

# Strategies For Empowering Msmes Based On Local Wisdom In Mangepong Village, Turatea District, Jeneponto Regency

Suci<sup>1</sup>, Sumarlin Rengko HR<sup>2</sup>

<sup>1</sup>Department of Anthropology, Faculty of Social and Political Sciences, Hasanuddin University

<sup>2</sup>Department of Regional Literature, Faculty of Cultural Sciences, Hasanuddin University

Email: [1sucisalam75@gmail.com](mailto:sucisalam75@gmail.com) [2sumarlinrengko@unhas.ac.id](mailto:sumarlinrengko@unhas.ac.id)

## ARTICLE INFO

*Keyword* : MSMEs,  
empowerment, local wisdom

©2025 Suci, Sumarlin Rengko HR

: This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International.



## ABSTRACT

MSMEs play a crucial role in the local economy, especially in rural areas such as Mangepong Village, Turatea District, Jeneponto Regency. However, MSMEs in this region face various challenges, including limited capital, market access, and a lack of innovation in marketing strategies. This study aims to analyze strategies for empowering MSMEs based on local wisdom to enhance the economic sustainability of the community. The research employs a qualitative method with a case study approach, involving in-depth interviews with MSME actors, field observations, and document analysis. The findings indicate that leveraging local wisdom, such as culturally-based products, traditional production techniques, and community-based marketing patterns, can enhance MSME competitiveness. Additionally, support from the government, academics, and local communities plays a crucial role in fostering sustainable MSME development. Training, access to technology, and partnerships with private sectors have also contributed to strengthening MSME competitiveness. In conclusion, local wisdom-based empowerment strategies can serve as an effective solution for developing MSMEs in rural areas, improving community welfare, and preserving local culture.

## INTRODUCTION

In the evolving landscape of Indonesia's economy, Micro, Small, and Medium Enterprises (MSMEs) have long been recognized as the backbone of local economies, contributing to both economic growth and social development. Particularly in rural areas like Mangepong Village, Turatea District, Jeneponto Regency, MSMEs play an instrumental role not only in generating income for local households but also in preserving the region's unique cultural heritage. These enterprises, often rooted in tradition, help maintain the vibrancy of local crafts, foods, and customs, while simultaneously serving as a vital component of the broader national economy. Despite their significance, MSMEs in rural areas face numerous challenges that threaten their growth and sustainability. These include limited access to capital, difficulties in reaching wider markets, and a lack of innovation in production and marketing. As competition intensifies, these businesses must adapt to changing consumer demands and external economic pressures. However, local wisdom offers a promising avenue for addressing these challenges. By incorporating cultural values and traditional knowledge into business practices, MSMEs in Mangepong can harness their unique identity to carve out a competitive edge in both local and national markets.

Local wisdom, which encompasses the values, norms, and practices passed down through generations, has proven to be an essential element in sustaining social harmony, ecological balance, and cultural identity. As Hidayat (2021) emphasizes, local wisdom plays a crucial role in adapting to the modern world while maintaining the essence of community traditions. Furthermore, Nurlidiawati and Ramadayanti (2021) argue that this wisdom is pivotal in safeguarding environmental and social equilibrium, making it a valuable resource for the development of MSMEs. The empowerment of MSMEs through local wisdom is not only about fostering business growth but also ensuring that these enterprises contribute to preserving cultural heritage. By leveraging traditional knowledge, such as indigenous production techniques, cultural-based products, and community-driven marketing strategies, MSMEs can differentiate themselves in the market. These strategies provide not only a competitive advantage but also offer an opportunity to engage with broader trends like sustainability and cultural preservation. However, the success of this approach requires more than just the application of local knowledge. It demands a collaborative effort from various stakeholders, including the government, academics, and local communities. As Rahman (2023) highlights, government policies, along with better access to financial resources and training, are critical in enhancing the capacity of MSMEs. The integration of modern tools such as digital marketing and business management training can further strengthen the entrepreneurial spirit and operational capabilities of MSME actors in Mangepong.

