

Competency Improvement Through Promotion Creation Training with Canva for Prima UMKM Partners

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Abstract

Competency building in the Micro, Small, and Medium Enterprises (MSMEs) sector has become a key focus in national economic development, particularly amidst increasingly fierce competition and challenges faced by Mitra Prima MSMEs. With strong competencies, the capacity and skills of business members are expected to be able to adapt and innovate, thereby increasing their competitiveness and contribution to the local and national economy as a whole. In this context, promotional creation training using graphic design platforms such as Canva emerges as a highly relevant and strategic solution. The use of tools like Canva, known as a user-friendly graphic design platform, enables Mitra Prima MSME members to easily create attractive and professional promotional materials. This is crucial, considering that one of the main challenges faced by MSMEs is limited resources and capabilities to market products or services effectively. This training not only provides technical knowledge on how to use the platform but also provides insight into effective marketing principles, appropriate design selection, and how to convey messages that can attract consumer attention. This study aims to analyze in depth how this promotional creation training can significantly improve the competence of Mitra Prima MSME members in creating attractive and effective promotional materials. By applying quantitative and qualitative approaches, this study will not only measure the level of improvement in the technical skills of the participants but also explore its impact on the marketing results of MSMEs. Aspects to be analyzed include the level of brand recognition, sales increase, and consumer feedback on promotional materials produced after participating in the training. Through this study, it is hoped that information and data will be obtained that can serve as a basis for similar training programs in the future. In addition, the results of this study are also expected to provide recommendations to stakeholders, including the government, training institutions, and MSME development organizations, so that they can design and implement more effective development programs that are in accordance with the real needs of business members that can contribute to the development of the MSME sector as a whole and, more broadly, are expected to strengthen national economic growth

Keywords: Competence, Training, Promotion Making

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a vital role in the national economy, not only as a major contributor to Gross Domestic Product (GDP), which reaches approximately 60%, but also as a major supporter of employment, absorbing more than 90% of the country's workforce (Budi, 2025). With diverse characteristics, MSMEs reflect the rich diversity of businesses and creativity of Indonesian society. However, despite their crucial role, MSMEs often face various challenges that hinder their growth. One of the biggest challenges faced by MSME members is limited access to technology. Many MSMEs still use traditional methods of conducting business, resulting in them being left behind in competition with larger and more modern businesses. Furthermore, a lack of understanding of digital marketing limits their ability to reach a wider market. In today's digital era, marketing through online platforms is crucial. However, according to data from the Ministry of Cooperatives and SMEs, more than 70% of MSMEs in Indonesia have not yet optimally utilized digital platforms (Yusuf, 2024). This indicates a significant gap between market potential and the reality faced by MSMEs. Furthermore, the lack of ability to create attractive promotional designs is also a constraint. Effective promotional designs can attract consumers and are key to increasing sales. However, many MSME members lack skills in this area, preventing their products or services from competing effectively in the market. Considering all these challenges, there is a clear need to improve the marketing competency of MSME members through appropriate training. Training programs focused on the use of technology and digital marketing should be designed and implemented. The goal of this training is to provide the knowledge and skills necessary for MSMEs to adapt to current developments and capitalize on the potential of the digital marketplace. Empowering MSME members through education and training will not only increase their competitiveness but also contribute to Indonesia's overall economic recovery and growth. Empowering MSMEs to utilize modern technology and marketing strategies will enable them to address existing challenges, create new jobs, and improve the welfare of society at large.

Competence

Competence is a framework that explains that an individual's ability in a particular field is strongly influenced by various factors, including knowledge, skills, and attitudes (Dewi, 2023). In the context of Micro, Small, and Medium Enterprises (MSMEs), marketing competency plays a crucial role in increasing competitiveness in an increasingly competitive market. In this ever-changing business world, MSME members are required not only to have quality products but also to understand the intricacies of effective marketing to reach consumers in the right way. Well-designed training can be an effective means of improving this marketing competency. Through training, MSME members can learn various applicable marketing techniques and strategies, thereby enabling them to create more effective and relevant marketing strategies to meet current market conditions. For example, research conducted by Sari (2023) shows that graphic design training provided to MSME members serves to improve their ability to create attractive and professional promotional materials. This not only increases the product's appeal to consumers but can also positively impact brand image and consumer trust in the products offered. With increased marketing competency, MSME members are expected to be more adept at utilizing social media and other digital platforms to promote their products. In today's digital era, an understanding of digital marketing and effective communication strategies is crucial. Training covering these aspects can provide MSME members with new insights into how to interact with their audiences and how to use data and analytics to measure and improve the effectiveness of marketing campaigns. Furthermore, it is also crucial for MSME members to understand consumer behavior and current market trends. This knowledge can help them design products and services that meet market needs and desires, thus not only increasing sales but also building customer loyalty.

