

**DIGITAL COMMUNITY SERVICE FOR RAYUNGGUMUK  
MSMES THROUGH BANNERS AND GOOGLE MAPS  
REGISTRATION**

Sulis Tiyawati<sup>1\*</sup>, Lisa Oktavia Anggraini<sup>2</sup>, Muhammad Sulton<sup>3</sup>,  
Ilham Basri K.<sup>4</sup>, Mas'adah

<sup>1</sup>Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan, Indonesia,  
[sulistiyaw10@gmail.com](mailto:sulistiyaw10@gmail.com)

**ABSTRACT**

*Micro, Small, and Medium Enterprises (MSMEs) play a vital role in sustaining rural economies by creating employment opportunities, utilizing local resources, and supporting household income. However, many rural MSMEs continue to face structural challenges, particularly limited promotional capacity and low digital technology adoption, which reduce business visibility, restrict market access, and weaken competitiveness amid increasing economic digitalization. In Rayunggumuk Village, most MSMEs operate informally, rely on word-of-mouth promotion, lack clear visual business identities, and have not utilized digital platforms for business promotion. This community service program aimed to address these issues through simple, low-cost, and context-appropriate promotional strategies by integrating offline visual branding with*

*basic digitalization. Using the Asset-Based Community Development (ABCD) framework, the program involved ten MSMEs from sectors such as processed food, traditional beverages, handicrafts, and local services. The interventions included designing and installing promotional banners and registering business locations on Google Maps, supported by direct mentoring activities. The results showed improved MSME visibility, accessibility, consumer trust, and digital literacy, demonstrating that combining visual branding with digital mapping can effectively support sustainable rural MSME empowerment.*

**Keywords** : MSMEs, visual branding, digitalization, Google Maps, rural development, community service

**JEL Classification** : L26, M31, O33.

## **a. INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) play a strategic and fundamental role in Indonesia's economic development, particularly in rural areas where formal employment opportunities are limited (Rizky et al., 2024). MSMEs function not only as engines of economic growth but also as instruments of social inclusion, poverty reduction, and local economic resilience. According to data from the Indonesian Ministry of Cooperatives and Small and Medium Enterprises (2023), MSMEs contribute more than 61% of the national Gross Domestic Product (GDP) and absorb approximately 97% of the total workforce. These figures underline the importance of MSMEs as the backbone of the Indonesian economy and highlight their critical role in supporting household income and sustaining village-level economic activities.

In rural contexts, MSMEs are often closely linked to local resources, traditions, and community-based economic practices. Many rural MSMEs operate in sectors such as food processing, handicrafts, agriculture-based products, and local services, which have the potential to create value-added products and strengthen local economies (OECD, 2021; Kraus et al., 2019). However, despite their significant contribution and potential, rural MSMEs continue to face structural and operational challenges that hinder their growth and competitiveness (Rizky et al., 2024). These challenges are more pronounced when compared to MSMEs operating in urban areas, which generally benefit from better infrastructure, access to markets, and higher levels of human capital.

One of the most persistent problems faced by rural MSMEs is the limited use of effective promotional and marketing strategies (Vial, 2019; Anatan et al., 2023). Many business actors still rely heavily on conventional promotion methods, particularly word-of-mouth marketing within a narrow local network. While this approach may be effective at the early stages of business development, it significantly restricts market reach and limits opportunities for expansion beyond the immediate community (Qarni et al., 2025). Furthermore, the absence of formal promotional media, such as banners, signage, or standardized business identities, often causes rural MSMEs to appear informal and less credible in the eyes of potential consumers (Bharadwaj et al., 2013; Kraus et al., 2019). This condition can reduce consumer trust and weaken the competitive position of MSMEs, especially when they compete with more established or branded products.

In addition to promotional limitations, the low level of digital technology adoption among rural MSMEs represents a major barrier to business

development. Digital transformation has become an essential component of competitiveness in the modern economy, enabling businesses to reach wider markets, improve efficiency, and enhance customer engagement. However, a significant digital divide still exists between urban and rural areas in Indonesia. Many rural MSME actors have limited digital literacy, lack understanding of basic digital tools, and face difficulties in accessing supporting infrastructure such as stable internet connections. As a result, numerous rural MSMEs remain excluded from the digital ecosystem, making their products and services difficult to find by potential consumers, particularly those outside the local area (Desa et al., 2026).

