

The Role of E-Commerce for MSMEs: A Study on Artificial Intelligence Training at Shopee Training Center

Panji Hendrarso ^{a,1}, Baby Sri Murniyati Poernomo ^{b,2,*}, Sulochini Pather ^{b,3}

¹ Sekolah Tinggi Ilmu Administrasi (STIA) Banten, Kota Serang-Banten, Indonesia, ² STIAM I Institute of Social Sciences and Management, Jakarta, Indonesia, ³ University of Leeds, Leeds, United Kingdom

¹ babypoernomo28@gmail.com

* corresponding author

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ABSTRACT

The Indonesian government ensures that MSMEs will once again become heroes of national economic revival in 2023. Currently there are around 20 million MSMEs that have been digitalized or on board on e-commerce platforms from the target of 30 million by early 2024. However, until now, there are still many MSMEs who think that Artificial Intelligence (AI) technology is only intended for large-scale businesses, so they are afraid or reluctant to take part in the training provided. This research is a qualitative study with a case study approach. Data collection was carried out through in-depth interviews with MSMEs from Central Java, East Java, South Sulawesi, East Kalimantan and Bali. The aim is to obtain data and information regarding how to implement Artificial Intelligence training and mentoring programs for MSMEs, what obstacles are encountered in implementing the training, and what solutions can be taken to overcome these obstacles. The results of this research show that training related to AI or digital technology organized by the Shopee Training Center can be well received by MSME players because the material is relevant to their needs, the instructors are competent and professional, the facilities provided are very complete with assistance for the participants who have completed the training.

1. INTRODUCTION

MSMEs in Indonesia show very significant development. The Ministry of Cooperatives and SMEs even released data that there were around 65.4 million SMEs in Indonesia in 2019 which could absorb human resources of up to 123.3 thousand people (Indonesian Ministry of Finance, Directorate General of Treasury, 2023) and could contribute to National GDP by 60.5%. This shows that the presence of MSMEs in Indonesia can make a big contribution to the problem of overcoming unemployment and improving the people's economy. MSMEs in Indonesia are dominated by micro business actors, amounting to 98.68% with a labor absorption capacity of around 89%. Meanwhile, the contribution of micro businesses to GDP is around 37.8% (Ministry of KUKM Report, 2018).

Hansen and Mowen (2019) state that a country's economy can be boosted, one of which is through the Micro, Small and Medium Enterprises (MSME) sector, because apart from being able to contribute to GDP (Gross Domestic Product), it also provides job opportunities for anyone without having to be hindered by age, education and skills. In other words, MSMEs are a form of community empowerment and an effort to improve the nation's economy. Based on reports from the MSME Empowerment Report, 2022, around 114.7 million people have been successfully recruited and received job opportunities through MSMEs in Indonesia. This shows that Indonesia's workforce absorption is 56% (MSME Empowerment Report, 2022:5).

It cannot be denied that MSMEs that want to continue to develop must also have a strong desire to keep up with change. In the current digital era, MSMEs as business actors must also meet technology, which is currently better known as Artificial Intelligence (AI). However, the conditions we currently encounter in Indonesia show that there are still many MSMEs that do not understand the importance of using AI in developing their businesses, especially MSMEs in rural villages and MSMEs run by the elderly. They can be said to be a group that has not been touched by technology. This generally happens because people still think that AI technology is only intended for large businesses or industries. Of

course this assumption is not true. Many of them think that if their business uses technology it will require large costs and human resources with special skills and high wages. This actually makes MSMEs feel worried and choose not to take part in activities related to AI programs, such as training or seminars (Fatihah and Saidah, 2021).

The E-Commerce platform that is currently considered quite large and has the most consumers in Indonesia is Shopee. Shopee is a platform that is tailored to each region and has a vision and mission to provide an easy, safe and fast online shopping experience for customers through strong payment and logistics support. Shopee is a commercial electronics site headquartered in Singapore owned by Sea Limited (formerly known as Garena), which was founded in 2009 by Forrest Li. In 2015, Shopee was first launched in Singapore. Shopee was first launched as a consumer to consumer (C2C) marketplace. However, now they have switched to a hybrid C2C and business to consumer (B2C) model since launching Shopee Mall, which is an online shop platform for well-known brands (E Commerce in Southeast Asia Report, 2017).

