

Digitalization Model for MSME Sales in Rural Areas: A Case Study of *OpenCart* Integration with Social Media

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Abstract

*Pelaku usaha kecil di kecamatan Koto Balingka menghadapi tantangan utama dalam pemasaran dan penjualan produk keripik, terutama di pasar digital yang menjadi lebih kompetitif. Tujuan dari studi ini adalah untuk membuat strategi promosi dan penjualan yang mengintegrasikan platform *OpenCart* ke media sosial untuk meningkatkan pasar jangkauan dan efektivitas operasional. Wawancara dengan bisnis lokal digunakan untuk mengumpulkan data. Lihat prosedur penjualan dan konvensional mengurangi kebutuhan digitalisasi bisnis. Sistem *OpenCart* dipilih karena momennya, kemudahan penggunaan, dan integrasinya dengan berbagai situs media sosial, termasuk Facebook dan Instagram. Pemilik usaha dapat mengelola katalog produk, pesanan, dan promosi secara singkat dengan integrasi ini. Hasil implementasi menunjukkan bahwa efektivitas promosi dan keterjangkauan konsumen meningkat. Metode pemasaran digital yang mencakup penerapan iklan berbayar dan konten interaktif, berhasil meningkatkan kunjungan toko online hingga empat puluh persen dalam tiga bulan pertama implementasi. Studi ini menemukan bahwa penggabungan platform *OpenCart* dengan platform media sosial dapat menjadi model yang berguna untuk membangun bisnis kecil di wilayah rural. Sistem ini tidak hanya membantu pemilik usaha, tetapi juga menawarkan peluang untuk kolaborasi dengan mitra bisnis baru. Penelitian tambahan harus melihat bagaimana penerapan sistem ini berdampak pada profitabilitas usaha kecil di berbagai industri.*

Abstract

Small businesses in Koto Balingka sub-district face major challenges in marketing and selling chip products, especially in the increasingly competitive digital market. The aim of this research is to create a promotional and sales strategy that integrates the *OpenCart* platform into social media to increase market reach and operational effectiveness. Interviews with local businesses were used to collect data. View sales and conventional procedures reducing the need for business digitalization. The *OpenCart* system was chosen for its moment, ease of use, and integration with various social media platforms such as Facebook and Instagram. Business owners can manage product catalogues, orders, and promotions quickly with this integration. Implementation results show that promotional effectiveness and consumer affordability have increased. Digital marketing methods, which include the implementation of paid advertising and interactive content, succeeded in increasing online store visits by up to forty percent in the first three months of implementation. This study found that combining the *OpenCart* platform with social media platforms could be a useful model for building small businesses in rural areas. This system not only helps business owners, but also offers opportunities for collaboration with new business partners. Additional research should look at how implementing these systems impacts the profitability of small businesses in various industries.

INTRODUCTION

Due to the shift from economy industry to economy human capital based, expertise in management very important information for get benefits. For fulfil needs, information is very important for considered finance wise. In addition, understanding principles manufacturing decision smart economy is very important For process large amounts of data quickly. Ability For arrange source Power For produce profit is sign from decision smart economy. Because knowledge economy is useful tools For change behavior from the stupid be smart, literacy economy required For create crystallized values in behavior. such as method use savers, investments, protection, and needs life (Arjuna et al., 2022).



According to theory economy, human is creature an economy that is always act rational and trying maximize their happiness. As long as they have money, customers will try For be the most satisfied. They know about other products that can fulfil need they. As if priority main is reach satisfaction. We must own good understanding about consumers so that we can develop strategy proper marketing. his thoughts (cognition), his feelings (affect), his actions (behavior), and the events around him. Therefore that, because close relation with problem human beings who always change, study about matter This must done in a way Keep going continuously. This applies For studies marketing carried out by the business micro small medium enterprises (SMEs) (Wigati & Konsumen, 2011).

Because it is durable and long lasting, the advantages compete must prioritized. Micro businesses is business productive owned by individual or badab business individuals who fulfill conditions. On Friday, the total number of Indonesian entrepreneurs was 56,539,560 units, with MSMEs amounting to 56,534,592 units, or 99.99%, and the business on a scale big around 0.01%, or 4968 units. The phenomenon This show that MSMEs are profitable business. Because almost 30% of businesses MSMEs using operational capital banking sector service banking is one of those affected impact from growth MSMEs (Rahman & Oktavianto, 2013).

