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# Strengthening the Digital Capacity of MSMEs through Mentoring in Bogem Village, Klaten Regency

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### ABSTRAK

Digitalization is essential for developing Micro, Small, and Medium Enterprises (MSMEs), particularly in transactions, digital presence, and promotion. However, some MSMEs in Bogem Village, Bayat District, Klaten Regency, have not optimally utilized digital technology. This community service activity aimed to strengthen MSMEs' digital capacity through QRIS implementation, Google Maps optimization, and promotional media development. The activity was conducted in from June 25 to July 20, 2026, by students of KKN 26046, UIN Raden Mas Said Surakarta, using mentoring, observation, interviews, and documentation. Fourteen MSMEs received assistance based on their respective needs. The evaluation of the program was conducted by assessing the achievement of digitalization outputs, such as Google Maps registration, QRIS implementation, and availability of promotional media after mentoring. The results showed that all 14 MSMEs obtained business locations on Google Maps, three implemented QRIS, and nine received banners as promotional media. The program provided digital business presence, cashless payment alternatives, and promotional media to clarify business identity and information. Needs-based mentoring can support MSMEs in adopting digital technology and developing more adaptive business strategies.

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the national economy because they contribute to income equality, the preservation of local potential, and the creation of a large number of jobs. The labor-intensive nature of MSMEs supports economic growth, thereby helping to reduce unemployment rates in Indonesia (Ramadhan et al., 2025). MSMEs also make a significant contribution to the Indonesian economy, accounting for approximately 60.51% of the national GDP, employing 97% of the workforce, and contributing 15.7% to total national exports (Kemenko Perekonomian, 2024). The magnitude of this contribution demonstrates that strengthening the capacity of MSMEs is a strategic step in supporting sustainable economic development, including through the utilization of digital technology.

Advances in information technology have driven digital transformation across various sectors, including MSMEs. Digital transformation in MSMEs is not only related to the use of technology but also encompasses changes in business processes and strategies to enhance

operational effectiveness and competitiveness (Sagala & Ōri, 2024). The use of technology in marketing, payment, and business information management systems is one way this transformation is being implemented. The implementation of digital technologies, such as the optimization of Google Maps supported by promotional media, can expand market reach and make it easier for consumers to find business locations (Sucipto et al., 2025). However, the utilization of digital technology in MSMEs does not always proceed smoothly because the adoption process is also influenced by the level of knowledge, skills, and resources possessed by business owners (Yuwono et al., 2024). This situation aligns with the results of preliminary observations of 14 MSME owners in Bogem Village, Klaten Regency, where limitations in the utilization of digital technology were still found. Limited digital capabilities and a lack of guidance are the reasons why many MSME entrepreneurs have not yet made optimal use of technology.

Based on observations conducted by the Community Service Program (KKN) team 26046 from UIN Raden Mas Said Surakarta through direct observation of business activities and brief interviews with MSME owners many MSME owners in Bogem Village, Klaten, are still not making optimal use of digital technology. Some MSME operators have not yet adopted digital payments via the Indonesian Standard Quick Response Code (QRIS), their business locations are not yet registered on Google Maps, and they do not yet have promotional media capable of increasing the appeal of their products to consumers. This situation indicates that the use of digital technology among MSMEs still needs to be strengthened, as the adoption of digitalization is not only related to the use of technology but can also influence a business's ability to improve its performance and competitiveness (Kallmuenzer et al., 2025). These limitations in technology utilization result in restricted access to business information and have the potential to hinder market expansion and business development.

The digital transformation of MSMEs can be optimized through a community-based mentoring approach tailored to local needs. Various community service activities have been carried out to support this digital transformation. The use of technologies such as QRIS and Google Maps has been shown to improve digital literacy and consumer accessibility (Nugroho et al., 2023). The use of QRIS combined with promotional media makes transactions more convenient and marketing more effective (Rimadiaz et al., 2024). A more extensive market reach was successfully achieved through the optimization of QRIS, Google Maps, and e-commerce platforms (Tampubolon et al., 2024). This series of interventions demonstrates that the targeted use of technology can support the sustainability of MSMEs.

