

INCREASING THE VISIBILITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN CIAMBAR VILLAGE THROUGH INNOVATIONS SUCH AS AN INTEGRATED ECONOMIC ZONE MAP WITH QR CODES AND A BUSINESS PROFILE WEBSITE

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Abstract Micro, Small, and Medium Enterprises (MSMEs) in Ciambar Village are growing despite limited access to digital communication, so most business owners rely solely on distributors to market their products, and the identity of these local businesses is not widely known to the local community or visitors. This community service program aims to introduce Ciambar Village MSMEs' products under their own business names to a broader market and make it easier for visitors to locate these businesses through an economic zone map integrated with QR codes and business profile websites. The activities employed a Participatory Rural Appraisal (PRA) approach through four stages: needs assessment, participatory survey and mapping of MSME locations, creation of business profiles on the website, and the generation of QR codes and printing of the economic zone map. Data was collected through field observations, interviews with MSME owners, and documentation of activities. The program's results show that 17 MSMEs were successfully registered and added to Google Maps, have business profiles on the team's website, and are linked via QR codes printed on the Ciambar Village Economic Zone Map. The program still faces limitations, such as the fact that not all MSME operators own cell phones and that some locations are not yet fully covered by digital maps. Ongoing support is needed to ensure the sustainable management of the website, including the potential development of social media accounts for the MSMEs so that business information remains active and easily accessible.

Keywords: business profile websites, digitization of MSMEs, economic zone maps, QR codes

Abstrak. Usaha Mikro, Kecil, dan Menengah (UMKM) di Desa Ciambar berkembang di tengah keterbatasan akses komunikasi digital, sehingga sebagian besar pelaku usaha hanya mengandalkan distributor untuk memasarkan produknya dan identitas usaha lokal tidak dikenal luas oleh masyarakat maupun pendatang. Program pengabdian ini dilaksanakan dengan tujuan mengenalkan produk UMKM Desa Ciambar dengan nama usaha mereka sendiri ke pasar yang lebih luas serta memudahkan pendatang menemukan lokasi UMKM, melalui peta zona ekonomi yang terintegrasi dengan QR code dan website profil usaha. Kegiatan menggunakan pendekatan Participatory Rural Appraisal (PRA) melalui empat tahap: identifikasi kebutuhan, survei dan pemetaan partisipatif lokasi UMKM, pembuatan profil usaha pada website, serta pembuatan QR code dan pencetakan peta zona ekonomi. Data diperoleh melalui observasi lapangan, wawancara dengan pelaku UMKM, dan dokumentasi kegiatan. Hasil program menunjukkan 17 UMKM berhasil didata dan dimasukkan ke Google Maps, memiliki profil usaha pada website tim, serta terhubung melalui QR code yang dicetak pada Peta Zona Ekonomi Desa Ciambar. Program ini masih menghadapi keterbatasan berupa tidak semua pelaku UMKM memiliki telepon genggam serta sejumlah titik lokasi yang belum sepenuhnya terjangkau oleh peta digital. Pendampingan lanjutan diperlukan untuk memastikan keberlanjutan pengelolaan website, termasuk kemungkinan pengembangan media sosial UMKM agar informasi usaha tetap aktif dan mudah diakses.

Kata Kunci: digitalisasi UMKM, peta zona ekonomi, QR code, website profil usaha

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INTRODUCTION

The cassava and banana-based processed food industry plays a vital role in the rural creative economy, particularly through signature products such as opak, enye, kicimpring, and banana chips. The market value of such products is not determined solely by their taste and production quality, but also by the extent to which the products and the businesses that produce



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them are recognized by consumers for their unique identity. The nature of home-based businesses, which are generally micro-scale, leads entrepreneurs to focus more on the production process, while the visibility of their businesses in the eyes of the broader market is often not a priority.

