

Digitalization of MSMEs Through Google Maps at Irene Donat's Business in Bengkayang

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ABSTRACT

This community service program aimed to strengthen entrepreneurial management and support digitalization for Irene Donat's, a home-based business in Bumi Sebalu Damai, Bengkayang. Operating for six years, the business faced challenges such as limited promotion, declining customers, and restricted local marketing reach. To address these issues, the team implemented strategies including mentoring in basic management, training in financial record-keeping, and digital technology adoption through Google Maps registration and profile optimization. These initiatives enhanced accessibility and visibility, providing added value for the business. The program results showed improved digital literacy among the owners, easier consumer access, and expanded market reach beyond the village. Overall, the findings highlight that digitalization via Google Maps can be a strategic step to ensure sustainability and competitiveness of small rural enterprises, while also fostering inclusive and sustainable local economic development.

Keywords: *Digitalization, Google Maps, Irene Donat's, Bumi Sebalu Damai Bengkayang*

1. INTRODUCTION

Micro, small, and medium-sized enterprises (MSMEs) play a vital role in both national and regional economic development. MSMEs not only serve as the backbone of the economy but also underpin social stability by creating jobs and distributing income (**Tambunan, 2021**). The significant contribution of MSMEs is further underscored by research indicating that this sector plays a vital role in strengthening the community's economy (Dewi & Edt, 2023). Data from the Ministry of Cooperatives and SMEs shows that more than 64 million MSMEs contribute approximately 61% to Indonesia's gross domestic product (GDP) (**BPS, 2023**). Furthermore, MSMEs also account for more than 97% of the national workforce (**KemenKopUKM, 2019**). These figures underscore that MSMEs serve as the driving force of the people's economy and a vital buffer during times of crisis. During the COVID-19 pandemic, MSMEs proved to be more

resilient than large-scale businesses in maintaining business continuity (**Haq et al., 2024**). This resilience is further supported by other research indicating that MSMEs serve as the lifeline of family economies during times of crisis (**Adzani et al., 2024**). In rural contexts, MSMEs play a dual role. MSMEs serve as the backbone of the family economy by providing both primary and supplementary sources of income (**Larasati, et al., 2025**). On the other hand, MSMEs contribute to driving the local economy through the creation of new value chains and the generation of job opportunities (**Aushafina & Wikartika, 2023**).

However, the existence of rural MSMEs is not without structural challenges. Access to capital is often limited, thereby restricting business development capacity (**Hermawan, et al., 2024**). In addition, low digital literacy and limited marketing networks also pose significant obstacles (**Dewi & Edt, 2023**). One example of an MSME thriving in Bumi Sebalu Damai, Bengkayang, is the home-based business Donat Irene. This business was established seven years ago without involving family members in the workforce. In its early days, production capacity was relatively high and able to consistently meet consumer demand (**Ramadhany et al., 2023**). However, over the past six years, the business has faced significant challenges. This phenomenon reflects the general reality of MSMEs in Bumi Sebalu Damai, Bengkayang, which are vulnerable to losing their competitiveness if they are unable to adapt to market changes (**Rohim et al., 2022**). This situation is reinforced by findings indicating that many MSMEs in Bengkayang have experienced a decline in productivity due to increasingly intense competition (**Ikerismawati et al., 2023**). Several factors affecting the sustainability of MSMEs at the local level include limited product innovation (**Safitri & Nugroho, 2025**). Another factor is increasing competition with similar businesses, which makes the market increasingly competitive. Changes in consumer behavior also present new challenges. Consumers now increasingly rely on digital technology to search for information and make purchases (**Aulia et al., 2026**). Conventional marketing strategies that rely solely on word-of-mouth promotion have proven to be less effective in this situation (**Amaliah et al., 2025**).