Based on the results of previous studies and the identification of partners' needs, the community service program for Bogem Village was designed in an integrated manner, incorporating the implementation of QRIS, the optimization of Google Maps, and the creation of banners as physical promotional materials. A tailored mentoring approach, adapted to the conditions and characteristics of each MSME, is necessary because businesses' readiness and ability to adopt digital technology can vary (Clemente-Almendros et al., 2024). Based on these considerations, the form of mentoring in this program is not provided uniformly but is tailored to the needs of each MSME. Support is provided in an integrated manner through the use of QRIS for transactions, Google Maps to help consumers locate businesses, and promotional media to introduce products to the public. Strengthening digital capabilities through the use of these technologies is expected to support the improvement of SME competitiveness (Fang et al., 2024). The novelty of this program lies in the integration of these three forms of assistance into a single series of activities tailored to the specific conditions of each MSME. Thus, this community service initiative aims to optimize the digital capacity of MSME operators in Bogem Village to expand their market reach while enhancing business competitiveness in a sustainable manner.

## **METHOD**

This community service activity employs a mentoring approach combined with observation and interviews. The target participants consist of 14 MSME operators in Bogem Village, Bayat Subdistrict, Klaten Regency, who were selected based on their needs and readiness to adopt digital technology. This activity will be carried out in phases from June 25 to July 20, 2026. The phases

include needs assessment and initial observation, the implementation of mentoring, and an evaluation of the mentoring outcomes. Needs assessment and initial observation are conducted at the beginning of the activity through data collection, observation, and interviews with the MSME operators. Subsequently, mentoring is carried out in phases based on the results of the needs assessment and the specific needs of each MSME. During the course of the program, the number of target MSMEs may increase to up to 14 if there are MSMEs that were not identified during the initial data collection or if business owners request mentoring. An evaluation will be conducted at the final stage to assess the outcomes of the mentoring for each MSME.

The form of assistance is tailored to the needs of each MSME and includes QRIS implementation, Google Maps optimization, and the creation of banners as promotional materials. The QRIS registration process and Google Maps optimization are carried out directly with the MSME owners. Meanwhile, banner designs are created based on business information obtained from data collection and interviews, then printed and handed over to the business owners. Once successfully issued, the QRIS codes are printed and placed at the business's transaction locations. The tools used include smartphones, laptops, the internet, the Google Maps app, Canva, and other supporting devices.

Data collection was conducted through observation, interviews, and documentation. The evaluation utilized observation sheets and interviews, with success indicators including the presence of business locations on Google Maps, the implementation of QRIS, and the availability of promotional materials following the mentoring program. The data were analyzed using qualitative descriptive methods by comparing conditions before and after the program. Of the 14 MSMEs that received assistance, all successfully had their business locations listed on Google Maps, 3 MSMEs implemented QRIS, and 9 MSMEs received banners as promotional materials. These results were used to assess the program's achievements and identify follow-up needs for MSME operators.

## **RESULTS AND DISCUSSION**

Based on the results of observations and initial interviews conducted by students from the KKN 26046 program at UIN Raden Mas Said Surakarta, 14 target MSMEs were identified in Bogem Village, Bayat Subdistrict, Klaten Regency, each with varying conditions and digitalization needs. The target MSMEs consist of culinary, retail, and service businesses that serve the needs of the community around Bogem Village. In the food sector, there are Gipastel, Es Dawet Mas Joko, Warung Soto Bu Tutik, Warung Kopi Lutfi, and Wahyu Snack. Businesses in the retail sector include Toko Barokah, Toko Mutiara, Warung Pak Marjono, Toko Bersinar, Warung Alim, E.A. Turtle, and Isi Ulang Galon. Meanwhile, the laundry zone and sewing shops are among the MSMEs operating in the service sector.

Preliminary observations indicate that the level of digital technology adoption among these 14 MSMEs remains varied. Some MSME operators have incorporated digital technology into their business operations, but its use is not yet optimal and does not cover all aspects of their business needs. In terms of digital presence, some MSMEs do not yet have complete business location information that is easily found online. In terms of transactions, some business owners have not yet adopted cashless payments via QRIS. Additionally, there are still MSMEs that rely on conventional marketing methods and lack adequate promotional channels. These conditions indicate that the adoption of digital technology among MSMEs still needs to be strengthened in accordance with the specific needs of each business.

