



Factors Hindering Marketing Development Through E-Catalogs of Pineapple-Based MSMEs in Prabumulih City

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Abstract: *The national development of Indonesia involves the active participation of society, with the government serving as a guide and facilitator in achieving general welfare. One sector that is a focus of development is Micro, Small, and Medium Enterprises (MSMEs), which play a significant role in enhancing the economy, creating jobs, and supporting income distribution. In the city of Prabumulih, known for its pineapple potential, pineapple-based MSMEs are crucial to the local economy. However, MSME actors in Prabumulih face challenges in accessing digital marketing, particularly in utilizing government procurement platforms through E-Catalogs. Therefore, this study aims to identify the factors that hinder the development of marketing for pineapple-based MSMEs in Prabumulih through the E-Catalog system. Using a descriptive qualitative method and in-depth analysis, this research finds that a lack of guidance in digital marketing, limited access to information, and difficulties in meeting the formal requirements for e-purchasing are the main obstacles. This study recommends enhancing digital training, improving access to information, and providing technical assistance to MSME actors so they can adapt to the E-Catalog mechanism and thrive in the digital era.*

Keywords: e-catalog; economic development; governance; MSMEs; pineapple-based product

Abstrak: *Pembangunan nasional Indonesia melibatkan partisipasi aktif masyarakat, dengan pemerintah berperan sebagai panduan dan fasilitator dalam mencapai kesejahteraan umum. Salah satu sektor yang menjadi fokus pembangunan adalah Usaha Mikro, Kecil, dan Menengah (UMKM), yang memainkan peran penting dalam*



meningkatkan ekonomi, menciptakan lapangan kerja, dan mendukung distribusi pendapatan. Di kota Prabumulih, yang dikenal dengan potensi nanasnya, UMKM berbasis nanas sangat penting bagi perekonomian lokal. Namun, pelaku UMKM di Prabumulih menghadapi tantangan dalam mengakses pemasaran digital, terutama dalam memanfaatkan platform pengadaan pemerintah melalui E-Katalog. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang menghambat pengembangan pemasaran bagi UMKM berbasis nanas di Prabumulih melalui sistem E-Katalog. Menggunakan metode kualitatif deskriptif dan analisis mendalam, penelitian ini menemukan bahwa kurangnya bimbingan dalam pemasaran digital, akses informasi yang terbatas, dan kesulitan dalam memenuhi persyaratan formal untuk e-pembelian adalah hambatan utama. Penelitian ini merekomendasikan peningkatan pelatihan digital, perbaikan akses informasi, dan pemberian bantuan teknis kepada pelaku UMKM agar mereka dapat beradaptasi dengan mekanisme E-Katalog dan berkembang di era digital.

Kata kunci: e-katalog, pembangunan ekonomi, pemerintahan, produk berbahan dasar nanas, UMKM

Introduction

National development, encompassing all aspects of national life, is organized collaboratively by society and the government. The community plays a central role in development, while the government is obligated to direct, guide, protect, and foster an environment conducive to growth. One of the national objectives, as stated in the preamble of the 1945 Constitution, is to promote general welfare. To realize this national objective, Indonesia has implemented a series of comprehensive, targeted, and integrated development programs that are continuous and manifest in the form of community development and empowerment. This development is carried out synergistically between the central government and local governments.¹

Local government administration in development can be conducted in various ways, one of which is by empowering communities to reduce unemployment and poverty rates. Economic development is pursued through the empowerment of Micro, Small, and Medium Enterprises (MSMEs), as these enterprises are significant drivers of economic growth and development, contributing to job creation and income sources for the community. The presence of MSMEs not only increases income but also promotes income equality within

¹Lili Marlinah. "Opportunities and Challenges for MSMEs in Strengthening the National Economy in 2020 Amid the COVID-19 Pandemic." *Journal of Economics* 22, no. 2 (2020): 118–124.



society. This is due to the fact that the MSME sector can engage a large number of individuals across diverse businesses.²

Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises defines these as productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this law. A Small Enterprise is defined as an independent productive economic activity carried out by individuals or business entities that are not subsidiaries or branches of a company owned, controlled, or part of a Medium or Large Enterprise, meeting the requirements for Small Enterprises as outlined in this law. In the economy of Prabumulih City, MSMEs play a crucial and strategic role. Firstly, due to their substantial number across every economic sector. Secondly, they have significant potential for labor absorption, thereby creating numerous job opportunities within this sector.