Sale is fields that can influence seller For interesting interest candidate buyers and make they buy the things we sell. The perpetrator MSME business endeavors hard For market the product to public so that public know it and know it. MSMEs must utilise opportunity need man moment this, like digital marketing, for increase level sales. can achieved (Dan et al., n.d.).

In the situation like This is a small effort and thought can help business small survive and thrive. Chips is food light that is liked by all age, starting from children to adults, because easy made and can eaten by both adults and children. Can be used as dishes and snacks. Because the ingredients easy found in the market, manufacturers chips MSMEs in the sub-district koto propeller No face difficulty in make it (Kalam, n.d.).

Technology moment This develop with rapidly, and there is Lots benefit from progress information technology. Nowadays, information technology is very important in all form organizations, such as education, health, state, business, and others. For example, the fields business can use technology information For increase marketing and assisting existing data management For changed become information. Processing information use computer is one of the example data management becomes information, where the process is will more fast and will far away products more Good than expected without computer (Bagaskara et al., 2024).

Current information and technology develop with fast along with walking time. Phenomenon technology information this, especially Because they can make things easier activity humans, must be noticed. This is especially valid For booking service via the internet quickly and easily. Online ordering such as Do- jek, Greb, and Umber, which are service between pick up passengers, food and goods, are now in great demand by the Indonesian people because easy easy to use, fast, and safe. With progress technology like computers, laptops, and smartphones, sometimes No functioning with good. In some year lastly, service delivery food has experience progress rapidly Because progress technology that has been change behavior consumers and increase need will comfort. In addition, it provides opportunity for business food For developing in the digital era (Andramawan et al., n.d.).

Based on explanation above, the perpetrators MSMEs expected can market goods or service angry they with current technology growing. Like as with social media, tools cheap and easy digital marketing need skills special For used. One of the constraint in market product is lack of knowledge about digital marketing or E - Commerce owned perpetrator SMEs.for that, society forced to For become familiar with technology. For that, they need socialized and given about training method use technology For communication and information (Kasus et al., n.d.).

In the digital era, technology computers and information has change method marketing product. With using the internet, With higher costs low than method conventional, company can reach a wider market extensive. Currently, marketing strategies rely on digital platforms such as social media, websites, and e- *commerce platforms* For market goods and services. with more Good. Data usage is very important. Business can predict market trends, personalize experience customers, and analyze preference consumer with technology such as big data. In addition, if compared to with marketing strategy conventional, digital marketing has Lots profit For opportunity business (Nugraha & Triyono, n.d.).

Social media, such as Instagram, is a medium used in digital marketing. Instagram has feature account business that makes things easier business For make profile and optimize activity business. With feature this research from various size can display profile his company, knowing about follow and send, and encourage shipment For reach objective company. Digital marketing is internet use and information technology For improve and expand function marketing traditional. This also opens up opportunity business For MSMEs in Industry 4.0 and communicating mark product to consumers and related with other people. Where is this digital marketing? contribute to development modern (Info, 2023)digitalization.

Pearl repressive give protection in the process of completion suantu, like court. Perlingna preventive, on the other hand, is action For prevent disturbance or considered as effort prevention. Article 1 of the Law Number 15 of 2001 states that "Brand is a sign in the form of pictures, names, words, letters number-raising, arrangement color, or combination from elements those who have Power difference and use in the world of trade goods or service." (Sina, n.d.).

Trading electronics, also known as as e- *commerce*, is use network communications and computers For running business processes ; this means using a web browser and the internet to introduce, offer, buy and sell goods. With implementing e- *commerce*, a company can gain market share worldwide. Digital technology enables business operating outside the country's borders. Costs operational can reduced a little. Reduce possibility error human and accelerate time processing. reduce use paper in various processes, such as design, production, delivery, distribution and marketing (Sosial et al., 2021).

Many applications online shopping changes the way people shop. This makes component important from business contemporary. *OpenCart* is one of the a very popular and widely used online e- *commerce* application many by traders. This is an e- *commerce* program available *open source* for free below license general GNU GPL *open source* application can created and modified by the vendor accordingly needs. For using it, traders also do not need proficient in Language programming. Easy interface also used and optimized for SEO to make it popular choice For various type business (Media et al., 2022).