Previous studies have consistently emphasized the importance of marketing, branding, and digitalization in strengthening MSME competitiveness. Kotler and Keller (2016) argue that effective marketing strategies, including branding, positioning, and communication, play a crucial role in shaping consumer perceptions and influencing purchasing decisions. A clear and consistent brand identity helps businesses differentiate their products, build trust, and create long-term relationships with customers. In the context of small enterprises, even simple branding elements such as logos, banners, and business signage can significantly enhance visibility and professionalism (Setyawati et al., 2025).

Research by Yuliana and Prasetyo (2020) demonstrates that the use of Google Maps as a promotional and informational tool can increase business visibility and accessibility, particularly for small enterprises with limited marketing budgets. By registering their business locations on Google Maps, MSMEs can provide accurate information regarding their location, operating hours, and contact details, thereby enhancing credibility and ease of access for consumers. Similarly, Anatan et al.

(2023) find that MSME readiness for digitalization is influenced by both internal factors, such as digital literacy and human resource capacity, and external factors, including infrastructure availability and institutional support. These findings suggest that digital adoption among MSMEs requires not only technological access but also capacity-building and contextual support (Hakim et al., 2025).

However, several studies highlight that rural MSMEs remain relatively disadvantaged in terms of digital adoption. Tampubolon (2019) notes that rural enterprises tend to lag behind urban businesses due to limited access to technology, lower education levels, and weaker institutional support. Digital divide persists, with rural MSMEs often struggling to adopt even basic digital tools. This gap indicates that existing digitalization initiatives may not be fully aligned with the specific needs, capacities, and constraints of rural business actors.

Although the existing literature acknowledges the positive impact of branding and digitalization on MSME performance, most studies focus on urban MSMEs or emphasize relatively advanced digital tools, such as e-commerce platforms, social media marketing, and integrated digital payment systems. Research that specifically addresses simple, low-cost, and easily adoptable interventions suitable for rural MSMEs remains limited. In particular, there is a lack of studies that examine the integration of offline visual branding with basic digital location mapping as an entry point to digitalization within the framework of community service and empowerment programs (Journal et al., 2025).

Rayunggumuk Village reflects many of the challenges commonly faced by rural MSMEs in Indonesia. The village possesses diverse MSME potential, including food and beverage production, handicrafts, and local services

that could contribute to the local economy and create employment opportunities. However, most MSMEs in the village do not yet have a clear visual identity and have not utilized digital platforms such as Google Maps for business promotion. Consequently, business locations are difficult to identify, product visibility is low, and potential consumers especially those from outside the village face challenges in accessing these businesses (Nur et al., 2025). This condition ultimately limits market reach and constrains the economic development of the village community.

Based on these conditions, this study aims to analyze and implement simple yet effective branding and digitalization strategies to strengthen MSMEs in Rayunggumuk Village. The activities focus on the creation of promotional banners as offline visual branding tools and the registration of MSME business locations on the Google Maps platform as a basic form of digitalization (Setyawati et al., 2025). These interventions are designed to be practical, low-cost, and aligned with the capacities of rural MSME actors. The target group of this program consists of MSME owners with limited access to promotional media and digital technology, with the objective of improving business visibility, enhancing accessibility, expanding market reach, and increasing digital literacy.

The novelty of this study lies in its integrated and context-sensitive approach to MSME empowerment in rural areas. This study combines offline visual branding and online digital location mapping as complementary strategies that mutually reinforce each other (Nur et al., 2025). Unlike previous studies that emphasize complex and resource-intensive digital marketing approaches, this research demonstrates that simple and low-cost interventions can generate meaningful impacts when implemented in accordance with local needs and capacities. By positioning

Google Maps registration as an initial step toward digitalization and integrating it with tangible offline branding, this study provides a practical and sustainable model for rural MSMEs transitioning into the digital economy. Furthermore, by embedding these activities within a community service framework, this study contributes not only to MSME empowerment but also to the academic discourse on inclusive digital transformation and rural economic development.

## **b. LITERATURE RIVIEW**

### **a. MSMEs and Their Role in the Local Economy**

Micro, Small, and Medium Enterprises (MSMEs) constitute the backbone of Indonesia's economic structure and play a dominant role in sustaining national and local economies. Their importance is reflected not only in the large number of business units but also in their substantial contribution to employment creation, income generation, and poverty reduction. According to the Indonesian Ministry of Cooperatives and SMEs (2020), MSMEs contribute more than 60% of Indonesia's Gross Domestic Product (GDP), highlighting their role as primary drivers of economic growth and social welfare.

