

Designing a Digital Marketing Strategy for MSMEs in Nagari Tambangan through Openchart Platform-Based e-commerce

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Abstract

Tujuan artikel untuk menjelaskan strategi pemasaran digital Usaha, Mikro, Kecil, dan Menengah (UMKM) melalui e-commerce berbasis openchart guna meningkatkan pasar hingga tingkat global. Namun di Nagari Tambangan, banyak UMKM yang masih menganut strategi pemasaran tradisional yang sudah jarang di gunakan pada saat sekarang ini. Akibatnya besarnya potensi produk local belum termanfaatkan secara maksimal, sehingga UMKM masih tergolong rendah dalam persaingan pasar global yang semakin modern. Oleh karena itu, tujuan penelitian ini adalah untuk mengevaluasi evaluasi pemasaran digital yang efektif melalui penggunaan e-commerce berbasis platform. Metode penelitian dan pengembangan (R&D) yang digunakan adalah model pengembangan define, design, develop, disseminate(4D). Langkah-langkah kajiannya antara lain: (1) mendefinisikan permasalahan dan kebutuhan UMKM terkait pemasaran digital, (2) merancang strategi pemasaran digital yang terintegrasi dengan e-commerce, (3) mengembangkan media promosi berbasis web yang ramah pengguna dan efektif dan (4) mensosialisasikan temuan penelitian UMKM di Nagari Tambangan. Hasil dari penelitian yang dilakukan menunjukkan bahwa penggunaan openchart sebagai platform e-commerce sangat membantu UMKM dalam meningkatkan penjualan produk. Fitur-fitur openchart termasuk tampilan yang mudah digunakan, sesuai dengan kebutuhan, dan kemampuan menjual produk secara efisien yang memberikan kontribusi berarti dalam meningkatkan keberadaan produk dan penjualan UMKM. Dengan menggunakan platform ini, UMKM, dapat mengiklankan produknya secara digital, menarik banyak pelanggan, dan memaksimalkan sumber daya yang tersedia. Penelitian ini akan membantu dengan praktis dalam meningkatkan distribusi digital UMKM di Nagari Tambangan. Selain itu, penelitian ini dapat di jadikan acuan untuk mengembangkan strategi pemasaran digital seperti pembuatan konten, pemanfaatan media social, dan kolaborasi digital untuk meningkatkan keberhasilan strategi pemasaran digital UMKM.

Abstract

The aim of the article is to design a digital marketing strategy for Micro, Small and Medium Enterprises (MSMEs) through Openchart-based e-commerce to expand their market reach, up to the global level. However, in Nagari Tambangan, many MSMEs still adhere to traditional marketing strategies which are rarely used nowadays. As a result, the enormous potential of local superior products has not been utilized optimally, so that MSMEs are still relatively low in increasingly modern global market competition. Therefore, the aim of this research is to evaluate effective digital marketing through the use of platform-based e-commerce. The research and development (R&D) method used is the define, design, develop, describe (4D) development model. The study steps include: (1) defining the problems and needs of MSMEs related to digital marketing, (2) designing a digital marketing strategy that is integrated with e-commerce, (3) developing user-friendly and effective web-based promotional media, and (4) disseminating research findings on MSMEs in Nagari Tambangan. The results of the research conducted show that using OpenChart as an e-commerce platform really helps MSMEs in increasing product sales. Openchart's features include a display that is easy to use, according to needs, and the ability to sell products efficiently which makes a significant contribution to increasing the presence of products and sales of MSMEs. By using this platform, MSMEs can advertise their products digitally, attract many customers and maximize available resources. This research will provide practical assistance in improving the digital distribution of MSMEs in Nagari Tambanga. Additionally, this research can serve as a reference for developing digital marketing strategies such as content creation, social media utilization, and digital collaboration to enhance the success of MSME digital marketing strategies.



INTRODUCTION

Indonesia is developing an economy that has great potential to boost national economic growth. Businesses engaged in the economy recognize the best aspects of all economic activities of the Indonesian people. In addition, Indonesia will benefit from an increase in the productive population in 2035, namely young people and people aged 16 to 30 years. Indonesia's young population has the potential to become business owners and employees with creative skills who can adapt to changes in the economic context. As one of the alternatives to the national economy, the creative economy sector contributes to the development of national products and the growth of creative industries that can contribute to the economy. The development of Indonesia's economy can have a positive impact on the Indonesian economy, such as in West Sumatra, in terms of the economy as a whole, productivity, employees, business operations, and inter-sector relations. Indonesia's economy has experienced growth from year to year, supported by the government's efforts to improve economic development. The role of the government is very important for the sustainability of Indonesia's economic growth. (Aysa, 2020)

In the context of governance, a country's government is determined by the State Budget (APBN) and Regional Budget (APBD) policies. These two instruments are important for implementing policies. They are the main references in the budgeting process that aims to support national development. Indonesia, especially the province of West Sumatra, is known to have considerable economic potential, ranging from agriculture and culinary arts to tourism. Each city/district in West Sumatra has its own characteristics that are useful in assessing the regional economy. West Sumatra is currently involved in various construction projects aimed at improving its economy. Government support is very important to accelerate economic development in West Sumatra. Therefore, various efforts are being made so that economic development can run smoothly and benefit the wider community. Administratively, the province of West Sumatra has 19 districts/cities consisting of 12 districts and 7 cities, namely Agam District, Dhamasraya District, Mentawai Islands District, Kimapuluh Kota District, Padang Pariaman District, Pasaman District, West Pasaman District, South Pesisir District, Sijunjung District, Solok District, South Solok Regency, Tanah Datar Regency, Padang Panjang City, Pariaman City, Sawahlunto City, and Solok City. In particular, Tanah Datar Regency has a strategic advantage in promoting social and economic development at the local level. Nagari, a traditional administrative unit based on Minangkabau law, functions as a representative of the government and a driving force behind land and cultural preservation. With support from the state and regional budgets, various village development programs such as infrastructure development, skills training, and creative economic development can be implemented more effectively. In these villages, the economy is still underdeveloped. For example, MSMEs are a type of small business that has been very successful in the growth and development of the general economy. In all circumstances, MSMEs can be utilized to ensure the welfare of the community. Many large businesses went under during the 1998 financial crisis, but MSMEs remained stable and even increased in number. Given the success of MSMEs in boosting a country's economy, it is very likely that a country will adopt MSMEs because of their very important role in the growth and development of Tambangan (Arhaninka et al., 2024).