Use of e- *commerce* help shop owners and consumers, reducing cost operational and simplify management traded goods. Because millions of people can visit the store and help compile required reports, the store becomes more known by the public. In addition, it becomes more easy for buyer For access product through screen computer they from comfort House they, see information about they, order, and pay in accordance with various available options. Business can sell 24 hours a day, 7 days a week in a week with e- *commerce*, and buyers can become more efficient Because the speed, reach and convenience offered by e- *commerce* services, which are very important for the business world internet based can profitable businessman (Citaningtyas et al., 2022).

District, such as Lots other regions in Indonesia, have potential big For growth of MSMEs. However, MSME actors still face Lots challenges in this region. Limitations access to business capital is one of the problem main. Due to the lack of guarantee or document adequate administrative, many perpetrator MSMEs that are experiencing difficulty get loan from institution formal finance. In addition, the lack of digital literacy makes Lots MSMEs reluctant using online platforms to market product they. difficulties compete in a bigger market large. Distribution goods become more difficult Because limited

infrastructure, such as the road that is not adequate in some place. In addition, MSME actors do not accept Lots training and mentoring For increase skills they, which causes Lots from they not enough understand the strategy.

RESEARCH METHODOLOGY

Types of research

Study design This can used together with study quantitative and qualitative research This done with use System Development Life Cycle (SDLC) method, which is basically is method scientific For get data for objective certain. For reach very important goal, necessary appropriate approach For achieve it (Suri, 2021).

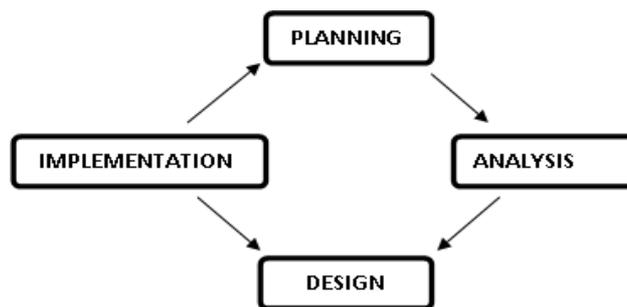


Figure 1. SDLC Method Stages

Main Process **Planning** For understand Why A system must built is planning. At this stage this, analysis eligibility required, which includes data search or carry out the data collection process with user. (Purba et al., 2023).

Analysis is a process of learning the system in progress walk For know answer about user, how system work, and how long the system used. This process will help find method For make system new.

Implementation is the process of development and testing system, together with installation, and plans support.

Design is a determining process How system will work, including design architecture, design interfaces, database and file specifications, and program design.

Data collection technique

This is methods used For gather the data.

Data collection through observation direct activity object of research as observation.

Interview is method involving data collection interview direct with the people involved in topic study.

Brainstorming is method For find solution with combine idea or opinion with expert in topic study.

steps study

Research Process Method explained, among other things.

Field studies and studies literature done by the author before start study This For gather information about business chips and see problems that exist in the business chips in the sub-district koto balingka. Information obtained will used For support e - commerce website creation. Supporting theories study This can found in literature scientific. which discusses draft base about e- commerce, such as benefits, and others.

Here, the problem identified through studies field work carried out in stages previously used For identify problem. With existence problem this, it is hoped study This will find solution For business Nagi chips koto balingka.

Formulation problem: After problem found in the company chips, formulation problem made. This was made For adapt results study with problem moment This.

Identifying research objectives is For control study so that No deviate from problem. In addition, this This done For ensure that study walk smooth and systematic and to determine level success design the system created. The main objective is building an e- *commerce* website For company chips koto balingka. However, the system database information and plans beginning system must made moreover first. After that, business chips the will market his belongings through e- *commerce* websites.

Data collection

The process of collecting various information from location relevant research For objective known research as data collection. Required data covers general company request user, what covers all desire users, attributes and characters required systems For use of this program, as well function additional required Data users who help in design analysis and design program system Analysis and design process system This done in form representation of the program created.

The process is as following:

Analysis

At the point this, the result planning and the factors that cause it reviewed. The next step is determine method best For finish problem after know need users next. This is stages consisting of of two subsystems: database requirements for interaction users (Noor, 2018).

At the stage design, specifications complete system designed based on requirements mentioned in the stage previously. This process consists of from things following: Ability system For store and integrate data so that data can be formatted or counted explained with relationship diagram entity type (ERD), data flow diagram (DFD), and database subsystem. Types of views related graphs direct with users called subsystem interface users. This makes it easier interaction users with system operation.

