

ANALYSIS OF EMPOWERMENT STRATEGIES FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN FACING GLOBAL CHALLENGES

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Abstract. This study aims to analyze the strategies for empowering MSMEs so that actors have the capability to go online in the process of promotion, marketing and transactions through strengthening digital literacy. The method used in this study is Systematic Literature Review (SLR) by analyzing related variables so as to find new discussions. There are 11 relevant articles collected through the Harzing's Publish or Perish application. The results are several strategies used to empower MSME players in facing global challenges including increasing innovation so that products marketed have competitiveness, improving the quality of MSME actors so they can be adaptable with information technology as well as utilizing it in the entrepreneurial process, facilitating the licensing process for MSME actors, massively developing networks and accessibility of MSME actors, continuously conducting entrepreneurial training, and involving the role of the government as the party that has rights in policy making. So far, mentoring activities are the method most often used in empowering MSME actors.

Keywords: empowerment, MSMEs, global challenges

INTRODUCTION

The development of the global industrial revolution has entered its fourth era, this can be seen by changes in the business paradigm, consumer behavior, the computer sector, telecommunications, military, to health services using industrial technology which in this case is a sign of industrialization in the production segment. Jone, Palmer, Osterweil, and Whitehead (1996) suggest the speed and scale of change required in an organization and the individuals who work in it fast forward into the 21st century. This is due to new technological advances that integrate the physical, digital and biological worlds to successfully create fundamental changes in humans in various aspects of life. For the first time the Industrial Revolution 4.0 was introduced by Professor Klaus Schwab with the cyber-physical concept which is used for the benefit of virtual connectivity from all lines between humans. Currently, industry 4.0 is synonymous with a realistic concept known as smart manufacturing, cloud based manufacturing, and the Internet of Things. Seeing this can be projected if the development of the industrial revolution 4.0 continues to focus on integrating humans to produce interconnectivity and automation in a sustainable manner.

In order to respond to the development of the fourth industrial revolution, Indonesia is committed to continuing to empower and accelerate, especially in priority sectors such as: building a national digital infrastructure, establishing an innovation ecosystem, implementing technology incentives, accommodating sustainability standards, to empowering Micro, Small and Medium Enterprises (Small and Medium Enterprises). MSMEs) that are globally competitive (Ministry of Industry: 2020). One of the strategies adopted to realize this is to launch "Making Indonesia 4.0". This roadmap is designed as a roadmap for Indonesia in entering and dealing with exponential changes that have an impact on the economy, industry, social and politics.

Micro, Small and Medium Enterprises (MSMEs) get a focus of attention and strategic intervention points in "Making Indonesia 4.0" for good reasons. Considering that MSMEs are the most important pillar in the economy in Indonesia. If viewed historically, MSMEs have made a concrete contribution in reducing the problems of the economic crisis that occurred in Indonesia in 1997. market stability, and employment.

Based on data released by the Ministry of Cooperatives and SMEs as of May 2021 the number of MSMEs reached 64.2 million with a contribution to GDP of 61.07 or equivalent to 8,573.89 trillion rupiahs. On the other hand, the contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can collect up to 60.4%. Seeing this, it must be recognized that the existence and existence of MSMEs have a vital role in economic growth and development in Indonesia. Their main characteristics which in principle have very significant differences from large businesses, especially in the MSME sector, specifications for labour-intensive businesses, are found in all locations, are more dependent on local raw materials, to become the main provider of goods and services for basic needs people who fall into the low-income category.

Having a vital role in the economic order in Indonesia, the government and related parties continue to accelerate so that MSMEs can adapt to the industrial revolution 4.0. Efforts are being made to provide free online training through the Edukukm.id platform, SMESCO Center of Excellence, UMKM Paddy Program, Procurement Defense LKPP, Gernas BBI, QRIS, and Lamikro. The seven programs were initiated as a form of preventive business realization so that MSMEs continue to survive in the Covid-19 pandemic situation so as to realize the movement of 30 million MSMEs to enter the digital ecosystem in 2024. In fact, WhatsApp has also contributed to the transformation of MSMEs Go Digital through a program titled "MSME Business Catalog and Scale-up with WhatsApp" which touched 12 regions in Indonesia (Center for Economic Research of the Indonesian Institute of Sciences: 2021).

