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Digital Transformation Through the Go Digital MSME Application as a Sales and Service Efficiency Solution

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ABSTRACT

Background: MSMEs in Serang Regency face significant barriers to growth, including challenges in digital marketing, inventory management, and product distribution. These operational gaps limit competitiveness and local economic development. This community service initiative addresses these issues by focusing on digital transformation through the implementation of the UMKM Go Digital System (UGODIS).

Purpose of the Study: The purpose is to enhance the digital readiness and operational efficiency of MSMEs. The objectives are to improve participants' digital literacy, business management capabilities, and proficiency in online sales processes using the UGODIS platform.

Methods: The program employed a learning by doing approach, which included system implementation, hands-on training, ongoing mentoring, and structured evaluation through pre-test and post-test assessments.

Results: The activity resulted in significant skill improvements across all measured areas: business planning (+46%), financial management (+71%), digital marketing (+67%), online store creation (+68.5%), and real-time sales monitoring (+66%). The UGODIS system effectively enhanced MSME competitiveness, expanded market access, and contributed to building a sustainable local digital ecosystem.

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the main factors in improving the Indonesian economy with a significant contribution to labor absorption, added value creation, and local economic development. However, MSMEs still have various obstacles, such as digital marketing, stock management, and product distribution. This can be seen from traditional sales, manual stock recording, and product distribution that have not been integrated with modern logistics systems. (Yulianti et al., 2025).

The problem with MSMEs today is that they do not have an understanding in utilizing technology. They don't have an online store or official marketplace account, so marketing is still limited to stores. Sales transactions still rely on recording via phone or whatsapp which causes inefficiencies and service delays. As a result, MSME products find it difficult to penetrate the wider market.

Another obstacle is product distribution, MSMEs have difficulty collaborating with logistics services due to limited access and costs. Lack of prompt service can lower customer satisfaction levels, which can lower consumer loyalty (Zikri, 2024). There are MSMEs in the Serang area that have problems operating online applications, managing digital transactions, or implementing online marketing strategies. (Alviani et al., 2025).

Based on this, the community service team provides training and assistance in the use of the Go Digital MSME application, which is then called UGODIS. A website-based application designed to support the digital transformation of MSMEs (Firmansyah et al., 2022). UGODIS has several key features, namely: a) digitization of sales, online payment systems, promotional features and marketing campaigns. b) more efficient stock management with automated tracking, low stock notifications, and sales analytics dashboards, and c) integration with local logistics services that allow for faster and more transparent distribution. (Teddy Setiawan dkk, 2021).

Previous community service emphasized the importance of digital literacy, e-commerce adoption, and sales information systems to increase the competitiveness of MSMEs. Krisnanik's previous community service highlighted the relevance of digital literacy to strengthen economic resilience, but did not provide an operational model that connects MSMEs directly with the sales, inventory, and distribution systems in real-time (Krisnanik et al., 2024). Yulistiawan said that e-commerce and social media have a positive impact on marketing reach, but their work does not address the obstacles that MSMEs continue to face in implementing these tools consistently due to limited technical capabilities (Yulistiawan et al., 2023). According to Raafi, operational errors can be minimized with an integrated sales information system. (Raafi et al., 2024). The community service that has been carried out emphasizes innovation and technological adaptation for business sustainability. However, no one has used a structured intervention model by combining training and mentoring as well as the use of functional platforms tailored to the needs of MSMEs (Isak, 2025).

MSMEs in Serang Regency, Banten, have problems that require help from the local government and academics in solving them. Through this community service activity, an initial assessment has been carried out and shows that digital literacy is still very low, with an average pretest score of only 40-45% in digital business planning and technology-based marketing. This shows that MSME actors are not ready to adopt digital platforms independently. Most MSMEs don't have online stores, they rely on manual promotions, and don't have a structured digital marketing strategy. The customer service process is still manual, resulting in slow response times, inconsistent order handling, and low service reliability. will have an impact on customer dissatisfaction. Stock management that is still manual and has not been integrated with sales and delivery data will also have an impact on service optimally. Therefore, interventions that combine digital literacy training and the use of the UGODIS platform are urgently needed to respond to MSME problems and to strengthen the digital transformation capacity of MSMEs in Serang

Regency.