Based on the mapping results, Google Maps optimization was provided to all 14 target MSMEs, as having a digital business location was identified as a need shared by all partners. QRIS implementation assistance was provided to three MSMEs: Zona Laundry, Gipastel, and Toko Mutiara. Meanwhile, promotional materials in the form of banners were provided to nine MSMEs: Zona Laundry, Toko Barokah, Warung Pak Marjono, Toko Bersinar, Warung Alim, Warung Soto Bu Tutik, Toko Jahit, E.A. Turtle, and Isi Ulang Galon.

As a result, some MSMEs received more than one form of support tailored to their business needs. Zona Laundry is the MSME that received all three forms of support: QRIS, Google Maps, and banners. Meanwhile, Gipastel and Toko Mutiara received QRIS and Google Maps, while

other MSMEs received Google Maps with or without additional promotional materials in the form of banners. This mapping shows that digitalization support is not provided uniformly but is tailored to the challenges and needs identified for each business owner.

**Table 1. Mapping of Forms of Digitalization Assistance for MSMEs in Bogem Village**

| No.          | SME                   | Google Maps | QRIS     | Banner   |
|--------------|-----------------------|-------------|----------|----------|
| 1.           | Laundry Zone          | √           | √        | √        |
| 2.           | Barokah Store         | √           | -        | √        |
| 3.           | Pak Marjono's Warung  | √           | -        | √        |
| 4.           | Bersinar Store        | √           | -        | √        |
| 5.           | Gipastel              | √           | √        | -        |
| 6.           | Mutiara Store         | √           | √        | -        |
| 7.           | Mas Joko's Dawet      | √           | -        | -        |
| 8.           | Alim's Warung         | √           | -        | √        |
| 9.           | Bu Tutik's Soto Stall | √           | -        | √        |
| 10.          | Tailor Shop           | √           | -        | √        |
| 11.          | E.A. Turtle           | √           | -        | √        |
| 12.          | Water Jug Refill      | √           | -        | √        |
| 13.          | Lutfi's Coffee Shop   | √           | -        | -        |
| 14.          | Wahyu Snack           | √           | -        | -        |
| <b>Total</b> |                       | <b>14</b>   | <b>3</b> | <b>9</b> |

Note: √: received assistance; -: did not receive assistance.

This mapping served as the basis for implementing the mentoring program, which subsequently focused on three types of interventions: mentoring on QRIS implementation, optimizing Google Maps, and strengthening promotional media through banners. These three forms of mentoring were designed to enhance transactions, digital presence, and the communication of business information and identity.

Before the mentoring program was implemented, the payment system used by Micro, Small, and Medium Enterprises (MSMEs) in Bogem Village, Bayat Subdistrict, Klaten Regency still relied on cash transactions. The three target MSMEs Zona Laundry, Gipastel, and Toko Mutiara had never used a QRIS-based cashless payment system in their daily transactions. MSMEs in rural areas generally still rely on cash payments due to a lack of understanding of digital payment technologies and the unavailability of adequate guidance from relevant parties (Asofa & Sholihah, 2024). The low intention among SME operators to adopt digital payments is also largely influenced by perceptions regarding ease of use and their still-limited technological literacy (Sholihah & Nurhapsari, 2023). This reliance on cash transactions poses risks related to the security of physical currency, makes it difficult to maintain accurate cash flow records, and limits the potential of SMEs to reach consumers who are accustomed to cashless transactions.

The QRIS implementation support process was carried out by students from the UIN RMS KKN 26046 program, following a sequence of surveys, interviews, QRIS creation, and monitoring, in accordance with the methods commonly applied in similar digitalization support programs for MSMEs under the initiative such as . Initial surveys and interviews were conducted in stages on June 25, 2026, with the three business owners to assess the current state of their payment systems, their readiness to adopt digital technology, and the challenges they face. From these interviews, it was identified that the main challenge for MSME business owners was a lack of knowledge regarding the QRIS registration process, including the required documents and the service provider applications that can be used. Similar challenges were also commonly encountered during QRIS assistance at grocery stores, where small business owners generally required direct technical guidance to understand the benefits and the correct way to register for QRIS. Based on these findings, students from the UIN RMS KKN 26046 program conducted a brief awareness session on the benefits and how QRIS works before proceeding to the account creation stage, ensuring business owners have a basic understanding before actually implementing

it themselves. This approach of outreach and guidance regarding QRIS is also used in community service activities for MSMEs as an effort to improve understanding and usage of the digital payment system (Nurmalasari et al., 2025).

