

Advances in Community Services Research

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Technopreneurship Training to Improve the Competitiveness of Local Community Products



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ABSTRACT	
Keywords: technopreneurship; training; MSMEs, competitiveness of local products.	Purpose: This study aims to describe technopreneurship strategies as an approach to empower small and medium enterprises (SMEs) in Padanglampe Village to increase the competitiveness of local products. The primary focus of the study is how the use of technology can strengthen the capacity for innovation, production, and digital-based marketing for the PKK women's group as program partners.
Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.	Research Design and Methodology: The activities were carried out through the Community Service Program (PkM) using participatory training methods. The implementation included providing materials, demonstrations, hands-on practice, and mentoring on entrepreneurship, product innovation, digital marketing, and simple business management.
Copyright © 2026 The Author(s). All rights reserved.	Findings and Discussion: Technopreneurship training has been proven to improve participants' knowledge, skills, and digital literacy. PKK members demonstrated improved abilities in product design, marketing via online platforms, and optimizing technology in the production process. This activity also strengthened entrepreneurial motivation and opened up more competitive business opportunities.
	Implications: This program has practical implications for women's empowerment and village economic development, grounded in local potential. Technopreneurship training can serve as a sustainable model for village governments, academics, and MSME communities to strengthen business capacity, expand market access, and enhance the competitiveness of local products.

Introduction

The development of the 5.0 industrial revolution opens up great opportunities for businesses to enter an increasingly competitive global market. Still, it also presents challenges that require every business unit to adapt to rapid changes in the business world. Transformation towards automation, digitization, and improved human resource competencies is an essential factor in strengthening competitiveness and driving economic growth. However, these challenges are not easy for SMEs to overcome due to limited resources, operational standards, and management capacity to develop relevant solutions through appropriate technology use (Nurjanah et al., 2022). This condition creates a significant digital divide in rural areas, including in Padanglampe Village, where the community service program was implemented. Technopreneurship, which combines the words “technology” and “entrepreneurship,” is presented by Tanjung et al. (2024) as a strategic approach for SMEs to increase innovation and competitiveness. Technopreneurship is a synergistic process that combines

technological mastery with a comprehensive understanding of entrepreneurship (Mopangga, 2015). According to Ozbilgin (2010), in Kusumawardhany et al. (2019), technology-based entrepreneurship integrates technology with the creative knowledge of business leaders. The appropriate use of the latest technology can optimize the processes and results of the business units being developed. However, the results of the PkM team's visit showed that most of the Padeci business actors from the Padanglampe Village PKK Team knew little about technopreneurship. Business actors still use technology minimally, still rely on offline sales, and have not optimized their online sales. Low product design capabilities, digital promotion, and a lack of technological literacy indicate that technopreneurship training is urgently needed.

This phenomenon is the primary basis for developing the Technopreneurship Training program to improve the Competitiveness of Local Products in Padanglampe Village. Technopreneurship is the combination of the words "technology" and "entrepreneurship," referring to the synergistic process of combining mastery of technology with a deep understanding of entrepreneurship. According to Ozbilgin (2010), in Kusumawardhany et al. (2019), technology-based entrepreneurship integrates technological capabilities with the creativity of business leaders, thereby encouraging the creation of relevant and sustainable innovations. The use of the latest technology in business development, driven by a strong entrepreneurial spirit, enables more efficient production processes and better business results. Empirical evidence from Kusumawardhany et al. (2019) shows that technopreneurship training includes improving production quality, product design innovation, managerial skills development, and technology-based marketing strategies. This approach helps local businesses transition from traditional systems to more competitive and modern business models. Other studies also emphasize the importance of digital marketing training as a market expansion strategy (Halim et al., 2022), technology literacy programs to improve people's ability to use digital devices (Hariyanto et al., 2023), and the application of production technology to improve the efficiency of MSMEs (Zati et al., 2022). Furthermore, research shows that developing technology-based innovation skills, digital marketing, and e-commerce training (Abidin, 2024), as well as strengthening digital literacy and product creativity (Junaedi & Rojali, 2024), are important components in supporting the success of local businesses.