Stage before switch to in form website. Implementation stage This covers implementation all results design stage the *OpenCart* program used For create this website. (Sitorus, 2019).

Maintenance Stage This is stage implementation.

Maintenance is stage final of SDLC. At this stage this, system updated and improved in a way overall, and the results is version device new software made.

Table 2. PIECES Analysis

Category analysis	Weakness from older systems
<i>performance</i>	System sale offline company Koto Balingka chips Still fail Because the process Still done manually. The method does not effective when you need information with fast.
<i>information</i>	Brochure product Still become part from system information sale moment This.
<i>control</i>	Due to lack of data security awake, System offline sales that have been There is Still used.
<i>efficiency</i>	System business Koto Balingka chips Still lack functions, such as need time longer to get information about quantity product. As a result, the process of taking decision about availability Production goods, planning, and demand need time longer.
<i>service</i>	Because of the system What No computerized only allows customer visit a shop or place sale products, services consumer become less than optimal.

RESULTS AND DISCUSSION

3.1 Model

A known systematic framework as a development model system cycle life cycle (SDLC) for design, development, implementation, and maintenance system information technology. This method includes a number of step important, such as planning, analysis requirements, design, development, or implementation, testing, application, and maintenance. Each stage own specific purpose to ensure that developed system in a way efficient and safe fulfil need users, especially in the cyber world. A structured SDLC method can produce solution reliable and sustainable technology.

3.2 Conceptual Design

Specification system in a way comprehensive made based on needs that have been recommended at this stage previously. At this stage design conceptual, two components main is logical database design and design hierarchy.

3.2.1 Logical Database Design

The database is place easy data storage accessible and organized. The first step in manufacturing applications, which include addition products and processing sales in business Koto Balingka chips, are building a database. At this stage here, there are two ways For show design: modeling mode and modeling process. Data modeling is represented with ERD, and modeling process represented with DFD.

3.2.2 Data Modeling

The data model describes the data used and developed by the system. company. After identify and determine all entities involved, as well as their respective characteristics, steps First in ERD creation is identify and determine type connection between entity. Then determine the degree and cardinality of each entity.

Table 3. List Entity And Attribute ERD

Entity	Attribute	Information
Customer	Customer name, e-mail, customer group, IP, Approved, login, Date, status.	Customer Which buy product Good Which own <i>account</i> or No
Product	Model, Price, Quantity, status, Product_image, Product_in_stock, Product_name.	A number of product Which displayed on the <i>website e-commerce</i>
Coupon	coupon_name, coupon code, Discount, Status,	Coupon which is used for shopping.
Order	Order_id, Customer_name, Order_total, Order_shipping, Order_status, Ship_method_id,	List transaction sale on line which are available in a way automatic And can updated regularly automatically on the website.
Shipping	Shipping_cost, customer_name, Shipping_country.	Information shipping costs based on heavy products ordered / purchased.

