International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Enhancing the Competitiveness of MSMEs Through Marketing Digitalization and QRIS Payment Implementation in Gondowangi Village, Wagir District, Malang Regency

Zaskia Nailah Atasalwa[1], Vahirra Annisa[2]*

[1,2]Faculty of Economics and Business, Universitas Brawijaya Malang, Indonesia.

*Email: zaskianailah@student.ub.ac.id; vahirraannisa11@student.ub.ac.id

Abstract

The Micro, Small, and Medium Enterprises (MSMEs) sector in Gondowangi Village, Malang Regency, possesses resilient economic potential, yet its growth is hindered by the low digital literacy of business actors. The main constraints faced by partners include limited conventional marketing reach and inefficiencies in managing daily financial transactions. This Community Service (PkM) activity aims to accelerate the transformation and economic independence of 3 targeted MSMEs through marketing digitalization and payment system modernization. The implementation method is participatively designed through four comprehensive stages: preparation, organizing, execution, and integrated monitoring and evaluation. The results demonstrated a success rate that significantly exceeded the minimum achievement indicator of 66%. Specifically, coordinate mapping on Google Maps established an online presence that validated and increased the visibility of the partners' businesses. Furthermore, the implementation of the Quick Response Code Indonesian Standard (QRIS) payment system was fully adopted by all three MSMEs, facilitating seamless cashless transactions while encouraging the habituation of more accountable cash flow recording. In conclusion, the integration of digital mapping and cashless transaction innovations has proven effective in shifting the operational paradigm of conventional MSMEs toward an adaptive, competitive, and sustainable digital ecosystem.

Keywords: Digital Transformation, Google Maps, QRIS, MSME Empowerment, Gondowangi Village

INTRODUCTION

Gondowangi Village is one of the villages in Wagir District, Malang Regency, East Java Province, which has a total area of 418.6 hectares. Its administrative area is divided into five

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

hamlets, namely Gedangan, Dawuhan, Rekesan, Wiloso, and Pohbener. With a population of 8,202 people, the village has a demographic composition dominated by the productive age group whose livelihoods are factory workers, farm laborers, and Micro, Small, and Medium Enterprises (MSME) actors.

Despite having strong local resource and product potentials, field observations indicate that the MSME sector in Gondowangi Village is faced with strategic challenges in the field of digital literacy. Most business actors still rely on conventional word-of-mouth marketing methods and have not utilized digital mapping platforms such as Google Maps, resulting in limited market reach. Furthermore, regarding financial transactions, the majority of MSME actors have not adopted a cashless payment system (Quick Response Code Indonesian Standard or QRIS). This causes inefficiencies in recording daily cash flows and a lack of flexibility for buyers who are increasingly shifting to a cashless lifestyle.

Based on this situational analysis, the Community Service (PkM) team from the Faculty of Economics and Business, Universitas Brawijaya, designed a work program focused on the digital empowerment of MSMEs. The objective of this service is to accelerate the digital literacy of MSMEs through the registration of location points on Google Maps and mentoring the implementation of QRIS, which overall is expected to encourage sustainable village economic growth.

METHOD

This community service activity was conducted in Gondowangi Village, Wagir District, Malang Regency. The main subjects of this service activity are the local Micro, Small, and Medium Enterprises (MSMEs) actors. The program implementation was designed through active community involvement in the form of collaborative planning and direct mentoring. The stages of this community service activity consist of four main phases, namely: Preparation, Coordination, Execution, and Monitoring & Evaluation.

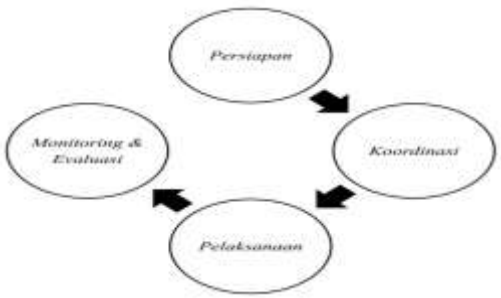


Figure 1. Stages of Activity Diagram

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

RESULTS

Based on the series of mentoring activities that have been carried out, this community service program successfully achieved the targeted outputs in accelerating digital transformation for the 3 main targeted MSMEs in Gondowangi Village. As the main objective of the service, the achievements were focused on two key indicators: the registration of business location points via Google Maps and the implementation of a non-cash payment system (QRIS). The success parameter of this program was set at a minimum achievement rate of 66% (2 out of 3 targeted MSMEs).

