

THE ROLE OF MICRO SMALL AND MEDIUM ENTERPRISES IN REALIZING SUSTAINABLE DEVELOPMENT GOAL'S WITH DIGITALIZATION

Rini Rahayu Kurniati, and Karina Utami Anastuti*

Universitas Islam Malang, Malang, Indonesia

**email Corresponding author: karina.anastuti@unisma.ac.id*

ABSTRACT

The research aims to analyze the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goal's digitalization in Pasuruan. This research uses a descriptive qualitative method with data collection using triangulation analytical techniques through the MSME actor unit in Karang Rejo Village, Pasuruan Regency as informants. The research results showed that the role of MSMEs with digitalization: (1) As the main actor in economic activities to build familiarity and mutual benefit between sellers and buyers with digital, (2) Important players in local economic development and community empowerment as well as building trust in customers with digital, (3) Creator of new markets and economic resources, (4) Contribution to the balance of payments, in supporting the Sustainable Development Goals (SDGs) of Pasuruan City. It is proven that the role through the MSME concept and digitalization can build creativity and independence to eradicate poverty, build sustainable prosperity so as to support economic development in Indonesia in general and the City of Pasuruan and especially Karang Rejo Village towards sustainable development goals, in the aspects of creating jobs, sustainable livelihoods, and equitable growth by realizing added value by creating a business environment that supports and encourages entrepreneurship.

Keywords:

MSME's; Sustainable Development Goal's; Digitalization

INTRODUCTION

In preparation for 2025, one of the important things in Pasuruan City planning is the Pasuruan City Regional Long Term Development Plan (RPJPD) document for 2005-2025 to unite current conditions with future conditions. Integrating regional development planning into the national development system, all regional governments, both provincial and district/city, are required to prepare regional development planning documents, in the form of regional long-term development plans (RPJPD) and regional medium-term development plans (RPJMD). Planning, implementation, supervision and budgeting as well as synergistic development between regions towards 2025 need to be carried out effectively, efficiently, fairly and sustainably.

To realize this, Pasuruan City requires development planning long-term as a direction and priority for overall development that will be carried out in stages to create a just and prosperous society. The RPJPD of Pasuruan Regency has the general objective of preparing a development plan that is based on the characteristics of Pasuruan Regency, synergistic,

coordinative and sustainable (Sustainable Development Goals/SDGs) in implementation and directed towards the desired Pasuruan Regency Community to realize the achievements in 2025. The direction of these achievements stated in the mission, namely "a competitive, prosperous and religious Pasuruan Re-gency", with the hope of realizing the wishes and mandate of the people of Pasuruan Regency. The Sustainable Development Goals (SDGs) are a global agenda that con-veys the spirit that the positive impacts of development must be enjoyed by all parties without anyone being left behind. The spirit of sustainable development within the SDGs framework is in line with the national development goal, namely providing prosperity for all Indonesian people. In an effort to achieve the SDGs targets and na-tional development goals contained in the RPJMN.

Pasuruan Regency is competitive and prosperous, which is an indicator of the SDGs, namely creating jobs, sustainable livelihoods and equitable growth. with the aspect of realizing added value by creating a supportive business environment and encouraging Micro, Small and Medium Enterprises (MSMEs). In the context of SDGs, Pasuruan Regency is collaborating with banks to provide easy capital policies to continue to encourage MSMEs to develop their businesses. MSMEs are a type of business that can increase community economic growth. Because MSMEs still able to survive under any circumstances. The existence of the MSME sector today is increas-ingly establishing the roots of how influential the MSME sector is in supporting economy, this was marked by the existence of the MSME sector when this country was hit by the storm of the economic crisis in 1997. The MSME sector is an instru-ment of the state and regional economy. The impact of the multiplier effect on equal distribution of income which leads to poverty alleviation although it is still faced by several problems such as lack of access to capital, lack of skilled quality resources, difficulties in raw materials and difficulty in marketing products amidst the incessant invasion of imported products. However, we must be optimistic in believing in the progress of the MSME sector as a competitive instrument in overcoming poverty and increasing the distribution of people's income as well as supporting economic stabil-ity.

