

THE IMPACT OF DEVELOPING INTERNET USAGE ON THE SUSTAINABILITY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) BUSINESSES IN MERUYA SUB-DISTRICT SOUTH OF WEST JAKARTA

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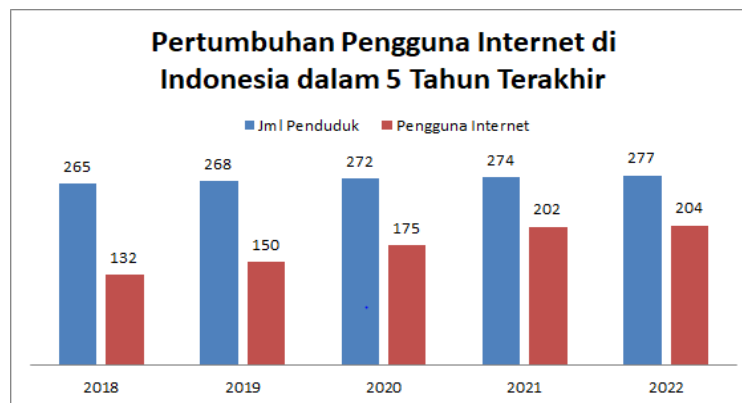
ABSTRACT

The purpose of the Implementation of Community Service is to provide additional support for the development of internet use for micro, small and medium enterprises (MSME.s). A clearer understanding of the importance of internet use will facilitate the achievement of products marketed by business actors, especially MSME.s, in advancing income and purchasing decisions for marketed products, information obtained in the internet world in particular. The respondents processed were 41 respondents from MSMEs business actors. Overall, it is hoped that market actors in the field can understand the importance of developing sustainable internet use for MSME.s business actors. The results obtained from the implementation of PkM are that this Community Service Program has succeeded in improving the performance of MSME.s businesses in Meruya south Village, West Jakarta through the implementation of effective internet use, in order to be able to Manage Sustainable Business Efforts through the Training and mentoring provided has helped MSME.s understand the importance of accurate information, manage data efficiently, and adopt information technology to increase competitiveness. MSME.s have learned how to utilize information for better decision making, as well as manage and access relevant data more easily through the information management system introduced.

Keywords: Development, MSME’s Actors, Training, Sustainability, Motivation.

1. INTRODUCTION

When the Covid 19 pandemic occurred, people's habits began to change, especially those using information technology, especially social media. People were used to using the internet to make purchasing transactions, so they experienced very rapid growth. (figure 1).



Source: (Annur, C, M, 2022)

Figure 1. Internet User Growth

Small and Medium Enterprises or what are usually called businesses (MSME.S) in Indonesia have a crucial role in the economy, dominating the economic structure by contributing quite a large national Gross Domestic Product (GDP). The points regarding the importance of MSME.s in Indonesia are number and dominance, GDP contribution, employment, export contribution, role in the economy, challenges, government support, role of Bank Indonesia and the importance of digitalization. (News.detik.com, 2023)

The important role of MSME.S makes the government try to support and facilitate the progress of MSME.s, where MSME.s must move up a class and become more modern. One of the points above that will be supported by the government is the importance of digitalization, although this is not easy to enable MSME.s players to take part and compete in the digital world, one of which is the use of the internet. The challenges that must be faced in digital roles via the internet are: First, the limited capabilities of MSME.S actors. Second, in terms of financing, MSME.s players are not yet able to prepare financial reports digitally. Third, from the production side, MSME.s players have not been able to meet product standardization to expand digital-based export markets. Fourth, cross-border regulations and procedures are complicated and time consuming. Fifth, innovation and technology, digital literacy, coaching and training (Zakiyah et.al, 2022).

Based on the data mentioned above, MSME.s players should use the internet, especially social media, as a means of promotion and carrying out transactions. This Community Service is carried out together with MSME.s actors in Meruya south Subdistrict by providing training, development and motivation in the culture of internet use to increase the knowledge of MSME.s actors. The priority problem of this PkM is to be able to further increase understanding of the importance of having knowledge about using the internet for MSME.s business actors in marketing their products in order to be able to maintain and develop their business in a sustainable manner.

2. METHOD

The method describes the stages of the research, including the research design, research procedures, and how to test and analyze the data. In describing the research method, it must be supported by references, so that the explanation can be accepted scientifically. Authors are required to present a literature review that is primary (references to journal articles and conference proceedings) and up to date (references published within the last 10 years).

Implementation Method:

The following are the training stages carried out:

1. Preparatory Stage:

- a. Field survey.
- b. Consolidation and determination of location and target audience.
- c. Preparation of training materials/materials, which include: papers, modules, questionnaires.

2. Training Implementation Stage:

a. Explanation about:

- 1) Increase knowledge and understanding regarding the information obtained effectively and efficiently
- 2) Increase knowledge and understanding regarding the use of the internet to support the business activities of MSME.S

b. Training sessions that focus on the ability to carry out activities regarding:

- 1) Increase knowledge and understanding regarding internet knowledge effectively and efficiently.
- 2) Increase knowledge and understanding regarding product strategies that are attractive to known consumers on the internet

Providing this capability is carried out using simulation techniques so that MSME.s players gain direct experience as well as enrichment from fellow MSME.s players.

Implementation Method

Extension activities for implementing activities are offline. The implementation of this activity is incidental with the schedule of events being as follows:

- Opening
- Delivery of material: related to the knowledge aspect.
- Question and answer activities
- Closing

The involvement of partners, namely South Meruya Village, West Jakarta, in implementing PKM also provides the same thing, namely providing material and strategies related to managing financial flows to MSME.s participants in South Meruya Village, West Jakarta.