Data released by the Ministry of Communication and Information shows that there are still 12.5 million MSMEs in Indonesia that are adaptable and go online, or around 17% of the total number of existing MSMEs. This condition is basically a serious problem, considering that the demand for digitization does not only come from the industrial revolution, but the Covid-19 pandemic also requires MSMEs to have established digital literacy if they want to survive. Due to the facts on the ground showing that there were 32.1 million MSME players who were out of business in the period March 2020-August 2021, this figure is projected to continue to increase if the government's and related parties' preventive efforts are not comprehensive in increasing the digital literacy competence of MSME actors so they can adapt to the demands of the revolution. industry 4.0.

Basically, literacy is the written and oral language used in everyday life covering aspects of: writing, reading, listening and speaking. Alberta Education (2015) defines literacy as the desire and ability to form, acquire, and communicate meaning in various aspects of everyday life. In this context, Creeber & Martin, in their book *Digital Culture: Understanding The First Generation of Digital Natives* (2009: 123) conveys that digital literacy includes the abilities and skills of a person and society to use digital technology and the Internet effectively and efficiently to address needs effectively. their economic, social, and political. The Association of College and Research (2000: 3) translates digital literacy as an individual skill to utilize computers, software applications, databases, and other technologies to achieve various goals related to personal and work needs in a professional manner.

Hobbs (2010: 19) maps out 5 competencies in digital literacy: Access, namely competence or ability to search for and use appropriate and relevant media and technology with other people. Analyze & evaluate (analysis and evaluation), namely understanding the use with critical thinking to analyze message quality, honesty, point of view, and credibility. Then consider the potential impact or consequences of the message being conveyed. Create (content creation), includes writing or creating content using creativity and confidence to express one's own abilities, this is done with the support of awareness of purpose, readers, and composition techniques. Reflect, namely applying social responsibility and ethical principles of one's own identity and life experiences in his communication behavior. Act (action), namely working both individually and

collectively to share knowledge, skills and ways of solving problems in the family, community, and workplace at the local, regional, national and international levels.

RESEARCH METHOD

The object of this study is to analyze the strategies for empowering MSME actors in increasing digital literacy skills. The approach used is a Systematic Literature Review (SLR) by analyzing research results manuscripts obtained from Google Scholar, where the data source comes from indexed journal literature that already has an International Standard Serial Number (ISSN) and is officially published via the internet with the E-ISSN code. . Systematic Literature Review (SLR) according to (Triandini et al, 2019) refers to a research and development methodology that aims to identify, collect and evaluate research on a particular study.

The Research Question on research analysis of strategies for empowering MSME actors through digital literacy focuses on 5 elements known as PICOC, namely:

1. Population (P), is a collection/part of the target group to be investigated (eg people, characteristics, devices, etc.)
2. Intervention (I), is the determination of investigative aspects or interesting problems to study
3. Comparison (C), making a comparison between investigative aspects and intervention aspects
4. Outcomes (O), results of the intervention
5. Context (C), background or investigative environment (Wahono, 2016)

Table 1. PICOC structure

PICOC Analysis of MSME Empowerment Strategies through Digital Literacy in the Era of the Industrial Revolution 4.0	
<i>Population</i>	MSME Actors
<i>Intervention</i>	MSME empowerment strategy
<i>Comparasion</i>	Analyze the strategies for empowering MSME actors through digital literacy that have been carried out
<i>Outcome</i>	Increasing the digital capabilities of MSME actors
<i>Context</i>	Industrial revolution 4.0

The stages of the data search (search process) carried out by the researcher were obtained through the Google Scholar search engine with the site address <https://scholar.google.co.id/> assisted by the Publish or Perish (PoP) application, to make it easier for researchers to find appropriate articles. need. The keywords used in the data search process are “SMEs Empowerment Strategy” and “SMEs Digital Literacy”.