MSMEs focus primarily on economic activities, job creation, the creation of new markets, and are important players in the local economy and community welfare, as well as contributing to GDP and the balance of payments. Another way to see the contribution of MSMEs is through GDP or Gross Domestic Product. However, MSMEs in Indonesia are still viewed with caution. (Hidayat, 2022)

Addressing SME issues that can hinder growth and their impact on the economy. This includes reduced access to media, reduced technology adoption, reduced managerial capabilities, and reduced competitiveness in the global market. In addition, the influence of MSMEs on local markets often results in changes in the macroeconomic environment and fluctuations in demand. Therefore, the government, private sector, and financial institutions must work together to provide assistance, ease of access to

education, and training to improve the competitiveness of MSMEs. With the right strategy, MSMEs are expected to play a greater role in driving national economic growth and building an inclusive and sustainable economy (Hidayat, 2022).

MSMEs can use digital platforms such as e-commerce to increase sales and provide efficiency. Businesses with high operational costs, time and space constraints can increase their income. Simply put, e-commerce can be used as a competitive strategy that will increase the competitiveness of MSMEs. This is because the marketing of MSMEs in Karangasari Village is not only limited to the surrounding area of Demak Regency, but has also reached outside the city and outside Java Island. (Kurdi & Firmansyah, 2020)

E-commerce is a digital platform that enables the online sale of goods and services without time or geographical limitations. By utilizing e-commerce, SMEs can expand their market reach, strengthen their customer base, and increase product visibility. For example, MSMEs in Nagari Tambangan, which previously only served the local market, are now able to distribute their products outside the city and possibly outside the island of Sumatra. This illustrates that e-commerce is not only a tool to increase sales but also a successful strategy to boost MSMEs in the digital era. With the use of technology and innovation, e-commerce can provide new opportunities for MSMEs to grow and develop to their full potential (Piarna & Fathurohman, 2019).

E-commerce is one of the strategic solutions for MSMEs to improve business efficiency and reduce marketing reach. Through this digital platform, MSMEs are not limited by space and time, enabling them to offer a wider market with more competitive operational costs. For example, MSMEs in Nagari Tambangan have successfully utilized e-commerce to ship their products outside the city, and even outside the island of Sumatra. This indicates that e-commerce is not just a means of selling goods, but also a tactic to increase MSME sales and income. With technological advances, e-commerce can be an important tool in driving MSME growth in various regions (Rakanita, 2019).

Technological advances, particularly in the digital and internet spheres, have created great opportunities for MSME entrepreneurs to market their goods or services. One marketing strategy that is highly relevant to the current economic situation is digital marketing. Digital marketing is a marketing strategy that uses digital platforms such as social media, websites, email, and search engines to reach customers more productively and practically. By utilizing digital marketing, MSMEs can reach a wider audience, increase customer interaction, and optimize marketing strategies at a more affordable price compared to traditional marketing methods. This makes digital marketing an important tool for MSMEs to remain competitive in the digital era (Abdul Karim, Kusmanto, 2022).

SMEs marketed to the public through social media marketing aim to increase SME revenue, which has yielded significant results. First, there has been an increase in knowledge and skills in utilizing ikat perca weaving as an economical type of handicraft. This was achieved through teaching methods designed to improve understanding, knowledge, and use of social media as a teaching tool. In addition, this activity helped MSMEs market their products online through social media and provided guidance on how to create interesting and quality content that is more effective in attracting customers (Aisyah & Rachmadi, 2022).

Social media marketing training also encourages MSME players to be more adaptive to technological developments in their marketing strategies. By utilizing platforms such as Instagram, Facebook, and WhatsApp, MSMEs can promote their products widely without being limited by geographical location. In addition, this training also provides an understanding of the importance of branding and storytelling in attracting customers. Through a combination of skills in producing quality products, attractive packaging, and effective digital marketing, this activity is expected to increase the competitiveness of MSMEs in local and national markets, while also having a positive impact on community economic growth (Abdul Karim, Kusmanto, 2022).

In the context of Indonesian consumer protection law, specifically Law No. 8 of 1999 concerning consumer protection, the rights and obligations of consumers and the responsibilities of business owners have been clearly formulated. Articles 4 and 5 describe the rights and obligations of consumers, while Articles 6 and 7 describe the rights and obligations of business owners. Articles 8 to 17 of the law outline the consequences imposed on business owners, such as when goods or services sold through e-commerce cause problems. In addition, operational business responsibilities are also mentioned in Articles 19 to 28, particularly regarding the obligation of merchants to minimize interaction with customers. By understanding these legal aspects, MSMEs can run their businesses not only efficiently in terms of marketing, but also in compliance with regulations and providing protection to consumers (Paryadi, 2020).

The developed Opencart can help Tambangan village to sell products more successfully than before, thereby reducing inventory and allowing customers to purchase products online. The results of the System Usability Scale (SUS) survey completed by 80 respondents using a questionnaire with a Likert scale that has been verified as valid and reliable on the Palapa Sablon web-based system for sales and purchases using Opencart, show that the average SUS of respondents is around 74.9. Based on the interpretation of the SUS score, the Palapa Sablon system that was created displays responses including category B values with a percentile above average (Gunawan et al., 2022).