This research method is also supported by previous research journals by Vicky Yoga Santria, et al (2025). Regarding the empowerment of MSME.s through digital training, it is said that digital marketing training based on local potential is effective in increasing the competitiveness and independence of MSME.S and can be a sustainable strategy in empowering the community's economy.

3. RESULTS AND DISCUSSION

From the community service program, several important results have been achieved which have had a significant impact on improving the business performance of MSME.s in Meruya Selatan District, West Jakarta. Adoption of

information technology and more effective use of the internet has been proven to increase innovation and competitiveness of MSME.s. The training provided has increased MSME.s understanding of the importance of access to accurate information and data management for efficient decision making. This includes the introduction of an information management system that makes it easier to manage and access relevant data. According to Legowo et al. (2020), the adoption of information technology through the ERP system has succeeded in improving the performance of MSME.s in Indonesia. Additionally, Raravi et al. (2020) found that the application of ICT contributed significantly to improving the performance of MSME.s.

Additionally, business sustainability has also been improved through the adoption of more efficient and environmentally friendly practices. However, there are several challenges, such as limited financial resources for new technologies and resistance to technology adoption among some MSME.S. Local government support and technology awareness have been identified as important factors in the adoption of information technology by MSME.s in the outskirts of Jakarta, (Sani et al., 2021). This suggests that despite obstacles, external factors such as support from governments and awareness of the benefits of technology can help overcome these challenges.

To overcome these challenges, solutions have been provided through collaboration with financial institutions for easier access to capital and mentoring sessions to increase digital literacy. This includes increasing understanding of how to manage new technologies and how these technologies can be integrated into the daily operations of MSME.s. Pandey (2022) suggests that the COVID-19 pandemic has encouraged technology adoption among MSME.s, with many MSME.s adopting response strategies to reduce information uncertainty and increase their competitiveness. Thus, initiatives such as mentoring sessions and collaboration with financial institutions become very important.

The involvement of local stakeholders, including local governments and educational institutions, has been key in supporting the success of this initiative. They provide logistical support and help MSME.s access wider markets. According to Akpan et al. (2020), the adoption of advanced technology such as FinTech can help MSME.s increase their competitiveness and business sustainability. Regional governments, in this case, have played a role in providing the necessary infrastructure and policy support to facilitate technology adoption among MSME.s.

This program has demonstrated that with the right support and a holistic approach, MSME.s can overcome existing challenges and increase their contribution to the local economy. Despite the challenges, the positive results of this program show great potential in supporting MSME.s to develop and innovate in today's dynamic market era. Wahab et al. (2020) emphasize that ICT adoption has a significant impact on the business performance of MSME.S in the manufacturing sector, indicating that technology plays an important role in the sustainability and growth of MSME.s. With continuous support from various stakeholders, MSME.S in Meruya Selatan Subdistrict, West Jakarta can continue to improve their performance and competitiveness.

FIGURE AND TABLE

Descriptive Analysis of Respondents

Number of respondents: 41

Gender

Men: 1

Women: 40

Age

20-29 years old: 1

30-39 years old: 12

40-49 years old: 14

50-59 years old: 7

□ 60 years: 7

Education

Middle school equivalent: 2

High school equivalent: 28

D1 : 2

D3 : 3

S1 : 6

Type of business

Food and drink: 2

Grocery Stall: 6

Services : 33

Respondent's position in the community

Management: 8

Members: 33

Descriptive Questionnaire Data

Expectations (Interest) Performance (Satisfaction)

1 not important 1 not satisfied

2 quite important 2 quite satisfied

3 important 3 satisfied

4 very important 4 very satisfied

Table 1. Descriptive questionnaire data

Descriptive questionnaire data	
Expectations (Interest)	Performance (Satisfaction)
1 not important	1 not satisfied
2 quite important	2 quite satisfied
3 important	3 satisfied
4 very important	4 very satisfied

Tablek 2. Results of program implementation

No	information on respondent questions	% Expectations (Interest)				% Performance (Satisfaction)			
		1	2	3	4	1	2	3	4
1	The activity material is in accordance with problems in society	0	17	32	51	0	12	32	56
2	The activity method is appropriate to the program theme	0	15	41	44	0	15	34	51
3	Facilities and infrastructure for activities	0	17	34	49	0	17	34	49
4	The cohesiveness of the program implementation team	2	12	22	63	2	10	29	59
5	The implementation team has the given competencies	2	15	20	63	0	12	27	61
6	The implementing team was very interesting in packaging the program	0	15	37	49	0	15	39	46
7	The community enthusiastically participated in activities	0	15	37	49	0	17	34	49
8	The community feels the benefits of the program	0	7	39	54	0	10	39	51
9	The community is very interested in activities	0	15	41	44	0	12	41	46
10	Overall, the community felt satisfied with the activities	0	15	34	51	0	12	39	49
11	The program is in line with community expectations	0	15	39	46	0	10	37	54
12	The time given is in accordance with community expectations	0	12	44	44	0	12	46	41

4. CONCLUSION

This community service program has succeeded in improving the business performance of MSME.a in Meruya Selatan Subdistrict, West Jakarta through implementing effective internet use, in order to be able to Manage Sustainable Business Enterprises. Through the training and mentoring provided, MSME.s have helped MSME.s understand the importance of accurate information, manage data efficiently, and adopt information technology to

increase competitiveness. MSME.S have learned how to utilize information for better decision making, as well as manage and access relevant data more easily through the introduced information management system.

While there are challenges in terms of resources and resistance to technology, solutions such as easier access to capital and increased digital literacy have helped overcome these barriers. MSME.a now have a better understanding of how to manage new technologies and integrate them into daily operations. The involvement of local stakeholders, including local governments and educational institutions, also plays an important role in supporting the success of this program by providing logistical support and helping MSME.a access wider markets for business sustainability.

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