The contribution of service activities is practical and strategic. From a practical perspective, the MSME go digital application is a direct solution for MSMEs to overcome marketing, stock, and distribution problems. With the training provided, MSMEs can develop digital skills and optimize their business management. From a strategic perspective, the application is a model for digitizing MSMEs that can be replicated in other regions, while supporting government programs in encouraging the digital transformation of the regional economy. Through this training and mentoring, MSMEs can make maximum use of digital technology, so that they are able to expand the market, increase income, and provide direct benefits to increasing regional and national economic competitiveness.

Method

Community service programs are carried out in the productive economy with a *learning by doing* approach, through implementation, training, and mentoring. The *learning by doing* method was chosen because it is able to integrate theory with direct practice, so that MSME business actors not only understand the concept, but also master real skills that are relevant to their needs (Firdaus & Senen, 2022; Krisnanik et al., 2023). The learning by doing approach provided adequate practical experience for cadres and the community in conducting simulations (Sahiddin et al., 2023). Diversity-Based Learning by Doing Implementation Training in Improving Elementary School Students' Literacy Skills in the Digital Era (Firdaus et al., 2022). This method has been proven to increase knowledge retention, build independence, and strengthen adaptability, collaboration, and problem-solving. Through training and mentoring as well as hands-on practice, participants immediately try, correct mistakes, and find solutions to the problems they face. Thus, the results of community service activities become more effective, applicative, and sustainable in supporting the increase in capacity, productivity, and competitiveness of the community in the digital era. The stages of the method of implementing community services can be seen in figure 1.

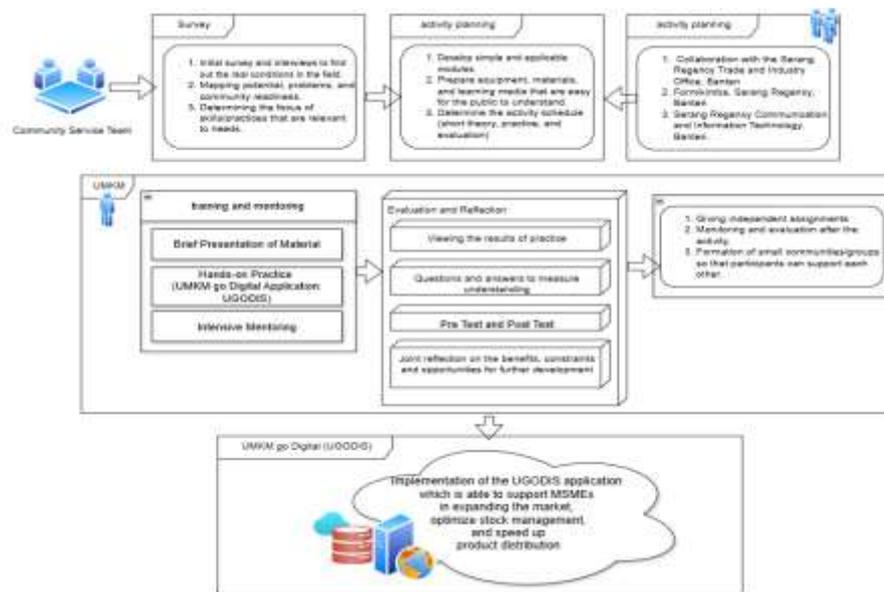*Figure 1.* Implementing Community Service Program

Explanation of the Community Service Implementation Method

The implementation of this community service program follows a structured, multi-stage method designed to address the real needs of MSMEs through a practical and sustainable digital empowerment approach. The first stage of community service activities began with a survey, where

the community service team conducted interviews to identify factual conditions, map existing problems, and assess community readiness, as well as determine skills gaps that must be addressed.