Although previous studies have shown the effectiveness of technopreneurship training, there are important gaps in both empirical and theoretical contexts. First, most studies focus on urban areas or industrial centers, leaving little evidence on the implementation of technopreneurship in rural MSME communities such as Padanglampe, which have distinct socio-economic characteristics. Second, previous studies have highlighted technical aspects such as digital marketing, capacity-building, and product innovation, but have not comprehensively examined the integration of technological literacy and business management skills with the dynamics of village-level MSME actors. Third, previous studies have not evaluated how the process of continuous mentoring shapes the internalization of technopreneurship practices to improve the tangible competitiveness of local products. In addition, the real gaps identified in Padanglampe, such as limited knowledge of technology use, limited digital promotion skills, and a need for product design assistance, have not been addressed in previous studies. This indicates the need for a study that can fill these empirical gaps by highlighting the specific context of Padanglampe Village as the location for implementing community empowerment-based technopreneurship training.

This research offers novelty by presenting an integrated technopreneurship training model specifically designed for the context of MSME actors in Padanglampe Village, which has not been deeply explored in previous studies. The research approach focuses on strengthening the capacity of business actors through intensive training, continuous mentoring, and the practical use of technology for product design, marketing, and business management. This program also emphasizes the active involvement of partners at every stage, from data collection and training implementation to post-activity business development, which distinguishes it from training models in previous studies. Based on the identified gaps, this study aims to analyze and implement technopreneurship training as a strategy to enhance the competitiveness of local products in Padanglampe Village, while also making a theoretical contribution to the importance of technopreneurship in strengthening the village economy and empowering MSMEs.

Literature Review

Technopreneurship Training

Technopreneurship training is an educational and capacity-building process that integrates technological capabilities with entrepreneurial principles through a structured, practical approach. This training not only provides a theoretical understanding of technology utilization but also develops the practical skills needed to build digital businesses. In the context of vocational education, technopreneurship training is seen as an important foundation for producing graduates who can innovate and compete in the digital age. Hidayat et al. (2019) emphasize that technopreneurship learning contributes significantly to entrepreneurial learning outcomes by combining learning readiness with mastery of technology-based knowledge, resulting in participants who can combine creativity and technical skills. This approach creates a learning environment that encourages participants to discover new ideas, apply technology in solving business problems, and evaluate business opportunities. This aligns with the view of Nurhayati et al. (2020), who found that technopreneurship intentions can be increased through entrepreneurship learning that emphasizes the interaction between technology and real business practices. Therefore, technopreneurship training does not focus solely on technology, but also on developing innovative and adaptive mindsets highly relevant to modern market competition.

Technopreneurship training is also understood as the process of transforming technological knowledge into entrepreneurial skills that can be directly applied in business development. Effective training programs usually include material on product innovation, the application of digital technology, and the use of online platforms for marketing. A study by Leuwol et al. (2022) describes how technopreneurship training for the younger generation can increase their understanding of how to use digital devices to develop more creative business ideas. In addition, the training does not focus solely on product creation but also on building confidence, basic management skills, and improving participants' communication skills as prospective technology-based entrepreneurs. Padmasari et al. (2021) emphasize the importance of training through social media and branded content in shaping technopreneurs who can effectively utilize digital channels, especially for students who are the program's target audience. This shows that technopreneurship training must align with the ever-evolving developments in communication and information technology. Furthermore, technology-based training programs generally integrate theory and practice, enabling participants not only to understand the concepts but also to operate digital applications, design content, and develop relevant branding strategies. In the context of education, this approach aligns with the technopreneurship model introduced by Wardana et al. (2022), which emphasizes strengthening digital capacity as an integral part of modern entrepreneurship development.