Training

Training is a highly effective way to improve individual competencies, particularly in rapidly evolving and changing fields such as digital marketing (Nugroho, 2022). In today's

digital era, marketing skills are becoming increasingly important, especially for Micro, Small, and Medium Enterprises (MSMEs) seeking to compete in an increasingly competitive marketplace. Training focused on the use of graphic design tools, such as Canva, can provide a deeper understanding of how to design and create promotional materials that are not only attractive but also align with the characteristics and preferences of the target market. In addition to providing technical understanding, effective graphic design training also teaches participants the basic principles of design, including color selection, typography, and good composition. This is crucial because attractive designs can enhance product appeal and help create a positive impression in the eyes of consumers. Research by Winda (2023) shows that graphic design training not only improves participants' technical skills but also significantly enhances creativity and innovation in MSME marketing strategies. With these new skills, participants are expected to be able to think beyond conventional boundaries and generate fresh ideas that can increase product competitiveness. Thus, this training not only provides the technical skills necessary to carry out effective digital marketing, but also serves as a means to build the confidence of MSME members in promoting products.

Creating Promotions and Their Impact on Sales

An effective promotional process is crucial for the marketing success of Micro, Small, and Medium Enterprises (MSMEs). In the context of increasingly fierce market competition, especially in the current digital era, the ability to capture consumer attention is essential for every MSME. Attractive and creative designs not only enhance product appeal but also significantly influence consumer purchasing decisions (Cahya, 2024). When consumers are exposed to promotional materials with high visibility and engaging designs, they are more likely to pay attention and ultimately become interested in purchasing the product. With the rise of social media platforms, the use of this marketing channel by MSMEs is increasing. Social media is not only a place to share information but also serves as a means for MSME members to establish closer communication with customers. In this context, high-quality promotional materials are key to capturing consumer attention, sparking curiosity, and building a stronger relationship between the product and the consumer. Research by Prabowo (2024) shows that MSMEs that utilize attractive graphic design in promotions record impressive sales increases of up to 30%. These figures clearly demonstrate that creating effective promotions not only increases product visibility but also significantly contributes to the overall growth of MSME businesses. Effective promotions using Canva as a presentation medium can be a powerful branding tool, helping not only attract attention but also foster customer loyalty. To achieve maximum results from the promotional process, MSME members need to understand their audience well and adapt their designs and messages to suit market preferences and needs

2. Method

The implementation of competency improvement through promotional creation training with Canva involves several comprehensive and ongoing methods. The following is an illustration of the methodology used in implementing the PkM activity at Mitra Prima UMKM:.

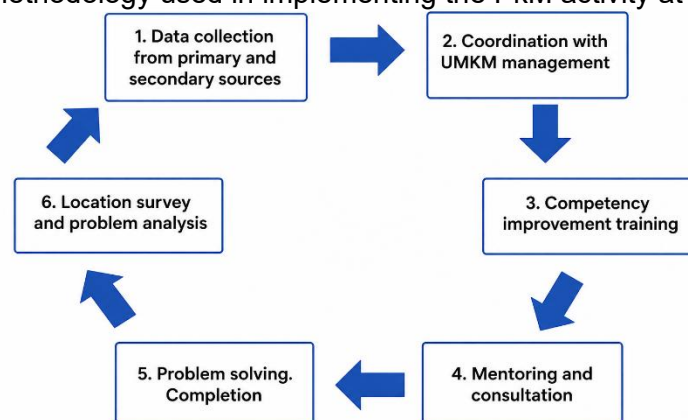


Figure 1. Stages of PKM Activities

Site Survey and Problem Analysis

A site survey is a crucial first step in improving MSME competency through promotional creation training with Canva. In this context, the survey was conducted to understand the actual conditions of the MSME partners who will be involved in the training program. Data obtained from this survey included information on the type of business, operational scale, and the graphic design understanding and skills possessed by MSME members. According to Agung (2025), a deep understanding of MSME characteristics is crucial for designing appropriate and effective training programs.