The increasingly rapid development of science and technology strengthens the cul-ture of society, the various dynamics of society. To face global competition and glob-al issues, the City of Pasuruan strengthens the mission of "a competitive, prosperous and religious Pasuruan Regency" to realize synergistic, coordinative and sustainable achievements in 2025. (Sustainable Development Goals/SDGs). Sustainable Devel-opment Goals (SDGs) are a sustainable development agenda that has been agreed upon by world leaders, including Indonesia, to encourage social, economic and envi-ronmental development based on human rights. The SDGs consist of 17 (seventeen) goals and 169 (one hundred and sixty-nine) targets which are expected to be met by 2030. There are four main pillars in the SDGs, including the pillars of social devel-opment, economic development, environmental development, and legal & governance development. The seventeen sustainable development goals include no poverty, no hunger, healthy and prosperous lives, quality education, gender equality, clean water and adequate sanitation, clean and affordable energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequality, sustainable cities and settlements, responsible consumption and production, addressing climate change, ocean ecosystems, land ecosystems, peace, justice and strong institutions, partnerships to achieve goals. To realize the 17 goals in the SDGs, human resources are needed who are able to understand these goals comprehensively. The support of digital tech-nology can also help realize this program.

In the current era of digitalization, everything can be done easily. Through Accel-erated access to information should be utilized by the Indonesian people to learn-science. This knowledge will create innovations that are able to overcome the pro lems that exist in

Indonesia and the sustainable development agenda can be fulfilled. If this sustainable development program is fulfilled, major changes will occur. Indonesian society will certainly be prosperous, there will be no more poverty. The emergence of e-commerce, startups, and economic support applications are innovations that can overcome economic problems. The presence of the digital economy can help economic growth, which is one of the goals to be achieved in sustainable development. The emergence of new companies or start-ups can also expand job opportunities and reduce unemployment. On this basis, it can be seen that sustainable development is achieved, namely decent work, healthy and prosperous lives without poverty. Delta Sari Abadi is an MSME in Karangrejo Pasuruan Village, which is one of the innovative villages where they use leftover materials to make items of selling value and are much sought after by people outside Java by using digital.

Digitalization can also meet sustainable development goals in the sector economy due to a series of economic activities that utilize internet connections every day. The development of the digital economy is in line with the government's goal of becoming the largest digital economy country in Southeast Asia by 2020, by utilizing local actors and products. According to data from the Indonesian Internet Service Providers Association (APJII), in 2022 internet users in Indonesia will reach 220 million users, which if we compare it with data from the Ministry of Home Affairs regarding the population of Indonesia which will reach 273 million people. That is, there are approx. 80.6% of internet users from the entire national population, this figure is quite high to be able to support an increase in the digital economy in Indonesia (Sofa, 2022) Research by Rochmawati et al (2023) on "Developing Business Strategy in the Era of Digital Transformation". This research analyzes the development of efficient business strategies in the digital era. The results of this discussion show that in the era of the "new economy" and the digital transformation that accompanies it, an innovative digital business strategy based on advanced IT solutions and aligned with the SDGs is a great opportunity for companies to deviate from competitors and gain a competitive advantage. The novelty in this research lies in the role of micro, small and medium enterprises in realizing sustainable development goals with digitalization. Based on this description, the topic "model of empowering micro, small and medium enterprises in supporting sustainable development goals in Batu City" needs to be studied.

Based on the description that has been presented, the problem formulation in this research is: What is the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goals by digitalization in Karang Rejo Village, Pasuruan Regency. Based on the problem formulation, the objectives of this research are: to Describe the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goals by digitalization in Karang Rejo Village, Pasuruan Regency.