This study aims to explore and analyze strategies for empowering MSMEs in Mangepong Village based on local wisdom. It seeks to identify practical methods for integrating traditional knowledge into business practices while addressing key challenges such as market access, capital limitations, and technological gaps. Through a qualitative research approach, including in-depth interviews with MSME actors, field observations, and document analysis, this research endeavors to offer actionable insights that can help local businesses thrive in a competitive marketplace. The findings of this study will underscore the importance of preserving cultural heritage through MSMEs and the role of local wisdom in fostering sustainable economic development. Additionally, it will shed light on the critical role of government and community support in creating an enabling environment for MSME growth. With the right strategies and resources, MSMEs in Mangepong can not only overcome current

challenges but also contribute significantly to the local economy and cultural preservation. Ultimately, this research aims to demonstrate that empowering MSMEs through local wisdom is not just a business strategy—it is a pathway to a more inclusive, sustainable, and culturally rich economy in rural Indonesia. As we delve deeper into the research, we will explore specific strategies that can be implemented to improve the competitiveness and sustainability of MSMEs in Mangepong, providing a model that can be adapted to other rural areas across the country.

## **LITERATURE REVIEW**

The role of Micro, Small, and Medium Enterprises (MSMEs) in rural economies has been widely acknowledged as essential for economic growth, poverty reduction, and job creation. MSMEs not only provide economic benefits but also serve as cultural and social hubs, particularly in rural areas. In the case of Mangepong Village, located in Turatea District, Jeneponto Regency, MSMEs hold particular significance as they are closely tied to local traditions, cultural practices, and community values. This literature review explores key aspects of MSME development, focusing on the challenges and opportunities specific to rural regions like Mangepong, as well as the integration of local wisdom as a strategy for sustainable empowerment. MSMEs are widely recognized for their ability to contribute to rural development, especially in areas where large-scale industries are not present. According to Hidayat (2021), MSMEs provide vital employment opportunities and support local economies through the production of goods and services that are often unique to the region. In rural areas such as Mangepong, MSMEs are essential for community survival and growth, serving as the primary source of income for many households.

Research by Rahman (2023) also emphasizes that MSMEs in rural areas often foster a sense of local identity and pride by producing products that reflect the cultural heritage of the community. These enterprises typically rely on local resources and employ traditional production techniques, thereby preserving cultural practices while driving economic activity. In this context, MSMEs are not merely economic actors but are also responsible for safeguarding cultural values, making their role in rural development both economic and social in nature. However, despite their importance, MSMEs in rural areas face significant challenges. According to Arifin (2021), MSMEs often struggle with limited access to financial resources, markets, and technology. These challenges are compounded by a lack of skilled labor and low levels of innovation, which limit their growth potential. In Mangepong, for example, many MSMEs rely on traditional business models that do not fully take advantage of digital technologies or modern marketing strategies. Consequently, MSMEs in the village remain relatively small-scale and face difficulties in scaling up or expanding their market reach. Local wisdom, or "kearifan lokal," refers to the collective knowledge and practices that communities have developed over generations to adapt to their environments. This knowledge includes sustainable practices in agriculture, crafting, and other forms of production that are uniquely suited to the local context. Nurlidiawati and Ramadayanti (2021) argue that local wisdom plays a crucial role in maintaining ecological balance and ensuring the sustainability of community practices. In the case of MSMEs, local wisdom offers a pathway to integrate traditional practices with modern business strategies, thus enabling MSMEs to preserve their cultural identity while remaining competitive.

The application of local wisdom in MSMEs offers several advantages. First, products and services based on local knowledge often have a distinctive quality that

differentiates them from mass-produced goods. As noted by Askodrina (2021), products that reflect local culture and traditions are often valued for their authenticity, which can create a strong market niche. For example, MSMEs that produce handicrafts, textiles, or foods based on traditional recipes can attract customers interested in culturally significant products. Additionally, these products may appeal to both local and international markets, where there is growing demand for culturally and environmentally sustainable goods.

Furthermore, the incorporation of local wisdom into MSME practices can enhance sustainability. As local knowledge typically revolves around efficient use of resources, it can help MSMEs reduce waste, optimize production methods, and minimize environmental impact. By integrating sustainable practices into their operations, MSMEs in Mangepong could align with global trends toward eco-conscious consumption, thus improving their marketability and long-term viability.