Ciambar Village, Ciambar Subdistrict, Sukabumi Regency, West Java Province, has a population of 7,239 and is one of the villages whose local economy is dominated by the agricultural sector and home-based businesses. Ciambar Subdistrict is traversed by a route connecting Sukabumi and Jakarta, with a hilly topography at an elevation of 550–750 meters above sea level, conditions that support the growth of businesses processing agricultural products such as cassava and bananas into dried food products. This geographic location gives Ciambar Village the potential to attract visitors and tourists, but local MSME operators have not yet fully capitalized on this potential to increase the visibility of their businesses.

A total of 17 MSMEs in Ciambar Village which produce opak, enye, banana chips, and kicimpring largely rely on distributors to market their products outside the village. This model results in products reaching consumers often under the distributor's name or brand, preventing the local MSMEs from establishing their own business identity in the broader market.

Based on the initial identification results, there are three main, interrelated problems that culminate in the low visibility of MSMEs. First, most MSME operators do not have their own communication tools or marketing media, so their businesses do not appear under their own name and identity in the broader market. This visibility problem, caused by limited digital literacy, is consistent with findings on banana-chip MSMEs in other regions, which show that small business operators find it difficult to market their products independently without digital marketing assistance (Novia et al., 2023). Second, business locations scattered across various points in the village make it difficult for newcomers or prospective new buyers to find MSMEs directly, resulting in low visibility in the digital sphere. This problem of location traceability is commonly found among rural MSMEs that have not yet utilized digital mapping platforms, and its application has been shown to have a positive impact on increasing visibility and consumer trust (Ernawati Ernawati et al., 2025; Meisarah et al., 2025). Third, there has not yet been a medium that directly links the physical location of the business with digital product information, so that visitors who find an MSME's location do not necessarily obtain complete information about the products offered. The use of QR codes as a link between printed media or physical locations and digital information has been shown to help MSMEs present product information more efficiently and accessibly (Cahyadi & Pradnyani, 2022; Juliyanti et al., 2025).

These three problems are interrelated and cannot be resolved separately if a comprehensive increase in visibility is to be achieved. Mapping locations without accompanying product information would only show business points with no added value for visitors, while efforts to build brand identity would not have a broad impact if the business location remains difficult to find. Unlike several similar programs that generally address only one aspect of digitalization whether location mapping, QR codes, or websites separately, this program is directed toward integrating all three aspects at once as a form of innovation within a single, unified Economic Zone Map.

Based on these conditions, this community service program was carried out by students and lecturers of the Faculty of Economics and Business, Universitas Djuanda, using a Participatory Rural Appraisal (PRA) approach, an empowerment method that emphasizes the community's active involvement throughout the entire process of activities, from information gathering to the utilization of results (Chambers, 1994; Sulaeman et al., 2023). The program is directed toward three forms of strengthening, namely participatory mapping of the MSME economic zone, the provision of business profiles through a website, and the integration of QR codes as a link between the Economic Zone Map and each MSME's digital profile. This article aims to describe the implementation process of the program, the results achieved in increasing the visibility of Ciambar Village MSMEs, and its relationship to studies on the digitalization of rural MSMEs.

METHOD

This community service program was carried out by students and lecturers of the Faculty of Economics and Business, Universitas Djuanda, targeting 17 Micro, Small, and Medium Enterprise (MSME) operators in Ciambar Village who meet the criteria for micro-enterprises as regulated under Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (Republic of Indonesia, 2008). The activities used a Participatory Rural Appraisal (PRA) approach, a method that positions the community as an active subject in information gathering, planning, and the utilization of activity results (Chambers, 1994; Sulaeman et al., 2023). Implementation of the program was divided into four stages.

First stage, needs assessment. The implementation team first conducted coordination meetings and initial interviews with Ciambar Village officials to obtain a general overview of the condition of local MSMEs, before proceeding with a direct door-to-door approach to each MSME operator. This approach was chosen to explore business conditions, marketing constraints, and partners' expectations of the program in a more personal and in-depth manner, given the scattered character of home industries and the fact that each faces its own distinct problems (Afiyanti, 2008).