The QRIS activation process for the three target MSMEs will take place on June 25, 2026, with direct guidance from KKN students. This process began with downloading the digital payment service provider's app, followed by account registration using the business owner's identification data, including a National Identity Card (KTP), an active phone number, and a bank account number or digital wallet as the destination for fund disbursement. Once the data was entered, the system automatically verified the accuracy of the information provided; if verification was successful, the business's QRIS code was automatically generated by the app. Students from the KKN 26046 program assisted with the process of printing and affixing the QRIS codes in strategic locations at the businesses such as the cash registers at grocery stores, the display windows of laundry services, and the ice tea carts to ensure they are easily accessible to customers when making transactions.

The implementation of QRIS makes it easier for MSMEs to offer cashless payment options. Of the 14 MSMEs that received assistance, 3 successfully implemented QRIS in accordance with their business needs. Based on feedback from partners following the assistance program, the use of QRIS was found to help provide more convenient payment options for consumers. The issued QRIS codes were then printed and placed in the business's transaction area so they could be used directly by consumers. These results show that QRIS mentoring can help MSMEs begin adopting digital payment systems tailored to their business needs. QRIS also simplifies the financial reconciliation process because every transaction is automatically recorded and can be traced at any time through the transaction history in the app, so business owners no longer need to perform error-prone manual record-keeping, and this can help improve the efficiency of financial reporting for SMEs (Cahyani, 2025). Nationally, the number of QRIS merchants and users continues to increase significantly each year, according to data from Bank Indonesia and the Indonesian Payment Systems Association (Alifia et al., 2024), and the use of QRIS has the potential to increase the daily revenue of MSMEs by five to ten percent (Alifia et al., 2024). Perceptions of the benefits and ease of use of QRIS have also been shown to have a significant impact on the development of culinary MSMEs in Ambon City (Gainau et al., 2024).

The series of activities including surveys, interviews, outreach, and QRIS activation at the three target MSMEs was documented by the community service team as evidence of the program's implementation. This documentation shows the process of interviews conducted by KKN students with business owners, the steps for filling out QRIS registration data via the app, and the QRIS codes installed at each business location after the activation process was completed.



**Figure 1.** QRIS mentoring process and handover to MSME participants.

Through the series of mentoring sessions conducted, the three target MSMEs in Bogem Village were able to independently set up and operate QRIS once the activation process was complete. The business owners of Zona Laundry, Gipastel, and Toko Mutiara are now able to accept cashless payments from customers without relying entirely on the guidance of KKN students. This capability was confirmed by interviews with the business owners, who stated that after receiving the mentoring, they were able to use QRIS to accept payments from customers on

their own. One business owner also noted that using QRIS became easier after receiving guidance on how to use and place the QRIS code in the business's transaction area. Additionally, observations showed that the QRIS codes had been placed in transaction areas that were easily visible and accessible to customers.

Thus, the success of the mentoring program is demonstrated not only by QRIS adoption but also by business owners' ability to operate and utilize QRIS as a payment method. This success demonstrates that initial obstacles such as a lack of understanding regarding the QRIS registration process can be overcome through structured mentoring, ultimately leading to positive outcomes including increased transaction efficiency, secure financial management, and new opportunities for revenue growth for MSMEs in Bogem Village.