Furthermore, technopreneurship training significantly contributes to the development of micro, small, and medium enterprises (MSMEs) by increasing digital literacy and innovation capabilities. Effendy & Veri (2024) show that technopreneurship has a significant effect on MSME development by helping business actors leverage technology to expand markets and increase competitiveness. Through training, business actors are equipped to use digital tools such as product design applications, e-commerce platforms, and other production support technologies, enabling them to add value to their products. In addition, technology-based entrepreneurship education is also considered relevant in the context of national digital transformation. The study by Rauf et al. (2025) highlights how entrepreneurship education and digital transformation provide new opportunities for people to improve their business capabilities amid rapid technological developments. At the student and youth level, e-commerce and social media marketing training initiated by Nihayah et al. (2022) shows that participants can understand digital marketing concepts and apply technology as an effective promotional medium. Thus, technopreneurship training serves as a strategic platform that strengthens individuals' readiness to face the demands of the digital market while fostering a sustainable technology-based entrepreneurial ecosystem. This shows that technopreneurship training is not only relevant but also urgent to implement across various community groups, given the important role of technology in increasing business independence and competitiveness in the digital era.

Competitiveness

Competitiveness is the ability of an organization, business, or economic entity to maintain a superior position in a competitive environment by creating higher value than its competitors. This concept describes the extent to which a business unit can adapt to market changes, improve product quality, and sustain continuous innovation. Majid et al. (2023) explain that competitiveness is not only about internal strengths such as product quality, management skills, and production efficiency, but also about the ability to respond to external dynamics, such as consumer preferences and developments in digital technology. This understanding is reinforced by Tresna & Nirmalasari (2022), who emphasize that competitive strategies are closely related to a business's ability to build sustainable competitive advantages post-pandemic, especially as markets become increasingly open and rapidly changing. In the context of MSMEs, competitiveness is an important indicator for measuring a business's ability to survive and grow amid economic pressures and resource constraints. Therefore, competitiveness is not measured solely by a product's physical attributes, but also by a business's readiness to compete in the modern business ecosystem.

Competitiveness is also understood as the result of a consistent innovation process and the use of technology in business operations. Susanti et al. (2023) show that digital transformation can improve MSME performance by enabling business actors to expand market access and accelerate service delivery. This finding aligns with Rahmadi & Indrawijaya (2024), who state that product innovation is one of the main drivers of competitiveness, especially when businesses combine creativity with adequate human resource competencies. Maria & Nurkhalida (2024) also emphasize the importance of innovation capabilities in enhancing the competitiveness of local products, because without systematic innovation, MSMEs will find it challenging to maintain the relevance of their products in an increasingly competitive market. This concept not only highlights innovation in product form but also in production processes, packaging, and the use of digital distribution channels. At the macro level, the competitiveness of innovation-based MSMEs not only affects business success but also drives regional economic growth. Therefore, innovation is positioned as the foundation for long-term business competitiveness.

In addition to being influenced by innovation and technology, competitiveness is also closely related to the managerial strategies implemented by business actors in facing the era of digital disruption. Syairozi & Azizah (2025) emphasize that implementing adaptive management strategies can strengthen MSME competitiveness, especially when businesses can read changes in the business environment and quickly adjust internal processes. This includes the ability to manage resources, improve service quality, and restructure operations to be more efficient and responsive to market needs. Analysis by Tresna & Nirmalasari (2022) also shows that business recovery after the pandemic is greatly influenced by business actors' ability to implement measurable strategies, including strengthening managerial aspects to build solid competitiveness. Therefore, the concept of competitiveness is not only understood as the result of business performance, but as a continuous process that requires adaptation, innovation, and strengthening of managerial capacity. Overall, the literature emphasizes that competitiveness is a multidimensional construct influenced by innovative capabilities, technology utilization, and managerial strategies aligned with market developments. The combination of these internal and external factors shows that competitiveness results from a dynamic, integrated process across all aspects of business management.