The inclusion and exclusion criteria indicators are used to determine whether the data obtained is feasible or not for use in this study, as follows:

1. Data used in the last 10 years (2012-2022)
2. Articles as references were published in the 2014-2022 period
3. Data obtained from the source <https://scholar.google.co.id/>
4. The articles used have a correlation with the strategies for empowering MSMEs and digital literacy in the era of the industrial revolution 4.0
5. Reference articles used by research
6. Studies without strong validation
7. Articles are not written other than using Indonesian and English

Studi Selection

The inclusion and exclusion criteria are intended to select primary studies, these criteria are listed in Table 3.

Tabel 2. Research Question pada Literatur Review

ID	Research Question	Purpose
RQ1	Which journal is the most significant in discussing strategies for empowering MSME actors through digital literacy?	Identify the journals that are most significant in discussing strategies for empowering MSME actors through digital literacy
RQ2	What are the topics and problems found by researchers related to the strategy for empowering MSME actors through digital literacy?	Identification of topics and problems related to strategies for empowering MSME actors through digital literacy
RQ3	What methods are most often used for research on strategies for empowering MSME actors through digital literacy?	Identify what methods are most often used for research on strategies for empowering MSME actors through digital literacy
RQ4	What strategies are used by researchers in empowering MSME actors through digital literacy?	Identify the strategies used in empowering MSME actors through digital literacy
RQ5	What is the purpose of implementing a strategy to empower MSME actors through digital literacy?	Identification of the objectives of implementing a strategy to empower MSME actors through digital literacy

Data Extraction

The selected main studies will be extracted and then the data will be analyzed to answer questions related to this research. Furthermore, the properties are identified through research questions to see the contribution of the selected articles. Five properties are used to answer the research questions shown in table 3 below.

Table 3. Data Extraction Properties

Property	Research Question
Research identification and publication	RQ1
Research topics and problems	RQ2
Research methods	RQ3,RQ4
Research purposes	RQ5
Research framework	RQ6

Assessment of Study Quality and Data Synthesis

Assessment of the quality of the study aims to guide and interpret the findings of the synthesis in order to find an accurate description of the conclusions. Besides that, this is done so that the data collected can answer research questions that have been formulated through research questions. The data extracted in this review includes both quantitative and qualitative data. There are various strategies used in synthesizing the data to be extracted to answer research questions. In general, the method used is in the form of narrative synthesis. However, to support the visualization of data presentation, this article uses several visual tools such as bar charts, pie charts, and tables to make it easier to understand and analyze the strategies for empowering MSMEs through digital literacy in the era of the industrial revolution 4.0.

RESULT AND ANALYSIS

Edward r. Hall (1973) distinguishes culture into two, namely high-context culture and low-context culture. High-context culture is a culture that is more focused on cultural activities that are the elite's territory or something that is done well. High Culture Context (HCC) is a culture where procedures for transferring information are more practical and implicit. Low Culture Context (LCC) is characterized by low context communication, namely verbal and explicit messages, direct speaking style, straightforward and frank. Adherents of this low-context culture say what they want to say, and *they mean what they say*. The following are differences in the cultural background that underlie high and low-context cultures:

Literature search was conducted in December 2022, the initial search process was carried out based on the year of publication in the 2014-2022 range. The search results from the Publish or Perish (PoP) application obtained 347 articles uploaded through the Google Scholar site. Then the articles were selected in the following stages:

