



MSME transformation through modern entrepreneurship strategies: An asset-based community development approach

Nurkhalik Wahdania Asbara[✉], Faisal Rizal, Mutiarini Mubyl, Hernawan, Mujaddid, Muh. Fahrullah

Institut Teknologi dan Bisnis Nobel Indonesia, Makassar, Indonesia

[✉] khalikawahdania@nobel.ac.id

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Abstract

MSMEs in Cenrana Village face significant challenges in the modern market due to low product quality standards, weak brand identity, and a lack of business legality. This community service program aims to strengthen local competitiveness through the Asset-Based Community Development (ABCD) approach. The implementation stages involved identifying local assets, product innovation workshops, branding and digital marketing training, and assistance in obtaining Business Identification Numbers (NIB). The results demonstrated a significant increase in the managerial capacity and confidence of the entrepreneurs. Participants successfully optimized raw material selection and more efficient production techniques, created more attractive visual brand identities, and gained a better understanding of online marketing mechanisms. Furthermore, the program facilitated business legality through the issuance of NIBs, providing a foundation for capital access and market expansion. The integration of product innovation and legal compliance has proven effective in transforming rural MSMEs into more professional and competitive business entities.

Keywords: Branding; Cenrana Village; Business legality; MSME; Modern entrepreneurship

Pendekatan asset-based community development (ABCD) dalam penguatan daya saing wirausaha modern

Abstrak

Pelaku UMKM di Desa Cenrana menghadapi tantangan dalam kompetisi pasar modern akibat rendahnya standar kualitas produk, lemahnya identitas merek (branding), dan ketiadaan legalitas usaha. Program pengabdian ini bertujuan memperkuat daya saing lokal melalui pendekatan Asset Based Community Development (ABCD). Tahapan kegiatan meliputi identifikasi aset lokal, pelatihan inovasi produk, lokakarya branding dan pemasaran digital, serta pendampingan pengurusan Nomor Induk Berusaha (NIB). Hasil kegiatan menunjukkan peningkatan signifikan pada kapasitas manajerial dan kepercayaan diri pelaku usaha. Peserta berhasil mengoptimalkan pemilihan bahan baku dan teknik produksi yang lebih efisien, menciptakan identitas visual produk yang lebih menarik, serta memahami mekanisme pemasaran daring. Selain itu, program ini memfasilitasi legalitas usaha mitra melalui penerbitan NIB, yang menjadi fondasi bagi akses modal dan perluasan pasar. Integrasi inovasi produk dan aspek legalitas terbukti efektif dalam mentransformasi UMKM perdesaan menjadi entitas bisnis yang lebih profesional dan kompetitif.

Kata Kunci: Branding; Desa Cenrana; Legalitas usaha; UMKM; Wirausaha modern

Contributions to
SDGs

8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



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1. Introduction

In the context of globalization and digitalization, the world of entrepreneurship is undergoing fundamental changes ([Turcan et al., 2022](#)). Globalization allows entrepreneurs to access international markets, opening up new opportunities for their products and services, but also increasing competition on a global level ([Coulibaly et al., 2018](#)). On the other hand, digitalization is changing the way businesses operate by transforming information and processes into a digital format ([Rachinger et al., 2019](#)). This allows for faster product and service innovation, as well as more effective marketing and distribution through digital platforms. In addition, digitalization improves operational efficiency by automating processes, reducing costs, and increasing productivity ([Zaman et al., 2025](#)). These fundamental changes create new business models that are more flexible, require entrepreneurs to quickly adapt to new trends and technologies, and encourage broader global collaboration among entrepreneurs from different parts of the world ([Kraus et al., 2019](#)).

Globalization refers to the economic, social, and cultural integration across the globe, enabling the rapid exchange of goods, services, and information between countries ([Jain & Srivastava, 2024](#)). This process is made possible by technological advancements, especially in communication and transportation, which connect different parts of the world more efficiently. In the economic context, globalization opens up opportunities for countries to expand their markets, drive economic growth, and increase competitiveness. Countries can now access new resources and markets, allowing them to innovate and increase production ([Anand et al., 2021](#)).

However, globalization also brings challenges, such as economic injustice and negative impacts on local culture. Societies in many countries face pressure to adopt the values and practices of the dominant culture, which can threaten the existence of indigenous cultural identities ([Akanji et al., 2021](#)). In addition, inequality between developed and developing countries is increasingly glaring, with unequal access to the benefits of globalization. Therefore, it is important for global leaders to create policies that prioritize social justice and sustainability, ensuring that all countries can participate in the globalization process in a fair and equal way. Digitalization, on the other hand, involves the use of digital technology to improve business efficiency and effectiveness ([Wang et al., 2023](#)). These two factors encourage businesses to adapt and utilize the latest technology to strengthen their market position.