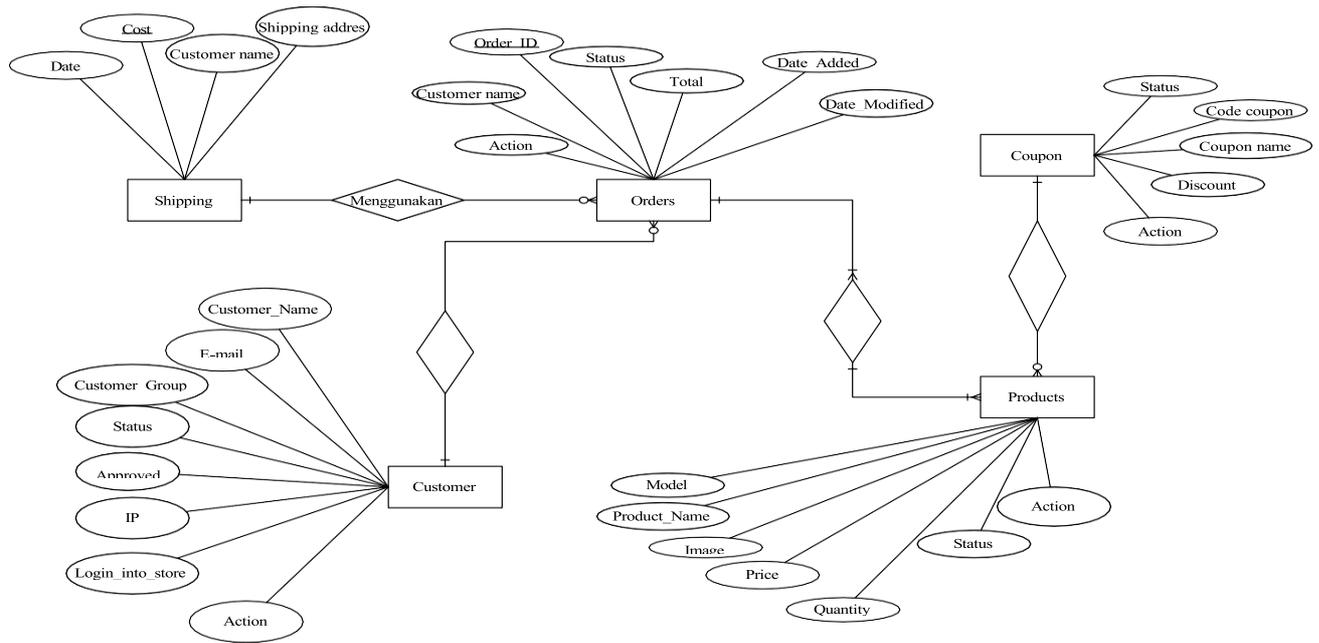


Figure 4. Determinant Degree / cardinality entity

Modeling Process

At the point this, DFD can describe business processes, show tasks, and show how data moves between task DFD system for e-commerce following has developed: *Context Diagram*

In the context of the diagram shows that only There is one process (process 0). Because the data flow shows system interact with external data storage, context diagram This show connection between input and output and system with output. Data about products, stores, and sales buy entered or entered to in e-commerce system, as shown in figure 3. the information entered including category products, information, vendors, coupons, and costs delivery. With uses data entered by admin, customer (user) can get information about products, including a list of categories products, information about the store, and a list of information about customers. In addition, this list used by customers For help they order product. After do registration, customer do booking product in e-commerce system, which is then sent to management in the form of a list of orders products and data about customer.

Figure 4 shows system e-commerce business DFD level 0 chips, which display the process in detail separate. DFD level 0 is context diagram that includes all subsystem or the above function system in a way overall. Three business processes occurs on e-commerce websites company chips, as shown in the picture above: ordering or Ordering, registration, and product updates by the admin. During the ordering process, customers choose product For purchased, and during the registration process, customers register For get account.

3. DFD level 1 Order (Ordering)

In DFD level 0, DFD level 1 shows the processes that make up the main process, and shows method information move from one process to another process. says that customer No need enter For do booking or buy something, but they can start the purchasing process with choose the products they want. After add some items that will be ordered to basket shopping, check whether Already appropriate. If so appropriate, continue to checkout. You must finish all tasks here, such as enter customer data, select method shipping, and selecting method payment. After that, do it payment in accordance applicable terms and conditions and confirm booking.