Furthermore, in the activity planning stage, the community service team develops applicable training modules, prepares learning materials and equipment, and determines the activity schedule. The schedule of activities consists of providing materials, practices and evaluations. At this stage, the team collaborated with key stakeholders such as the Serang Regency Trade and Industry Office, FORMIKIMBA, and the Serang Regency Communication and Information Service to get strong institutional support so that activities could be sustainable.

Next is the training and mentoring stage with the delivery of material and continued with direct practice using the UGODIS application. The mentoring is carried out intensively so that participants not only understand the concept but can directly apply it to their business operations.

At the evaluation stage, an assessment will be carried out by viewing and discussing the results of practice, conducting a question-and-answer session to measure understanding, and holding pre-test and post-test assessments to evaluate competency improvement.

In the last stage, the program includes follow-up activities by assigning independent tasks, conducting continuous monitoring and evaluation, and forming groups to encourage collaboration between MSMEs. Then the community service team carried out the full implementation of the UGODIS application, so that MSMEs can expand their market share reach, improve stock management, and accelerate product distribution to customers.

Result

Survey

Preparations for training and mentoring activities have been carried out by the service team by visiting the Diskoumperindag to determine the training and mentoring schedule as well as determining which MSMEs are ready with products to be sold using *a website-based* ecommerce application (Munazilin & Udmah, 2024). The community service team involved in this activity consisted of 5 lecturers and 3 students. This community service activity, in addition to collaborating with the Diskoumperindag of Serang Regency Banten, also collaborates with FORMIKIMBA which is an MSME forum in the Serang regency area under the coordination of the Diskoumperindag. This activity is to support work programs from Serang district which is to carry out digital literacy for MSME actors. The selection mechanism for MSMEs who are trained is those who are ready and have a Business Identification Number (NIB) to make it easier to monitor registered MSMEs. In addition, the selection is carried out for MSMEs that have been running their businesses for at least 1 year. Figure 2 shows the coordination that has been carried out by the service team with the Head of MSME Diskoumperindag and FORMIKIMBA.

Figure 2. Coordination with the Head of MSMEs and FORMIKIMBA

In addition to coordination with the heads of Diskoumperindag and FORMIKIMBA, the service team has also coordinated with the Diskominfo of Serang Banten district for the launch of the go Digital MSME application to facilitate the management and monitoring of the achievements of digital literacy for MSME actors.

Implementation

The training and assistance of community service activities was attended by 20 MSMEs from the Ciruas, Labin, Taman Krakatau areas, Gardu village, Kampung Sular Jaya, Petir Serang, BCP, Kragilan, Cikande and TCP. The distribution of MSME participants based on regions/villages that participated in training and mentoring can be seen in table 1.

Table 1 Distribution of MSME Participants by Region/Village

No.	Region/Village	Number of Participants
1	Ciruas	2
2	Labin	1
3	Taman	2
4	Krakatau	2
5	Kampung Gardu	2
6	Kampung Sular Jaya	2
7	Petir Serang	2
8	BCP	2
9	Kragilan	1
10	Cikande	2
11	TCP	2

Before conducting training and mentoring, the community service team has distributed a questionnaire to see how far MSME business actors know IT. In table 2 presents a comprehensive summary of the digital landscape of MSME participants, including the digital platforms they use, the business features they consider most important, the challenges they encounter in adopting digital technology, and the types of support they expect from the MSME Cooperative Office. These findings provide essential insights into the digital readiness, needs, and constraints of the assisted community, serving as the basis for designing targeted interventions and capacity-building programs.