In rural areas, MSMEs function as the main source of livelihood for many households and serve as a buffer against economic vulnerability. These enterprises absorb labor that cannot be accommodated by the formal sector, thereby reducing unemployment and underemployment. Moreover, rural MSMEs tend to rely on local raw materials and local labor, creating a circular flow of income within the community and strengthening local economic resilience. This aligns with the concept of local economic development, which emphasizes endogenous growth based on local resources and community

participation.

From a marketing and competitiveness perspective, Kotler and Keller (2016) emphasize that effective marketing strategies are critical for enhancing business performance, including for small-scale enterprises. Marketing encompasses not only selling activities but also branding, positioning, and relationship-building with customers. However, rural MSMEs often face structural limitations such as limited capital, inadequate infrastructure, and low human resource capacity, which restrict their ability to adopt strategic marketing practices.

As a result, many rural MSMEs struggle to differentiate their products and establish a strong market presence. Without adequate marketing and branding, product quality alone is often insufficient to compete with mass-produced or branded goods. This condition highlights the need for introducing simple, low-cost, and context-appropriate marketing tools that are feasible for rural MSME actors.

#### **b. MSME Digitalization**

Digitalization has become a key determinant of business competitiveness in the contemporary economy. The adoption of digital technologies enables MSMEs to expand market reach, increase operational efficiency, and improve customer interaction. According to OECD (2021), digital tools play a crucial role in enhancing MSME resilience and adaptability, particularly in responding to market changes and external shocks.

Yuliana and Prasetyo (2020) demonstrate that the utilization of Google Maps as a digital promotional medium can significantly

improve MSME visibility and accessibility. As a location-based platform, Google Maps provides MSMEs with a basic digital identity by displaying essential business information such as address, operating hours, contact details, photos, and customer reviews. This digital presence enhances credibility and reduces information asymmetry between businesses and consumers.

For MSMEs with limited financial resources, Google Maps represents a cost-effective and low-barrier digital marketing tool. Unlike e-commerce platforms or paid digital advertising, Google Maps can be accessed and utilized with minimal cost and technical complexity, making it particularly suitable for rural MSMEs.

Anatan et al. (2023) further argue that MSME readiness for digitalization is influenced by both internal and external factors. Internal factors include digital literacy, managerial capability, and organizational readiness, while external factors encompass infrastructure availability, government support, and institutional collaboration. Therefore, digitalization should be understood as a gradual and capacity-based process, rather than merely the adoption of technology.

For rural MSMEs, incremental digitalization strategies are essential. Introducing simple digital tools such as Google Maps can serve as an entry point toward broader digital transformation, enabling business actors to build confidence and digital skills before adopting more advanced technologies.

### **c. Visual Branding and Business Identity**

Branding is a fundamental element of marketing strategy that shapes

consumer perception and influences purchasing decisions. According to Keller (2016), brand identity and brand image play a critical role in creating perceived value, trust, and differentiation. For MSMEs, branding does not need to be complex or costly; even basic visual elements can significantly enhance professionalism and market recognition.

Sutrisno and Widodo (2019) highlight that simple visual branding tools, such as banners and signage, contribute to increased consumer trust and business legitimacy. Visual branding helps MSMEs communicate essential information clearly, including business name, product type, and contact details, while also creating a recognizable identity.

Kotler and Keller (2016) further explain that a positive brand image conveys quality, reliability, and consistency, which are key determinants of consumer behavior. In rural settings, where formal marketing channels are limited, visual branding functions as an effective point-of-contact marketing tool that directly engages local consumers.

Recent studies also emphasize the importance of cultural relevance in branding strategies. Research on cultural adaptation in marketing (2025) suggests that branding efforts are more effective when they align with local cultural values, symbols, and social norms. For village-based MSMEs, incorporating local cultural elements into visual branding can strengthen emotional connections with consumers and foster a sense of community ownership.

#### **d. Spatial Factors and Local Context**

Spatial and environmental factors significantly influence MSME development, particularly in rural areas. Widita et al. (2024) argue that rural MSMEs face unique challenges related to geographical distance, limited infrastructure, and restricted access to markets. These spatial constraints often reduce business visibility and limit customer reach. Location-based digital technologies provide practical solutions to overcome these challenges. By registering business locations on platforms such as Google Maps, MSMEs can reduce spatial barriers and improve accessibility. Digital location mapping allows potential consumers to identify and navigate to business locations easily, regardless of physical distance.