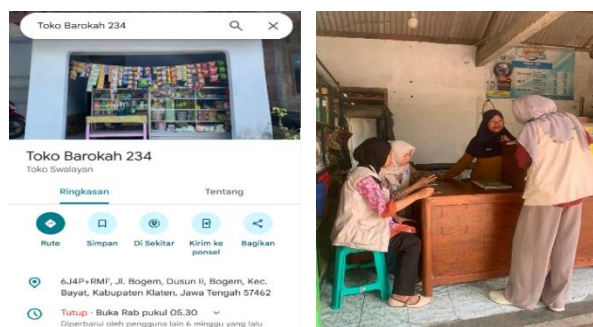
The Micro, Small, and Medium Enterprises (MSME) sector makes a crucial contribution to Indonesia's national financial foundation, as its existence drives economic progress, creates jobs, and helps level the playing field for societal prosperity. However, the advent of the digital transformation era presents a unique challenge for business owners to align their operations with advances in information technology, particularly in terms of marketing their products (Audia et al., 2025).

Prior to the implementation of the community service program, the majority of MSME operators in Bogem Village, Bayat Subdistrict, Klaten Regency still relied on traditional marketing strategies, such as word-of-mouth promotion and reaching only customers in the immediate vicinity of their physical business locations. This situation led to weak business branding and made it difficult for potential customers to locate the production address when searching for it online at (Ariedzanata et al., 2026), especially for prospective customers from outside Bogem Village or Bayat Subdistrict.

Based on the results of this assessment, the primary need identified across all target MSMEs is the availability of business location information that can be accessed digitally. Therefore, strengthening brand image and optimizing practical digital channels are crucial steps that MSMEs in Bogem Village must not overlook (Ariedzanata et al., 2026). In this regard, internet accessibility and digital marketing present significant opportunities to overcome these challenges; through the implementation of precise tactics, SME operators can optimize digital channels such as Google Maps to clarify their business's digital presence, enhance business credibility, facilitate route accessibility for consumers, and expand their market reach to increase sales revenue (Diyana & Putra, 2025). In addition, Google Maps can also be utilized as a tool for branding, accessing consumer information, and digital promotion for MSMEs (Sari et al., 2025).

The Google Maps optimization process was conducted directly with MSME owners in Bogem Village through two main stages, which included a discussion of technical steps and an explanation of the benefits of having a digital location. During the discussion phase, technical assistance began with marking business locations to precisely determine the geotagging coordinates of business premises within Bogem Village. This step was followed by accurately adding daily operating hours to provide prospective customers with certainty regarding visiting times. In addition, active phone numbers or WhatsApp contacts were registered to facilitate direct communication and product orders. To enhance visual appeal, photos of products and representative images of the business premises were uploaded. This discussion phase concluded with the drafting of a business description containing concise information about the business profile and the range of products or services offered.

This documentation illustrates the process of KKN students assisting MSME owners in collecting business information and creating digital location markers. The documentation also shows business profiles that have been populated with location information, operating hours, contact details, and other supporting information on Google Maps. Ultimately, the completeness of this officially verified business data can bolster credibility and build trust among potential customers in the products and services offered by MSME operators (Pradana et al., 2025).



**Figure 2.** Google Maps optimization activities and the resulting MSME business profile.

The results of the mentoring program show that all 14 target MSMEs in Bogem Village now have business locations marked on Google Maps. The presence of these digital locations makes it easier for consumers to obtain information about business locations and determine routes to those businesses. Based on an interview with one of the MSME owners, having a business profile on Google Maps helps consumers who are unfamiliar with the business's location find it more easily. The business owner also mentioned that the location link can be shared with customers via WhatsApp when they ask for directions. This demonstrates that optimizing Google Maps also supports the growth of the digital presence of MSMEs in Bogem Village. A more comprehensive business profile can help build credibility and make it easier for customers to get to know the business before visiting in person. As an example of an active profile, [Toko Barokah's Google Maps profile](#) can be accessed via the provided link.

Consequently, the Google Maps optimization support provided to the 14 target MSMEs successfully addressed the initial challenge of the lack of digitally available business location information. This program resulted in the availability of location points and business information accessible online, thereby making it easier for consumers to find business locations and strengthening the digital presence of MSMEs in Bogem Village.