In this survey, researchers also collected demographic data such as age, education, and work experience of MSME members. This data will serve as the basis for tailoring training materials to make them more relevant and understandable. For example, MSMEs managed by individuals with an arts background may require a different approach than those from non-arts backgrounds. By using a survey method, it is hoped that the specific needs of each MSME can be identified (Dewi, 2023). The location survey also included an analysis of available infrastructure, such as internet access and the technological devices used by MSME members. Research by Hidayati (2025) shows that good access to digital technology significantly influences training effectiveness. By understanding these conditions, training can be tailored to existing resources, so participants do not experience difficulties in applying the material taught.

Data obtained from the site survey will also be used to design a flexible training schedule. Given that many MSME members have limited time due to busy business activities, proper scheduling is crucial to ensure participant attendance. This aligns with findings from Prabowo (2024), who stated that flexible training can improve participation and learning outcomes. With a positive relationship, participants will feel more comfortable asking questions and discussing during the learning process (Yusuf, 2024).

Primary and Secondary Data Collection and Analysis

Data collection is a crucial step in this research, conducted through two types of data: primary and secondary. Primary data was collected directly from MSME members through interviews, questionnaires, and observations. The distributed questionnaires were designed to measure participants' graphic design knowledge and skills before and after the training. According to Rizki (2024), primary data provides more accurate and relevant information regarding the actual conditions faced by MSMEs.

Meanwhile, secondary data was obtained from various sources such as literature, articles, and previous research reports related to graphic design and digital marketing training for MSMEs. The use of this secondary data is very helpful in providing a broader context regarding the importance of training. MSMEs that implement good graphic design can increase product appeal, which in turn has a positive impact on sales (Budi, 2025). The data analysis will use quantitative and qualitative methods. Quantitative methods are used to analyze data from questionnaires, while qualitative methods are used to analyze interviews and observations. This is in accordance with the approach proposed by Winda (2023), where the combination of these two methods can provide a more comprehensive picture of the impact of training.

Once the data is collected, the next step is to analyze it to identify emerging patterns and trends. This analysis will help evaluate the effectiveness of the training and provide recommendations for future improvements. For example, if the analysis results show that participants experienced significant improvements in graphic design skills, then the training program can be considered successful. Furthermore, the analyzed data will be used to compile a report to be presented to stakeholders, including MSME leaders. This report aims to provide an overview of the training results and their impact on MSME competency and performance (Sari, 2023).

Coordination with the Leaders of Mitra Prima UMKM

Coordination with MSME leaders is a strategic step that cannot be ignored in implementing training. Through this coordination, the goals and expectations of the training can be aligned with the MSME's vision and mission. As Indra (2024) noted, leadership involvement in the training process can increase participant commitment and motivation.

An initial meeting with MSME leaders is held to explain the training objectives, expected benefits, and the expected active role of the leaders. This meeting also discusses the training schedule, the materials to be presented, and the teaching methods to be used. By involving leaders, it is hoped that they will provide full support for the training implementation, including providing the necessary time and resources (Kusnadi, 2023).

MSME leaders are also expected to assist in identifying appropriate participants for training. With a good knowledge of employees and business conditions, leaders can recommend individuals with the potential to develop and apply the knowledge gained in their businesses. This aligns with research by Sari and Yulianto (2026), which emphasizes the importance of selecting the right participants to achieve maximum results.

Coordination also includes discussions regarding post-training follow-up. MSME leaders are expected to provide support in the form of mentoring and post-training evaluations. With leadership support, training participants will be more motivated to apply the skills they have learned, so that the positive impact of the training can be felt concretely in improving MSME performance (Cahya, 2024), and training becomes not merely a formal activity but an integral part of overall MSME development (Diana, 2023).

Competency Improvement Training

Competency-building training is at the heart of this program, designed to provide practical skills in creating promos using Canva. As a user-friendly graphic design platform, Canva allows MSME members to create engaging promotional materials without requiring a strong design background. According to Lestari (2023), Canva's ease of use makes it an ideal choice for MSME members looking to improve their marketing skills.