Table 2 Digital Platform Use, Key Features, Challenges, and Expected Support among MSME Participants (N = 20)

Category	Item	Number of Responses	Percentage (%)
Digital Platforms Used	WhatsApp	17	85%
	Instagram	6	30%
	Facebook	9	45%
	Marketplace (Shopee, Tokopedia, etc.)	5	25%
	TikTok	1	5%
	Local store consignment	1	5%
	GoFood	1	5%
	GrabFood / ShopeeFood	1	5%
	Other store platforms	1	5%
Expected Support from the MSME Cooperative	Digital assistance	10	50%
	Regular training	12	60%
	Access to capital	10	50%
	Online product promotion	13	65%

Office	QRIS payment system	1	5%
	Marketing support	1	5%
Important Features for Business	Product catalog	14	70%
	Digital payment	10	50%
	Customer chat	12	60%
	Sales report	11	55%
	Stock management	13	65%
	Social media integration	11	55%
	Promotion, delivery system, packaging	1	5%
	Marketing and financing	1	5%
Challenges in Using Digital Technology	Lack of technological knowledge	13	65%
	Inadequate devices or equipment	7	35%
	Application development cost	6	30%
	Limited support or training	7	35%

Based on the data in table 2, the community service provider maps the data and compiles the material that will be delivered in the implementation of the service activity. MSME actors in Serang district need training and assistance using information technology to increase sales and expand the market reach of the products produced so that they can compete with other business actors from different regions (Teddy Setiawan et al, 2021). Training and mentoring activities can be seen in Figure 3,

The implementation of the training and mentoring program demonstrates that the intervention effectively strengthened the managerial and digital marketing capabilities of MSME participants. In the management component, the training on technology-based business management successfully improved participants' foundational understanding of digital business processes, with 75% of MSMEs achieving the expected competency level. This was followed by mentoring on the development of data-driven business plans, where 70% of participants were able to design structured plans aimed at improving operational efficiency. These results show a positive change in the readiness of MSMEs to adapt business practices supported by technology.

In the marketing section, the assistance is focused on optimizing digital marketing strategies through the UGODIS platform. In addition, the implementation of the UGODIS website, digital payments, and logistics integration, around 75% of participants can utilize technology for product promotion. Monitoring sales and delivery transactions, 80% of MSMEs have succeeded in creating and managing online stores in the UGODIS application. Other training on real-time sales monitoring and data management, 75% of participants were able to leverage sales information to support the decision-making process.

Overall, community service has increased digital literacy and practical improvements in business operations. The ability to integrate digital payment systems, manage online storefronts, and monitor sales performance reflects the development of a strengthened digital ecosystem that supports greater efficiency, competitiveness, and market expansion for MSMEs in Serang Regency.

Figure 3. Training and assistance in using the UGODIS application

Monitoring and Evaluation

The service team has conducted monitoring and evaluation to see how far MSME actors can understand and use the MSME digital application as one of the media in marketing products and sales transactions. Monitoring and evaluation of the results of MSME training and assistance activities in the implementation of the go Digital MSME application can be seen in table 3.

Table 3 Activities to Carry Out Training and Service Assistance

Yes	Activities	Achievements
1	**Field of Management: Technology-Based Business Management Education**	
a	Conducting training for MSME actors on digital business management.	20 MSMEs have received training on understanding using technology in managing digital-based businesses.
b	Providing assistance in the preparation of business plans	20 MSMEs have received training and assistance to be able to prepare and design business plans.
c	Evaluating the understanding to formulate and design business strategies carried out by MSMEs	20 MSMEs have been monitored and evaluated using understanding in compiling and planning business strategies.
2	**Marketing Field: Digital Marketing Optimization and Use of the UGODIS Website Platform**	
a	Implementation of the UGODIS website platform as the main media in the distribution of MSME products, digital payments and logistics services	Training and assistance have been carried out for the implementation of the UGODIS application.
b	Training and Assistance for MSMEs in creating and managing online stores on the UGODIS application as well as optimizing digital marketing features on the platform.	Assistance and training have been carried out to 20 MSMEs for online store registration through the go Digital MSME application and store management.
c	Training and assistance to manage and monitor sales in real time by MSME actors	20 MSMEs have been monitored and evaluated using the go Digital MSME application (UGODIS)