In this context, spatial digitalization functions as a bridge between rural MSMEs and broader markets. It enables businesses to integrate into the digital economy without requiring significant changes to their operational structure.

#### **e. Academic Consensus and Research Gaps**

The existing literature generally agrees that digitalization and visual branding positively affect MSME competitiveness, performance, and sustainability. However, several research gaps remain evident:

##### **1) Urban-Centric Focus**

Most empirical studies concentrate on urban MSMEs with relatively advanced technological infrastructure, while rural MSMEs receive limited attention.

##### **2) Integration of Offline and Online Strategies**

Research examining the combined impact of simple offline branding tools (such as banners) and basic online promotion (such as Google Maps)

remains scarce.

3) Local Cultural Integration

Few studies explicitly address the role of local cultural values in shaping effective MSME branding and digitalization strategies.

**f. Relevance to Current Research**

This study addresses the identified gaps by examining the implementation of simple visual branding and basic digitalization strategies among MSMEs in Rayunggumuk Village. The contributions of this research include:

- 1) Demonstrating a practical and replicable model for rural MSME digitalization with limited resources.
- 2) Providing empirical insights into the effectiveness of integrating offline visual branding and online location-based promotion.
- 3) Highlighting the importance of local cultural context in enhancing MSME branding and community-based economic development.

**c. METHODOLOGY**

This study adopts a qualitative community-based research approach using the Asset-Based Community Development (ABCD) framework. The ABCD approach emphasizes the identification, mobilization, and strengthening of existing community assets rather than focusing solely on problems or deficiencies. This approach is particularly appropriate for community service programs aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in rural areas, as it encourages active participation, local ownership, and sustainability (Rahmawati et al., 2025).

The ABCD approach in this study is complemented by participatory elements, where MSME actors are not positioned merely as research

objects but as active participants in the identification of needs, implementation of activities, and evaluation of outcomes. This participatory orientation aligns with the principles of Participatory Action Research (PAR), which emphasizes collaborative problem-solving and reflective learning processes between researchers and community members.

Data were collected from both primary and secondary sources. Primary data were obtained through semi-structured interviews with MSME actors in Rayunggumuk Village to explore business characteristics, existing promotional practices, perceived challenges, and readiness for digital adoption. Interviews were conducted in an interactive manner to encourage open dialogue and participant reflection.

Secondary data were gathered through field observations, documentation of program activities (including photographs and implementation records), and relevant academic and policy literature related to MSME development, digitalization, and rural economic empowerment. These data sources were used to contextualize findings and support analytical triangulation.

#### Stages of Community Service Activities

The community service program was implemented through several structured stages consistent with the ABCD framework:

##### a. Asset Identification and Needs Assessment

This initial stage involved interviews and direct observations to identify existing MSME assets, such as product quality, business locations, local customer networks, and the willingness of business

actors to adopt simple digital tools. This stage also explored promotional gaps and digital literacy levels.

b. Co-Design of Interventions

Based on the identified assets and needs, researchers and MSME actors collaboratively designed appropriate interventions. These included the creation of simple promotional banners as offline visual branding tools and the selection of Google Maps as a basic digital platform suitable for the local context.

c. Implementation of Branding and Digitalization Activities

The agreed interventions were implemented through the production and installation of promotional banners and the registration of MSME business locations on Google Maps. MSME actors were directly involved in the process to enhance understanding and ownership.

d. Reflection and Evaluation

After implementation, reflective discussions were conducted with MSME actors to evaluate perceived benefits, challenges, and changes in business visibility and accessibility. This stage emphasized shared learning and continuous improvement.

Data were analyzed using a descriptive qualitative analysis approach. The analysis focused on comparing MSME conditions before and after the implementation of branding and digitalization activities. Interview transcripts, observation notes, participant reflections, and documentation were systematically reviewed to identify patterns related to changes in business visibility, accessibility, and participant digital awareness.

Triangulation across data sources was applied to enhance the credibility and trustworthiness of the findings. The analysis emphasized \*process outcomes\* and \*participant experiences\*, which are central to evaluating the effectiveness of community-based empowerment programs.