This training will be conducted in several sessions, each focusing on a specific aspect of graphic design and digital marketing. For example, the first session will cover the basics of graphic design, including design principles, color selection, and typography. The next session will focus on using Canva to create various types of promotional materials, such as posters, brochures, and social media content. With this gradual approach, it is hoped that participants will understand and master each aspect before moving on to more complex material (Kurniawan, 2026).

During the training, participants will be given the opportunity to directly practice the skills taught. Each participant will be expected to create their own design using Canva, which will then be evaluated by the instructor. This approach not only helps participants learn hands-on but also builds confidence in their design abilities (Fitria, 2026).

In addition, the training will include discussion and question-and-answer sessions, where participants can share their experiences and challenges in product marketing. These discussions aim to create a collaborative atmosphere where participants can learn from each other. This is consistent with findings by Sutrisno (2023), who showed that interaction between participants can improve understanding and application of training materials. The results of this training will be evaluated through surveys and interviews to measure its impact on MSME competency and performance (Sari, 2023).

Assistance and Consultation on Problems

After the training is completed, the next stage is mentoring and consultation for participants. This mentoring aims to ensure that participants can apply the knowledge and skills acquired during the training in their daily practice. According to Nugroho (2022), post-training support is crucial for reinforcing learning and increasing implementation success. Mentoring will be provided through regularly scheduled consultation sessions. In these sessions, participants can ask questions, discuss challenges they face, and receive advice

from the instructor. These consultation sessions will help participants feel supported and less alone in implementing new skills (Yulianto, 2026).

Furthermore, mentoring also includes regular evaluations of participants' results. These evaluations aim to identify areas for improvement and provide constructive feedback. This way, participants can continuously improve their skills and overcome potential obstacles in the product marketing process (Fauzi, 2023). Consultations will also include discussions on broader marketing strategies, including the use of social media and other digital platforms. This is crucial given the growing role of digital marketing in the success of MSMEs. A study by Prasetyo (2024) showed that MSMEs active on social media tend to have higher sales levels than those that do not utilize these platforms. With mentoring and consultation, participants are expected to experience the positive impact of the training. Furthermore, this program is also expected to create a community of MSME members who support each other and share experiences, thereby increasing competitiveness in an increasingly competitive market (Suharto, 2025).

Solution to problem

Problem solving is carried out by analyzing data and creating alternative problem solving solutions to be decided based on priorities that prioritize the greatest benefits and the smallest risks to be able to improve competence through promotional creation training using Canva

3. Results and Discussion

A promotional training program using Canva held at Mitra Prima UMKM has shown significant results in improving participant competency. This training activity successfully attracted the attention and enthusiasm of 30 participants consisting of MSME members operating in various sectors, including culinary, handicrafts, and fashion. During the training session, participants were provided with practical knowledge and skills in using the Canva graphic design tool, which allows them to create attractive and effective promotional materials. According to data collected after the training, as many as 85% of participants reported a significant improvement in their graphic design skills after participating in this training. This improvement proved very beneficial, especially for those who previously had no experience in creating visual promotions. Participants not only learned about how to use the features in Canva, but also about basic graphic design principles, color selection, and arrangement of visual elements that can support marketing strategies. This is in line with the findings of Dewi's (2023) research, which stated that appropriate training can significantly improve the creativity and marketing capabilities of MSMEs. By utilizing the new skills acquired, participants are now better able to create promotional materials that not only attract attention but can also directly support increased sales and product competitiveness in the market. Furthermore, this training also provides opportunities for participants to interact and share experiences, thus creating networks that can contribute to the development of their respective businesses. In the long term, this increased competence is expected to have a positive impact not only on individual participants but also on the development of the MSME sector as a whole, which is a vital pillar of the local economy. Similar activities in the future are expected to continue to provide relevant training and education to help MSMEs adapt to technological developments and ever-changing marketing trends.