The e-commerce application system developed using PrestaShop has two main users: administrators and customers. Although customers have the ability to view available products and obtain information about new products, administrators have the ability to create websites, manage databases, and handle customer service. With features designed to improve user satisfaction, this web-based e-commerce system offers a good shopping experience and can increase customer satisfaction.

The development of the Pagerjurang Bayat Pottery Sales e-commerce application using the waterfall process model, PHP programming language, and MySQL database can increase the potential of MSMEs as the originators of frequently used commodities. Along with the development of e-commerce as seen in Palapa Sablon with Opencart and PrestaShop, technological advances such as Pagerjurang Bayat Pottery can help MSMEs reduce inventory, increase sales, and improve customer satisfaction. Despite the challenges, the potential of MSMEs in Pagerjurang Bayat Pottery can be seen from the presence of customers from abroad, other provinces, or even other regions. Therefore, more time is needed to develop innovative pottery designs and e-commerce systems to enhance the production outcomes of Pagerjurang Bayat Pottery and boost online sales (Ekowati et al., 2022).

METHOD

This research uses the Research and Development (R&D) methodology to analyze and develop digital marketing strategies for MSMEs by utilizing the OpenCart e-commerce platform in Nagari Tambangan. The objective of this project is to increase sales and sales of MSME products through the development of digital technology. This research methodology focuses on three main steps:

- 1) Define (Problem Definition)

The first step in this research is to define the problems faced by MSMEs in Nagari Tambangan. This process identifies the needs and challenges faced by MSMEs, such as a lack of understanding of digital marketing strategies, difficulties in using e-commerce technology, and difficulties in packaging products properly. A local market analysis is conducted to understand the market potential and factors that influence the growth of MSMEs in the area concerned. Initial data was collected through surveys and interviews with MSME participants and staff. Initial data was collected through surveys and interviews with MSME participants and other related parties to provide a clear picture of the specific requirements for using the OpenCart platform.

- 2) Design (System and Strategy Design)

Once the problems were defined, the next step was to implement a digital marketing strategy and an e-commerce system based on *the* OpenCart *platform*. This design highlighted relevant marketing strategies, such as the use of social media, discount promotions, and featured product catalogs. Other important features of the e-commerce system include product management, payment integration, and shipping policies. The OpenCart user interface is designed to make it easy for MSME users to operate, while still considering the local characteristics and needs in Nagari Tambangan.

3) Development (System Development and Implementation)

The development stage includes the creation and testing of the OpenCart platform in accordance with the designed specifications. The system prototype is designed to meet the needs of MSMEs in Nagari Tambangan, with an emphasis on features that facilitate digital transactions and marketing. System testing is conducted by providing a number of MSME users with the opportunity to assess the effectiveness and suitability of the platform for their needs. The main objective of the initial users is to make the system more user-friendly and efficient. In addition, the initial implementation is carried out on a small scale to assess its effectiveness and impact on MSME growth.

4) Dissemination (Evaluation and Dissemination)

The final step was to report the results of the development to other MSMEs in Nagari Tambangan and assess its effectiveness. The purpose of this training was to help MSME employees understand how to use the OpenCart platform and optimize their digital marketing strategies. The research results were presented through seminars and workshops involving several related parties. To ensure that the system continues to function according to user needs, evaluations were conducted by collecting user feedback. The long-term plan includes the need for strategies and platforms to reach more MSMEs in Nagari Tambangan, with the hope that the benefits can be realized comprehensively.

RESULTS AND DISCUSSION

The development model used for this research is the 4D development model, which consists of the following stages: definition (definition), design (system and strategy design), development (system development and implementation), and dissemination (evaluation and dissemination).

a. Results

1. Define (Problem Definition)

a) Needs Analysis

The needs analysis aims to identify the specific needs of MSMEs in utilizing OpenCart technology for digital marketing. These requirements include the ability to use product catalogs, digital payment methods, and delivery tracking systems. This analysis also highlights how marketing strategies can be tailored to local MSME products in Nagari Tambangan, such as specialty foods and handicrafts, to increase sales and lower market prices.

b) User Analysis

In the process of determining user needs, it is very important to ensure that marketing strategies carried out digitally through e-commerce based on the OpenCart platform can effectively address customer concerns and needs. Users want to access the products they are looking for easily and quickly. Therefore, an e-commerce platform based on opnchart must have easy-to-use navigation, clear product categories, and an efficient search system to make it easier for users to find the products they want.

c) Analysis of Facilities and Infrastructure

The existing facilities and infrastructure aim to consider the facilities available in Nagari Tambangan, such as the internet network and the technological equipment owned by MSME players, to be able to access the opnchart application that will be used. In NAGARI Tambangan, not all MSME owners have participated in MSME training, and some are still unable to use technology. If there are deficiencies or incompleteness in the facilities to be used, it is necessary to take action such as conducting additional training or bringing in resource persons to find solutions.

d) Analysis of Social and Environmental Conditions

The social and environmental conditions in Nagari Tambangan play a very important role in the future of MSMEs. Issues such as local customs, interacting with other people, and the existence of communities with MSMEs must be considered to ensure that the Openchart-based marketing strategy can be implemented and used successfully. Additionally, this analysis highlights the impact of external environmental factors such as market access and government policies that hinder the digitalization of MSMEs, so that the proposed solutions can be adapted to the actual situation in the field.