The integration of the ABCD approach with participatory elements provides a robust methodological foundation for this study. Unlike conventional descriptive approaches, this framework ensures that the program is grounded in local strengths, fosters community engagement, and supports sustainable MSME empowerment. This methodological positioning strengthens the academic rigor of the study and aligns it with best practices in community service research.

#### **d. RESULTS AND ANALYSIS**

##### **a. Results**

This community service program was conducted to address the limited promotional capacity and low digital literacy of MSMEs in Rayunggumuk Village. The program involved ten MSMEs operating in various sectors, including processed food, traditional beverages, handicrafts, and local services. Prior to the program, most MSMEs relied solely on word-of-mouth marketing and personal networks, lacked visual business identity, and had no digital presence. These conditions caused low business visibility and limited market reach, both locally and beyond the village area.

To overcome these problems, the program produced two main outputs: the installation of promotional banners and the registration of MSMEs on Google Maps. Each MSME received a promotional banner designed

with simple and informative visual elements, including business name, product images, flagship products, address, and contact number. The banners were installed at strategic locations near business premises to improve visibility and ease of identification.

The installation of banners resulted in increased physical visibility of MSMEs. Businesses that were previously difficult to locate became more recognizable to local residents and visitors. MSME actors reported that customers found it easier to identify their businesses and perceived them as more professional, which increased consumer confidence in purchasing their products.

In addition to offline promotion, all participating MSMEs were successfully registered on Google Maps. The registration process included inputting business information such as name, category, address, operating hours, contact number, and uploading product or location photos. As a result, each MSME obtained a digital business identity that could be accessed through online searches.

Following Google Maps registration, several MSME actors reported an increase in customer visits, particularly from new customers who discovered their businesses through digital searches. Although sales growth was not quantitatively measured, qualitative feedback indicated that digital visibility helped expand market reach beyond the immediate village area.

Another important result was the improvement of digital literacy among MSME actors. Before the program, most participants had limited knowledge of digital platforms and lacked confidence in using technology. Through mentoring and hands-on assistance, MSME actors learned to manage their Google Maps profiles, update

information, upload photos, and respond to customer reviews. This outcome demonstrates that the program not only produced physical and digital promotional tools but also strengthened the capacity and self-reliance of MSME actors in utilizing basic digital technology for business promotion.

## **b. Discussion**

The results of this community service program demonstrate that the combination of simple visual branding and basic digitalization effectively addresses the main problems faced by MSMEs in Rayunggumuk Village, namely low business visibility and limited digital literacy. The provision of promotional banners directly responded to the absence of business identity and signage, which previously made MSMEs difficult to recognize. The banners functioned as a tangible form of branding that increased professionalism and trust among consumers.

These findings support Sutrisno and Widodo (2019), who argue that simple visual branding enhances consumer trust and business legitimacy. In rural communities, where trust and familiarity strongly influence purchasing decisions, the presence of banners helped MSMEs gain greater acceptance and credibility. Thus, the offline promotional intervention successfully met the program's objective of strengthening MSME visibility at the local level.

The registration of MSMEs on Google Maps addressed the problem of limited market access and lack of digital presence. By appearing on a widely used digital platform, MSMEs became more accessible to consumers outside the village. This result aligns with Yuliana and

Prasetyo (2020), who highlight Google Maps as an effective and low-cost digital marketing tool for small businesses. Features such as navigation, customer reviews, and photo uploads contribute to improved visibility and consumer awareness.

Although sales growth was not measured quantitatively, the reported increase in customer visits indicates that basic digital interventions can produce meaningful outcomes. This finding reinforces the idea that digital transformation for MSMEs does not always require complex systems; simple and accessible platforms can serve as an entry point for digital adoption, particularly in rural areas.

Furthermore, the improvement in digital literacy among MSME actors addresses a key structural challenge in MSME development. Initial hesitation and lack of confidence in using digital tools were gradually reduced through mentoring and practical guidance. This supports the findings of Anatan et al. (2023), who emphasize that human resource readiness is a critical factor in successful MSME digitalization. The enhanced digital skills observed in this program form an important foundation for future adoption of more advanced digital marketing strategies.

The integration of offline and online promotion proved to be a major strength of the program. Promotional banners enhanced local visibility, while Google Maps expanded digital reach, allowing MSMEs to overcome both physical and informational barriers. This integrated approach demonstrates that MSME empowerment programs can achieve significant impact even with limited resources, as long as interventions are aligned with the actual problems and capacities of MSME actors.