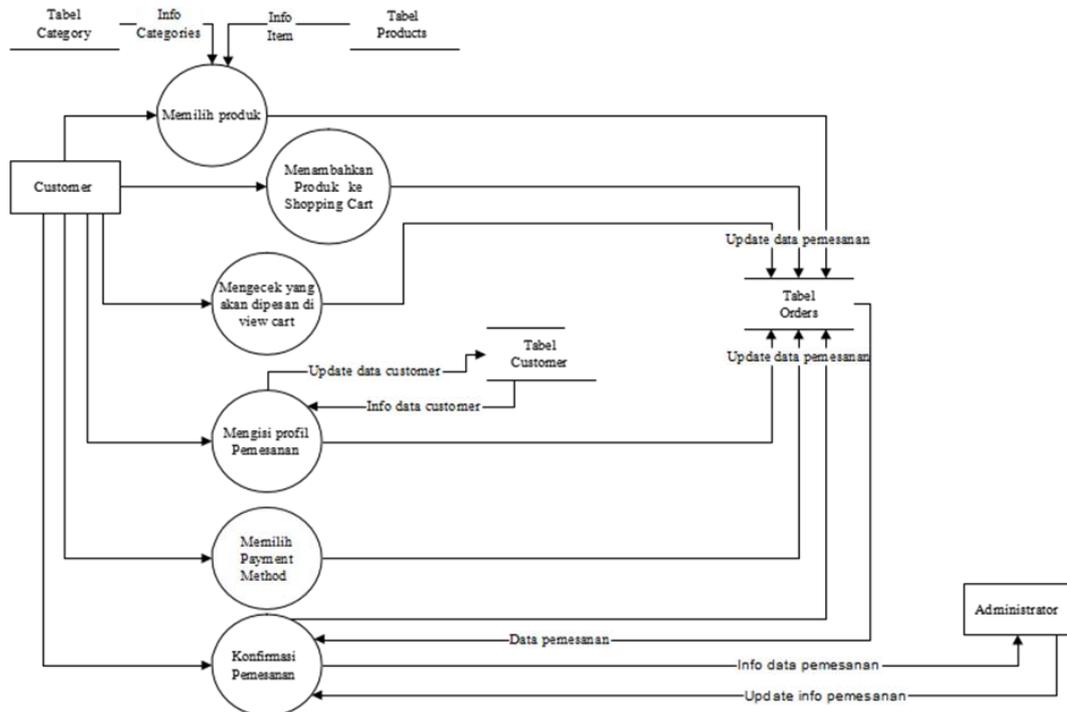


Figure 5. Order level 1 DFD for e-commerce system

3.3.4 Design (physical)

After finished plan concept (Conceptual Design), stages physique done. used by the person who uses it. On point this, some step important done, such as create a physical database and create

3.2. 5 Integration and system testing

At the stage next, the author do testing integration and systems to the previous program and enter stage program results.

Appearance home page

page Dashboard This show amount sale open, buyers, customers, and all other Devana online products.

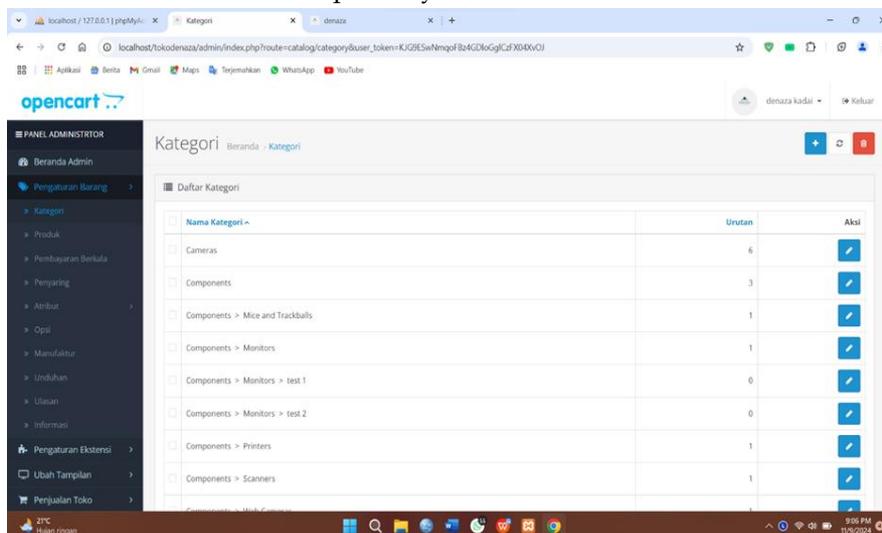


Figure 6. Home View

Initial Menu Display is the menu that is first accessed. when the browser opens the website.