While the integration of local wisdom into MSME development offers substantial benefits, its implementation can be challenging. One major hurdle is the gap between traditional knowledge and modern business practices. As highlighted by Firdausya and Ompusunggu (2023), many MSME actors in rural areas are not sufficiently equipped with the skills or knowledge necessary to effectively combine traditional and contemporary business strategies. This gap often leads to inefficiencies in production, marketing, and financial management, which can stifle growth and innovation. Moreover, the challenges faced by MSMEs in Mangepong are not unique. Across Indonesia, MSMEs in rural areas often encounter difficulties in accessing funding, training, and modern technology. According to Soetarto (2024), financial barriers are particularly pronounced, with many MSMEs unable to secure loans due to a lack of collateral, poor credit histories, or limited financial literacy. This financial exclusion limits the ability of MSMEs to invest in modern production techniques, marketing tools, or business expansions. In Mangepong, the absence of access to digital platforms or e-commerce solutions further hinders MSMEs from reaching wider markets beyond their immediate locality. In addition to financial constraints, limited access to training and education is another significant barrier. As pointed out by Budiwitjaksono et al. (2023), many MSMEs in rural areas lack the managerial skills necessary for running successful enterprises. Without proper training in areas such as business planning, marketing, and technology adoption, MSMEs are less likely to thrive in today's competitive and fast-paced business environment. Despite these challenges, there is considerable potential for empowering MSMEs through a combination of government support, community involvement, and private sector partnerships. Government policies can play a key role in facilitating MSME growth by providing financial assistance, improving infrastructure, and creating a more favorable regulatory environment. Rahman (2023) highlights that government programs aimed at supporting MSMEs have proven effective in improving access to capital, fostering innovation, and enhancing market access. For example, initiatives such as low-interest loans, tax incentives, and business development grants can help MSMEs invest in modernization and expansion.

At the community level, the role of local leadership and cooperation is critical. Community-driven initiatives that encourage collaboration between MSME actors, local governments, and civil society can enhance the effectiveness of empowerment strategies. According to Agustina et al. (2024), community-based approaches, such as cooperatives and collective marketing efforts, can increase MSME visibility, reduce operational costs, and foster a sense of shared responsibility among local entrepreneurs. These initiatives can also promote the use of local wisdom in business practices by encouraging knowledge sharing and mutual support. One of the most

promising avenues for empowering MSMEs is through digitalization. The digital economy offers MSMEs the opportunity to expand their reach, improve operational efficiency, and access new markets. According to Subali (2023), digital marketing tools, e-commerce platforms, and social media can help MSMEs increase visibility and attract customers from outside their local areas. In Mangepong, for instance, promoting locally-produced handicrafts or traditional foods through online platforms could provide significant exposure to broader markets, both nationally and internationally. The integration of digital tools into MSME operations can also facilitate better business management practices. Technologies such as enterprise resource planning (ERP) systems, digital payment solutions, and customer relationship management (CRM) platforms can improve the efficiency and profitability of MSMEs. By embracing these tools, MSMEs can streamline their operations, reduce costs, and enhance customer satisfaction, ultimately improving their competitiveness in the market.

## **METHOD**

This research utilizes a descriptive qualitative approach combined with a community-based socialization method. The objective of this program is to increase the community's understanding of the importance of developing businesses based on local wisdom. This approach allows for an in-depth exploration of how local traditions, knowledge, and practices can serve as the foundation for the sustainable development of Micro, Small, and Medium Enterprises (MSMEs) in Mangepong Village. By educating the local community on these values, the program aims to foster awareness and encourage the adoption of local wisdom in MSME development strategies. The socialization program on empowering MSMEs based on local wisdom was held in the Baruga Hall of Mangepong Village, Turatea District, Jenepono Regency, on January 23, 2025. This location was selected due to its accessibility to local MSME stakeholders and its central role in the community. The timing of the program was chosen to coincide with a period when many local business owners are actively engaged in their operations, thus allowing for better participation and engagement in the socialization efforts.

The primary target audience for this socialization program consisted of local MSME owners, particularly those managing micro-sized businesses that are based on regional products. In addition, the program also involved the broader community and local government officials as key stakeholders in supporting the long-term sustainability of these initiatives. By including various segments of the population, the program aimed to promote a collective understanding of the value of local wisdom and how it can be applied to strengthen the local economy and business practices. The socialization program was structured into several key phases, each designed to ensure effective knowledge transfer and meaningful engagement with the participants: The preparation phase began with an observational assessment of the current state of MSMEs in Mangepong Village. This involved evaluating the local businesses' potential for growth and identifying the specific challenges faced by MSME owners. Discussions were then held with local government officials to gain deeper insights into the issues and potential solutions that could support MSME development. These conversations helped clarify the role of local policies and government initiatives, such as access to financing, training, and business mentoring, in empowering MSMEs. Based on the findings from the observations and discussions, a comprehensive socialization material was developed, covering key aspects such as the significance of local wisdom in business development and how it can serve as a

competitive advantage in products and services offered by the MSMEs.