Micro, Small and Medium Enterprises (MSME's)

MSMEs in Indonesia are regulated in Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs. Article 1 of the Law states that micro businesses are productive businesses owned by individuals or individual business entities that have the criteria for micro and small businesses as intended in the Law. According to Tambunan (2009:19) Small businesses are productive economic businesses that stand alone, which carried out by individuals or business entities that are not subsidiaries or not subsidiaries that are owned, controlled or part of, either directly or indirectly.

According to Law Chapter VI Article 6 of 2008 concerning MSMEs, the criteria used to define MSMEs as stated in article 6 are net worth or asset value excluding land and buildings where the business is located, or annual sales proceeds. With the following criteria:

- a. Micro Business is a business unit that has assets of a maximum of IDR 50 million excluding land and buildings where the business is located with an annual sales proceeds of a maximum of IDR 300 million.
- b. Small businesses with an asset value of more than IDR 50 million up to a maximum of IDR 500 million excluding land and buildings where the business is located have annual sales proceeds of more than IDR 300 million.
- c. Medium businesses are companies with a net worth of more than IDR 500 million to a maximum of IDR 100 billion with annual sales of more than IDR 50 billion

Apart from using monetary value as a criterion, a number of government institutions, such as the Department of Industry and Central Materials Statistics (BPS), have also used the number of workers as a measure to differentiate business scale between micro businesses, small businesses and medium businesses. For example, according to the Central Statistics Agency (BPS), micro businesses are business units with a number of permanent workers up to 4 people, small businesses between 5 and 19 workers, and medium businesses from 20 to 99 people. Companies with more than 99 employees are included in the large business category.

According to Tambunan (2017:05) the role of micro businesses is very large in community economic activities. The following are the important roles of Micro Enterprises according to the Department of Cooperatives:

1. As the main actor in economic activities
2. An important player in local economic development and community empowerment
3. Creator of new markets and economic resources
4. Contribution to the balance of payments

Sustainable Development Goal's

The results of Sarifudin's research (2021) regarding the analysis of "Application of the Concept of Sustainable Development Goals as an Effort to Improve Community Welfare According to the Perspective Islamic economics". The aim of the research is to determine the influence of the SDGs concept in efforts to improve community welfare (case study of the sand mining industry in Sendang Agung District, Central Lampung Regency). This research is field research using data collection through documentary interviews and questionnaires as research support methods. This research is descriptive analysis, which is analyzed inductively. The results of the research show that sand mining on rice field owners' land creates additional income and improves welfare for farmers. However, there are negative impacts such as increased air pollution, noise, polluted river water and damaged roads. In environmental fiqh, the law of destroying and polluting the environment which destroys the balance of the ecosystem is haram and includes acts of jinayat whose punishment can be categorized as jarimah ta'zir because these acts are prohibited by the syara' contained in the Qur'an surah al-A'raf verse 56.

The results of research by Al Farisi et al (2022) on "The Role of MSMEs (Micro, Small and Medium Enterprises) in Improving Community Welfare" The results of the research show that MSMEs play an important role as a potential sector and maintaining economic stability. In general, small and medium businesses have very high involvement in the workforce and increase people's welfare.

According to the Central Statistics Agency (2014), the Millennium Development Goals (MDGs) are a millennium declaration resulting from an agreement between heads of state and representatives from 189 countries. Since its agreement in September 2000, the MDGs have become a development paradigm for almost all countries in the world. Even though several achievement indicators in their respective countries. The Shows the global

community's commitment to implementing the MDGs. Millennium Development Goals (MDGs) will ended in 2015. In the future agenda to continue the MDGs, a conception was developed in the context of the post-2015 development agenda called Sustainable Development Goals (SDGs). The SDGs concept is needed as a new development agenda that accommodates all changes that have occurred post-2015, especially related to changes in the world situation since 2000 regarding issues of natural resource depletion, environmental damage, climate change, social protection, food and en-ergy security, and development. which is more pro-poor. This SDGs contains a literature review regarding SDGs targets and indicators proposed by several in- ternational institutions and forums including the High-Level Panel of Eminent Persons (HLPEP), Open Working Group (OWG) and Sustainable Development Solutions Network (SDSN). From these proposals, matching indicators are carried out to targets in each of the proposed SDG's goals. Apart from that, the availability of these indicators in Indonesia is also displayed. It should be noted that this study is an initial study in identifying data availability and data sources for SDGs indicators in Indonesia.