Overall, the results and discussion confirm that the program successfully achieved its objectives by improving MSME visibility, strengthening digital literacy, and expanding market access. By directly addressing the identified problems, this program contributed not only to short-term promotional improvements but also to the long-term adaptive capacity of rural MSMEs in the digital era.

## **e. CONCLUSION, LMITATION AND RECOMMENDATION**

### **a. Conclusion**

This community service study demonstrates that integrating simple offline visual branding with basic digitalization can effectively strengthen the visibility and capacity of rural MSMEs. The use of promotional banners and Google Maps registration in Rayunggumuk Village helped address key challenges such as limited promotion, weak business identity, and low digital literacy. The results showed that banners improved business recognition and consumer trust, while Google Maps registration expanded market access and enhanced digital presence. In addition, participatory mentoring improved MSME actors' confidence and skills in managing digital tools independently. These findings indicate that simple, low-cost, and accessible digital strategies can serve as an effective entry point for rural MSME digital transformation. Overall, the program offers a practical and replicable model for sustainable community-based MSME empowerment in rural areas.

### **b. Limitations**

Despite its positive outcomes, this program has several limitations. First,

the study involved only ten MSMEs in one village, limiting the generalizability of the findings to other rural contexts. Second, the evaluation relied mainly on qualitative data such as interviews and observations, so the economic impact on business performance could not be measured quantitatively. Third, the relatively short implementation period limited the assessment of long-term sustainability and continued digital adoption among MSME actors. Fourth, the digitalization strategy focused only on Google Maps as a basic digital tool and did not include more advanced platforms such as social media, e-commerce, or digital payment systems. Finally, external factors such as internet connectivity, participant motivation, and differences in technological familiarity may have influenced the program outcomes and were not systematically measured.

### **c. Recommendations**

Based on the findings and limitations of this study, several recommendations are proposed for future programs and research. Future initiatives should involve more MSMEs across different villages to improve the generalizability of findings and encourage knowledge sharing among business actors. Longer-term mentoring and evaluation are also needed to assess the sustainability of digital adoption and its impact on business performance. In addition, digitalization efforts should be implemented gradually by introducing more advanced tools such as social media marketing, e-commerce platforms, and digital payment systems according to MSME readiness. Stronger collaboration with local governments, educational institutions, and MSME support agencies is also important to ensure program sustainability and broader policy support.

Furthermore, future research should examine the influence of cultural and social factors on MSME branding and digital adoption. Overall, this study shows that simple, participatory, and context-sensitive strategies integrating offline and online approaches can effectively support sustainable rural MSME empowerment and inclusive digital transformation.

## REFERENCE

- Anatan, L., Tan, W., & Sutarno. (2023). Digital transformation readiness of micro, small, and medium enterprises: Evidence from emerging economies. *Journal of Small Business and Enterprise Development*, 30(4), 611–629. <https://doi.org/10.1108/JSBED-01-2022-0025>
- Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital business strategy: Toward a next generation of insights. *MIS Quarterly*, 37(2), 471–482. <https://doi.org/10.25300/MISQ/2013/37:2.3>
- Ceccagnoli, M., Forman, C., Huang, P., & Wu, D. J. (2012). Cocreation of value in a platform ecosystem: The case of enterprise software. *MIS Quarterly*, 36(1), 263–290. <https://doi.org/10.2307/41410417>
- Hakim, M. I. L., Safitri, A. N., Furohman, A., Fauzan, M. A., Liana, T. H., Novia, I., Amaluddin, D., Yusuf, M. A. A., Nurfaridah, W. S., Maps, G., & Digital, P. (2025). *Pemanfaatan Apikasi Google Maps Sebagai Upaya Branding UMKM di Desa Singaraja Kabupaten Indramayu*. 3, 440–450.
- Islam, U., & Sumatera, N. (2026). *Strategi Digitalisasi Promosi UMKM Rengginang Melalui Google Maps dalam Meningkatkan Perekonomian Lokal*.  
Journal, C. D., Jannah, M., Haryafitri, P. D., Raufa, K., Wulandari, F.,