Shopee is an E-Commerce that has provided a lot of training for MSMEs in Indonesia. However, there are still many MSME managers who have not had an opportunity to take part in training related to Artificial Intelligence (AI) technology. Most MSMEs are still hesitant to register and take part in training organized by Shopee. They still think that AI technology is only for big industries managed by young people.

Based on the problems mentioned above, this research is aimed at answering the questions: (1) How does Shopee contribute to implementing Artificial Intelligence technology training for MSMEs? (2) What obstacles are encountered in organizing Artificial Intelligence training for MSMEs? And (3) What solutions can be taken to overcome these obstacles? The results of this research will contribute to stakeholders and policy makers to encourage MSMEs development in Indonesia, especially those who are located in rural areas and are run by the elderly, to increase their quality through technology-related training so that MSMEs in Indonesia can go global.

2. LITERATURE STUDY

Artificial Intelligence Technology

In this increasingly advanced era, AI (Artificial Intelligence) has become a hot topic being asked and discussed. In various sectors, AI has proven its potential to change the way we live and work. John Mc Carthy stated that Artificial intelligence (AI) is a science and technique in creating intelligent machines, especially in creating intelligent computer programs or applications like robots that can work and think like humans (McCarthy, 2007). AI itself is aimed at creating an expert system, namely a system that can perform intelligent behavior, learn, demonstrate, explain and advise users and to implement human intelligence into machines, creating a system that can understand, think, learn and behave, like humans. John Mc Carthy (1956) thinks that the meaning of 'intelligent' can be translated as 'having knowledge, experience, reasoning and good morals' (Dahria, 2008).

Another expert who also expressed his opinion about AI was Simmons et al (2008) who argued that artificial intelligence is an area of research, applications and instructions related to programming computers to do things that in the human view are intelligent. Meanwhile, Rich and Knight (1991) define AI as the study of how things that can be done by humans can be done by computers. The fields included in the AI category are expert systems, natural language processing, speech recognition, robotics and neural networks (Simmons et. al, 2008). Other experts who also define AI are Avron Barr and Edward E. Feigenbaum (1982). They explained that Artificial Intelligence is a part of computer science that designs an intelligent system, which is made to have human-like thinking characteristics, even better than humans (Rich and Knight, 1991).

Based on the definition above, these theories can later be expressed in a programming language and their execution can be proven on a real computer where it works like a human brain which has the ability to solve various problems and analyze them like the problem solving skills possessed by humans.

Micro Small and Medium Enterprise (MSME)

Purba (2019) in his research stated that MSMEs are small-scale independent community economic activities where community groups, families or individuals play a role in managing them. MSMEs are a type of business that only has a small market scope, with limited human resources, and is managed solely by the business owner (Simmons, et.al., 2008). Meanwhile, the World Bank has its own definition of MSMEs where the emphasis is on 2 of the 3 criteria that must be met, namely employee strength, asset size or annual sales (Das, 2017).

MSMEs in Indonesia are regulated in Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises where MSMEs are classified into 3 types as shown in the table below.

Table 1. Criteria of MSME based on Law No 20/2008

No	Description	Asset	Income
1.	Micro Enterprise	Max. IDR 50 Million	Max. IDR 300 Million
2.	Small Enterprise	> IDR 50 - 500 Million	> IDR 300 Million - 2,5 Billion
3.	Medium Enterprise	> IDR 500 Million - 10 Billion	> IDR 2,5 - 50 Billion

Source: Law No 20/2008

Indicators to see the development of MSMEs can be seen from various criteria. Inggarwati and Kaudin (2010) stated that indicators to see business development can be done through evaluating sales growth, whether or not human resources are increasing, whether or not there is an increase in profits, and increasing asset value. If the factors above have been realized, then it can be said that the business has experienced development. Meanwhile, Sumardi and Zulpahmi (2017) put more emphasis on increasing the amount of income received to see the development of MSMEs, and Purwanti (2012) places emphasis on how MSME players are able to meet the market demand.