In this context, local governments can provide support to their communities in entrepreneurship endeavors, particularly within the MSME sector. This sector represents economic entrepreneurial activities that can be owned by individuals or groups in accordance with regulatory provisions.³ The existence of MSMEs can generate various benefits for the region, including the emergence of new entrepreneurs that can create job opportunities, which will inevitably absorb labor.⁴

Micro, Small, and Medium Enterprises (MSMEs) represent the community within the national economic landscape, thus necessitating a high priority in national development. Consequently, it is essential to formulate an integrated, systematic, and sustainable strategy for the development of cooperatives and MSMEs in Indonesia. The Department of Cooperatives, Industry, and Trade at the city/regency government level is a unit within the Regional Working Unit (SKPD)

²Alyas, A. "Strategies for the Development of Small and Medium Enterprises in Strengthening the People's Economy: A Case Study of Maros Bread Business in Maros Regency." *Sosiohumaniora* 19, no. 2 (2017): 114–120.

³Hutabarat, L. R. F. W. M. "Strategies for Developing Culinary Businesses in Malang City Based on Creative Economy." *Journal of Economics and Development Studies* 7, no. 1 (2015): 12–20.

⁴Sugiri, D. "Saving Micro, Small, and Medium Enterprises from the Impact of the COVID-19 Pandemic." *Fokus Bisnis: Media Pengkajian Manajemen Dan Akuntansi* 19, no. 1 (2020): 76–86



tasked with the guidance and development of cooperatives and MSMEs. To fulfill this mandate, the Department of Cooperatives and MSMEs at the local government level has functions that include guidance, supervision, control, and development in the field of cooperatives, including MSMEs. In this regard, local governments need to provide training, mentoring, assistance, capital/funding, and adequate information to business actors to enable them to manage and develop their enterprises more dynamically. Strengthening the structure of the national economy requires empowering strategic MSMEs and anticipating existing challenges to fortify the economy for the future.

Prabumulih City is known as the "Pineapple City." One distinctive feature that signifies Prabumulih as a pineapple city is the Pineapple Monument, which serves as an icon indicating that pineapples are a hallmark fruit of this renowned city. Prabumulih has developed into a center for services and trade, particularly following the establishment of numerous oil and gas companies operating in a region surrounded by Muara Enim Regency. To date, there are 34 MSMEs related to pineapple-based products.

Table 1
Business Utilizing Pineapple as the Primary Ingredient

No.	Owner Name	Address	Types of Product & Business	Business Brand
1.	MA/GU	Prabumulih Selatan	Wajik Nanas/ Permen Jelly Nanas/ Sus Nanas/ Dodol Nanas/Bolu Lapis Nanas/Keripik Nanas	Melati
2.	IS	Prabumulih Selatan	Wajik coklat nanas	Onos
3.	SM	Sukajadi	Dodol Nanas	Elok
4.	LA	Sukajadi	Pangsit Nanas	Cindo
5.	JU	Jl.Melati	Selai Nanas	-
6.	RE	Prabumulih Timur	Sambal Nanas	Devati



7.	ZA	Cambai	Semprong Nanas	Mak Uba
8.	MAR	Prabumulih Timur	Asinan nanas & kerajinan tas tali kur	Mom Yati
9.	LES	Prabumulih Timur	Stik Keju Nanas	Mbak Lesti
10.	TG	Prabumulih Selatan	Kerupuk Tulang Nanas	Camilan Prabu
11.	RM	Gunung Ibul	Bolu Lapis Nanas	Rose Cake
12.	NS	Prabumulih Timur	Bolu Gulung Nanas	Nova Cake
13.	AUK	Gunung Ibul	Bolu Gulung Dan Lapis Nanas	Toko Kue Gia
14.	MA	Gunung Ibui	Bolu Gulung dan Lapis Nanas	Toko Kue Darrel
15.	HE	Prabumulih Timur	Bolu Lapis Nanas & Nastar	Dapur Eda
16.	WA	Prabumulih Barat	Bolu Lapis Nanas	Dapur Boenda
17.	AS	Prabumulih Timur	Bolu Lapis Nanas	Cha-cha
18.	AT	Prabumulih Timur	Bolu Lapis Nanas, Bolu Gulung Nanas, Nastar	Athata
19.	EL	Jl. Mentawai	Lapis Nanas	Eva Cake & Cookies
20.	KK	Muara Dua	Sirup Nanas	Koperasi Kossuma
21.	KM	Prabumulih Timur	Produksi Serat Nanas	Koperasi Miwa