- Defrianita, L., Rahmat, A., Maps, G., & Digital, P. (2025). *PEMANFAATAN GOOGLE MAPS DAN KONTEN DIGITAL UNTUK*. 6(6), 6237–6241.
- Kraus, S., Palmer, C., Kailer, N., Kallinger, F. L., & Spitzer, J. (2019). Digital entrepreneurship: A research agenda on new business models for the digital age. *International Journal of Entrepreneurial Behavior & Research*, 25(2), 353–375. <https://doi.org/10.1108/IJEBr-06-2018-0425>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley. <https://doi.org/10.1002/9781119668547>
- Nur, W., Putri, A., Indrian, N. D., Mukarromah, R., Taufik, M., & Adawiyah, R. (2025). *STRATEGI BRANDING UMKM MELALUI INOVASI PACKAGING DAN OPTIMALISASI GOOGLE MAPS*. 730–739.
- OECD. (2021). Digital transformation of SMEs. *OECD Studies on SMEs and Entrepreneurship*. <https://doi.org/10.1787/bdb9256a-en>
- Porter, M. E., & Heppelmann, J. E. (2014). How smart, connected products are transforming competition. *Harvard Business Review*, 92(11), 64–88. [https://doi.org/10.1007/978-3-319-29237-1\\_1](https://doi.org/10.1007/978-3-319-29237-1_1)
- Pengabdian, J., Indonesia, M., Kasus, S., & Ndokum, D. (2026). *Analisis Implementasi Digitalisasi UMKM Melalui Pemetaan Usaha di Google Maps terhadap Peningkatan Akses Pasar*. 5(November 2025).
- Rahmawati, R. D., Nikmah, R. M., & Naasyiroh, R. I. (2025). *Penguatan Identitas dan Aksesibilitas UMKM melalui Digitalisasi Lokasi Usaha di Google Maps sebagai Strategi Digital dalam Meningkatkan Jangkauan Konsumen*. 3(1), 147–153.
- Rizky, Y. P., Putri, N. A., Adzka, N. A., & Arum, D. P. (2024). *Available Online at: <https://jurnaluniv45sby.ac.id/index.php/Cakrawala>*. 3(3).
- Setyawati, M., Elisa, K., Ghozali, A. F., Dwi, Z., Junaidi, M., Islam, U., Ulum,

- D., Article, I., Maps, G., Identity, D., Village, D., Maps, G., Digital, I., Dibee, D., & Commons, C. (2025). *DIGITALISASI UMKM : STRATEGI PENDAFTARAN LOKASI BISNIS DI GOOGLE MAPS*. 4(05), 564–573.
- Setyawati, S. M., Retnasari, M., & Suryana, Y. (2020). The role of branding in improving SMEs performance: Evidence from Indonesia. *Journal of Asian Finance, Economics and Business*, 7(10), 813–822. <https://doi.org/10.13106/jafeb.2020.vol7.no10.813>
- Thomas, L. D. W., Autio, E., & Gann, D. M. (2014). Architectural leverage: Putting platforms in context. *Academy of Management Perspectives*, 28(2), 198–219. <https://doi.org/10.5465/amp.2011.0105>
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *Journal of Strategic Information Systems*, 28(2), 118–144. <https://doi.org/10.1016/j.jsis.2019.01.003>
- Ward, M., & Peppard, J. (2016). Strategic planning for information systems. *Strategic Change*, 25(3), 297–306. <https://doi.org/10.1002/jsc.2068>
- Wirtz, J., Schilke, O., & Ullrich, S. (2010). Strategic development of business models: Implications of the Web 2.0 for creating value on the internet. *Long Range Planning*, 43(2–3), 272–290. <https://doi.org/10.1016/j.lrp.2010.01.005>
- Yadav, M., Joshi, Y., & Rahman, Z. (2015). Mobile social media: The new hybrid element of digital marketing communications. *Procedia - Social and Behavioral Sciences*, 189, 335–343. <https://doi.org/10.1016/j.sbspro.2015.03.229>
- Zeng, J., Chen, X., & Lew, A. A. (2020). From high-touch to high-tech:

COVID-19 drives robotics adoption. *Tourism Geographies*, 22(3), 724–734. <https://doi.org/10.1080/14616688.2020.1762118>

Zhang, M., Zhao, X., & Lyles, M. A. (2018). Effects of absorptive capacity, trust and information systems on product innovation. *International Journal of Operations & Production Management*, 38(2), 493–512. <https://doi.org/10.1108/IJOPM-06-2015-0373>