The development of information and communication technology (ICT) has provided significant opportunities for entrepreneurs ([Asbara et al., 2023](#)). With the internet, social media, and digital platforms, businesses can more easily reach consumers, expand their markets, and interact with customers directly. This allows them to increase product competitiveness through innovation and more effective marketing ([Saputri et al., 2023](#)).

In Indonesia, particularly in villages like Cenrana, Camba District, Maros Regency, there is enormous entrepreneurial potential. These villages possess abundant natural resources, such as agriculture, fisheries, and handicrafts. However, many people have not yet optimally utilized these opportunities, which can be caused by various factors, including limited access to information and education ([Rezi & Ali, 2024](#)). Based on data from Maros, the number of MSMEs in Camba District is as follows in [Figure 1](#).

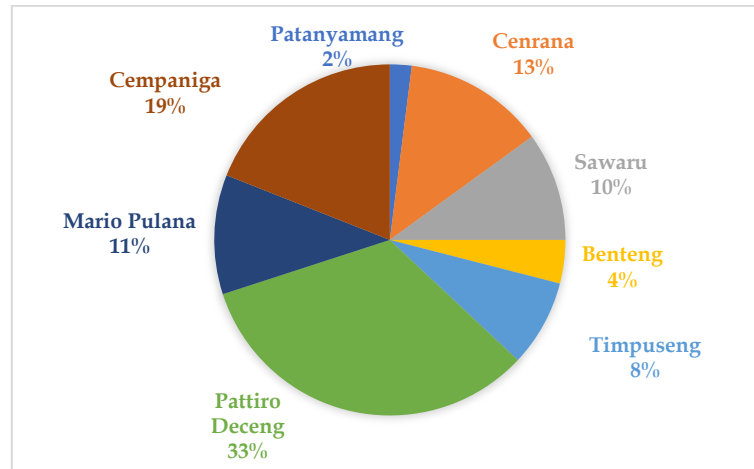


Figure 1. Diagram of the number of MSMEs in Camba District

From the [Figure 1](#), it can be seen that Cenrana Village has 13% of MSMEs, where the types of businesses are divided into several types, namely retail traders, building material traders, broiler chicken farming, peanut farming, chili farming, and beef cattle farming vehicle rental.

Product upgrading is a crucial aspect of modern entrepreneurial strategy ([Deevi et al., 2024](#)). High-quality and innovative products not only attract consumers but also foster customer loyalty ([Tan & Hidajat, 2024](#)). In the context of Cenrana Village, many local products have high potential, but still lack quality and innovation. Through this community service, we will provide training and mentoring to entrepreneurs to improve the quality of their products, including raw materials, production processes, and product design.

Branding is also a key element in business development ([Koporcic & Ivanova-Gongne, 2020](#)). In today's digital age, a strong brand image can help small businesses compete with large brands ([Talib & Sari, 2024](#)). The people of Cenrana Village need to be equipped with knowledge on how to build a strong and attractive brand identity. We will help them understand the importance of good branding, including how to create an effective logo, slogan, and communication strategy to attract consumers.

Marketing is equally important in modern entrepreneurial strategies ([Stokes, 2000](#)). With technological advancements, marketing can be conducted through various digital platforms, such as social media, e-commerce, and websites ([Yusnita et al., 2024](#)). However, many entrepreneurs in Cenrana Village have not yet optimized digital marketing to reach a wider market. We will provide training on social media mastery, online marketing techniques, and how to utilize digital platforms to increase sales.

Furthermore, the legal aspect of a business is also a crucial consideration ([Taherdoost, 2023](#)). Having a Business Identification Number (NIB) is one of the first steps every business owner must take to operate their business legally and officially ([Alfikri et al., 2024](#)). However, many business owners still don't understand the importance of this legality and the procedures for obtaining one. Through this activity, we will provide information and guidance to the public regarding the importance of a NIB and the registration process.

Overall, this community service aims to empower the people of Cenrana Village to face the challenges of modern entrepreneurship. By enhancing their knowledge and skills in

product upgrades, branding, marketing, and legality, it is hoped that the community can increase the competitiveness of their local products, boost income, and create new jobs in the village (Mariska et al., 2023).

Through this community service, we hope to build synergy between universities and the community to create a healthy and sustainable entrepreneurial ecosystem. Support from all parties, including local governments, financial institutions, and the community, is crucial to achieving this goal. Thus, Cenrana Village will not only be rich in natural resources but also become independent and competitive in the global era.