Local Products

Local products are produced by a region's community, utilizing local resources, skills, and cultural identity, thereby reflecting distinctive characteristics that set them apart from products of other regions. This concept is rooted in the utilization of local potential, including natural resources, local wisdom, and cultural values, which constitute a region's competitive advantage. Kurniawansyah et al. (2025) explain that local products are not only a symbol of regional identity but also a driving force for the community's economy, as they leverage local assets to support business development. In addition, Bastian (2020) emphasizes that cultural globalization opens opportunities for local products to gain a larger market share, as global consumers are increasingly attracted to products that represent authentic culture. In this context, local products are not only seen as economic commodities

but also as representations of social and cultural identity that can strengthen a region's image at the national and international levels. Awareness of cultural and aesthetic value is the main reason why local products can be beautiful in modern markets.

The development of local products requires the strengthening of added value through innovation, quality, and appropriate branding strategies. Aslichah et al. (2025) show that local product branding strategies can improve consumer perceptions of product value and quality, underscoring the importance of MSME players understanding how to create a strong brand identity. Research by Farahdiansari et al. (2024) adds that branding training for MSMEs has been shown to improve producers' ability to package and promote their products, thereby making them more competitive in the market. Kurniawan et al. (2025) reinforce this finding by explaining that both local and international consumers increasingly choose products with a story, unique qualities, and a connection to the culture and character of their region of origin. This shows that the strength of local products lies in their differentiation, driven by cultural uniqueness and the ability of business actors to innovate in design, packaging, and marketing strategies. The development of local products also involves increasing productivity and strengthening quality standards to enable them to compete with large industrial products. In addition, Asri et al. (2024) note that developing local products based on village potential enables MSMEs to leverage their region's comparative advantages, such as natural resources or specific cultural motifs, to strengthen competitiveness.

Thus, strengthening quality and identity are central to the sustainability of local products. Local products cannot thrive without structured assistance, education, and empowerment efforts to improve the capacity of business actors. Ilmiah & Hariyana (2023) found that branding assistance and the application of marketing strategies have been proven to help MSMEs increase product visibility and expand market penetration.

In addition, local products are also greatly influenced by the community's ability to manage village resources productively. Kurniawansyah et al. (2025) emphasize that the development of local products based on natural and cultural resources should be carried out sustainably to not only increase income but also preserve local wisdom. In the context of the creative economy, Bastian (2020) shows that local products have great potential to penetrate global markets when business actors combine cultural values with contemporary innovation. This shows that local products are not only traditional but can also develop into high-quality modern products through technological adaptation and creativity. The combination of local potential, digital innovation, and strengthening the capacity of business actors is the primary foundation for developing local products that can compete sustainably in the modern market. Therefore, the literature emphasizes that local products result from a multidimensional process involving culture, innovation, resources, and managerial strategies to produce superior products that are not only economically valuable but also reflect the community's socio-cultural identity.

Research Design and Methodology

The method used to implement this community activity program is to present material using PowerPoint slides on technopreneurship, from basic understanding to the use of various technology applications that partners can use to develop their products, thereby increasing their competitiveness.

The methods used in this community service activity include lectures, discussions, and question-and-answer sessions related to the material presented by the PkM team. Under the program agreed with the partners, a plan is needed that includes implementing activities and evaluating the community service program (PkM). The plan for the implementation of activities and program evaluation is as follows:

1. Months 1-2

Activity Implementation Plan

a. Preparation for the activities to be carried out includes:

- 1) Socialization to partners, namely Mrs. PKK "Padeci" of Padanglampe Village, through village officials, in this case, the Secretary of Padanglampe Village.
- 2) Appointing one partner as field coordinator to facilitate communication during the activity, in this case, the secretary of Padanglampe Village;

- 3) Meeting with partners, members of partner groups, to discuss the training program schedule and agree upon with the activity implementation team;
- 4) Conducting program outreach to partners who will participate in the targeted activities 15-205
- 5) Preparing technopreneurship materials and applications to be used by partners;

2. Months 3-4

Training provision:

- 1) Assistance and training where the implementation team will act as facilitators in carrying out activities developed together with partners. With an introduction to materials related to digital finance, accompanied by hands-on practice.
- 2) The assistance and practices offered by the training implementation team to partners will be considered. Once approved, the following activities will proceed.
- 3) Activity Evaluation: After completing the training activities from the entire program series, participants will be invited to discuss/share and ask questions to determine the extent of their knowledge.