Table 3 illustrates the structured implementation of the community service program, which consists of two major components: (1) technology-based business management education and (2) digital marketing optimization through the UGODIS platform. The first component focuses on the management, the table shows that all 20 participating MSMEs successfully completed the training on digital business management, indicating strong engagement and improved understanding of digital-based operational practices. The subsequent assistance in preparing business plans was also well received, as all MSMEs demonstrated the ability to develop structured and data-informed business plans. Furthermore, the evaluation activity revealed that MSMEs were able to formulate and refine their business strategies, although a small decline in active participation was observed during the monitoring stage. The second component of community service focuses on digital marketing and the practical use of the UGODIS website platform. Table 3 shows that training and assistance in implementing the UGODIS application have been successfully implemented to adapt UGODIS as a centralized medium on product distribution, digital payments, and logistics integration. All MSMEs receive direct assistance in creating and managing online stores, as well as optimizing the digital marketing features available at UGODIS. The monitoring results have shown that MSMEs are able to perform sales management in real-time,

demonstrating not only their platform adoption but also their ability to integrate digital tools into daily business activities. Overall, table 3 highlights the effectiveness in improving the ability to use digital literacy, business planning skills, and practical use of the UGODIS platform in MSMEs.

The community service team to see the achievement of training and mentoring as well as the implementation of measurements were carried out to see the effectiveness of interventions from MSMEs. Evaluation was carried out using pretest and posttest assessments. The assessment aims to capture the extent to which MSME participants have experienced an improvement in digital skills, business planning skills, and the ability to operate the UGODIS application. The results provide quantitative evidence of learning progress and the degree to which the intervention succeeded in strengthening the participants' competencies. A summary of these improvements is presented in Table 4.

Table 4 Results of pretest and postest evaluation of MSME actors

No	Question	Terget	Pretest	Post tes	% Increase	Status
	Preparation of a Business Plan					
1	I can build a more structured, data-driven business plan.	75	45	80	46%	Reached
2	I can manage business finances by utilizing financial recording technology.	70	35	85	71%	Reached
	Use of the go Digital MSME application					
3	I can use technology to market products	75	40	90	67%	Reached
4	I can create an online store through the UGODIS app	80	30	85	68,5%	Reached
5	I can manage sales data and monitor sales activities in real time.	75	30	80	66%	Reached

The pretest–posttest evaluation provides strong evidence of the effectiveness of the training and mentoring program in enhancing MSME competencies across key areas of digital business management and the use of the UGODIS application. In the aspect of business planning, participants demonstrated substantial improvement. The ability to formulate structured and data-driven business plans increased from a pretest score of 45 to a posttest score of 80, reflecting a 46% increase. This suggests that the combination of theoretical instruction and guided practice successfully strengthened MSMEs' analytical and strategic planning skills. Similarly, the capability to manage business finances using digital recording technology rose from 35 to 85, resulting in a 71% increase, the highest improvement among all indicators. This indicates that MSMEs gained confidence and proficiency in adopting technology-based financial tools, which are essential for accuracy and transparency in daily operations.

In the domain of digital marketing and platform utilization, the outcomes are equally encouraging. The ability to use technology to market products increased by 67%, rising from a pretest score of 40 to a posttest score of 90. This demonstrates a strong shift in participants' readiness to engage in digital promotion and customer outreach. The skill to create and manage online stores through the UGODIS application improved by 68.5%, showing that hands-on training effectively equipped MSMEs with practical digital storefront management capabilities. The ability to manage sales data and monitor real-time business activities also improved significantly, with an increase of 66% (from 30 to 80). This reflects MSMEs' growing competence in interpreting transactional information, enabling them to make more informed and timely business decisions.

Overall, the pretest–posttest results reveal consistent and meaningful progress across all indicators, with improvements ranging from 46% to 71%. Based on the learning-by-doing approach successfully translated knowledge into practical skills. The results community service also indicates that the UGODIS application is an effective tool for strengthening digital business operations, supporting MSMEs as they transition toward more technology-driven and data-informed business practices.