2. Method

This community service program uses the Asset-Based Community Development (ABCD) approach (Forrester et al., 2020). The stages of the activity are the first step is the identification of local assets, such as skills and community resources. Furthermore, training was carried out to improve product quality and branding in accordance with market needs. Then, effective marketing strategies will be introduced, utilizing social media and local networks. Finally, assistance in the legality process of NIB (Business Identification Number) will be provided to ensure that the business is officially registered. This approach aims to empower communities to be independent and sustainable. The target of this community service activity is micro, small, and medium enterprises (MSMEs) in Cenrana village, Maros Regency who will receive training and support in marketing their products. This activity will be held in September 2025. Community service activities in Cerrana Village, Camba District, Maros Regency, carried out through a series of structured and participatory methods. This method is designed to ensure active community involvement in every stage of the activity and to achieve the goal of sustainable entrepreneurship development.

3. Results and Discussion

3.1. Initial research and needs identification

The first step in implementing this activity is to conduct initial research to identify community needs and potential. The community service team will conduct surveys and interviews with local business owners to gain a clear understanding of the challenges they face in entrepreneurship. The data collected will include information on the products they produce, the marketing methods they use, and their awareness of business legality. The results of this research will form the basis for designing an appropriate training program. The results of this stage show that 85% of people feel they do not have enough information and skills to manage a business effectively.

Before commencing the community service activities, the team distributed a questionnaire to gauge the community's knowledge of modern entrepreneurship. The questionnaire included questions about product upgrades, branding, marketing, and the legality of NIBs. The results of the questionnaire distribution are as follows:

Based on Figure 2 that the results of 15 questions with two answer categories: "True" (blue) and "False" (orange). Overall, there were 239 wrong answers and 57 correct answers, so the percentage of wrong answers reached 80.7%, while the correct answers were 19.3%. Questions 5,6,7 showed the highest results of incorrect answers with 19

incorrect answers each, while Question 15 was the lowest with only 7 correct answers and 13 incorrect answers. Based on the results above, it can be concluded that the public still does not understand enough about product upgrades, branding, marketing, and the legality of NIB.

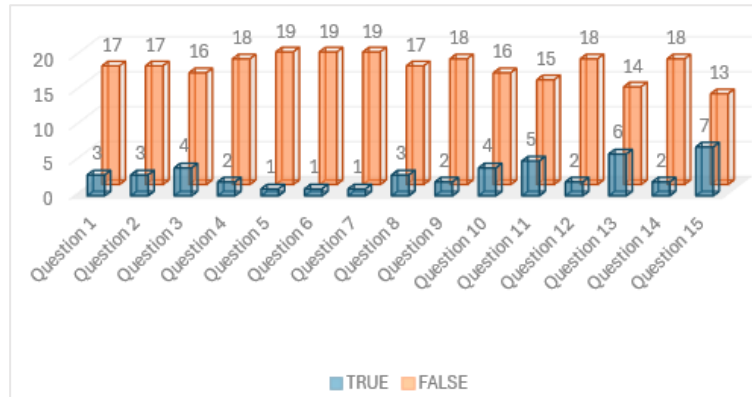


Figure 2. Distribution of questionnaires before the activity

3.2. Program plan preparation

After identifying needs, the next step is to develop a comprehensive program plan. This plan will include an activity schedule, training methods, and necessary tools and materials. The program will be designed to cover several key aspects, including product upgrades, branding, marketing, and NIB legality. This plan will also involve collaboration with relevant parties, such as village governments, financial institutions, and non-governmental organizations focused on MSME development. The results of the identification of needs and program plans that become solutions are as follow in Table 1.

Table 1. Results of needs identification and program plan

Identify needs	The solutions offered
Low Product Quality	Training in product quality improvement techniques, including better raw material selection and efficient production processes.
Lack of Knowledge about Branding	Workshop on branding strategy, including how to create a strong and compelling brand identity.
Limited Marketing	Digital marketing training, including the use of social media and e-commerce platforms to increase market reach.
Low Awareness of Business Legality	Information and assistance regarding the importance of having a NIB and the registration procedures.
Limitations in Product Innovation	Product innovation brainstorming and training sessions, with a focus on new product development and diversification.
Lack of Understanding about Market Analysis	Training on how to conduct market analysis and understand consumer needs.