During the implementation phase, the program facilitators delivered the socialization materials to the participants. The content focused on strategies for business development, emphasizing the importance of innovation based on local culture, and exploring the various market opportunities that MSMEs could leverage. The goal was to provide practical knowledge that could help MSME owners integrate local wisdom into their business models, ensuring that their practices remained competitive while preserving cultural heritage. The program concluded with a discussion and Q&A session, providing participants with an opportunity to share their experiences, challenges, and potential solutions for improving their businesses. This interactive session was designed to encourage active participation and foster an exchange of ideas. By allowing participants to voice their concerns and seek clarification, the facilitators were able to better understand the specific needs of the MSMEs and tailor future interventions accordingly.

The success of the socialization program was measured using several key indicators: The level of participation was assessed by tracking attendance and the degree of engagement during the discussions and Q&A sessions. Active involvement in these sessions was considered a strong indicator that participants were interested and invested in the material presented. Additionally, the level of interaction among the participants, including the sharing of experiences and knowledge, was used to gauge the effectiveness of the program in stimulating thought and dialogue. Participants' understanding of the socialization material was assessed by the types of questions they asked and the quality of their responses to the content presented. Participants who were able to articulate key concepts related to the application of local wisdom in MSME development were considered to have a good grasp of the material. The facilitators also observed whether participants could relate the strategies discussed to their own business practices.

An important success indicator was the extent to which participants were able to identify concrete actions for implementing the strategies discussed during the socialization. After the session, participants were encouraged to think about how they could apply the knowledge gained to their businesses. Success was measured by how many participants expressed a clear intention to integrate local wisdom-based strategies into their business operations. To evaluate the success of the program, the following methods were employed: During the socialization sessions, facilitators conducted real-time observations to assess the level of participation and understanding of the material. Observations were focused on the attentiveness and engagement of participants during discussions, as well as their ability to contribute meaningfully to the conversation. The Q&A sessions provided an opportunity to directly measure participants' comprehension of the material. By evaluating the questions posed by participants and their responses to the facilitators' inquiries, the researchers could gauge the depth of understanding and the relevance of the strategies presented. Short interviews were conducted with several participants after the event to assess whether they planned to implement any of the strategies discussed during the socialization. These interviews helped gather qualitative feedback on the effectiveness of the program and its potential impact on the participants' businesses.

## **RESULT AND DISCUSSION**

The socialization of MSME empowerment strategies based on local wisdom in Mangepong Village has been successfully carried out with the involvement of the local community. The event was attended by 13 participants, consisting of both local government officials and members of the Mangepong community. The presenters covered several key aspects of the empowerment strategies, including the utilization of local potential, culture-based marketing strategies, and sustainable business management. Several participants expressed gaining new insights into the importance of preserving the uniqueness of products based on local wisdom as a market attraction. According to Firdausya and Ompusunggu (2023), Micro, Small, and Medium Enterprises (MSMEs) play a critical role in the economy of a country. MSMEs are especially significant in rural areas like Mangepong, where they contribute substantially to economic growth and poverty alleviation. MSMEs are defined as businesses established by citizens, either as individuals or legal entities, which are essential for economic growth. Their presence in the economy is vital due to their significant contributions to driving the economic growth of local communities, providing benefits, and distributing income among society (Aliyah, 2022).

Several empowerment strategies based on local wisdom that can be implemented for MSMEs in Mangepong are as follows:

According to Soetarto (2024), strengthening the capacity of MSME actors is a vital strategy to enhance competitiveness and ensure business sustainability. This effort includes developing skills, improving access to capital, and expanding marketing networks. Empowering MSME owners with the necessary tools and knowledge ensures that they can adapt to market demands while maintaining the uniqueness of their local products. Collaboration among MSME actors and the local community can significantly strengthen MSMEs in the face of market competition. This model aims to increase production, reduce costs, and expand marketing networks. As Agustina (2024) suggests, community cooperation in the development of MSMEs can be implemented through cooperatives and collective businesses that are grounded in local wisdom. Such collaborations provide MSME actors with opportunities to support each other in terms of capital, marketing, and business capacity strengthening. By applying principles of mutual cooperation and solidarity, MSMEs are expected to grow more sustainably and stably.