Realization of Google Maps Location Point Registration

Mentoring on the digital marketing aspect was realized through the registration of MSME business location points on the Google Maps platform. Before this program was implemented, the majority of the targeted MSMEs were not indexed on the digital map, making it difficult for prospective consumers outside the region to find production locations or selling places. The service team mapped the coordinates and inputted business information, such as store names, types of products offered, operating hours, and supporting photos.

The results of this mentoring showed that from the 3 mentored MSMEs, this program has successfully exceeded the minimum target limit for realization success regarding location point verification by the Google system. With the registration of these MSMEs on Google Maps, the level of business visibility increased significantly and provided a basic foundation for MSMEs to venture into service integration in the future.

Realization of QRIS Digital Payment Implementation

In line with location digitalization, the transaction modernization aspect was successfully realized through QRIS education and implementation. The service team helped facilitate the activation of merchant accounts for MSME actors, followed by the provision of physical barcodes in the form of acrylic displays which were strategically placed in the cashier area of each business so they could be easily seen by buyers.

The success rate of this indicator proved to meet the parameter target optimally, where from the 3 targeted MSMEs, all successfully processed, activated, and possessed a QRIS barcode ready to be used for transactions. The implementation of QRIS has a tangible impact on resolving the inefficiencies of returning change and monitoring transactions. As part of continuous education, business actors were also taught to routinely check the daily recapitulation on their merchant application and record it in the daily bookkeeping ledger facilitated by the service team, ensuring business cash flow remains accurately monitored.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

DISCUSSION

The implementation of community service in Gondowangi Village through the registration of location points on Google Maps and the implementation of QRIS has brought significant social and economic behavioral changes for local MSMEs. In the initial observation stage, the main problem found was the low digital literacy of business actors, which resulted in limited market reach and inefficiency in the daily transaction process. However, through the process of service, education, and direct technical mentoring, a social transformation occurred where MSME actors actively began adopting business operational technology.

Theoretically, the findings of this service process affirm the importance of technology-based economic empowerment at the rural level. The optimization of location mapping functions as a catalyst for digital marketing strategies, effectively providing MSMEs with an online presence to facilitate discovery by consumers from outside the regional area. On the other hand, the integration of the QRIS system does not merely solve the technical issue of change availability but also forms new habits in the community in the form of recording cash flows that are more accountable, transparent, and structured.

These changes and field findings are reinforced by theoretical perspectives and previous studies on the digital economic transformation of MSMEs. As explained in the literature by Gustina et al. (2022), the application of digital technology-based innovations and e-commerce is proven to have a positive and significant influence on increasing income, expanding market access, and operational efficiency of MSMEs. In the context of the activities in Gondowangi Village, the synergy between marketing visibility from Google Maps and the smoothness of transactions through QRIS has proven to be a crucial instrument for shifting the community's business paradigm from conventional methods toward the adaptation of a cashless and digital ecosystem. The synergy of these two innovations ultimately not only increases the economic competitiveness of the village momentarily but also lays the foundation of digital literacy to achieve a holistic and sustainable MSME independence.



Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Figure 2. Door-to-Door Visits and Data Collection