The SDGs indicators from the High Level Panel for Eminent Persons (HLPEP) for implementing the sustainable development agenda are: (1). Ending poverty, (2). Empowerment of women and girls and gender equality, (3) Provid-ing quality education and lifelong learning, (4). Guaranteeing a healthy life, (5). Ensuring food security and good nutrition, (6). Achieve universal access to water and sanitation, (7). Guaranteeing sustainable energy, (8). Creating jobs, sustaina-ble livelihoods and equitable growth, (9). Manage natural resource assets sustain-able (10). Ensuring good governance and effective institutions, (11). Ensuring a stable and peaceful society, (12). Creating a vibrant environment and catalyst for longtermfinancing globally.

In this research, the observation is indicator number 8, namely creating jobs, sustainable livelihoods and equitable growth with the aspect of realizing added value by creating a business environment that supports and encourages entrepre-neurship

Digitalization

Business digitalization is changing communication, interactions and business functions towards digital. Another definition is the process of business transfor-mation from conventional to digital (virtual) and includes various business as-pects such as transaction processes and also the implementation of a company's systems. The main orientation of business digitalization is to achieve work effi-ciency, reduce human involvement to obtain more optimal results and expand business scope to the global stage. As an example, digital advertising is a form of communication to an audience of people, which aims to instill information by in-fluencing consumers in order to create a positive and pleasant impression for con-sumers by social media networks such as Facebook, Twitter, Instagram, etc. (Suryani, 2013).

WhatsApp is an alternative online digital marketing platform (Zebua, 2021). WhatsApp's opportunities as digital marketing based on internet and information technology can be used to expand and improve marketing functions. WhatsApp makes it easier to communicate with consumers. Every customer can easily con-tact the business person directly. Business people or consumers do not need to make a telephone call or e-mail first to get in touch because there are certain fea-tures to communicate with customers that are maintained. In digital marketing, according to Shinta (2011), there are several important things that are necessary attention to form the product image, namely:

Style of Delivery of Advertising Appeals.

States that the advertising delivery style is a specific method for conveying the advertising appeal used.

Aspects of media selection:

- a. **Thoroughness**, namely whether the decision maker really pays attention to all aspects in the media selection process.
- b. **Progressiveness**, namely whether the media chosen has maximum impact.
- c. **Measure-mindedness**, namely whether decision makers consider various aspects of exports, such as audience quality, frequency range and so on.
- d. **Practically**, that is, whether the decision maker is really based on facts, right? based on emotion alone.
- e. **Optimistic**, namely whether the media selection process provides input for decision maker experience.
- b. There are various types of media available in general, namely the selection of advertising media.

Publicity

Publicity is the use of news values contained in a product to form an image of the product in question. Publicity can also provide more detailed information. Publicity is one part of a larger concept, namely public relations. A company's public relations aims include, among other things, efforts to obtain publicity support for the company, creating a positive company image in the eyes of the public, fighting slander and false stories that are detrimental to the company.