Second stage, participatory survey and mapping. The team, together with MSME operators, conducted field surveys to determine the location point of each business, following the principle of participatory mapping that directly involves business owners in the data-collection process (Sulaeman et al., 2023). The location points obtained were then integrated into a digital mapping platform, in line with digital-based participatory mapping practices that have proven effective in increasing the visibility and accessibility of rural MSMEs (Adiansyah et al., 2026; Ernawati et al., 2025; Meisarah et al., 2025; Devi et al., 2026).

Third stage, data collection and creation of business profiles. Data on each MSME including product type, owner profile, and visual documentation were collected through interviews and direct observation, then compiled into business profiles on the website developed by the team. A website was chosen because it has been proven effective as a promotional medium that expands the market reach of MSMEs without depending on third parties (Anggraini et al., 2023), while also giving a digital identity to businesses that had previously not been documented (Wirabuana et al., 2025).

Fourth stage, creation and integration of QR codes. Each business profile on the website was linked to a unique QR code, which was then printed and placed on the Ciambar Village MSME Economic Zone Map. This approach draws on the practice of using QR codes as a link between printed media and digital information, which has been proven to make it easier for consumers to access product information (Cahyadi & Pradnyani, 2022; Juliyanti et al., 2025).

Data in this activity were obtained through field observation, interviews with MSME operators, and documentation of activities. Evaluation was conducted descriptively by comparing business visibility conditions before and after the program, referring to the evaluation pattern commonly used in similar programs to measure the increase in business visibility following digital intervention (Fitriana et al., 2025; Kartika Putri et al., 2024).

RESULTS AND DISCUSSION

Results of the Needs Assessment

The team's first step was not to go directly to business operators, but rather to first sit down together with Ciambar Village officials. This initial coordination was conducted to gain a better understanding of the local MSME situation and to identify the main issues faced by business operators. From this initial session, the team obtained a general overview of the condition of local MSMEs, ranging from the distribution of business locations and the dominant types of products to issues that had long been a concern of the village in relation to home-industry operators. The discussion also provided important information about the characteristics of the business owners, their current business practices, and the challenges that could potentially affect the development and sustainability of their businesses.



Figure 1. *Discussion with village officials*

Equipped with this overview, the team then went directly from house to house, visiting each of the 17 MSME operators targeted by the program one by one. This door-to-door approach was not chosen without reason: each home industry has its own story and its own constraints, so that personal conversations in front of the production house actually elicited more honest and in-depth information than group discussion forums could. It was from these visits that a common thread of problems experienced by almost all MSMEs was revealed: products such as opak, enye, banana chips, and kicimpring that they produced were in fact known to consumers under the distributor's name, not their own business name.

The results of this door-to-door survey identified three interrelated problems: the absence of independent marketing tools or media, business locations that are scattered and difficult for newcomers to trace, and the absence of a link between the physical location of the business and digital product information. These three findings became the foundation for the entire subsequent series of program activities.



Figure 2. *Documentation: implementation team's door-to-door visits to MSME operators in Ciambar Village*

Results of the Participatory Survey and Mapping

Equipped with information gathered from the earlier door-to-door visits, the team, together with business owners, went directly along the roads of Ciambar Village, from the opak production house in one corner of the village to the kicimpring business in another. Each business owner was invited to show, in person, the location of their production and sales points not merely recorded from a distance, but directly involved as the owner of the information. As a result, all 17 MSMEs were successfully recorded, with their location points entered into Google Maps, turning businesses that had previously been "nameless" on the digital map into points that anyone passing by could find.

This process was not entirely smooth, however. Several business locations situated in areas with limited road access narrow alleys, footpaths leading into the hills, or points far from the main route remained difficult for the digital mapping system to reach accurately. Ciambar Village's hilly topography, at an elevation of 550–750 meters above sea level, was also a particular challenge in this process.