22.	MWP	Wonosari	Bolu Nanas	D'Mitri Cake & Patisserie
23.	V	Prabumulih Utara	Bolu Lapis Nanas	Vera Cake & Cookies
24.	MK	Cambai	Bolu Gulung Nanas	-
25.	IN	Rambang Kapak Tengah	Minuman Nanas Campur Sereh	Nacare
26.	TE	Prabumulih Timur	Sirup Nanas	-
27.	UP2K	Prabumulih Timur	Minuman Nanas Campur Serai	Cinarai
28.	GK	Prabumulih Timur	Nastar	Gerai Kana
29.	YUL	Prabumulih Timur	Kain Jumputan Menggunakan Pewarna Limbah Nanas	-
30.	RI	Prabumulih Timur	Kain Tenun Serat Nanas	Rita Songket
31.	IST	Prabumulih Timur	Kerajinan Khas Tas Serut Nanas	-
32.	EA	Prabumulih Timur	Kerajinan Sandal dari Serat Nanas	-
33.	RE	Cambai	Kerajinan Tas Serat Nanas	-
34.	API	Prabumulih Timur	Bolu Nanas	Indillah Kitchen

Source: obtained from Dinas Koperasi dan UMKM Prabumulih, 2023

Based on the data, Prabumulih City possesses significant potential for the sale of food products made from pineapples. Entrepreneurs in this city sell various pineapple-based products due to the abundant availability of pineapples in South



Sumatra, which has led to Prabumulih being nicknamed the "Pineapple City." This situation presents a substantial opportunity for micro, small, and medium enterprises (MSMEs) to leverage pineapple as a means to enhance their sales.

In today's digital era, sales through online platforms are crucial for MSMEs to address common challenges such as identifying target markets and further developing their businesses while minimizing customer loss. It is hoped that MSMEs will recognize their opportunities and potential in this context. According to Presidential Regulation No. 54 of 2010 concerning Government Procurement of Goods/Services, this regulation aims to facilitate MSMEs in marketing their goods/services through an E-Purchasing mechanism using an E-Catalog system. This initiative supports government procurement in the age of the Internet of Things (IoT), aligning with contemporary developments to ensure organizations are more responsive, transparent, and accessible, thereby promoting checks and balances.⁵

One of the government programs developed is a procurement system based on information technology that contains lists, types of technical specifications, and prices of goods included in what is known as an electronic catalog (e-Catalogue). An e-Catalogue is an electronic information system that includes lists, types, technical specifications, and prices of specific goods/services. The pricing and technical specifications of a good/service are based on umbrella contracts between the Government Goods/Services Procurement Policy Agency (LKPP) and the providers of goods/services. The e-Catalogue serves as a basis for Ministries/Agencies/Regional Device Work Units/Institutions (K/L/D/I) to place orders for goods/services through e-Purchasing.⁶

The implementation of government procurement regulated by Presidential Regulation No. 54 of 2010 covers all aspects from planning, budgeting, tender preparation, determining estimated prices, announcing tenders, conducting tenders, announcing winners, signing contracts, executing work, to the handover of completed projects. The efficiency and effectiveness of this procurement process

⁵Suryono, A., Rahayu, Y. D., Winasis, M. A., and Murod, M. F. N. "E-Catalogs in Marketing Goods/Services for Micro, Small, and Medium Enterprises (MSMEs) During the COVID-19 Pandemic." *Journal of Community Development* 2, no. 2 (2021): 66–69

⁶ *Ibid*



fundamentally depend on the method of selecting providers. Choosing the right provider will yield goods/services that meet needs and are delivered on time. Purchasing goods/services that already have standards and are sufficiently available in the market can be conducted electronically, commonly referred to as e-purchasing. The e-purchasing application utilizes an e-catalogue, which is an electronic information system containing lists, types, technical specifications, and prices of specific goods from various government providers.