3.3. Training and workshops

The training be conducted as an interactive workshop involving all business owners in Cenrana Village (Figure 3). Each training session will focus on a single theme, such as product quality improvement techniques, branding strategies, and digital marketing. Each training session is focused on a specific theme, such as product quality improvement techniques, branding strategies, and digital marketing. The participants

responded positively to the training, revealing that they felt more confident in managing their businesses after gaining insights from experts and practitioners who were invited as speakers. Many participants stated that the information conveyed was very relevant and applicable, so they could directly apply it in their daily business practices. Experts and practitioners in their respective fields will be invited as resource persons to provide insights and practical experience to participants. The resource persons at this activity were ITB Nobel Indonesia lecturers with diverse fields of science, ranging from the fields of human resource management, marketing management, entrepreneurial management and computer science. In accordance with the service activities carried out [Fuada & Jurdil \(2021\)](#) during the program, the participants conveyed their entrepreneurial experiences and also shared tips on generating product ideas, marketing techniques using digital media, and other useful business strategies used during the pandemic. In addition, the event continues for approximately 2 hours, with additional insights for new, existing and intending business owners. Furthermore, the participants were inspired to explore new business opportunities in the midst of a pandemic. Additionally, group discussions will be held to encourage participants to share experiences and solutions to problems they face.



Figure 3. Training atmosphere

3.4. Mentoring

Following the training, mentoring and support activities will be conducted to ensure the application of the knowledge gained. The community service team will assist business owners in improving their products, developing their branding, and implementing the marketing strategies they have learned. This support is ongoing, with regular visits to business locations to provide feedback and suggestions for improvement. The results of this community service activity are as follows.

First, product quality improvement technique training. Participants were able to identify quality raw materials and implement more efficient production processes, which had a direct impact on the final quality of the product. As a result, 85% of participants reported an increased understanding of quality improvement techniques and the application of new techniques to local products that improve customer satisfaction. The numbers above are based on the results of the distribution of questionnaires before and after the activity. In question 3 which says How to know how to identify quality raw materials and question 5 which are the steps that are suitable to improve customer satisfaction?

Second, workshop on branding strategy. Participants succeeded in designing a clearer and more attractive brand identity, which is expected to increase the product's appeal in the eyes of consumers. As a result, 75% of participants successfully formulated a branding strategy for their products and some participants have started implementing new strategies that increase engagement on social media. The numbers above are based on the results of the distribution of questionnaires before and after the activity. Questions 1-3 discuss how can increase the attractiveness of the resulting product.

Third, digital marketing training. Participants become more skilled in utilizing digital media to promote their products, which allows them to reach a wider market and increase sales. As a result, 90% of participants felt more confident in using digital marketing tools and Increased website traffic by 30% in a month after the training. The figure is based on the results of the distribution of questionnaires before and after the activity. Questions 7-10 discuss how promote the product so that it can reach a wider market.

Fourth, information and assistance regarding NIB. Participants gained a better understanding of the importance of business legality, as well as practical steps to obtain a NIB, which is an essential part of running a business formally. As a result, 100% of participants successfully submitted their NIB and Participants reported an easier process after getting direct assistance. In line with the results of [Luthfi & Hapsari \(2023\)](#) service, the results of this program include the issuance of a certificate of domicile of the Omah Kripik Mbote and NIB companies with the KBLI code.

Fifth, brainstorming session and product innovation training. Participants are able to generate innovative ideas that can be applied in their products, so they can meet the ever-changing market needs. Lastly, training on market analysis. With a better understanding of market analysis, participants can formulate business strategies that are more targeted and in line with consumer demand. The result is that 80% of participants are able to compile comprehensive market analysis reports and the use of analytical data in business decision-making has increased. The figure is based on the results of the distribution of questionnaires before and after the activity. Questions 12-14 which discuss how to formulate a strategy for the right business and according to market needs. In line with [Jariyah et al. \(2024\)](#) devotion, which aims to improve the ability of communities to market their products through social media and the internet by creating engaging content. The program will use a hands-on approach, which involves hands-on training and simulation using computers and mobile devices. After completing the training, participants are expected to gain knowledge and skills to do digital marketing, from creating a marketplace account to designing product logos

3.5. Evaluation and monitoring

Evaluations will be conducted periodically to assess the program's effectiveness. The community service team will collect data on changes in products, sales, and awareness of the importance of business legality. These evaluation results will be used to adjust the program for greater effectiveness in the future. Furthermore, participant feedback will be collected to improve the quality of training and mentoring.

After completing all the community service activities, the team distributed the same questionnaire again to determine the results of the community service activities. [Figure 4](#) illustrates the results of the evaluation of 15 questions, which shows the number of "True" and "False" answers from participants. On the vertical axis, there is a scale of the

number of participants, while the horizontal axis displays each question asked. From the analysis of the graph, it can be seen that questions 1 to 15 have significant variations in the number of “True” (marked with blue bars) and “False” (marked with orange bars) answers. Most questions show a higher number of “True” answers compared to “False”. For example, in question 1, the percentage of “True” answers reaches 80%, while the answer “False” is only 20%. Overall, this graph provides a clear picture of participants’ level of understanding, with more questions answered correctly. These findings can provide valuable insights to improve marketing and education strategies related to the legality of NIB, thereby addressing ongoing areas of lack of understanding.