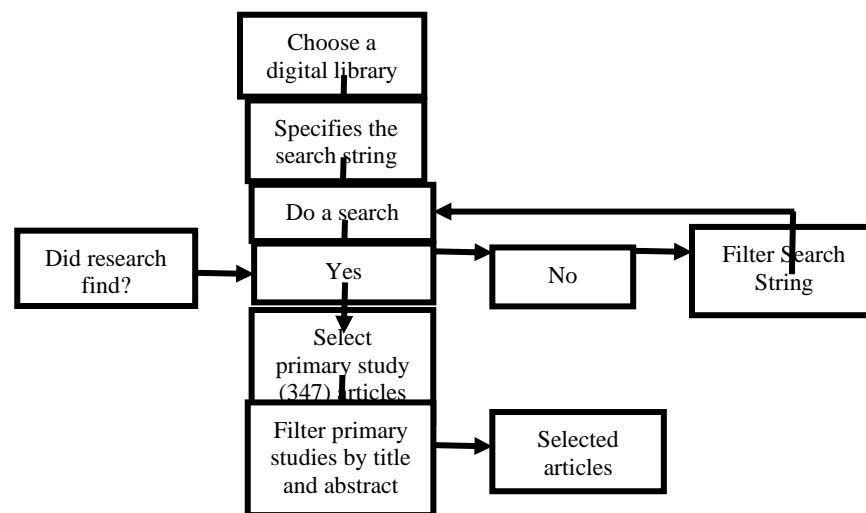


Figure 1. Primary Study Search Process

After obtaining 347 articles that have a correlation with the variables in this study, for improvement, a re-selection was carried out to obtain the desired main study according to predetermined criteria. The following details the results of the selection that has been carried out:

Table 4. Article Search Screening

Article Screening Indicator	Number of Articles
Invalid	154
Title and abstract do not match	87
Title and abstract match but content is not comprehensive	95
Selected articles	11
Total	347

From the table above it can be seen that there are as many as 154 invalid articles, what is meant by invalid is that the article is not by research but a literature review or the results of a thesis, thesis, or dissertation that does not qualify. Then there are 87 journals and abstracts that are not in accordance with the context of this study, only have the same topic outline but cannot be a reference in this research. There are 95 articles that have appropriate titles and abstracts but the

discussion is not comprehensive. So that the results of the screening that has been done find 11 selected articles to be analyzed and researched.

RQ1: Significant Journal Publications

Based on the Systematic Literature Review (SLR), there are 11 journals that discuss strategies for empowering MSME actors through digital literacy. Following the significance is presented in the form of table 5.

Table 5. Significant Journal Publications

No	Publisher Name (Publication)	Category and Year
1.	DIKLUS: Jurnal Pendidikan Luar Sekolah	Number: 1 (volume 5) March 2021-1
2.	INOBI: Jurnal Inovasi Bisnis dan Manajemen Indonesia	Number:1 (volume 2) December 2018
3.	Etikonomi	Number: 2 (Volume 14) October 2015
4.	Jurnal Bisnis Indonesia (JBI)	Number: 1 (Volume 1) 2020
5.	Iqtishodiyah: Jurnal Ekonomi dan Bisnis Islam	Number: 1 (Volume 8) 2022
6.	Jurnal Akuntansi Manajerial	Number: 1 (Volume 3) June 2018
7.	Izdihar: Jurnal Ekonomi Syariah	Number: 2 (Volume 1) December 2021
8.	Jurnal Inovasi Penelitian	Number: March 10 (Volume 2) 2022
9.	Publika	Number: 2 (Volume 9) 2021
10.	Wacana	Number: 2 (Volume 17) 2014
11.	Jurnal Pendidikan Nonformal	Number: 1 (Volume 16) March 2021

RQ2: Research Topics and Problems

Table 6. Topic Methods and Research Results

No	Researcher	Topic	Method	Research Result
1.	Debi S Fuadi ¹ Ade Sadikin Akhyadi ² Saripah ³	Systematic Review: Strategy for Empowering MSME Actors Towards Digital Economy Through Social Action	Systematic review method	1) The social action strategy contributes to helping MSME actors go digital 2) In supporting social entrepreneurship, collaboration between the government and related parties is

				needed in providing assistance to MSME actors
				3) Another strategy that must be improved is community involvement in financial management, marketing and product design
Kristina Sedyastuti	Analysis of MSME Empowerment and Increasing Competitiveness in the Global Sphere	Descriptive exploratory	1) Opening opportunities and market access, providing information, accessing funding and assistance as well as increasing the capacity of MSME actors in information technology is a strategy that can increase the competitiveness of MSMEs in Indonesia	
			2) To increase the competitiveness of MSMEs in Indonesia, synergy between the government and the private sector is needed	
Alief Rakhman Setyanto ¹ Bhimo Rizky Samodra ² Yogi Pasca Pratama ³	Study of MSME Empowerment Strategies in Facing Free Trade in the Asean Region (Case Study of Batik Laweyan Village)	Descriptive Qualitative	1) The development strategy implemented to empower MSME actors in Kampung Batik Laweyan by updating products and implementing social capital In addition, increasing the competitiveness of human resources that are adaptable to innovation is a key factor in being able	