Follow-up

Through coordination with the Serang Regency Government, the service team has prepared a short and medium-term follow. Overall, the pretest–posttest results reveal consistent and meaningful progress across all indicators, with improvements ranging from 46% to 71%. Based on the learning-by-doing approach successfully translated knowledge into practical skills. The results of community service also indicate that the UGODIS application is an effective tool for strengthening digital business operations, supporting MSMEs as they transition toward more technology-driven and data-informed business practicesup plan to support the MSME digitalization target that is in line with the priority programs of the Serang Banten Regional Government. One of the strategies that will be implemented is the formation of MSME cadres or volunteers who act as agents of change and pilots in the implementation of digital transformation in the micro and small business sectors. These cadres will later collaborate with FORMIKIMBA at the district and provincial levels to expand the impact of the program and encourage the adoption of the UGODIS application (MSMEs Go Digital System).

In addition, the service team also coordinates with Diskoumperindag and FORMIKIMBA who will act as administrators of the UGODIS application to ensure optimal management, monitoring, and operational sustainability. The follow-up of service activities is focused on providing understanding and further assistance for MSME actors who have not participated in previous training so that all partners can make maximum use of digital technology. The application is expected to become an icon of an online-based Serang souvenir center that can increase the competitiveness of local products. In the future, application management will be followed through the preparation of regulations or Standard Operating Procedures (SOP) by FORMIKIMBA as a guideline for sustainable management. With this targeted and collaborative follow-up step, it is hoped that the program can continue and have a real impact on strengthening the MSME digital ecosystem in Serang Regency.

Discussion

The implementation of *the MSME Go Digital System (UGODIS)* program through *the learning by doing approach* has proven to be effective in answering the formulation of the main problems related to increasing digital literacy, marketing efficiency, customer service quality, and expanding market reach for MSME actors. The results of the activities showed a significant increase in the competencies of participants, especially in digital business management, financial recording, online marketing, and product distribution. The increase in post-test scores on all indicators emphasized that direct practical activities and intensive mentoring had a great effect on improving participants' understanding and ability to use digital technology (Subekti et al., 2023). Through the hands-on learning experience that has been carried out by the community service team, the learning by doing method can increase knowledge retention, independence, and problem-solving skills for MSMEs (Firdaus et al., 2022).

Theoretically, the results of community service show that the application of learning by doing method in supporting capacity building and independence of MSME actors is very effective.

The program is carried out in the productive economy through the stages of implementation, training, and mentoring. The learning by doing method was chosen because it is able to integrate theory with direct practice, so that MSME actors not only understand concepts, but also master real skills that are relevant to their needs (Firdaus et al., 2022; Krisnanik et al., 2023). In conducting simulations, correcting errors, and finding solutions to problems, the learning by doing approach provides an in-depth practical experience for participants (Firdaus et al., 2022; Sahiddin et al., 2023). Learning by doing method can increase knowledge retention, build independence, and strengthen adaptability, collaboration, and problem-solving. Therefore, the results of community service activities become more effective, applicative, and sustainable in supporting the increase in capacity, productivity, and competitiveness of MSMEs in the digital era (Aminullah et al., 2024). The implementation of UGODIS provides a real digital infrastructure for MSMEs to improve market connectivity and business transparency. The real-time transaction monitoring feature allows MSMEs to manage sales more efficiently and maintain the accuracy of product stock. These results show that digitalization has a positive effect on increasing the competitiveness of MSMEs (Yulistiawan et al., 2023). The service program focuses on capacity building through participatory engagement, which has resulted in significant change.

The service process is a catalyst for digital transformation in the MSME ecosystem of Serang Regency from a social perspective. The collaboration between universities, local governments, and MSME associations, especially FORMIKIMBA and Diskoumperindag, shows a multi-synergy model through effective pentahelix cooperation to support regional digital empowerment through MSMEs (Polgan et al., 2024). Social change is shown through increasing people's digital literacy, the formation of collaborative networks between MSME actors, and the emergence of a sustainable digital business ecosystem (Ayu et al., 2023).