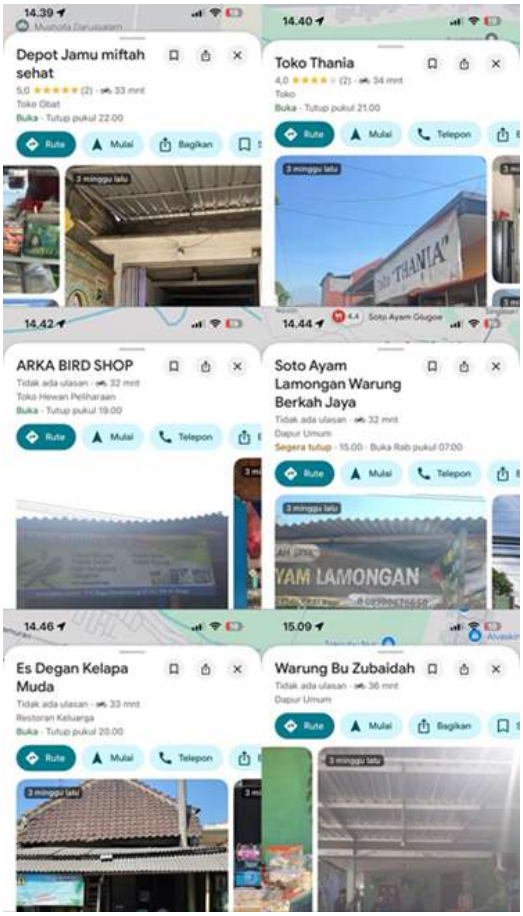


Figure 3. Process and Results of Submitting Locations to Google Maps



Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Figure 4. Advanced Monitoring and Mentoring

CONCLUSION

The implementation of the PkM activity in Gondowangi Village has successfully achieved its objective of accelerating the digital transformation for MSMEs. Based on the implementation results, the integration of location point registration on Google Maps and the implementation of the QRIS payment system for the three targeted MSMEs have proven effective in overcoming the problems of limited marketing reach and inefficiencies in recording financial transactions. In theoretical reflection, this two-way digitalization confirms that the adoption of technological innovations by rural communities is capable of shifting the conventional business operational paradigm toward a more adaptive, efficient, and accountable digital ecosystem.

RECOMMENDATIONS

As a recommendation to maintain program sustainability, the Gondowangi Village Government is expected to initiate the formation of a "Village Digital MSME" community forum and establish strategic partnerships with regional banking institutions to expand capital access. Furthermore, for future PkM programs, it is recommended to continue the mentoring stages into the realm of e-commerce integration and the use of digital cashier applications so that the economic independence of the village community can be accelerated.

ACKNOWLEDGMENTS

The author team expresses their deepest gratitude to the Faculty of Economics and Business, Universitas Brawijaya, for the institutional support and guidance provided during the implementation of this PkM program. We also extend our appreciation and gratitude to the Head of Gondowangi Village and all ranks of village officials for the permission, direction, and facilities provided during the field activities. Not to forget, the highest appreciation is addressed to the MSME actors in Gondowangi Village who have actively, enthusiastically, and cooperatively participated as target partners, ensuring this digitalization program could be successfully realized and provide tangible benefits.

REFERENCES

Gustina, L., Novita, W., & Triadi, Y. (2022). Pengaruh E-Commerce Terhadap Peningkatan Pendapatan Usaha Mikro Kecil Dan Menengah Di Kota Padang. Jurnal Teknologi Dan Sistem Informasi Bisnis, 4(1), 152–161. https://doi.org/10.47233/jteksis.v4i1.392

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Mayanti, N., Riffani, R., & Akmal, N. (2022). The contribution of peer social support to student engagement at SMAN 1 Pangkep Regency. Hybrid: Journal of Science Education and Learning, 1(2), 1–7. https://doi.org/10.51574/hybrid.v1i2.683 ETDCI

Nuraini Maila Ervina, & Yuwono Susatyo. (2020). The Relationship Between Social Support and Work Readiness Reviewed from the Work Experience of Javanese Students at Muhammadiyah University of Surakarta.

Noor, A., Radiansyah, A., Selfiana, Prihatini Ishak, R., Hakim, C., Rijal, S., Harto, B., Tinambunan, AP, Rustiawan, I., Purwatmini, N., Parlina, L., Citra Arta, DN, Khamaludin, Nabesar, S., & Hendriana, TI (2023). Human resource management (Human resource management). PT Sonpedia Publishing Indonesia.

Rijal, S., & Sesario, R. (2024). The relationship between employee training, career development, and job satisfaction: A case study of medium-scale enterprise in Bandung City. International Journal of Business and Leadership Excellence, 5(2), 1992–2002.

Senge, P. M. (1990). The Fifth Discipline: The Art & Practice OfThe Learning Organization. Doubleday.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.