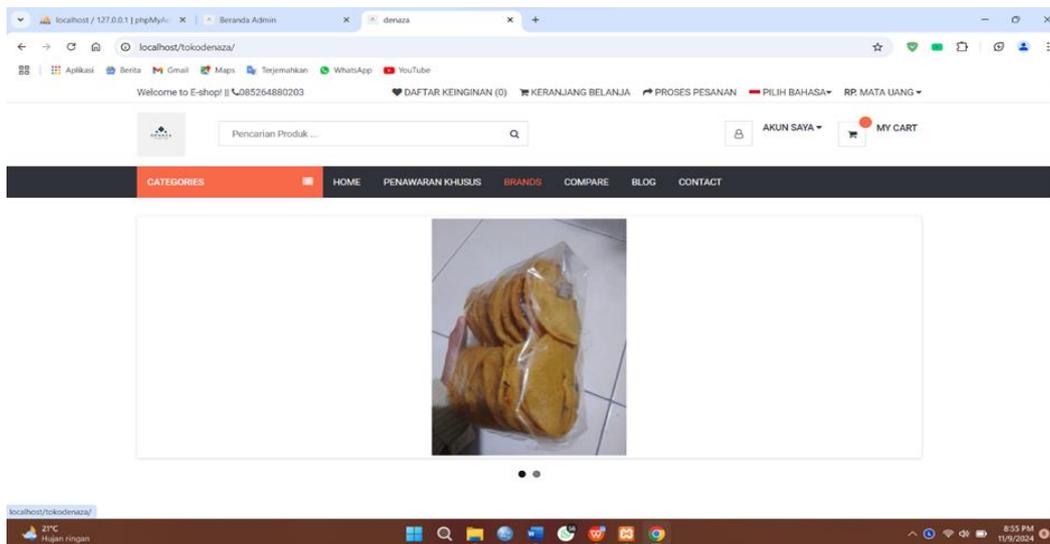


Figure 7. Initial View

Appearance Sale:

Provider page items that are displayed The products sold at Tassia Store. Here are the following: is appearance page provider goods:

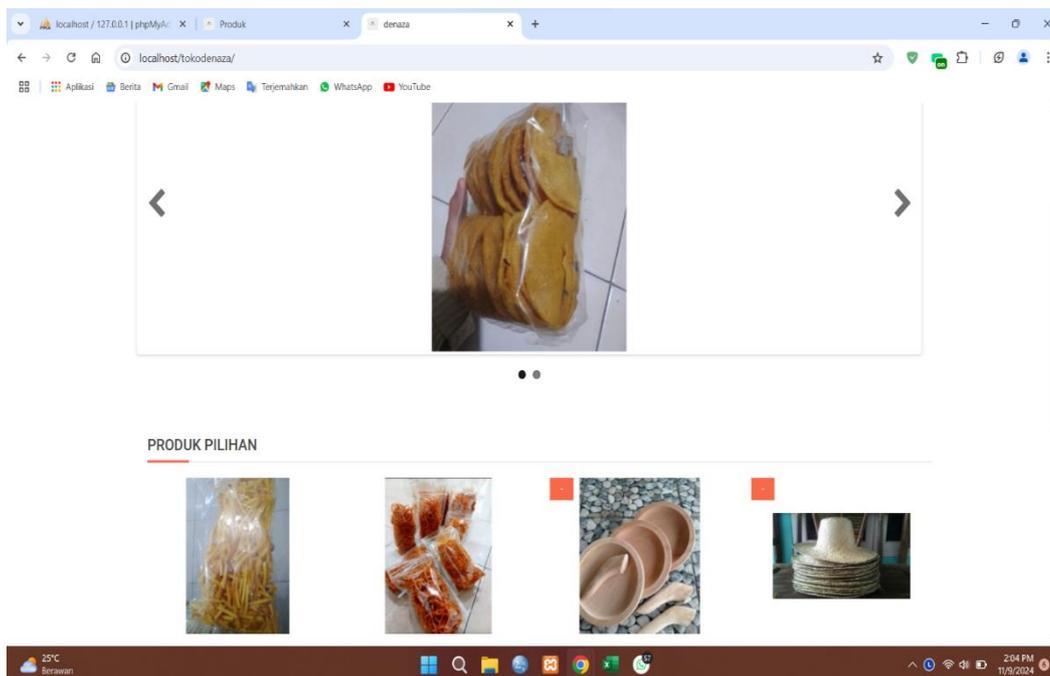


Figure 8. view Sale

Importance digitalization For help business micro, small and medium enterprises (MSMEs) in the region rural has shown by the results study about planning and and increase sale with building e-commerce with *OpenCart* chips in Koto Balingka District. This study show how e-commerce platforms like *OpenCart* can help increase market reach, increase efficiency operations, and provide opportunity for business local For compete in the digital era (Insani et al., 2021).