2. Design (System and Strategy Design)

a) 3.1.2.1 Use Case Diagram



Figure 1. Use Case Diagram

A use case diagram is a collection of diagrams and text that work closely together to document how users (actors) interact with the system. Figure 1 illustrates the use case diagram modeling activity with two actors, namely the customer and the administrator. The customer focuses on purchasing and selecting the desired product. Meanwhile, the administrator is responsible for managing the platform, including products, product menus, and customer feedback. This diagram illustrates each step that occurs during user interaction with the e-commerce system, from login to product placement and payment.

b) Activity Diagram

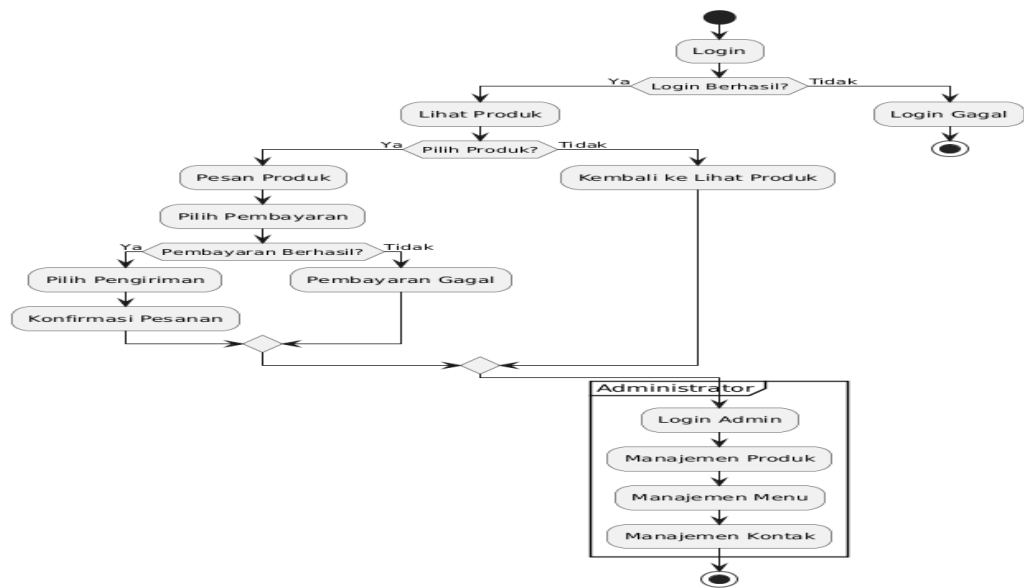


Figure 2. Activity Diagram

Activity diagrams illustrate various activities within the system being executed, how each action is taken, possible decisions, and how those actions are implemented. Activity diagrams can also show parallel processes that may occur during processing. The activity diagram illustrates the steps taken from login to customer purchase confirmation, as well as login and control of products, menus, and administrators. This diagram organizes the events that occur in an e-commerce system by showing the various considerations made and how one activity interacts with another.

c) Class Diagram

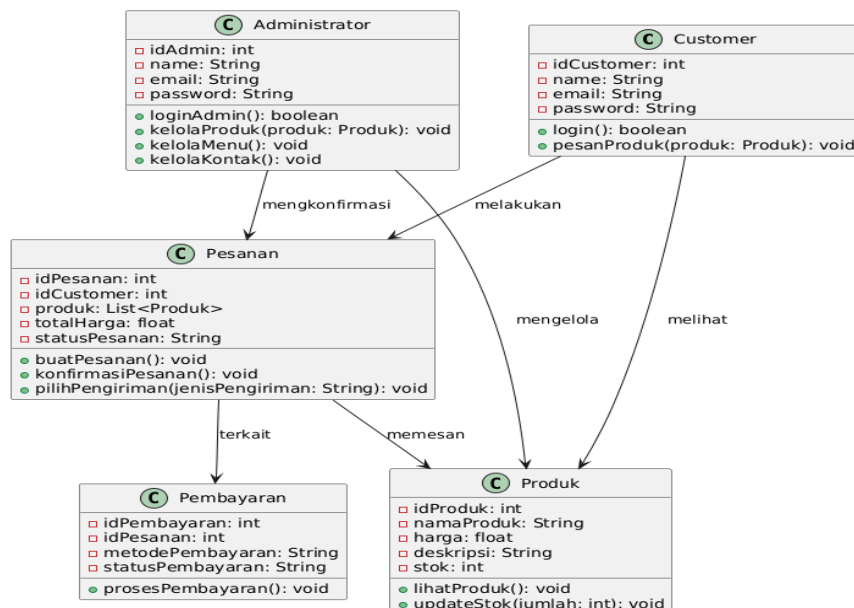


Figure 3. Class Diagram

A class diagram illustrates behavior, and this scenario diagram shows many examples of objects and messages implemented between those objects in a use case. That is the class diagram of the designed e-commerce system. This class diagram illustrates the structure of the e-commerce system, which includes

two main actors, customers and administrators, as well as several elements involved in e-commerce transactions, such as products, sales, and payments. Each class has attributes that describe related data and methods that describe actions that can be performed. The relationships between classes explain the interaction between the client and the product they purchase, as well as the role of the administrator in evaluating available products and orders.

3. Development (System Development and Implementation)

After the design stage is complete, the next stage is the implementation of e-commerce through the OpenCart platform in Tambangan village. After conducting a comprehensive analysis of e-commerce, OpenCart was deemed suitable for addressing the issues raised in the research in Tambangan village. The system implementation stage is when the system is ready for operation. This implementation outlines the estimated costs and time required to launch the OpenCart-based e-commerce system.