Procurement of goods/services through the E-Catalogue aligns with Presidential Instruction No. 1 of 2015 regarding the Acceleration of Government Procurement Implementation and was initiated in government agencies via the Regulation of the Head of the Government Goods/Services Procurement Policy Agency (LKPP) No. 6 of 2016 concerning Electronic Catalogs and E-Purchasing. The procurement process must be open to providers who meet clear and transparent requirements to foster healthy competition. With this principle of openness, every competent provider will have an equal opportunity to participate in and potentially win tenders. In the procurement process, there are fundamental principles that serve as guidelines for executing these processes. The fundamental principles of procurement of goods and services include efficiency, effectiveness, openness and competitiveness, transparency, fairness or non-discrimination, and accountability.⁷ These six principles are implemented with the aim of promoting good procurement practices and minimizing budget leaks (clean governance). Products in the E-Catalog cannot be freely accessed by the general public, unlike marketplaces where any item can be listed for sale. The products in the E-Catalog have undergone strict curation conducted by the Government Goods/Services Procurement Policy Agency (LKPP), and the providers of goods/services are bound by contracts with

⁷Faujianto, S. A., Ajid Indrayana, A., Ahadiati Rohmatiah, and Mutmainah. "The Influence of Ordering Efficiency, Marketing Convenience, and Pricing on the Use of E-Catalogs for the Development of SMEs in Magetan Regency." *JAMER: Jurnal Akuntansi Merdeka* 4, no. 1 (2023): 33–45



LKPP. Only products that meet the required characteristics and needs of the government will be included in the E-Catalog.⁸

However, given the current situation where many micro, small, and medium enterprises (MSMEs) have yet to receive guidance in developing their businesses, particularly in the realm of digital marketing, many MSME actors tend to struggle to adapt and are unable to enter the formal sector that requires specific marketing and sales qualifications, such as those needed for the E-Catalog. This situation results in business actors being unable to participate in government procurement processes that mandate procurement of goods and services through the e-Catalog system.

Based on the explanation in the background, to clarify the focus and objectives of the research, questions regarding the formulation of the problem are crucial. In conducting sound research, it is essential for researchers to pose research questions that analyze several aspects necessary for carrying out the study. Given the background explanation and problem identification outlined earlier, the formulation of this research problem is: "What are the factors hindering the development of marketing through E-Catalogs for MSMEs based on pineapples in Prabumulih City?"

Methods

The research methodology employed in this study is qualitative research. According to Bogdan and Taylor (1975) as cited in Moleong⁹, qualitative methods are utilized as research procedures that yield descriptive data in the form of written or spoken words from individuals and observable behaviors. This study adopts a descriptive qualitative research design. In qualitative research, the researcher serves as the primary instrument (human instrument), not only for data collection but also for analysis.

⁸Jannati, D., Zahra, A., Zahra, J. A., Bachtiar, A., and Asmara, K. "Implementation of a Simple E-Catalog Application for MSMEs Based on APPSHEET in the Development of MSMEs in Gedog Village." *JURAI: Jurnal ABDIMAS Indonesia* 1, no. 2 (2023): 108–122

⁹Miles, Matthew B., and A. Michael Huberman. "Qualitative Data Analysis". Translated by Tjetjep Rohendi Rohidi. Jakarta: UI Press, 1992.



The research is conducted in the city of Prabumulih, South Sumatra Province, focusing on institutions related to the development of Small and Medium Enterprises (SMEs) and E-Catalogs. The analysis aims to identify the factors hindering the marketing development of diverse pineapple-based SMEs through E-Catalogs, which have the potential to position Prabumulih as a creative SME city that attracts local, national, and international tourists, while also empowering pineapple-based SME actors to manage their businesses through E-Catalogs. Therefore, this research is expected to provide solutions and outputs that can be implemented to address the factors hindering the marketing development of pineapple-based SMEs through E-Catalogs in Prabumulih.

This study focuses on mapping SMEs as an effort to address various factors obstructing marketing through E-Catalogs for pineapple-based SMEs in Prabumulih. The analysis will consider policies that have been implemented and previous mapping based on the potential and types of businesses.¹⁰ The units of analysis in this research are divided into two levels: organizational level and individual level. The organizational level unit of analysis includes the Investment and One-Stop Integrated Services Office (DPMPTSP) of Prabumulih City and the Cooperatives and SMEs Office of Prabumulih City. Meanwhile, the individual level unit of analysis consists of business actors in Prabumulih City.

Results

1. Communication

In the implementation of procurement of goods and services through the E-Catalog, in accordance with Presidential Instruction Number 1 of 2015 regarding the Acceleration of Government Procurement of Goods and Services, this initiative began to be utilized in government agencies through Regulation Number 6 of 2016 issued by the Head of the Government Goods/Services Procurement Policy Agency (LKPP) concerning Electronic Catalogs and E-purchasing.