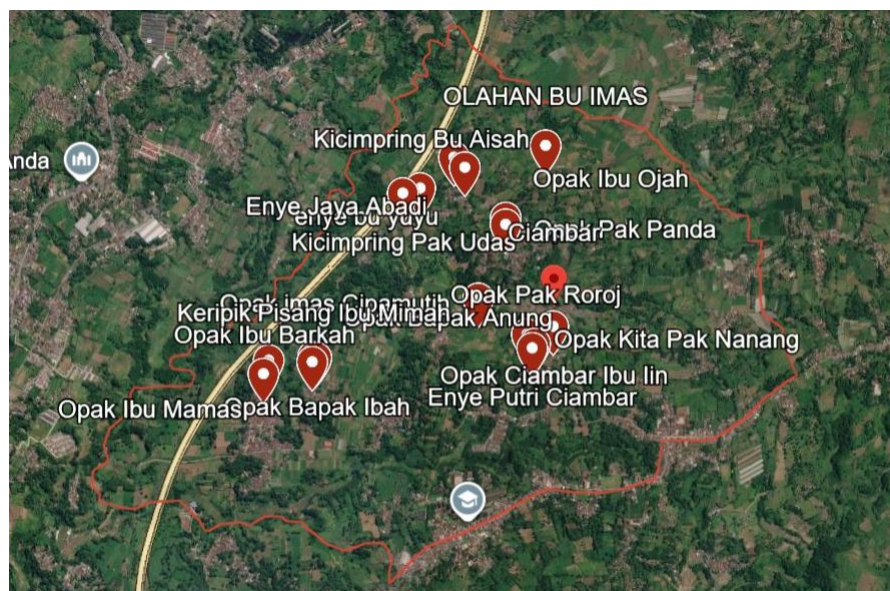


Figure 3. Display of MSME location points in Ciambar Village on google maps

Results of Business Profile Creation on the Website

A point on the map alone was not enough to address the issue of identity. At this stage, the team therefore collected much more personal data from each MSME: the type of product, a brief story behind the business, and visual documentation of the product that had rarely been exposed to the public before. All of this was compiled into a business profile on the website developed by the team. For business owners, this was the first moment their product had a "face" in the digital world no longer merely goods packed in a distributor's box, but a business with its own name, location, and story. Each MSME now appears with a complete identity, something that had gone unnoticed for years even as their business continued to operate.



Figure 4. Display of the business profile page on the website

Results of Business Profile Creation on the Website

The final stage served as the element that brought together the entire series of program activities. Each business profile on the website was linked to a unique QR code,

and all of these QR codes were then arranged alongside the location points of each MSME into a single Ciambar Village Economic Zone Map. This map is not merely a digital document stored on a computer; it was physically printed and installed at strategic points in the village, bridging the printed and digital worlds within a single grasp.

Imagine a newcomer passing through Ciambar Village, stopping briefly in front of the installed map, then scanning one of the codes with a mobile phone. Within seconds, they already know what product is being sold, who the owner is, and exactly where it is located an experience that would have been impossible before this program was implemented.



Figure 5. *The printed Ciambar Village Economic Zone Map, complete with QR codes*

Output Results

Summarizing the entire process, this program produced four concrete achievements: (1) 17 Ciambar Village MSMEs officially recorded on Google Maps; (2) all MSMEs having an independent business profile on the website; (3) each profile linked to its own QR code; and (4) the Ciambar Village Economic Zone Map printed and installed as the final output that unifies all these digitalization elements. Even so, this program is not without its notes. Not all MSME operators own a mobile phone, so their capacity to independently update their business information going forward remains limited. Several business location points are also not yet fully covered by the digital map, as a reminder that digitalization in rural villages can never be separated from issues of infrastructure and access gaps.

The success of this program lies in one fundamental decision: refusing to address the problem of MSME visibility piecemeal. Many similar programs stop at just one aspect: mapping locations, or creating a website, or printing QR codes. This program instead chose a more challenging path: uniting all three within a single, unified Economic Zone Map. This choice proved relevant, since mapping locations without product information leaves only empty points with no added value for visitors, while even a strong brand identity will not have a broad impact if the location remains hidden from the map.