The implementation is carried out in accordance with the previously prepared plan, and each step of the process is carried out in an organized and efficient manner. In addition, in the context of MSMEs, there must be a strong marketing strategy to support the use of e-commerce platforms such as OpenCart. This strategy uses various digital marketing techniques, search engine optimization (SEO), and the use of OpenCart's built-in features to market MSME products to a wider market. Therefore, system acceptance testing is carried out by evaluating the system using specific data within a certain period of time. This is done by the administrator to ensure that the system is functioning properly and is well evaluated by users. Finally, evaluating the program's appearance is crucial to ensure that OpenCart platform users can illustrate products clearly and easily for both administrators and customers. All of these steps are intended to ensure the successful implementation and optimal use of the system for MSMEs that adopt this platform in their marketing strategy. The OpenCart menu appears as follows.

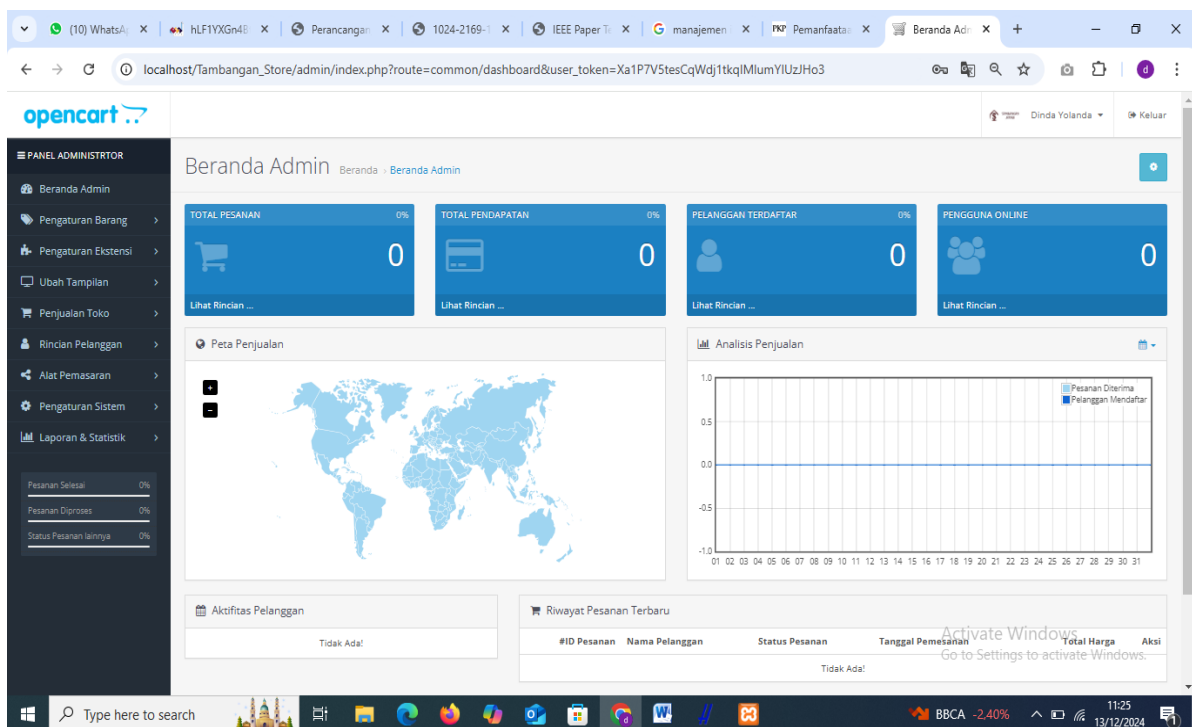


Figure 4. Admin Menu Display

This is the OpenCart admin homepage display, which can only be accessed by admins or people who know the email and password to log into OpenCart. This admin display provides various

OpenCart control features. The admin homepage is the center of OpenCart, where you can change the language, desired products, product banners, store logo, and store name.

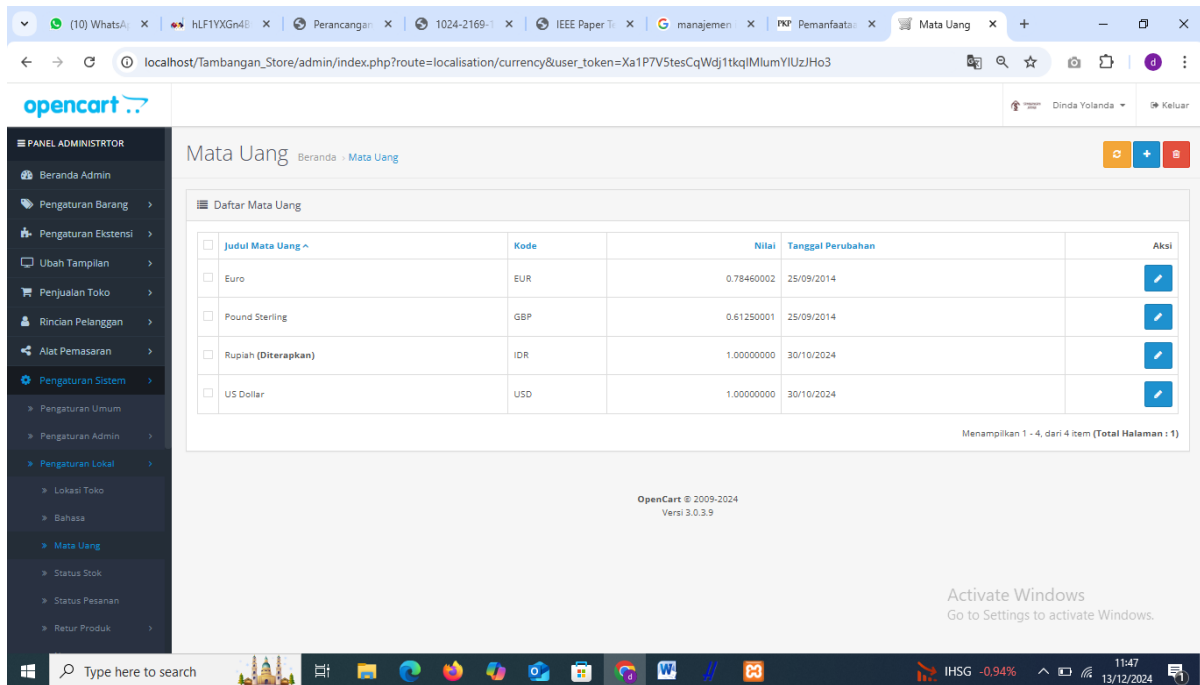


Figure 5. Currency Settings

The currency settings interface allows you to add and adjust the currency according to each country's requirements.