Definition of Training

Gomes (2003:197) states that training is any effort to improve worker performance on a particular job for which they are responsible. Training is a process aimed at increasing employee knowledge and skills. Training programs implemented by companies or institutions are aimed at improving the quality, expertise, abilities and skills of each employee (Riniwati, 2016: 152).

Basically, training is carried out to direct employees to improve their performance better (Simamora in Larasati, 2018: 111). Meanwhile, Mondy in Larasati (2008:111) explains that the purpose of training is to emphasize efforts to improve short-term performance by increasing the knowledge and skills of employees in the position they hold. Apart from improving the performance of employees who have worked for a long time at the company, training is also carried out with the aim of teaching basic skills to new employees (Gary Dessler in Larasati, 2018: 111).

From several definitions according to the experts above, it can be concluded that training is a process of gaining skills regarding work, through a series of systematic procedures or carried out by an expert which aims to improve the skills and knowledge of employees.

Rivai and Sagala (2011:212) see the importance of training not only to improve employees' hard skills but also their soft skills, namely aspects related to behavior, personality, communication, ethics and morals. Meanwhile, Salinding (2011:15) states that the aims of conducting training are: (a) to encourage improvements in the quality of employee performance, (b) to encourage improvements in employee skills, (c) to encourage employees to always keep abreast of developments and changes, (d) to increase Human Resources skills in problem solving, (e). to open new employees' insight regarding company policies and targets, (f). to strengthen promotion and management strategies, (g). To increase employee job satisfaction.

Companies also need to understand the indicators of the success of training. Mangkunegara (2018) states that there are 5 aspects that can be determined as training indicators, namely: (a). Type of

Training, (b). Training Objectives, (c). Training Materials, (d). Training Methods, and (e). Training Participants. Type of training can be determined by management according to the training needs, for example to improve employee hard skills or soft skills. Meanwhile, training objectives must be set in order that they are measurable and concrete. Training materials need to be designed well to match what is conveyed by the instructors as well as the methods that will be applied. Not all instructors assigned to provide training have the ability to use appropriate methods. However, Mangkunegara (2018) recommends that in employee training, training methods using participatory techniques, namely group discussions, conferences, simulations, in-class simulations are the best methods. Lastly, the qualifications of the training participants must also be taken into consideration by the company because employees assigned to take part in the training must be in line with the company's needs and have recommendations from management.

The instructor's competency aspect is the main factor that determines the success of a training (Hasibuan, 2016:74). A training instructor is different from a school teacher or lecturer on campus, because the participants they train are adults who already have work experience. Therefore, training instructors must think about the factors: (a) Teaching Skills, (b) Communication Skills, (c) Personality Authority, (d) Social Skills, (e) Technical Competence and (f) Emotional stability. A trainer must have the ability to educate or teach, motivate, guide, provide instructions, and transfer knowledge to training participants. Instructors must also have good communication skills and have a pleasant personality. Training instructors must also have expertise in the social sector so that their clients or companies give them full confidence in training their employees. Technical competence is needed for an instructor because they must be quick and precise in making decisions, agile and have theoretical skills. A coach must not have negative prejudices towards his students, must not be quick to anger, have a fatherly/motherly nature, be open, not vengeful and provide objective values.

Sofyandi in Noviantoro (2009:39), looks at effective training programs from different dimensions. According to him, effective training can be measured through: (a). Training Material, which is related to the relevance of the training program content to employee needs, (b). Training methods that suit the participants being taught, (c). Instructor Behavior and Skills, who are able to provide motivation to participants, (d). The training duration is well determined so that it is neither too long nor too short, (e). Training Facilities, which relate to the relevance of the program and the comfort of the training participants.

3. METHOD

The research design used in this research is qualitative research, because the data obtained and the analysis used in this research is qualitative. Qualitative research aims to get a full picture of someone's views on their research. Basuki (2006: 78) also explains that qualitative research is continuous with the beliefs, opinions, perceptions or ideas of the person they are researching and all of this cannot be measured with numbers.