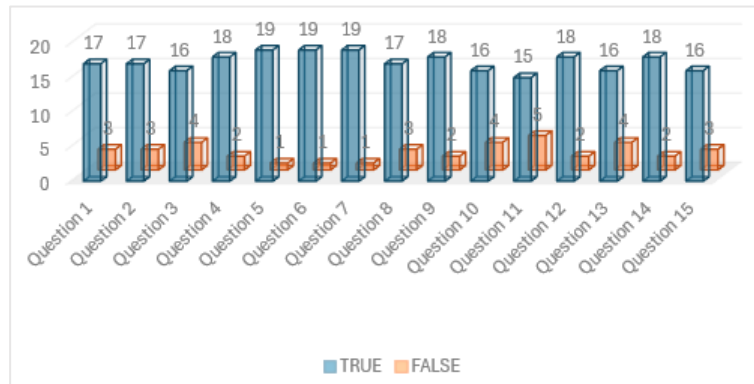


Figure 4. Distribution of questionnaires after the activity

Overall, this community service provides great benefits for MSMEs in increasing the added value of the products they make, as can be seen from the diagram of the results of the community service activity evaluation seen in Figure 5.

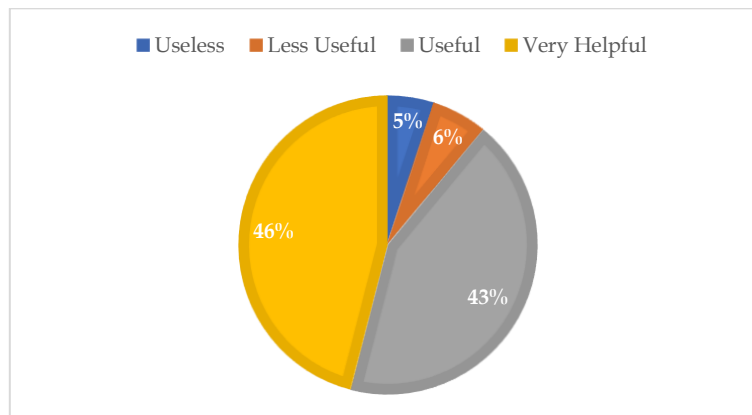


Figure 5. Results of community service activity evaluation

Of the total Participants, the majority (46%) stated that this activity was “Useful”, while another 43% considered it “Very Useful”. Only 6% of participants felt that this activity was “Less Useful”, and 5% stated that it was “Not Useful”. These results indicate that this community service activity was significantly well received by the participants, reflecting the relevance and effectiveness of the material presented in improving their understanding of modern entrepreneurial strategies. Thus, this activity can be considered successful in providing added value for entrepreneurs in running their businesses.

4. Conclusion

Improving knowledge on key aspects such as product quality, branding, digital marketing, and business legality is crucial for MSMEs in Cenrana Village. Good product quality not only attracts consumers but also builds trust and loyalty. With proper training, business owners can understand how to select better raw materials and implement efficient production techniques, resulting in more competitive products in the market.

Branding plays a crucial role in creating a strong brand identity. Businesses are taught how to build a compelling brand image, which can help them compete with larger brands. Digital marketing is also a vital tool; by leveraging social media and e-commerce platforms, they can reach a wider market and increase their product visibility.

Business legality, including understanding the Business Identification Number (NIB), is a crucial aspect that is often overlooked. Having a NIB guarantees that a business meets official requirements, potentially facilitating access to resources and support from the government and financial institutions. With this skill enhancement, entrepreneurs are expected to optimize products, increase revenue, and overall support local economic development. This activity also creates synergy between universities and the community, where universities contribute knowledge and experience, while the community can apply that knowledge in practice. Support from the government and financial institutions is crucial to ensure the sustainability of this program, ensuring that the entrepreneurial ecosystem in Cenrana Village remains healthy and sustainable in the long term.

Author Contribution

Initial Research and Need Identification: NWA; Program Plan Preparation: H, MM; Training and Workshop: NWA, FR, MM; Mentoring and Mentoring: M, MF; Evaluation and Monitoring: NWA, FR; Journal preparation and revision of Journal: NWA.

Conflict of Interest

The authors state that there is no conflict of interest in the publication of this article.

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