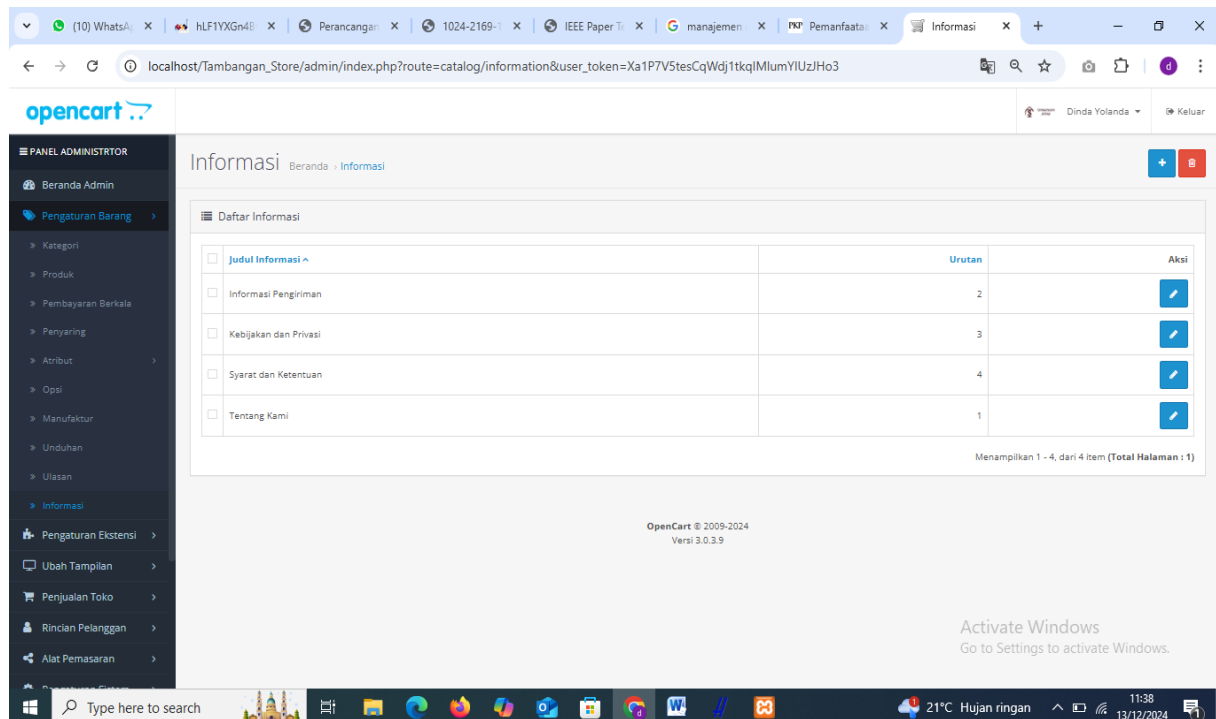


Figure 6. Information Settings on the Admin Page

This interface is where information and copyright settings are configured, which can be modified by the admin. These settings are important because not just anyone can access Openchart.

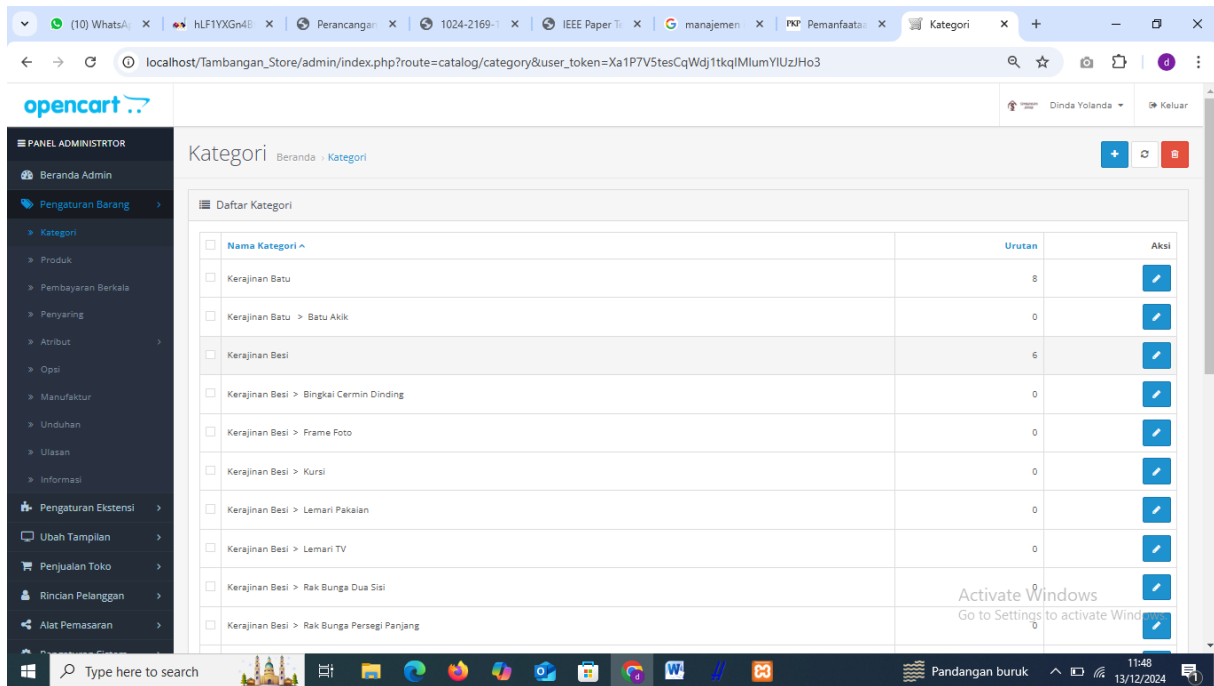


Figure 7. Product Category Names

This interface is where products and product categories for SMEs are entered. Access is restricted to admins only.