to survive in the ACFTA market				
No	Researcher	Topic	Method	Research Result
4.	Rusdi Hidayat N ¹ Sonja Andarini ²	Strategy for MSME Empowerment in Rural Areas Based on Local Wisdom in the Era of the Industrial Revolution 4.0 Towards the Era of Society 5.0	Descriptive Qualitative	<ol style="list-style-type: none"> 1) The government's role is very strategic in empowering MSMEs in Indonesia because it issues fiscal and non-fiscal policies 2) In addition, stakeholders also have an influence on encouraging MSME actors to be innovative and independent in facing the challenges of the industrial revolution 4.0 towards the era of society 5.0
.	Abd. Wahab ¹ Siti Masfufa ² Ridan Muhtadi ³ Nur Rachmat Arifin ⁴	Designing a MSME Empowerment Strategy Through Productive Waqf Based on the Sharia Grameen Bank Model in the New Normal Era	Descriptive Qualitative	<ol style="list-style-type: none"> 1) Lon Malang Luminous Heaven (LOL) is a design strategy that is used to empower the people of Central Bira Village, which incidentally are MSME actors 2) This design adopts the sharia-based Grameen Bank system 3) In order for the implementation of this design to have a domino effect on the community, the

	Agum Prahsetyo ¹ Suriansyah ² Firdaus ³	Innovation-Based MSME Empowerment Strategy Increasing the Role of PLUT (Integrated Business Service Center)	Descriptive Qualitative	<p>role of stakeholders is needed.</p> <ol style="list-style-type: none"> 1) The Integrated Business Service Center (PLUT) is a program initiated to optimize mentoring services 2) Optimizing the government's role as a facilitator and coordinator in service development is urgently needed 3) Innovation in services in production, product processing, standardization, processing technology, product certification, and packaging labeling 4) Strategies that are no less important in empowering MSME players are service innovation in the fields of financing, marketing, and information technology
No	Researcher	Topic	Method	Research Result
	Dinda Nur Haliza ¹ Sifa ²	LEVEL-UP.Id Application Concept: MSME Empowerment Strategy Through Optimizing the Role of Sharia Cooperatives Using the 5P Approach in Madura	Field Study	<ol style="list-style-type: none"> 1) The 5P approach used in this study are: Enable, Strengthen, Protect, Support, and Nurture

			<ol style="list-style-type: none"> 2) Sharia cooperatives are financial institutions that play an important role in empowering MSMEs 3) Adoption of innovation in empowering MSMEs is a strategy that will bring optimal results to MSME actors
<p>Andhita Fatikha Sari¹ Rizki Hegia Sampurna² Dine Meigawati³</p>	<p>Strategy of the Office of Cooperatives, SMEs, Trade and Industry in Empowering SMEs in Sukabumi City</p>	<p>Descriptive Qualitative</p>	<ol style="list-style-type: none"> 1) Formulation: The Strategy of the Office of Cooperatives, SMEs, Trade and Industry in Empowering SMEs in Sukabumi City is included in the Strategic Plan (Renstra) 2) Programs designed to empower MSME actors are: ease of licensing, coordination with office holders, and institutional strengthening. 3) The program that has not been realized is the implementation of halal certification. This is because the budget is allocated for handling Covid-19
<p>Ayu Aldania¹ Fitrotun Niswah²</p>	<p>Competitive Strategy Through the Economic Hero Program in Empowering MSMEs during the Covid-19 Pandemic (Study on Surabaya City Government)</p>	<p>Descriptive Qualitative</p>	<ol style="list-style-type: none"> 1) The competitive strategy in question is cost leadership, differentiation, and focus 2) Characteristic strategies, having an identity, and branding image are important things for MSME actors to pay attention to in innovating 3) The strategy of focusing on market segments that does not only focus on regions but on product variations