3. Months 5-6

The participation of partners in the overall implementation of the program is expected to enable them to maximize the results of the training, thereby providing benefits and business development opportunities that increase their competitiveness.

Findings and Discussion

Implementing Team Structure

The structure of the Community Service Activity (PkM) Implementation Team for the Assisted Village in this activity consists of an implementation team of 2 (two) people. The following is the structure of the implementation of this service activity:

Table 1. Implementation Team Structure

	Implementing Team	Position	Field of Expertise	Tasks in Community Service Activities
1	Subhan, SE., M.Ak	Chairman	Accounting	Training, Counseling, and Report Writing
2	Dr. Muhammad Fadhil, SE., MM	Member	Management	Training, Counseling, and Report Writing

Type of Activity, Time, and Place of Activity

This Community Service (PkM) activity in the assisted village was carried out with the involvement of the PKK group from Ma'rang Subdistrict, Padanglampe Village, Pangkep Regency, as the primary partner in implementing the program. The entire series of activities took place on Thursday, October 16, 2025, from 10:00 a.m. to 12:00 p.m. WITA. The activities were held at the Padanglampe Village Office Hall, Pangkep Regency, which was chosen as the venue because it is a strategic village facility easily accessible to all participants. The narrative of these activities describes the implementation of PkM in a structured, effective manner that aligns with the local community's needs.

Target Community Participants

Participants in the Community Service Program (PkM) for assisted villages are a group of women from the PKK (Family Welfare Movement) in Padanglampe Village, Pangkep Regency.

Review of Achievements

Community service activities through technopreneurship training in Padanglampe Village, in partnership with the PKK women's group, have significantly improved technology-based entrepreneurial capacity. This training involved PKK women actively developing the potential of local products, including agricultural goods, processed foods, and traditional crafts. Participants were

provided with training in the basics of entrepreneurship, product innovation, basic financial management, and digital marketing strategies appropriate to the current digital era.

The tangible results of this activity are reflected in the participants' increased ability to create and manage independent businesses based on local potential. The PKK mothers began to apply product innovations and utilize digital marketing to expand their product markets. In addition, the community service team produced a Local Potential-Based Entrepreneurship Module that can serve as a sustainable reference for community and village officials in fostering small businesses, strengthening economic independence, and improving family welfare in Padanglampe Village.

This activity received a positive response from the community and the village government, who hope that similar programs can continue to be implemented to sustainably build and strengthen the competitiveness of local products. This technopreneurship training has effectively increased the digital and business capacity of PKK mothers, encouraging the growth of more innovative, adaptive micro-businesses. This is a strategic step toward women's empowerment and rural economic development, grounded in local potential.

Benefits of Community Service Activities for partners and the community (outcome)

In implementing this activity, PKK mothers in Padanglampe village successfully increased their capacity to develop local products through technology and innovation. This activity successfully equipped participants with knowledge about product innovation, modern business management, and digital marketing strategies relevant to current market conditions. The tangible results of this training included the emergence of innovative products from villagers that became widely known through digital marketing, as well as the development of more professional, market-oriented businesses.

In addition, this activity contributed to strengthening women's economic empowerment and the development of micro, small, and medium enterprises (MSMEs) in the village area. Through this training and mentoring, participants improved product quality, expanded market reach, and enhanced the competitiveness of local products at the regional and national levels. In fact, this activity has increased family income, reduced dependence on imported products, and promoted the overall economic sustainability of the village.