Based on the theory used, community-based interventions that combine participatory learning and the use of local assets can accelerate socio-economic adaptation in the digital era (Priyanto et al., 2025). It is suggested community service activities be carried out continuously, so that the implementation of UGODIS can be expanded to other regions. Integration with national e-commerce platforms can be developed, and long-term evaluations are carried out, so that the impact of digital literacy on the growth of MSMEs is easily monitored. The implementation of the UGODIS program has the challenge of providing a balanced interpretation of the results. Most MSME participants have limited access to adequate devices, inconsistent internet connectivity, and trust in using technology is an obstacle. The challenge highlights that digital transformation does not only depend on training but requires long-term support for infrastructure strengthening, and ongoing mentoring. The program's monitoring period is relatively short, limiting the ability to assess long-term behavioral changes and business performance impacts for MSMEs.

The Pentahelix synergy formed between universities, local governments, MSME associations, the community, and supporting industries has a role in achieving program success from a collaborative perspective. Meanwhile, from the perspective of Collaborative Governance theory, the partnership reflects the early stages of collaborative arrangements to generate shared motivation, mutual trust principles, and joint decision-making (Wirtz & Müller, 2023). To strengthen these elements, especially for accountability to support digital empowerment initiatives comprehensively and consistently. This collaboration is in line with the digital transformation developed by various parties to contribute complementary resources, knowledge, and technology (Mart et al., 2023). However, the ecosystem remains vulnerable due to dependence on short-term projects, limited technological infrastructure, and the absence of long-term policy integration that is the basis for ecosystem development in the MSME business process in general (Ciasullo et al., 2020). The multi-year mentoring model, integration of regional digital policies, and strengthening cross-sector coordination can increase the scalability of the MSME ecosystem in implementing the UGODIS application. Continuous and sustainable interventions for MSMEs can improve the capabilities of the digital literacy ecosystem. Structural challenges and broader ecosystem levels are

key concerns to ensure long-term sustainability and inclusive digital transformation.

Conclusion

The implementation of the community service program for the UGODIS application shows that digital empowerment interventions can substantially improve the capabilities of MSMEs in business management, digital marketing, and operational efficiency. This program strengthens the ability of MSMEs to manage product sales, stock, and distribution through an integrated web-based platform. Community service activities contribute to digital inclusion, collaborative governance, and innovation ecosystems by demonstrating how a learning-by-doing approach and multi-stakeholder collaboration can accelerate digital transformation in local economic systems. The UGODIS application serves as one of the platforms used by MSMEs to improve market connectivity, transaction transparency, and overall competitiveness between MSMEs in Serang Regency. However, keeping the program running requires institutional support, long-term coordination, and strategic resource allocation. Based on this, the program requires an ongoing funding model to ensure system maintenance, feature development, and platform security. Recruitment of digitally selected MSME representatives who are trained to guide colleagues and promote platform adaptation to strengthen community-level capacity and ensure the sustainability of digital literacy efforts. Clear and enforceable SOPs for governance, regular monitoring, and cross-sector collaboration are essential to institutional initiatives.

The achievement of training and mentoring results is validated through pretest and posttest activities carried out by MSMEs to measure their practical competence. MSME participants showed an increase in their ability to design data-driven business plans (46%), manage financial records digitally (71%), utilize technology for digital marketing (67%), create and operate online stores (68.5%), and monitor sales data in real-time (66%). The achievement of quantitative assessment shows that there is alignment between training design and learning outcomes that illustrate structured guidance combined with platform implementation to produce meaningful behavioral and operational changes among MSMEs. Overall, these results confirm that UGODIS not only addresses the capacity gap, but also lays a strong and scalable foundation to strengthen the MSME digital ecosystem throughout Serang Regency and beyond.

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Conflicts of Interest

The author declares that there is no conflict of interest in the writing of this article. All authors have no personal or financial relationships that could influence or cause community service activities to be biased towards the results of the reported activities. The entire process of activities, surveys, training, and mentoring, as well as the interpretation of results is carried out objectively and independently to maintain the integrity and validity of the activities.

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