No	Researcher	Topic	Method	Research Result
0	Moch. Rochjadi Hafiluddin ¹ Suryadi ² Choirul Saleh ³	Community Based Economic Development Strategy for Micro, Small and Medium Enterprises (MSMEs) Empowerment (Study on MSME Actors in Sukadono District, Sidoarjo Regency)	Descriptive Qualitative	1) The strategy for empowering community-based MSME actors consists of 4, namely: licensing simplification, entrepreneurship training, network and stakeholder development, promotion of superior products 2) Efforts to simplify licensing are carried out by creating a one- roof service mechanism 3) Entrepreneurship training conducted is: typical Sidoarjo batik, glass painting, sewing and borders, catfish farming 4) Strengthen the capital structure and increase the accessibility of MSMEs through grants and soft loan assistance
1	Indah Andayani ¹ Maria Veronika Roesminingsih ² Wiwin Yulianingsih ³	Community Empowerment Strategy for MSME Actors during the Covid-19 Pandemic	Descript ive Qualitative	1) Empowerment that is most needed by MSMEs is online product marketing through digital market platforms and product innovation

RQ3 Research Method Answers

Based on the RQ3 research question, which is related to the research method used regarding the strategy of empowering MSME actors through digital literacy, the most frequently used is descriptive qualitative method. Besides that, there are also researchers who use field study methods, systematic reviews, and descriptive exploratory methods. The proposed method related to this research topic is the mixed method so that the data obtained can be comprehensive. The following percentage of research methods are described in the form of diagrams.

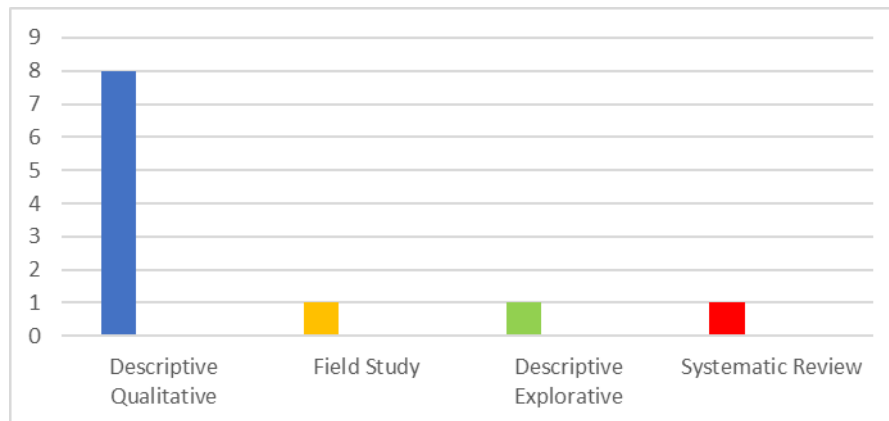


Figure 2. Research Method Diagram

RQ4 and RQ5 Empowerment Strategies Used

There are several strategies used to empower MSME actors in facing global challenges including increasing innovation so that products marketed have competitiveness, improving the quality of MSME actors so that they can be adaptable to information technology and utilizing it in the entrepreneurial process, facilitating the licensing process for MSME actors, developing networks and accessibility of MSME actors on a massive basis, continuously conducting entrepreneurial training, and involving the role of the government as a party that has rights in policy making. So far, mentoring activities are the method most often used in empowering MSME actors.

Some of the obstacles in implementing MSME empowerment include: the capacity of assistants is not commensurate with the service program designed, inadequate infrastructure in all regions makes it difficult for MSMEs to grow up towards digital MSMEs, and limited human resources (in this case MSME actors) to learn and development towards technology-based innovation.

CONCLUSION

The strategy for empowering MSMEs to face global challenges basically departs from the condition of digitalization demands which are supported by 4 elements including: internet of things, big data, artificial intelligence, and cloud computing. This is the driving force for immediately empowering MSME actors so that they are adaptable to digital in their business processes. In order for empowerment to be carried out optimally, it is important to continue to foster synergy between the government, the private sector and the community. Besides that, the main key for MSME actors to be able to face global challenges must be able to continue to innovate and improve the quality of resources that have global competitiveness.

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