The achievement of recording all 17 MSMEs on Google Maps is not merely administrative work. It directly addresses a problem often found among rural MSMEs: businesses of competitive quality that are nonetheless not digitally "visible." This finding is consistent with research showing that digital-based participatory mapping is effective in increasing both visibility and consumer trust in rural MSMEs (Ernawati et al., 2025; Meisarah et al., 2025), since modern consumers tend to trust businesses, they can find.

Meanwhile, the creation of business profiles on the website addresses an even more fundamental problem, namely the structural dependence of MSMEs on distributors. As long as a business's identity is "borrowed" by a third party, no matter how good the quality of the product, the business name itself will never take root in consumers' minds. This condition is consistent

with findings on banana-chip MSMEs in other regions, where limited digital literacy is the main obstacle preventing small business operators from marketing their products independently without assistance (Novia et al., 2023). The website developed by the team is thus not merely a digital storefront, but a first step toward breaking this chain of dependence consistent with findings that websites have proven effective in expanding MSME market reach without depending on third parties (Anggraini et al., 2023), while also giving a digital identity to businesses that had previously not been documented at all (Wirabuana et al., 2025).

The QR code, for its part, serves as the final bridge uniting the physical and digital worlds. Without this element, the map and the website would remain two separate entities, one showing "where," the other showing "what," without being connected. The integration of QR codes into the Economic Zone Map reinforces the finding that using QR codes as a link between printed media and digital information has been shown to make it easier for consumers to access product information (Cahyadi & Pradnyani, 2022; Juliyanti et al., 2025). In other words, this program did not merely digitalize MSMEs, but also designed a complete experience for anyone visiting Ciambar Village.

Nevertheless, these achievements need to be read realistically. Two limitations that emerged from uneven mobile phone ownership and incomplete digital map coverage are not merely technical notes but reflect a larger issue: the digitalization of rural MSMEs cannot stop at merely providing a platform (Witi et al., 2025; Wahyuni et al., 2026). It requires infrastructure readiness, access to devices, and digital literacy to develop in tandem. Without further assistance, there is a risk that this program will end as a one-off project rather than becoming a foundation that continues to be maintained by the community itself (Siswanta et al., 2026). Therefore, the sustainability of website management, including the possible development of social media accounts for each MSME, becomes an absolute prerequisite so that the visibility that has been built does not fade again over time.

CONCLUSION

The community service program carried out by students of the Faculty of Economics and Business, Universitas Djuanda, in Ciambar Village demonstrates that the problem of rural MSME visibility cannot be resolved through a single solution. Until now, MSME operators in Ciambar Village from producers of opak and enye to banana chips and kicimpring have run their businesses with quality that is by no means inferior, yet their identity has been submerged behind the name of the distributor marketing their products. This program was not intended merely to patch one side of the problem, but to weave together three elements at once location mapping, digital business profiles, and QR codes into a single, unified Ciambar Village Economic Zone Map.

Through a Participatory Rural Appraisal (PRA) approach, which began with coordination with village officials and continued with door-to-door visits to each MSME operator, the program succeeded in comprehensively recording and digitalizing the identity of 17 MSMEs: all are now recorded on Google Maps, have an independent business profile on the website, and are linked to a QR code printed on the Economic Zone Map. For MSME operators, this is the first moment their business truly has a "face" in the digital realm, free from the shadow of the distributor's name that had long been attached to it.

Nevertheless, this program also leaves a number of tasks for the future. The limited mobile phone ownership among some MSME operators, together with the still-uneven coverage of the digital map at several business locations, shows that the digitalization of rural MSMEs does not stop at merely providing a platform, but demands infrastructure readiness and digital literacy developing in tandem. Therefore, the sustainability of this program depends heavily on further assistance, particularly in the independent management of the website by the community and village officials, as well as the potential development of social media accounts for each MSME so that business information remains active and easily accessible over time. With such sustainability, the visibility that has been built through this Economic Zone Map is expected to become not merely a momentary achievement, but a long-term foundation for the advancement of Ciambar Village MSMEs.

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