Framework

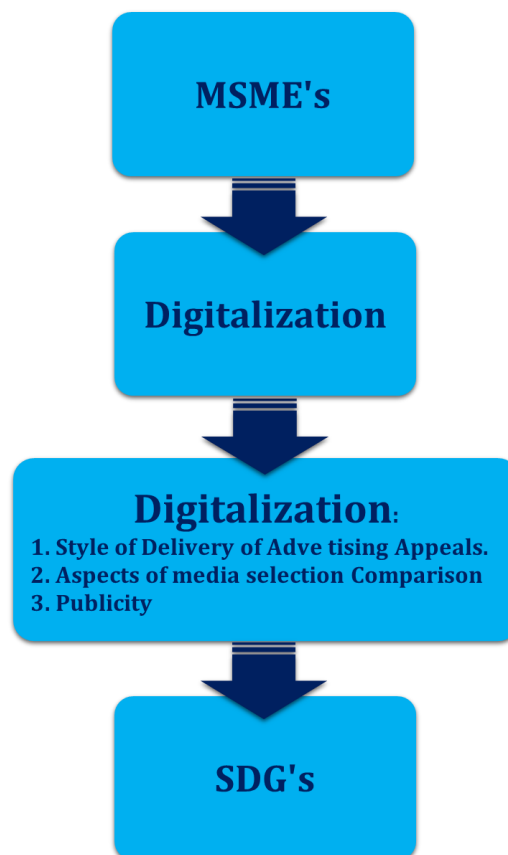


Figure 1. xxx

METHOD

The data collection method used interviews with the informant, Mrs. Anita, who is the owner of the Delta Sari Abadi MSME in Karang Rejo Village, Pasuruan Regency. The data analysis method used is descriptive analysis with a qualitative approach with stages:

1. Data reduction is a process of selecting, simplifying and transforming rough data that emerges from written notes in the field. At this stage, the data obtained from MSMEs is still global in nature regarding the implementation of MSMEs using digital as well as data on the benefits of using digital in running MSMEs to realize Sustainable Development Goals (SDGs).
2. Triangulation, at this stage is analyzing the information obtained from the records which have been reduced to see the truth while looking for supporting data so that the results can be trusted. This stage uses interviews with informants as well as documentation obtained from UMKM Delta Sari Abadi. Apart from that, gathering information and observations about the benefits of using digital in running MSMEs to realize sustainability Development Goals (SDGs).
3. Data presentation is a collection of information composed of the triangulation stage and provides the possibility of drawing conclusions and taking action, whether presented in tabular or narrative form in order to combine structured information into an integrated form. At this stage we have received an overview of the benefits of using digital in running MSMEs to realize Sustainable Development Goals (SDGs).
4. Drawing conclusions is the process of recording regularities, explaining the causal flow of the data presentation process. Then the conclusions are verified during the research, in other words, before the final conclusions are made, they can be preceded by conclusions in the previous process. These temporary conclusions using interactive models give rise to final conclusions that are competent with research propositions. This final stage raises conclusions that can answer the research objective, namely analyzing the role of micro, small and medium enterprises in realizing sustainable development goals by digitalization.

The focus of this research is the role of micro, small and medium enterprises (MSMEs) in realizing sustainable development goal's with digitalization based on: characteristics Delta Sari Abadi MSMEs, Karang Rejo Village, Pasuruan Regency, which concerns the organization and management system as well as SDGs indicator number eight (8), namely creating jobs, sustainable livelihoods and equitable growth with the aspect of realizing added value and creating a business environment that supports and encourages entrepreneurship by digitalization.

RESULT AND DISCUSSION

The results of an interview with the informant, namely Mrs. Anita, owner of UMKM Delta Sari Abadi and manager of UMKM Delta Sari, Karang Rejo Village, Pasuruan Regency, show that the production of UMKM Delta Sari is household cleaning tools including: woven glass cloths, kitchen cloths, mops, blankets, mop sticks, hangers, plastic chairs, brooms, and so on. The digital marketing strategy carried out by MSME Delta Sari considers:

The style of delivering the appeal

UMKM Delta Sari Abadi photographed the product and combined it with a real object. This kind of thing belongs to the Symbiotic Association style. The first form of the Symbiotic Association style is combining a product with a real object. Second, with a testimonial style. And the third is in the style of an event trailer. When delivering advertising appeals, we must pay attention to what strategies are used in order to attract consumers' interest in buying

the products we sell. In this era, someone can be interested in buying a product starting from seeing a product in a photo. Apart from that, testimonials can strengthen consumer confidence when they want to buy the products being sold. This is in line with the theory of Shinta (2011) which states that the advertising delivery style is a specific method for conveying the advertising appeal used, namely Symbiotic Association, Testimonial,

Media selection

UMKM Delta Sari Abadi chose WhatsApp as a medium for the reason that it is easier to operate and more flexible, in line with Sinta's (2011) theory that media selection should be objective. However, outdoor media is still carried out, such as banners placed in front of business locations.