Digital transformation is no longer merely an option but an urgent necessity for SMEs to survive in the era of global competition (**Ramadhany et al., 2023**). Digitalization is even regarded as a strategy that can help rural SMEs become more adaptable to market developments (**Pradana et al., 2025**). Digitalization has been shown to have a significant impact on the competitiveness of small businesses. Increased productivity is one of the primary benefits of utilizing digital technology (**Adzani et al., 2024**). Other research confirms that digitalization can also expand consumer networks and strengthen relationships with customers (**Distian et al., 2024**). One simple form of digitalization that is easily accessible to SMEs is the use of Google Maps. Through this platform, business owners can display their business profiles, locations, and product photos, as well as receive reviews from customers (**Aushafina & Wikartika, 2023**). Having a business presence on Google Maps has been shown to increase visibility, making it easier for consumers to find the business location (**Dewi & Edt, 2023**). Additionally, a well-managed digital profile can also strengthen a business's credibility (**Adzani et al., 2024**). Training and guidance on using Google Maps can significantly enhance the knowledge of MSME owners. Research shows that understanding levels increased by nearly 50% after participating in training (**Aulia et al., 2026**). Similar results were also found in another study that emphasized the role of digital training in improving online marketing skills (**Rohim et al., 2022**). For the Bumi Sebalu Damai Bengkayang MSMEs operating in the culinary sector, the use of Google Maps is considered highly relevant because physical location is a key factor in attracting customers (**Ikerismawati et al., 2023**). Additional research indicates that a business's presence on Google Maps can connect producers and consumers more effectively (**Safitri & Nugroho, 2025**).

2. METHOD

This Community Service Program employs a quantitative descriptive method. This method was chosen because it is capable of providing an in-depth description of the business conditions at Irene Donat in Bumi Sebalu Damai Bengkayang, particularly regarding the use of digital tools through Google Maps. Community service data was obtained directly through interviews with the business owner as the primary informant, who provided information regarding the history of the business's establishment, the challenges faced, management strategies, and experiences in utilizing Google Maps as a promotional tool. Additionally, supporting data was also obtained through field observations and simple documentation that helped reinforce the interview findings. The research flow is explained in Figure 1 below :



Figure 1. Research Stages

2.1 Location and Subject of Community Service

The community service project was conducted in Bumi Sebalu Damai, Bengkayang, where the Irene Donat business is located and operates. The focus of this community service project was the business owner, who currently manages both production and marketing of the products. In addition, several customers were interviewed to gain insights into the business's accessibility via digital platforms.

2.1.1 Research Approach

A qualitative approach was used to understand the phenomenon holistically, with an emphasis on the meanings, understandings, and experiences of the subjects regarding the process of strengthening entrepreneurial management and business digitalization. This study does not focus on numbers or statistical data, but rather on an in-depth description of the actual conditions and changes that have occurred.

2.1.2 Data Collection Methods

Data was collected using several methods, namely:

- Observation: conducted to directly observe production activities, business management, and marketing conditions before and after registration on Google Maps.
- In-depth interviews: conducted with business owners to gather information regarding the business's history, challenges faced, management strategies, and to suggest the use of Google Maps as a promotional tool.
- Documentation: consisting of photos of activities, proof of business registration on Google Maps, and other documents supporting the research findings.

2.2 Research Instruments

The primary instrument of qualitative research is the researcher themselves, who serves as the data collector, observer, and analyst. To support this process, semi-structured interview guidelines, field notes, and visual documentation were used.

2.2.1 Data Analysis Techniques

- a. Data analysis is conducted using qualitative descriptive methods through the following stages: Data reduction: selecting, focusing, and simplifying data from observations, interviews, and relevant documentation aligned with the research focus.
- b. Data presentation: organizing data into descriptive narratives for easy comprehension.
- c. Drawing conclusions: summarizing research findings regarding strategies to strengthen entrepreneurial management and the impact of digitalization via Google Maps on business sustainability.

2.2.2 Data Validity

To ensure the validity of the research results, source and method triangulation techniques were employed. Data from interviews with business owners was verified against field observation results and documentation. Additionally, information from consumers was used as a comparison to ensure the accuracy of the findings.

3. RESULT AND DISCUSSION

3.1 Overview of the Business

Irene's Donut Shop is a home-based business that has been in operation for about six years in Bumi Sebalu Damai, Bengkayang (figure 2). The business began as an initiative by Irene to supplement her household income by producing a popular snack, namely donuts. Since its inception, the business has become quite well-known among the local community, primarily due to the distinctive flavor of its products.



Figure 2. Location of Irene Donat's Home-Based Business

In its early stages, the business involved about one family member who played a role in the production and distribution processes. However, over time, the business no longer relied on family labor, so it is now run solely by a husband-and-wife team as the primary managers. This

situation reflects the changing dynamics of the business, which have led to a reduction in production capacity and market reach.