Transmission in Information Delivery

¹⁰Ebert, Ronald J., and Ricky W. Griffin. "Business Essentials". New York: Pearson Education, 2019.



Transmission is a key factor in the communication of policy implementers; effective communication will yield successful implementation. Problems often arise in communication transmission, such as misunderstandings (miscommunication), resulting in the intended message being distorted or unachieved. In practice, the delivery of information by the Prabumulih City Government occurs through various channels, such as social media, official government websites, and training sessions. The aim is to educate and introduce the community to the importance of digitalization in marketing and how to use the E-Catalog to find and purchase local products. Additionally, to convey information related to digital marketing through the E-Catalog, the Prabumulih City Government has partnered with various stakeholders, including the Health Office, Cooperatives and SMEs Office, Procurement Services Unit, and Investment and One-Stop Integrated Services Office. This collaboration aims to create a conducive ecosystem for the development of micro, small, and medium enterprises (MSMEs).

Based on the results of interviews conducted with BALITBANGDA, the Cooperative and SME Office, and business actors, it can be concluded that the Prabumulih City Government, along with various stakeholders, has conveyed information regarding digital marketing through the E-Catalog to micro, small, and medium enterprises (MSMEs), including those producing pineapple-based products. Through various forums such as socialization events, seminars, training sessions, and social media, they have explained the benefits and methods of using the E-Catalog to promote local products more effectively.

Clarity of Information Delivered

The dimension of clarity in the implementation of this policy is essential to measure and understand the comprehension of policy implementers in carrying out their duties, ensuring that their actions align with existing directions and procedures to achieve common goals. Based on interviews and observations conducted, it can be concluded that the government has engaged in socialization efforts to introduce digital marketing through the E-Catalog to MSME actors. While most MSME



actors acknowledge that the information provided is clear and easy to understand, there are also several who feel dissatisfied. They believe that the explanations regarding the use of the E-Catalog are still minimal, leading to perceptions of complexity and confusion. Some MSME actors have expressed that, despite understanding the importance of the E-Catalog in promoting their products online, the processes involved in creating and managing it still feel challenging. Limited understanding of digital technology is one factor hindering them from fully utilizing the E-Catalog.

Consistency of Information

Based on the results of interviews conducted, it can be concluded that the information provided by the Prabumulih City Government regarding the e-catalog has been consistent and has not undergone changes. The government strives to provide clear and stable guidance so that business actors, including MSMEs, can participate in the procurement of goods and services digitally through this platform. This consistency is vital for maintaining transparency and facilitating business actors' understanding of the necessary requirements and procedures. However, despite the information being well communicated, many MSMEs, particularly those dealing with pineapple-based products, encounter difficulties in the e-catalog account registration process. The primary challenge they face is completing administrative requirements such as the Business Identification Number (NIB) and Taxpayer Identification Number (NPWP). For some MSMEs, this process feels complicated, especially since they are not accustomed to formal bureaucratic procedures. Furthermore, factors such as digital literacy and limited understanding of document processing exacerbate the situation. Many still require guidance or specialized training to complete these requirements correctly. Without an NIB and NPWP, MSMEs cannot register on the e-catalog, thus limiting their opportunities to access broader markets through government procurement.

2. Bureaucratic Structure



Standard Operating Procedures (SOP)

The marketing activities for pineapple-based products from micro, small, and medium enterprises (MSMEs) through the e-catalog in Prabumulih City have been conducted in accordance with the Standard Operating Procedures (SOPs) established by the Procurement Service Unit (ULP). This process represents a strategic effort by the government to advance the MSME sector, particularly those based on local products, by providing access to the electronic procurement market for goods and services. The stages of this marketing implementation strictly follow the SOPs, starting from product registration in the e-catalog, handling legal requirements such as the Business Identification Number (NIB) and Taxpayer Identification Number (NPWP), to product quality verification by the ULP team. Pineapple-based products, such as processed foods and beverages, are then widely promoted on the e-catalog platform, allowing them to be accessed by government agencies, institutions, and the general public involved in the procurement process. The entire process adheres to established regulations, from product submission and information validation to promotion. By following these SOPs, MSME actors in Prabumulih, particularly those engaged in pineapple processing, can more easily market their products and enhance access to broader markets. The application of these standards also ensures that products entering the e-catalog meet quality requirements, instilling greater confidence in buyers.