This research uses a case study approach. According to Kriyantono (2020), the case study method is a research method that uses various data sources that can be used as research material, describing and comprehensively explaining various aspects of an individual, group, program, organization or event systematically. According to Creswell (2014), a case study is a research strategy for carefully investigating something by collecting complete information using various data collection procedures. Apart from that, case studies are also carried out to gain an in-depth understanding and analyze things more intensively about an individual, group or situation. In this research, a case study approach was applied because it is in accordance with the aim of this research, namely to obtain in-depth data and information about the implementation of training that has been held by the Shopee Training Center and to analyze what difficulties or problems were encountered in the training that was held.

In this research, the data collection technique used by researchers was in-depth interviews. Stake (1995, p. 65) explains that in-depth interviews are not about getting 'yes' or 'no' answers, but rather descriptions, connections and explanations. Therefore, the researcher prepared a number of questions, but these questions were not rigid in nature. When conducting interviews, researchers need to listen more while noting important points.

In the interview process, researchers need to keep interview records (Stake, 1995, p. 66). Researchers conducted interviews with 15 MSME managers from small towns or villages in Central Java, East Java, South Sulawesi, East Kalimantan and Bali who have run their businesses in various business fields, namely culinary, fashion, cosmetics and health products such as herbal drinks and has attended training both held by the government and at the Shopee Education Centers. Apart from that, researchers also conducted interviews with representatives from the Shopee marketplace aimed at obtaining information on whether the Artificial Intelligence (AI) training provided was able to reach MSMEs in villages, and whether there were any problems or difficulties during the implementation of the training.

Meanwhile, data analysis was carried out using the theory of Miles and Huberman (1992) which states that data analysis consists of stages (a) Data collection, (b) Data Reduction, (c) Data Presentation, (d) Drawing conclusions or Verification. At the data collection stage, researchers do this through interviews, observation and documentation. The data obtained is then summarized, selected and focused on important things and themes are sought (Sugiyono, 2008:247). In presenting data, conclusions are drawn from the information that has been arranged or action is taken. The final stage is conclusion and data verification, namely efforts to search, test, double-check or understand the meaning, order, patterns, explanation, plot, cause-and-effect or preposition. Conclusions can be in the form of a description or picture of an object that was previously still dim or dark so that after research it becomes clear, it can be in the form of a causal or interactive relationship, hypothesis or theory (Sugiyono, 2008: 253).

4. RESULTS AND DISCUSSION

Researcher interviews with MSME managers show that training related to Artificial Intelligence (AI) has been attended both by the government and the Shopee Education Campus. However, MSME managers are of the opinion that the training carried out by the government is not very effective, uninteresting and poorly understood by training participants.

“I have attended digital technology training for MSMEs twice. The first training was organized by the Ministry of Communication and Information and the second training was organized by the Ministry of Tourism and Creative Economy. However, in my opinion, these two trainings are not very effective because they do not provide optimum results. Training held by the government generally took civil servants as trainers and not professional trainers, so they were less competent in delivering the materials.” (AN- Culinary MSME Manager - Lamongan, East Java).

“I have attended training twice at the Shopee UMKM Education Center and I was happy because the training was very enjoyable. The instructors were very professional and the learning methods were interesting so they didn't make participants bored or sleepy. The trainers at Shopee really motivated me not to give up when starting a business. This is very different from the training organized by the government some time ago in which the material provided was indeed important but unfortunately it was not presented in an interesting way. Many participants complained because having accomplished the training, they still didn't understand what digital technology meant for MSME marketing.” (RI- Culinary MSME Manager – Pare-Pare, South Sulawesi).

This is in line with the opinion of (Hasibuan, 2016: 74), which states that a training instructor is different from a school teacher or lecturer on campus, because the participants they train are adults who already have work experience. Therefore, training instructors must think about the factors: (a) Teaching Skills, (b) Communication Skills, (c) Personality Authority, (d) Social Skills, (e) Technical Competence and (f) Emotional stability. The following are the results of the researcher's interview with MSME managers regarding the training program at the Shopee MSME Campus.