Documentation of Community Service Activities



Figure 1. The Head of the Community Service Team is presenting the material



Figure 2. Sharing session, discussion, and question and answer session

Activity Evaluation

The evaluation of community service activities began with careful planning, including identifying the needs of PKK partners and developing training materials relevant to local potential and technological developments. During the preparation stage, intensive coordination was carried out with village officials and PKK groups to ensure active participation and smooth logistics. The process of socialization to the village community was also carried out to introduce the objectives and benefits of the activities, thereby generating enthusiasm among participants.

During implementation, training was conducted interactively through lectures, discussions, hands-on practice, and digital technology for product development and marketing. Participants gained knowledge about product innovation, business management, social media utilization, and digital marketing strategies appropriate to current market conditions. Assistance was provided during training to ensure participants' understanding and to help them apply their knowledge in their businesses.

A post-implementation evaluation found that this activity increased PKK members' entrepreneurial capacity and the quality of local village products. There was an increase in product innovation, more attractive packaging, and the ability to market products digitally, which expanded the market. Despite obstacles such as limited access to technology and capital, the participants were enthusiastic, and the training had a positive impact on community economic empowerment. The evaluation recommendations suggest continuous mentoring and improvements to the technological infrastructure to achieve more optimal and sustainable training outcomes.

Problems and Obstacles

In implementing technopreneurship training for PKK mothers in Padanglampe Village, several problems and obstacles were encountered. Namely, the varying levels of digital literacy among participants posed a challenge, as some PKK mothers still found it difficult to understand the new technologies introduced.

Second, motivation and resistance to change were also obstacles.

Some participants are still accustomed to traditional business methods and need time to adapt to the concept of technology-based entrepreneurship. Differences in educational backgrounds and abilities also affect the speed of participants' understanding, so the training must be conducted with a more personalized and intensive approach. Finally, capital and resource constraints also limit the development of participants' businesses after training, especially in terms of investment in product innovation and digital marketing.

Overall, these obstacles can be overcome through follow-up support, increased access to technology, and strengthened socialization and guidance on the importance of adopting digital

technology to improve business competitiveness. Continuous support from the village government and related institutions is essential to ensure the success and sustainability of technopreneurship development in Padanglampe Village.

Conclusion

The implementation of the Technopreneurship Training program to Improve the Competitiveness of Local Products in Padanglampe Village provides a comprehensive overview of the urgency of strengthening technological literacy and digital entrepreneurship skills among business actors, especially PKK women, as key partners. From the series of activities, it can be summarized that this training addresses partners' basic needs by helping them understand the concept of technopreneurship and its application in technology-based business development. This program also emphasizes that targeted educational interventions can improve participants' understanding of product innovation, digital marketing strategies, and the use of technology in daily business activities.

This research and community service activity has strategic value for both the development of science and community empowerment practices. From an academic perspective, this study reinforces the discourse on the importance of technopreneurship in overcoming the digital divide that occurs among micro-scale business actors in rural areas. This approach makes an original contribution by combining practical training, mentoring, and sustainable capacity building in the local context of Padanglampe Village. Practically and managerially, this activity implies that increasing MSME competitiveness can be achieved through mastery of product design, technology-based innovation, and targeted digital marketing strategies.

In addition, partnerships between village governments, academics, and MSME communities are key to the sustainability of these empowerment efforts. However, this study has several limitations that should be noted. The training activities lasted only briefly and involved only one group of partners, so the findings cannot be generalized to all village MSMEs. Limited technological infrastructure and internet networks also posed challenges in optimizing the training results.

Based on this, further research is recommended to increase the number of participants, extend the duration of assistance, and include longitudinal evaluations of business performance indicators. Future research can also develop a hybrid training model that combines face-to-face and digital methods, making it more adaptable to partners' needs and technological developments. Thus, the results of this study can serve as a starting point for developing a more comprehensive and sustainable technopreneurship program.

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