Promotion is one of the key aspects that needs attention in the development of MSMEs, particularly in Bogem Village, Bayat Subdistrict, Klaten Regency. Based on data collected through interviews and observations, the promotional strategies employed by each business owner vary significantly. Some MSMEs already use social media, while others still rely on direct sales in the vicinity of their business locations. This situation indicates that the promotional needs of each MSME cannot be generalized and must be tailored to the specific circumstances and capabilities of each business. This aligns with the findings of Darsana et al., who note that effective marketing strategies are not only focused on increasing sales but also on the business owners' ability to build communication with consumers by conveying information that is clear, easy to understand, and aligned with market needs ([Darsana et al., 2023](#)).

One of the promotional needs identified in Bogem Village is Zona Laundry. This business has been using social media platforms like TikTok and Instagram to market its products. Not only that, but Zona Laundry also offers premium services such as laundry by the kilo and per item. However, observational data indicates there is still a need for banners that do not yet include information about the laundry services. This situation served as the basis for determining the promotional medium to be provided. Banners were chosen because they can convey information directly to the community. The use of banners as a promotional medium was also observed during an MSME community service activity in Jawilan Village ([Fitriana et al., 2025](#)). Consequently, the banners were designed with the business information and identity of the MSMEs in mind to facilitate service delivery and marketing for business owners.

A similar need was also identified at Soto Bu Tutik, which still relies on offline marketing. Based on interview results, business owners expressed a desire for promotional assistance, while observational data indicated a need for Google Maps and banner installations. These findings suggest that the promotional media required by MSMEs in Bogem Village are not always digital. Conventional media, such as banners, are still needed to introduce businesses to consumers in the surrounding area.

The banner creation process begins with gathering information through observations and direct interviews with MSME owners. The information collected includes the business name, type of product or service, contact information, and other supporting details to be included on the banner. This data collection serves as the basis for determining the content and design of the banner so that the information presented aligns with the characteristics of each business. This approach is consistent with marketing communication concepts that emphasize the importance of clearly conveying product information to consumers. Additionally, other community service activities have shown that banner creation can help raise consumer awareness of business identity (Timothy & Dermawan, 2024).



**Figure 3.** MSME banner data collection process and banner handover activities.

The documentation illustrates the stages of support, ranging from gathering business information to installing banners at the MSMEs' locations. The design outcomes are tailored to the characteristics and informational needs of each business, ensuring that every banner features content relevant to the products or services offered. Branding, in this context, does not mean changing the business's identity, but rather making the business's name, products, and service information more easily recognizable. This is evident in the case of Teh Gipastel, an MSME in Bogem Village that has been using social media for its marketing. Business owners are also involved in promotional collaborations, so in this context, a consistent visual identity can help them build their brand and market their products.

Based on the results of the mentoring, the promotional media strengthening program produced the output of banners for nine MSMEs. The banners contain business information tailored to the characteristics of each MSME, such as the business name, type of product or service, price, and contact information. This information is used to clarify the business's identity and make it easier for consumers to obtain information about the products offered. In addition to banners, digital platforms such as WhatsApp, Instagram, TikTok, and Google Maps are used to support promotion and the dissemination of business information. The use of these promotional tools serves as a first step in strengthening business identity and providing clearer information about products and services. Thus, enhancing promotional efforts through banners can be part of a strategy to develop SME marketing that integrates physical media with digital technology, laying the foundation for more sustainable marketing that adapts to technological advancements.

## CONCLUSION

The community service program in Bogem Village, Bayat Subdistrict, Klaten Regency, demonstrated that needs-based mentoring can support MSMEs in adopting digital tools that are relevant to their individual business conditions. The program resulted in all 14 target MSMEs having their business locations listed on Google Maps, three MSMEs implementing QRIS, and nine MSMEs receiving banners as promotional media. These outcomes indicate that the mentoring program improved access to practical business-support tools related to digital visibility, cashless transactions, and promotional communication. More importantly, the tailored mentoring approach enabled each MSME to receive assistance according to its specific level of readiness and business needs, rather than applying a uniform intervention to all participants. Therefore, the

program provides an initial foundation for strengthening MSMEs' digital capacity and adaptability. To sustain these outcomes, future activities should include continued mentoring in managing Google Maps business profiles, optimizing QRIS use, and developing integrated digital and conventional promotional strategies so that the benefits of digitalization can be maintained and expanded over time.

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