

Implications and Sustainability of the Program

1. Theoretical Implications

The results of this activity support the theory of digital transformation in MSMEs, which emphasizes that technology adoption is influenced not only by technological factors but also by organizational readiness and human resource capacity. MSMEs with higher levels of digital literacy tend to adopt innovations more quickly (Mladenova et al., 2025; Philbin et al., 2022).

In addition, this finding strengthens the concept that a participatory approach is an effective strategy in encouraging the digital transformation of MSMEs, because it is able to accommodate local needs and increase the involvement of business actors in the change process (Istanti et al., 2025; Dewangga et al., 2025).

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2. Practical Implications

In practice, this program shows that: 1). Visual identity (banner) is an effective first step in digital transformation; 2). Simple platforms like Google Maps are easier adopted compared to more complex technologies; 3). Intensive mentoring is more effective than mass socialization approaches.

This finding is in line with research stating that MSME digitalization should start with simple and applicable technology before moving on to more complex stages (Simanjuntak et al., 2024; Radjagukguk & Rusadi, 2025).

3. Program Sustainability

Program sustainability is a crucial factor in ensuring that digital transformation does not stop at the initial implementation stage. Follow-up programs such as regular training, intensive mentoring, and monitoring of technology use are essential to maintain consistent digital adoption (Siregar et al., 2025; Eldon & Ashari, 2025).

In addition, integration with other digital platforms such as social media and marketplaces can be a further development strategy to increase the competitiveness of MSMEs sustainably (Kuczevska et al., 2023; Philbin et al., 2022).

Conclusion and Recommendation

The participatory mentoring-based MSME digitalization program in Tanjung Senang Village successfully improved visual identity through banner creation (100%), business visibility via Google Maps registration (66.7%), and QRIS activation (33.3%), with an overall achievement of 66.7%. This approach proved effective in building MSMEs' understanding and readiness for simple digital technologies, in line with the finding that participatory interventions outperformed conventional outreach. However, major limitations lie in low digital literacy and administrative readiness, particularly for QRIS, which limited full adoption and the small sample size of only six MSMEs, so the generalizability of the results requires further testing.

Further research is recommended to expand the sample size, integrate platforms such as social media or marketplaces, and evaluate long-term impacts through longitudinal studies. Practically, these results imply that digital transformation of micro-SMEs should begin with simple steps such as banners and Google Maps, followed by ongoing intensive mentoring to address literacy gaps. This approach can be replicated by KKN programs or local governments to sustainably strengthen MSME competitiveness at the sub-district level.

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