Despite facing challenges, particularly regarding document processing and technology adaptation among MSMEs, the ULP has provided clear guidance and technical support to ensure all processes run smoothly. By adhering to SOPs, these marketing activities for pineapple products not only strengthen the competitiveness of local MSMEs but also contribute to bolstering the regional economy through the optimal use of local products in the procurement market. The implementation of ULP SOPs in marketing pineapple-based MSME products through the e-catalog ensures that each stage is carried out systematically and transparently. This approach supports MSME actors in marketing their products more professionally and opens opportunities for Prabumulih's local products to participate in government and private procurement.



Fragmentation

Fragmentation refers to the distribution of responsibilities among employees across various work units, which can involve the division of tasks among different agencies. In the context of supporting digital marketing activities through the e-catalog for micro, small, and medium enterprises (MSMEs) utilizing pineapple as a base ingredient in Prabumulih, multiple government agencies play significant roles. The Procurement Service Unit (ULP) serves as the primary driver in managing the e-catalog, ensuring that all registered products meet the required standards and procedures. The ULP facilitates the digital marketing of pineapple-based MSME products on the goods and services procurement platform, making them easily accessible to potential buyers, particularly from government sectors. The ULP operates under clear Standard Operating Procedures (SOPs) that promote efficiency in goods and services procurement without necessitating a complicated tender process.

The Cooperative and MSME Office plays a crucial role in providing training and technical assistance to pineapple MSME actors, ensuring they understand how to manage their businesses professionally, from product processing to online marketing in the e-catalog. This office also encourages digital transformation among MSMEs by offering training on digital marketing technologies and assisting entrepreneurs in completing administrative requirements such as the Business Identification Number (NIB) and Taxpayer Identification Number (NPWP). Fragmentation between the Cooperative Office and the ULP is essential to ensure that products marketed in the e-catalog are technically and administratively ready.

Additionally, the Research and Development Agency (Balitbangda) conducts research related to the potential of pineapple products as regional flagship commodities. This agency carries out studies on innovative processing methods that align with market needs and provides technical recommendations to MSME actors to enhance their product value. Balitbangda also identifies market trends and new technologies that MSMEs can adopt to improve their product competitiveness in the e-catalog. Collaboration between Balitbangda, the Cooperative Office, and the



ULP is vital to ensure that products entering the e-catalog not only meet administrative standards but also possess innovative appeal.

The Licensing Agency is responsible for facilitating the processing of legal documents such as the Business Identification Number (NIB), Taxpayer Identification Number (NPWP), and other necessary permits required for micro, small, and medium enterprises (MSMEs) that utilize pineapple as a base ingredient to be registered in the e-catalog. The fragmentation of roles within this agency is crucial; without complete legal documentation, MSMEs cannot enter the e-catalog system. The Licensing Agency must ensure that the licensing process is swift and efficient, given that many MSME actors still face challenges in completing their legal documents. Coordination between the Licensing Agency, the Cooperative Office, and the Procurement Service Unit (ULP) is essential to provide outreach and facilitate the licensing process for MSMEs.

While each agency has specific roles, strong synergy among them is vital to ensure the successful marketing of MSME products in the e-catalog. Challenges related to fragmentation often arise in terms of coordination among agencies that is not always synchronized, bureaucratic processes that can be convoluted, and a lack of integration between the roles of each agency within a unified system.

3. Resources

Agencies and Business Actors

In the context of implementing the e-catalog in Prabumulih City, several key agencies have actively facilitated MSME actors in accessing broader markets through product digitization. The Investment and One-Stop Integrated Service Agency (DPMPTSP) plays a pivotal role by providing business permits, particularly through the issuance of the Business Identification Number (NIB), which is essential for MSMEs to register their products in the e-catalog. The NIB registration process has been facilitated through the Online Single Submission (OSS) system, complemented by an innovative program called SIMONIK (Mobile Registration System), which allows citizens to register their NIBs via mobile services that visit various sub-districts. To date, 2,168 MSMEs have registered with



OSS; however, public awareness regarding independent NIB processing remains relatively low.

Picture. 1

Interview Session with one of MSMEs Actor in Prabumulih



Source: obtained from research documentation, 2024

Mrs. Adis Khoiria, SE, M.Si., Chair of the Licensing Division at DPMPTSP, highlights that the primary obstacle is the low public awareness about NIB registration, as individuals typically pursue it only when specific interests arise, such as government capital assistance requiring administrative completeness.