Publicity

UMKM Delta Sari Abadi carries out publicity by posting product photos, attractive posters with interesting captions so that consumers are interested. According to Shinta's theory (2011) that in determining when and how to utilize publicity it is necessary to pay attention to: (a) Determine publicity goals. (b) Select messages and publicity vehicles. (c) Implement a publicity plan. (d) Evaluating publicity.

Ms. Anita, owner of MSME Delta Sari Abadi, said that: in carrying out the organization and management system for MSMEs using WhatsApp, in using WhatsApp I can express ideas in the form of images or videos, as well as include prices and load promotions on WhatsApp. To order goods, consumers also use WhatsApp. However, there are still offline purchases. Meanwhile, product orders are delivered via packages. Mrs. Ani also said that WhatsApp can build closeness and mutual benefit between sellers and buyers because sellers can inform buyers if there are new products. Even as a result of good relationships with customers via WhatsApp, sales can increase.

This is in line with the theory that digital marketing builds mutually beneficial relationships between consumers and business owners (Suryani, 2013) Related to what Delta Sari Abadi have done regarding digital. So the role of MSMEs in realizing sustainable development goals is through digitalization.

1. As the main actor in the economic activities

Delta Sari Abadi, it has been able to carry out economic activities by providing household cleaning equipment products that are needed or in accordance with the wishes of the surrounding community both in terms of quality, model and motif, varying prices adjusted to the quality raw materials and the level of difficulty of the motif.

2. Important players in local economic development and community empowerment.

Delta Sari Abadi help alleviate poverty by absorbing labor from the surrounding community. According to Mrs. Anita, the owner of the Delta Sari Abadi, the role of her business in absorbing labor is as follows: "With the existence of this UMKM, many of the local residents or residents in Karangrejo Village work as employees or craftsmen who are members of the Delta Sari Abadi. "It is recorded that this MSME has 20 permanent employees."

3. Creator of new markets and economic resources.

Delta Sari Abadi contributes economic resources to the surrounding community, especially the 20 permanent employees. Mrs. Anita said that their income had increased after joining Delta Sari Abadi.

4. Its contribution to the balance of payments.

Delta Sari Abadi has not yet exported its products overseas. However, deliveries outside the region have been made, such as outside the city, for example sends to Surabaya,

Makassar, Banjarmasin, Jakarta, Palembang, Medan, Bali, Lombok and a number of other areas."

CONCLUSION

Delta Sari Abadi are the main actors in economic activities and can build closeness and mutual benefit between sellers and buyers because sellers, be-cause of the effective use of WhatsApp as a means of communication with buyers and a means of promotion, support the Sustainable Development Goal 's (SDGs) Pasuruan City. Delta Dari Abadi are important players in local economic development and community empowerment and can build customer trust. This is because the empowered local community is given learning to use WhatsApp to serve cus-tomers well so that it can build trust in customers, thereby supporting the Sus-tainable Development Goals (SDGs) of Pasuruan City. Delta Sari Abadi Creator of new markets and economic resources, that the in-come of employees who are empowered in terms of income has increased af-ter joining Delta Sari Abadi so it supports the Sustainable Development Goal's (SDGs) Pasuruan city. Delta Sari Abadi has not yet exported.

Delta Sari Abadi further improve their overseas business and networks so they can export. Delta Sari Abadi consults with the Department of Industry so that there is as-sistance regarding overseas networks

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