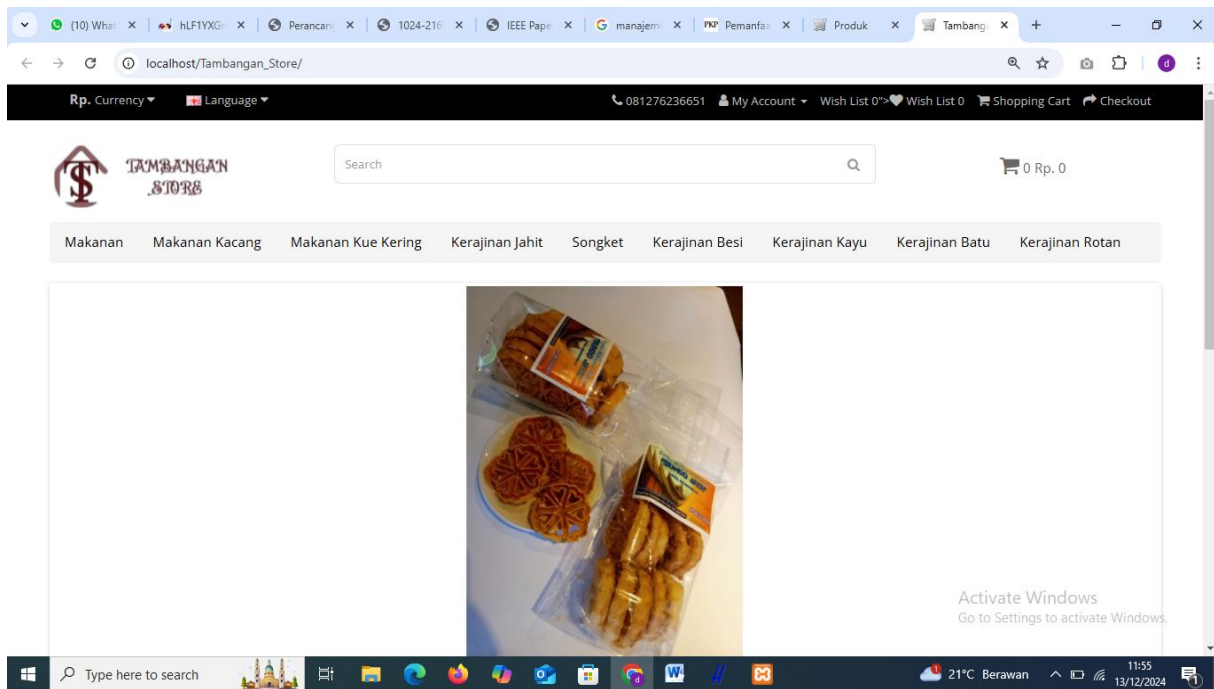


Figure 8. Openchart Home Screen

This interface is the menu display for Openchart users, showcasing various attractive products.

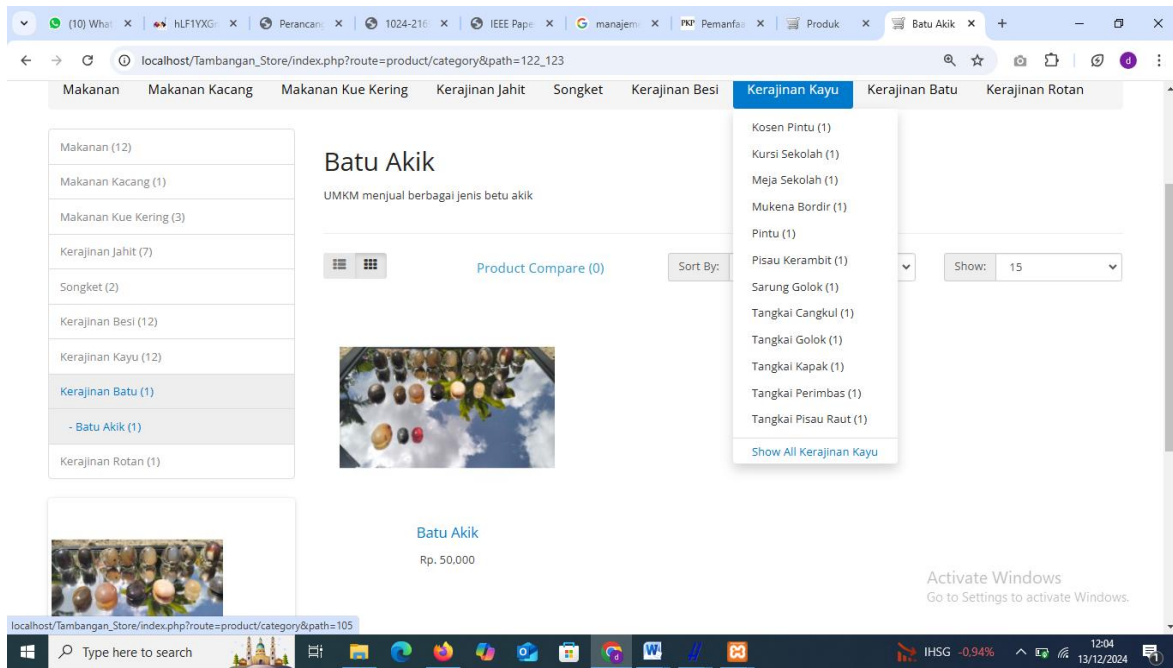


Figure 9. Product Display

This is the product display that contains images of various product categories that can be viewed.