Budiwitjaksono (2023) states that mobile sales marketing is an effective strategy for MSMEs to expand their market reach and increase sales figures. Through this system, business owners can directly reach consumers in various locations, without being reliant on fixed business premises. This approach also facilitates direct interactions with customers, fostering closer relationships and building customer loyalty, which can lead to repeat sales and more stable business growth. Setting the right price is a key factor in the success of MSMEs, especially for businesses based on local wisdom that must compete with other products in the market. If the price is too high, customers may switch to other products; if it is too low, it may result in significant losses or even business failure. Therefore, a well-thought-out pricing strategy is essential to ensure competitive pricing that is both affordable for consumers and profitable for the business. A competitive price means setting a price that is not only accessible to consumers but also provides sufficient profit margins for the business owner. Based on observations and participant feedback during the event, several individuals reported a new awareness of the potential of local wisdom that can be optimized in their businesses, particularly in aspects of product marketing and branding. However, there were challenges in implementing these strategies,

particularly concerning limited capital and access to broader markets.

Post-event interviews revealed that several participants planned to begin implementing the strategies they learned, such as emphasizing cultural elements in product packaging or utilizing social media for more effective promotions. By leveraging local wisdom, MSMEs can integrate traditional cultural elements into their business strategies. This not only helps create more sustainable businesses but also enhances their competitiveness in a rapidly evolving market (Askodrina, 2021). The results of the socialization are aligned with the concept of empowerment based on local wisdom, emphasizing the utilization of local resources as the primary strength of MSMEs. Previous research has shown that businesses based on cultural identity have a stronger competitive edge because they offer uniqueness that is difficult for competitors from outside the region to replicate. From the findings, it is clear that the key to the success of this strategy lies in MSME owners' awareness of the cultural values inherent in their products. However, challenges such as limited capital and market access still need attention in future empowerment programs.

The main impact of this socialization was the increased awareness of the community regarding the importance of local wisdom-based strategies for developing businesses. The factors supporting the success of this socialization included participant enthusiasm, the relevance of the material presented, and the openness of participants during discussions. Conversely, some hindering factors included limited access to further training, a lack of capital, and inadequate understanding of how to utilize digital technology. Therefore, it is essential to provide follow-up programs that address these challenges, such as digital marketing training or facilitating access to capital for local MSME actors. According to Subali (2023), the government can play a role in encouraging domestic production for certain products, which can, in turn, improve access to local goods. This can create new business opportunities and encourage people to explore new experiences, allowing MSMEs to reduce dependence on large-scale industries and providing communities with more independent sources of income. The socialization program demonstrated the significant potential for MSMEs in Mangepong to grow and develop by integrating local wisdom into their business strategies. However, the continued development of these businesses will require ongoing support in terms of capital, training, and market access. The government's role in facilitating these efforts, combined with community collaboration and the adoption of digital tools, will be critical in ensuring the sustainability and success of MSMEs in the region.





## **CONCLUSION**

The socialization program on MSME empowerment based on local wisdom in Mangepong Village has successfully enhanced the understanding of MSME actors regarding the importance of utilizing local potential in business development. Participants gained new insights into how the uniqueness of culture and local resources can serve as a competitive advantage in an increasingly competitive market. The primary impact of this program was the increased awareness among participants about the strategic value of local wisdom in business, as well as the use of digital technology for promotion and marketing. However, challenges such as limited capital and access to broader markets remain significant obstacles for many MSMEs. For the sustainability of this program, it is recommended that further support be provided in the form of advanced training on digital marketing and financial management. Additionally, there needs to be facilitation in terms of access to capital and marketing networks so that MSMEs in Mangepong can develop more effectively. Going forward, collaboration with both government and private sectors could be a solution to drive more sustainable MSME empowerment.