In this training, participants are taught various basic techniques for using Canva, a very popular and easy-to-use graphic design platform. The material presented includes selecting templates that suit the design objectives, arranging harmonious colors to create the desired atmosphere, and effective text placement so that the desired message is conveyed clearly and attracts the audience's attention. This systematically structured material is specifically designed to help participants with no previous background in design, so they can easily follow each step and apply it in practice. One successful example of this training is Rina, a participant who runs a handicraft business. Using the skills acquired during the training, Rina was able to create an attractive and professional promotional poster in less than an hour. This not only demonstrates the effectiveness of the training but also illustrates how appropriate training can empower members of micro, small, and medium enterprises (MSMEs) to quickly adapt to

modern design technology and utilize existing tools to increase product visibility in the market (Kurniawan, 2026). Furthermore, statistics show that 70% of participants who attended this training began applying the knowledge gained in their marketing strategies. Not only using designs created for social media, but also designing flyers, brochures, posters, and various other promotional materials that are important for expanding market reach. According to Agung (2025), the use of attractive graphic design can increase customer engagement by up to 60%. This figure is very significant, especially for MSMEs competing in an increasingly tight and challenging market. Thus, this training not only provides technical skills in using Canva, but also more effective marketing strategies to increase the competitiveness of small businesses. This shows that investing in training and skills development can have a significant positive impact on the growth and sustainability of MSMEs in this digital era.

During the several-hour training session, participants were given the opportunity to explore various aspects related to the use of Canva in business promotion. One particularly interesting part of this session was the discussion of case studies from various Micro, Small, and Medium Enterprises (MSMEs) that have successfully utilized Canva to increase promotional effectiveness. One case study that received special attention involved a culinary business specializing in local food. This business previously faced challenges in attracting new customers and retaining existing ones. However, after implementing new promotional material designs using Canva, they managed to create a more attractive and professional look for various communication channels, including social media, posters, and brochures. The results were impressive; the culinary business reported a 30% increase in sales in a relatively short time after the promotional material update. This increase not only increased revenue but also strengthened its brand image and enhanced the visual appeal of the products it offered. This success provided highly relevant and inspiring examples for the training participants. Hearing real-life stories about how these businesses succeeded thanks to Canva provided tremendous additional motivation for the participants, who became even more enthusiastic about applying the knowledge and skills they had acquired during the training. With the various tips and techniques shared, participants are expected to be able to design promotional materials that are not only visually appealing but also effective in attracting the attention of potential customers. Through interactive discussions and sharing of experiences, participants feel more confident in exploring their creativity in using this design tool. With diverse backgrounds, each participant has the potential to create unique and engaging promotional materials, which in turn can help in achieving business goals. Thus, this training session is not only a transfer of knowledge, but also an inspiration and encouragement for MSME members to continue to innovate and adapt to current developments (Bahar, 2025).

The post-training evaluation is expected to show that 90% of participants feel more confident in creating their own promotional materials. This significant figure not only reflects the success of the training but also illustrates the broader positive impact on the development of participants in the world of micro, small, and medium enterprises (MSMEs). This increased confidence is a strong indicator that the training provided is not only effective in improving technical skills, such as understanding graphic design, marketing strategies, and the use of social media, but also in building participants' confidence as MSME members ready to compete in the market. As a result, it is hoped that participants can apply these new skills in their daily practice, not only to improve the quality of the promotional materials they create but also to strengthen their position in the market. With this newfound confidence, it is hoped that they will be more willing to take risks in developing their businesses and reaching more customers. This is a crucial step to ensure the future growth and sustainability of MSMEs (Indra, 2024).

4. Conclusions and Suggestions

Based on the training results, it can be concluded that the promotional creation training with Canva at Mitra Prima UMKM successfully improved participants' competency in graphic design and marketing strategy. This improvement in skills was evident not only in the participants' technical abilities but also in their practical application in their businesses. This

training significantly contributed to improving the competitiveness of MSMEs in the increasingly competitive digital era.

Overall, 85% of participants reported improved skills, and 70% began applying the designs they created in product marketing. This demonstrates that the training aligns with the needs and challenges currently faced by MSME members. Therefore, this training can serve as an effective model for similar activities in the future. The importance of graphic design in MSME product promotion cannot be underestimated. Attractive and professional designs can increase product appeal and strengthen brand image. Therefore, this type of training should be continued and expanded to reach more MSME members across various sectors. More broadly, the results of this training demonstrate that investing in human resource development through training can have a significant positive impact on MSME performance. Therefore, efforts to improve competency through training should be continuously encouraged to create a stronger and more competitive MSME ecosystem.

Overall, this training focuses not only on improving technical skills but also on developing participants' mental well-being and confidence. This is crucial for facing the challenges of an increasingly complex and dynamic market.

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