In a more context area, research This discuss a worldwide phenomenon where companies small and medium enterprises (SMEs) start use technology For overcome increasing market challenges

competitive. In many places, including in the area remote such as Koto Balingka, growth business local often hindered by problems like limited market access, limitations infrastructure, and lack of knowledge technology. MSME actors can access local, national and international markets with existence designed e - commerce system with good. In addition, the use of *OpenCart* as the main platform show How open-source solutions can offer moments and savings cost for business small and medium enterprises (SMEs) that have limitations source power. This study can become reference for other areas that are facing problem similar, because show that digital transformation can increase Power competitiveness and welfare society on a scale local, not only For company big. Research this also emphasizes importance Work The same between perpetrator business, government area, and provider technology For build supporting ecosystem growth digital economy in various place. This is happen with help business chips in Koto Balingka District with using e- commerce platforms (Kurniasih et al., 2023).

Research result show that implementation e- commerce system *OpenCart* For increase sale chips in Koto Balingka District own Lots benefit for community, MSMEs, buyers, and the government. Impact for users and buyers: Ease of Access: Buyers can with easy access product chips through e- commerce platforms When anywhere and anytime. Wide Choice: Buyers can see description complete from various variants products offered through e- commerce system. Customers more satisfied Because more payment and delivery fast and efficient.

With existence system this, society more realize digital technology and start use it in activity daily life. Local Economic Turnover Enhanced by sales chips are increasing. New Job Opportunities: Implementation of e- commerce can cause opportunity Work like service packaging, shipping, and digital marketing. MSMEs Increase Sales: E- commerce system expand local and national market reach, so that increase MSME income. MSME actors can also more efficient in manage stock, orders, and marketing. Business Development: With increased income, MSME actors have chance For innovate and improve scale business they. Awareness Brand: Online presence helps introduce brand local government increase income area through activity digital economy. Development Government Digital Infrastructure push improvement infrastructure supporters local, such as internet network. Support Towards MSMEs: Government can use success This as example For support other MSMEs in digitalization Business. Improving Regional Image: Products well- known local wide can increase reputation Koto Balingka District as place manufacturing chips quality. Results study show that use of e- commerce platforms *OpenCart* can become strategic solutions for push growth digital economy for business and society general.

Accept love Only Allah SWT gives His gifts and grace, because with His will research This can resolved. The researcher also said accept love to Mr. Rahmat, the owner chip business in Koto Balingkayang District, which has give permission to I For promote products on *OpenCart* related study this, so that study This can completed appropriate time.

CONCLUSION

From the MSME problem in Koto Balingka District that I interview is problem limited market access for businesses chips. Many MSMEs, especially those in rural areas like Koto Balingka District, facing difficulty in expand range customer they. They usually rely on offline marketing, which limits potential sale.

Lack of Understanding Technology: There are many MSMEs in the area Possible No understand digital technology or No used to using it, which hinders they For utilizing e- commerce platforms in a way effective. Fierce Market Competition: Business small and medium enterprises that produce chips in this area Possible face competition with product a more similar type easy accessible or more known in local and national markets. MSMEs often face problem with source Power human and financial For develop business they more far, including in matter digital marketing or online store management, because limitations source Power they. Lack of Sales Platform Integrated: Many MSME actors still

depends on marketing through social media or method conventional other without using a sales platform integrated that helps they manage transactions, stock, and marketing.

Research Results: Implementation of e- commerce platforms based *OpenCart* can help finish problems This. Increasing Market Access: MSMEs can reach a wider market wide than local market only with using e- commerce platforms based *OpenCart*. They own ability For sell chips they to consumers outside Koto Balingka District, even at the level national, without must building a physical store. Improvement Knowledge About Implementation Technology

System This usually accompanied by with training for business small and medium enterprises (SMEs). In addition to increasing ability they For managing an online store, things this also gives they opportunity For utilise various digital features that can help increase sales. MSMEs can get benefit from improvement Power competition offered by e- commerce platforms, which can help they compete in a bigger market wide than player big. Chips can more easy found and purchased with professional store appearance and use feature marketing like discount or promotion. Management *OpenCart* is more efficient make it easier report sales, transactions, and management stock. This reduces need For relies on manual systems, which are frequent cause errors and inefficiencies. Supervision Better Financial MSMEs can more easy blend cash flow and profits with integrated system. from every sales, which makes it easier taking decision business and planning finance.

Perpetrator MSME chips in Koto Balingka District can overcome problem like understanding poor technology, limited market access, and competition with use e- commerce system *OpenCart*. Research that will be learn use *OpenCart* expected can show method For increase sales and managing MSMEs with more good. This is in line with objective For push business small and medium enterprises (SMEs) for more proceed with use digital technology.

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