---

## **Acknowledgements**

Praise and gratitude are due to God Almighty, for the grace and blessings that have enabled the author to complete this socialization program and the preparation of this article successfully. The author acknowledges that the success of this program is a result of the support, cooperation, and assistance from various parties. Therefore, the author would like to express sincere thanks to:

- a. God Almighty, who continuously provided smoothness, health, and ease in every step of this program.
- b. The author's parents and family, who always provided prayers, moral support, and unceasing encouragement throughout the process.
- c. Prof. Dr. Ir. Jamaluddin Jompa, M.Sc., Rector of Hasanuddin University, through the Center for the Development of Community Service Programs (P2KKN) and the Institute for Research and Community Service (LPPM) of Hasanuddin University, who facilitated the activities of KKNT Wave 113.
- d. Dr. Sumarlin Rengko, HR, S.S, M.Hum., Lecturer in Charge of KKN (DPK), who provided guidance, mentoring, and motivation during the KKN implementation.
- e. The government of Mangepong Village, particularly Mr. Safaruddin SE, Head of Mangepong Village, who granted permission, support, and facilities for implementing the MSME empowerment socialization program.
- f. Mr. Safaruddin SE and his family for their warmth, attention, and all the assistance provided to the author during the KKN in Mangepong Village.
- g. All KKN colleagues from the Mangepong Village Posko who supported, collaborated, and contributed to the success of this activity.
- h. All informants who took the time to engage in discussions, share knowledge and experiences, and provide valuable insights for the author.
- i. The people of Mangepong Village and all those who cannot be mentioned individually, who assisted in various ways, both directly and indirectly.

The author acknowledges that there are still many shortcomings in the implementation of this program. Therefore, the author humbly apologizes for any limitations and greatly appreciates constructive criticism and suggestions for improvements in the future. It is hoped that this article and program will provide benefits to the community and serve as a small step toward stronger, local wisdom-based economic empowerment.

## REFERENCES

- Aliyah, A. H. (2022). "Peran Usaha Mikro Kecil dan Menengah (UMKM) untuk Meningkatkan Kesejahteraan Masyarakat". *Welfare: Jurnal Ilmu Ekonomi*, 3(1), 64-72. Universitas Negeri Malang.
- Agustina, M., dkk. (2024). "Modul Koperasi dan Usaha Kecil Menengah". Fakultas Ekonomi dan Bisnis, Universitas Syiah Kuala.
- Arifin, Z. (2021). "Modul 1: Pengertian dan Perkembangan UMKM di Indonesia". Sekolah Tinggi Ilmu Ekonomi (STIE) Y.A.I.
- Askodrina, H. (2021). "Penguatan Kecerdasan Perspektif Budaya dan Kearifan Lokal". *Jurnal Pendidikan dan Pemikiran*, Vol. 16 No. 1, Mei 2021, hlm. 620-623.
- Budiwitjaksono., dkk. (2023). "Analisis Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) di Kelurahan Klampok Kota Blitar". *JUMEK: Jurnal Manajemen dan Ekonomi Kreatif*, 1(3), 31-49. Universitas Pembangunan Nasional "Veteran" Jawa Timur.
- Firdausya, L. Z., & Ompusunggu, D. P. (2023). "Usaha Mikro Kecil dan Menengah (UMKM) di Era Digital Abad 21". *Jurnal TALIJAGAD*, Vol. 1 No. 3, hlm. 14-18.
- Hidayat, T. (2021). "Kajian Nilai Kearifan Lokal dalam Tradisi Misalin: Cimaragas Kabupaten Ciamis". *Jurnal Metaedukasi*, hlm. 17-22.
- Nurlidiawati & Ramadayanti. (2021). "Peranan Kearifan Lokal (Local Wisdom) dalam Menjaga Keseimbangan Alam (Cerminan Masyarakat Adat Ammatoa di Kajang)". *Jurnal Al-Hikmah*, Vol. 23 No. 1, Januari-Juni 2021, hlm. 43-56.
- Rahman, M. R., Oktavianto, M. R., & Paulinus. (2023). "Perkembangan UMKM (Usaha Mikro Kecil dan Menengah) di Indonesia". *Jurnal Ekonomi dan Bisnis*, Vol. 15 No. 2, hlm. 377-386.
- Soetarto, S., dkk. (2024). "Peran Usaha Mikro Kecil dan Menengah (UMKM) dalam Meningkatkan Kesejahteraan Masyarakat (Studi di Kelurahan Sei Putih Timur II Kecamatan Medan Petisah)". *Jurnal Darma Agung*, 32(1), 67-76. Universitas Darma Agung.
- Subali, S. B. W., dkk. (2023). "Modul Pendampingan UMKM Terstruktur: Menyiapkan UMKM Naik Kelas". Universitas Surabaya.