Table 2. Implementation of AI Training for MSMEs by the Shopee MSME Campus

No	Aspects	Implementation
1.	Location of Shopee MSME Education Center	There are already quite a lot of MSME campuses in Indonesia. Currently there are 10 campuses, namely in Solo, Bandung,

		Semarang, Jakarta, Yogyakarta, Medan, Malang, Makassar, Samarinda, Bali.
2.	Training modules for MSMEs Training Programs	MSME owners receive the learning materials at the Shopee MSME Campus with a curriculum that is relevant to what the participants need, namely: Module 1: Basic Training of AI Technology Module 2: Digital Marketing Training Module 3: Customer Service with AI technology Module 4: Creating promotion features with AI Module 5: Customer Relationship Management through Social Media Module 6: Packing and Shipping Module 7: Optimizing Store Management Module 9 : Increasing the Store Traffic with Ads Module 10: Optimizing the Store Traffic with Shopee Live and Shopee Video Module 11: Preparation for Export
3.	Trainer Competence of Shopee MSME Education Center	<ul style="list-style-type: none"> a. Very competent and professional b. Not civil servants from an agency c. Have background as MSME managers d. The method of delivery is very attractive and easy to understand e. The trainers always motivate participants to be enthusiastic in developing their business
4.	Training Duration	<ul style="list-style-type: none"> a. Participants can choose the training schedule and type, (online or offline). b. The duration of training varies for each program but the program management is very effective c. If a participant is unable to participate in a particular session, he/she can still attend the session at the next training schedule
5.	Mentoring Program for MSMEs	MSME managers who have joined will receive direct Mentoring Program from the Customer Service Team and Shopee Trainers. The Shopee MSME Education Center mentoring programs is intended to support and provide education and advice for MSME managers so they can continue to improve their business performance.
6.	Facilities for MSMEs	Shopee provides supporting facilities such as training rooms, meeting rooms, photo studios, live streaming rooms, education centers and warehouse system simulations, and exhibition areas. This makes it very easy for training participants because they can immediately practice what they've got from the training program.

The answers from these informants are in line with the opinions of Hasibuan (2016:74) and Sofyandi in Noviantoro (2009:39) who stated that training effectiveness is measured by training content, training methods, instructor/trainer attitude, training facilities, and length of training time. After the informants attended training at the Shopee MSME Campus, the results were very noticeable. They understand that technology is not only for big companies, but MSMEs also have to follow trends if they don't want to be crushed by big industries.

From the results of the researcher's interview with one of the leaders of the Shopee Training Center, data was obtained that currently the Shopee Training Center has even collaborated with the Friends of the Deaf community to provide special training for members of the Friends of the Deaf community, which consists of disabled people with hearing loss. This is a breakthrough for the Shopee Training Center to be able to reach more Indonesians so they can become entrepreneurs. However, the obstacle that the Shopee Training Center still encounters is that it is still difficult to reach out to the managers of MSMEs managed by the elderly because in general they still think that MSMEs that use technology are only large MSMEs and are managed by young people. Therefore, in the future there will be a more intensive campaign or outreach and if necessary, Shopee will pick up the ball by visiting MSMEs managed by the elderly so that they will open themselves to following the changes.

E-commerce platforms currently available in Indonesia, Shopee is the E-commerce platform that is most ready to contribute to educating the public by establishing a Shopee Training Center. Shopee is also an E-commerce marketplace that uses the most complete AI technology compared to other platforms. Currently, AI training has not yet reached all regions in Indonesia, because Shopee Training Center have only been established in 10 locations, however, the solution taken is to hold online training which can be attended by MSMEs from all over Indonesia.

5. CONCLUSION

From the results of data analysis, researchers can conclude that AI training is very important to provide to MSME managers, so that MSMEs can develop in Indonesia. The government has implemented AI training for MSMEs but the results have not been optimal. Training related to AI or digital technology organized by the Shopee Training Center can be well received by MSME players because the material is very relevant to their needs, the instructors are competent and professional, the facilities provided are very complete with assistance for participants who have completed the training. The obstacle that is still encountered in implementing AI training at the Shopee Training Center is that it has not been embraced by elderly MSME managers who generally still think that technology in selling is only intended for young people. Therefore, socialization and activities to pick up the ball by visiting the elderly need to be encouraged. The limitation of this research is that it does not explain in detail about post-training mentoring. Therefore, for further research, researchers suggest that research be carried out regarding mentoring models after training with different approaches.

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