3.2 Business Management

Based on an interview with the owner, business management is handled in a simple manner (figure 3). Financial records are kept on an ad-hoc basis without using formal bookkeeping. Production planning also relies heavily on estimates of market demand or customer orders. While in the early days the business was able to produce donuts daily, production frequency has now decreased to about once a week. This situation is influenced by several factors, including the increasing number of similar businesses in the surrounding area, limited product innovation, and a decline in consumer purchasing power during certain periods. Nevertheless, the owner continues to ensure the business's sustainability by focusing on product quality and customer service. This demonstrates that even though business management remains simple, the owner has a strong commitment to maintaining the business's presence amidst competition.



Figure 3. Business Management

3.3 Delivery Service as a Value-Added Feature

One of the unique strategies employed by this business is offering a delivery service to customers. This is made possible because the female business owner also serves as a homemaker, allowing her to handle deliveries while managing her primary responsibilities. With this service, customers find it more convenient since they don't have to visit the business location in person, especially for customers from neighboring villages. This delivery service represents a form of non-product innovation that adds value to the business. In addition to enhancing customer convenience, this strategy also helps expand the distribution reach, as products can reach consumers outside the village without incurring significant additional operational costs. Simple innovations like this demonstrate that strengthening entrepreneurial management is not only about record-keeping or production strategies, but also involves creativity in providing additional services to customers.

3.4 Digitization through Google Maps

The digitization process began by registering the Donat business on Google Maps. Previously, the business had no digital presence and was known only to local customers through word-of-mouth. After being listed on Google Maps, the business's location can be easily found by new customers, both from within the village and from outside. Interview results indicate that the

owner feels greatly assisted by the presence of Google Maps, as potential customers no longer have difficulty finding the location. Additionally, having a business profile on a digital platform creates a more professional image, builds consumer trust, and has the potential to attract new customers. However, the owner still needs guidance to optimize the Google Maps profile, such as by adding product photos, operating hours, and utilizing the customer review feature to enhance the business's credibility.

3.5 The Impact of Strengthened Management and Digitalization

The implementation of digitalization via Google Maps has had a positive impact on the business. First, customers who previously knew the business only locally can now find it through online searches. Second, the business has gained a more professional image as a food business, even though it is home-based. Third, integration with delivery services has made the business more flexible in meeting customer needs. However, from an entrepreneurial management perspective, there are still several weaknesses that need to be addressed. Simple financial record-keeping, reliance on a limited workforce, and a lack of product innovation are challenges that must be addressed immediately. As emphasized in previous research, digitalization will only yield optimal results if supported by strong business management and adequate financial literacy (**Haq et al., 2024**).

3.6 Discussion

The findings of this community service project align with study results confirming that Google Maps is an effective promotional tool for SMEs, particularly in the food sector, which is highly dependent on business location (**Ramadhany et al., 2023**). A business's presence on digital platforms provides new visibility, expands the market, and enhances competitiveness among similar businesses (**Rohim et al., 2022**). Furthermore, the combination of a delivery service strategy with a digital presence demonstrates an excellent form of entrepreneurial innovation. By leveraging existing resources—in this case, the business owner's role as a homemaker—the business can reduce distribution costs while simultaneously providing added value to customers. This service-based innovation proves that even simple strategies can have a significant impact on the sustainability of small businesses in rural areas.



Figure 4. The product creation process also provides guidance on registering the business on Google Maps

Therefore, strengthening entrepreneurial management and digitalization through Google Maps have proven to be mutually reinforcing. Digitalization opens up broader market access, while strengthening management serves as the foundation for ensuring business sustainability. The combination of the two is expected to restore production levels, enhance competitiveness, and expand the market reach of Irene Donat in the future (figure 4).

3.7 Supporting and Hindering Factors

1. Supporting Factors

Some of the factors driving the sustainability of the Irene Donat business include:

a. The business owner's experience and perseverance

This business has been operating for six years. This extensive experience has enabled the owner to understand local market preferences, production techniques, and maintain product flavor consistency. The perseverance of the husband-and-wife team in sustaining the business is the primary foundation for its continuity.

b. Delivery Service Support

Digitalization of Entrepreneurship Management Through Google Maps in the Irene Donat Business. A unique aspect of this business is the delivery service provided by the business owner's husband, who also works as a homemaker. This service offers convenience to customers and helps expand market reach without incurring significant operational costs.

c. Digitalization via Google Maps

Listing the business on Google Maps makes it easier for customers to find the location. This increases the business's visibility, builds customer trust, and opens opportunities to reach markets beyond the village (figure 5).