4. Dissemination (Evaluation and Dissemination)

In the process of evaluating and disseminating the results of this research, training has been optimized as a strategic step to support the application of technology in the MSME sector. The main focus of the training is to improve business actors' understanding of digital marketing strategies that are relevant to their needs. One of the tools introduced in this training is OpenCart, an e-commerce platform that allows MSMEs to expand their market reach more effectively. By integrating modern marketing theory and hands-on practice using OpenCart, this training is expected to provide tangible benefits for the sustainability and competitiveness of MSMEs in the digital era. (Harahap et al., 2021)

Discussion

Our research results show that the use of OpenCart to support MSMEs in Nagari Tambangan has been successful. Business owners who participated in the training became more proficient in displaying their products online and were able to increase sales. This is because OpenCart has features that are easy to understand, even for people who are not tech-savvy. In addition, this technology greatly facilitates online store transactions, from cataloging to payment. However, there are still several problems, such as the lack of internet access in some areas, which has led to less than ideal results in some places.

A closer look at this study shows that technology such as OpenCart can be a competitive advantage for MSMEs, especially in the digital era. However, the security of OpenCart's data and system must continue to be improved. Risks such as data loss or hacking can be dangerous if not taken into consideration. In addition, over the next few years, this platform needs to be updated frequently to remain relevant to user needs and technological advances.

If you want to observe the potential for natural disasters in Nagari Tambangan, it is also important to ensure that the system can be used even in the event of a disruption. For example, when a disaster occurs, data can be stored in the cloud so that it is not lost for too long. With good performance, OpenCart not only helps MSMEs survive but also grow over time, sometimes encountering obstacles

that do not actually exist. This research is compared with other studies to obtain support and efficiency for use as a marketing strategy for SMEs based on OpenCart. (Utari et al., 2022)

According to Santoso's (2022) research, online sales results must be achieved by creating a marketplace using CMS. After conducting a thorough analysis of the best CMS for online sales, OpenCart was chosen because it was most suitable for the business case in question. In addition, the evaluation results showed that there were more than 100 participants during the entire evaluation period, which lasted for one month. This shows that the use of the OpenCart CMS for online marketing can increase the number of customers compared to previous online marketing efforts. Meanwhile, this study shows that OpenCart is very useful and the right solution to be used in Tambangan to market MSMEs online. (Santoso et al., 2022)

According to Jawariyah (2020), based on the results of the research activities, only about 25% of participants were able to follow the process of becoming sellers in the actual market, even though the majority of participants learned to understand the steps involved in the mentoring process. However, it can be seen from the Google Gorm survey that 100% of respondents were very interested in opening an online store and were all familiar with the process. (Juwariyah & Krisnawati, 2020)

According to Aulami (2022), the results of her research based on the relatively large and growing number of MSMEs highlight issues such as the failure to fully utilize information technology, especially mobile technology, to help increase product sales. The results of her research show that technology has not been fully utilized, whereas this research utilizes digital technology and focuses on marketing conducted online or more on technology. (Aulami & Ariani, 2022)

According to Suraini (2020), the results of the research show that capital, human resources, access to banking, the short shelf life of products, and finally, access to markets both nationally and internationally are factors that hinder MSMEs. The program under the auspices of MSMEs in Bali Province can be implemented in collaboration with the government, banks, state-owned enterprises, operators, LPD, regional-owned enterprises, and senior advisors notified through business incubators. Based on the completed study results, recommendations for action can be made, namely a program that bridges the gap between the government and MSMEs in Hawaii. The government must implement a fast, safe, and effective licensing process in one step. This research shows that the fast licensing process is carried out and the local government fully supports MSMEs by providing training for MSME players. (Sunariani et al., 2020)

According to Fitrio (2023), even though there are many small and micro business units, the business development strategies of each actor are quite limited. Among the issues faced by small and micro businesses are the difficulty of dominating the market and accessing capital. Factors that influence MSMEs include internal and external factors. This study discusses how to develop effective strategies for MSME issues, with the existence of Openchart-based e-commerce providing solutions to the problems that arise. (Fitrio et al., 2023)

The results of this study have had a positive impact on the MSME community in Tambangan village. Users or buyers can now access MSME products more easily through online platforms such as OpenCart, which offers practical and efficient business assistance. In general, the community has also been affected because local products from Tambangan village are more widely known, thereby increasing demand for regional goods. For MSME players, the use of technology helps the community run their businesses with higher quality, increase income, and manage the instability of the MSME market in Tambangan village. In addition, the government benefits from local economic growth. This is in line with the government's goal of digitizing MSMEs as part of a technology-based economic development strategy. This shows that the use of technology such as OpenCart can be a strategic tool to drive economic growth effectively and efficiently.

CONCLUSION

Based on the results of the study, the implementation of OpenCart as a means of supporting MSMEs in Tambangan village has had a significant positive impact. Business owners have successfully understood various digital strategies through training, enabling them to develop their companies by utilizing this platform. Compared to traditional marketing methods, OpenCart is more effective in increasing sales and reducing market volatility. OpenCart has the potential to be a comprehensive marketing solution, especially if used carefully to ensure system security and accessibility. With the right collaboration from many parties, including the government and the general public, the implementation of OpenCart can help MSMEs create broader and longer-term business opportunities.

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