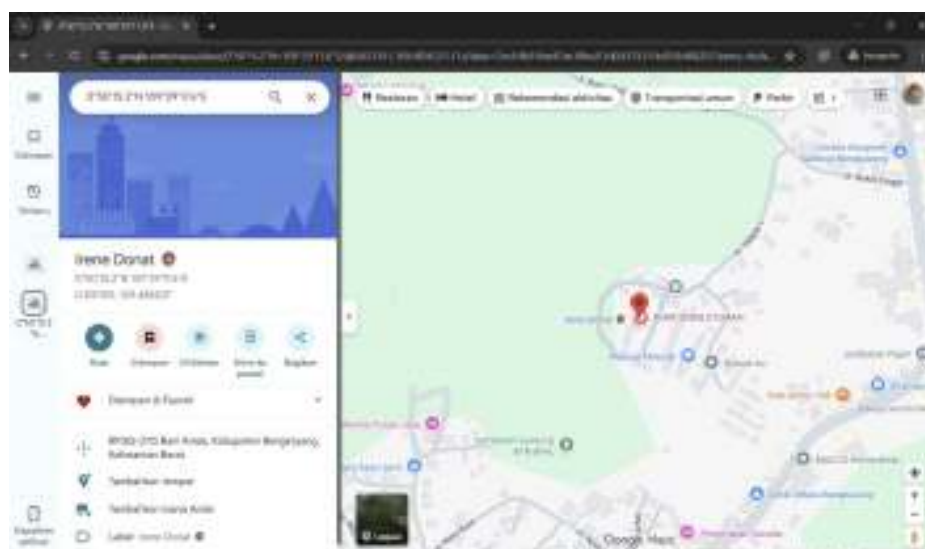


Figure 5. View of business registration results on Google Maps

3.8 Evaluation of Usability Activities

By implementing this usability evaluation, Irene Donat's business can obtain valuable insights into customer behavior and preferences. The results will not only validate the effectiveness of delivery services and digitalization but also highlight areas requiring improvement, such as financial management or product diversification. Moreover, the evaluation provides a feedback loop that strengthens entrepreneurial management, ensuring that strategies are continuously refined based on customer needs. In the long term, systematic usability assessments will contribute to the sustainability of the business (table 1), enabling it to remain competitive in the local market while gradually expanding its reach beyond the village.

Table 1. Usability Evaluation of Irene Donat's Business Activities

Evaluation Aspect	Survey Questions (Google Forms)	Evaluation Purpose
Product Satisfaction	- How satisfied are you with the taste of Irene's donuts? - Is the product quality consistent?	To understand customer perceptions of product quality and consistency.
Delivery Service	- Does the delivery service make it easier for you? - How fast does your order arrive?	To measure the effectiveness and convenience of delivery service as a value-added feature.
Location Access (Google Maps)	- Was it easy to find the business location via Google Maps? - Is the information on Google Maps complete (opening hours, photos, etc.)?	To assess the success of digitalization in improving business accessibility.
Digital Promotion	- Did you learn about Irene Donat through Google Maps or other digital media?	To identify the impact of digitalization on promotion and attracting new customers.
Customer Experience	- What suggestions do you have to improve Irene Donat's products or services?	To gather direct feedback from customers for continuous improvement.

4. CONCLUSIONS

This community service project demonstrates that the Irene Donat business has had a fairly long history—nearly six years—with various factors affecting its sustainability. Currently, the business is managed solely by a husband-and-wife team, resulting in a decline in production capacity compared to when it was first established. Efforts to strengthen entrepreneurial management are being made by leveraging existing potential, such as maintaining product

quality, providing delivery services through the owner, who is a homemaker and improving accessibility through digitalization using Google Maps. Digitalization has proven to provide new visibility, make it easier for consumers to find business locations, and boost customer trust. Nevertheless, businesses still face a number of challenges, including labor shortages, a lack of product innovation, rudimentary business management, and the suboptimal utilization of digitalization. These factors present challenges that must be addressed so that businesses can grow further and compete with similar businesses. Therefore, it can be concluded that the combination of strengthening entrepreneurial management and leveraging digitalization through Google Maps is a key strategy for sustaining and growing home-based businesses in the face of competition. These efforts not only strengthen business sustainability but also provide opportunities to expand the market and improve the well-being of the business owners' families.

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