The Procurement Service Unit also contributes by providing facilities for creating E-Catalog accounts for MSMEs. However, challenges persist in educating the public about the technology required for the E-Catalog platform. Many business actors lack familiarity with digital technology, complicating their understanding of the registration process and usage of the E-Catalog. For instance, Nova Cake, which produces Pineapple Roll Cake, received assistance from city government employees to create an E-Catalog account. However, when those employees transferred to different departments, Nova lost access to the account due to not knowing the password set up for them.

Interviews indicate that the implementation of the E-Catalog in Prabumulih City faces various challenges from both MSME actors and government entities. Although the government has initiated several facilities and programs to support MSME registration in the E-Catalog, significant challenges remain due to low



awareness and participation among MSME actors. Administrative and technical issues, along with insufficient outreach from relevant agencies, hinder program development. Additionally, staff capacity and competence are crucial in assisting MSME actors who are less familiar with technology.

Information

The research focuses on the implementation of the E-Catalog in Prabumulih City, particularly for Micro, Small, and Medium Enterprises (MSMEs). It highlights how information related to the E-Catalog's use, as well as the accessibility and compliance of business actors with relevant regulations, is managed. Interviews conducted with the Investment and One-Stop Integrated Service Agency (DPMPTSP) reveal that the availability of information regarding E-Catalog usage is fairly adequate, especially concerning the socialization of registration procedures for the Business Identification Number (NIB), which is necessary for E-Catalog registration.

Picture. 2

Examining the challenges and obstacles faced by MSME actors in accessing and utilizing the E-Catalog.



Source: obtained from research documentation, 2024

Ms. Adis Khoiria, S.E., M.Si., Head of the Licensing Division at DPMPTSP, noted that various innovations have been implemented to facilitate NIB registration for MSMEs, including the SIMONIK program (Mobile Service System), which aims to reach communities in sub-districts that have difficulty accessing administrative services. Approximately 2,168 MSMEs have registered to date; however, participation in the E-Catalog remains low.

Despite the adequate provision of information from relevant agencies, low participation is attributed not only to a lack of information but also to factors such as low public awareness and reluctance to navigate complex administrative requirements. The Cooperative Office also assists MSMEs in accessing the E-Catalog, primarily acting as a liaison with other departments for specific permits.

Interviews with MSME owners indicate that although they are aware of the E-Catalog, complex administrative processes are a primary barrier. The study concludes that while information about the E-Catalog has been adequately communicated, MSME actors still face challenges in fulfilling administrative requirements, hindering their ability to utilize this digital platform. Additionally, accessibility of information remains a challenge. Although DPMPTSP has made efforts to bring services closer to communities via the SIMONIK program, its coverage is limited to only two sub-districts that do not include pineapple-producing areas.

The research indicates that there is a significant gap between the availability of information regarding the E-Catalog and the ability of business actors,



particularly Micro, Small, and Medium Enterprises (MSMEs), to access and utilize that information. Despite efforts by relevant agencies to disseminate information, barriers related to accessibility remain prevalent. Factors such as geographical location, limited outreach, and administrative complexity hinder MSMEs from effectively accessing and utilizing available information.

The implementation of the E-Catalog program in Prabumulih City has revealed that compliance among business actors with the requirements for registration and usage of this platform is relatively low. Interviews conducted with various business actors showed that many are aware of the E-Catalog but are reluctant to register due to perceptions of a complicated and time-consuming administrative process.

The primary hindrance to MSMEs' compliance in registering and using the E-Catalog is identified as the complexity of administrative requirements. Necessary documents such as the Business Identification Number (NIB), Tax Identification Number (NPWP), and other permits are often viewed as confusing and difficult to navigate for MSME actors who are accustomed to traditional business processes. Additionally, there is a notable lack of technical assistance from relevant agencies, which further complicates the situation. For instance, Ms. Istina expressed her lack of experience with digital platforms like the E-Catalog, leading her to prefer traditional marketing methods such as exhibitions.

Authority

The management of the E-Catalog in Prabumulih City is currently facing significant challenges related to the awareness and motivation of MSME (Micro, Small, and Medium Enterprises) actors to transition to digital systems. The findings indicate that there is a limited role of relevant agencies in monitoring and oversight, which serves as a hindrance to effective E-Catalog management. Despite government efforts to provide facilities encouraging business actors to register on the E-Catalog, administrative difficulties and bureaucratic obstacles persist.

Additionally, the low level of digital literacy among traditional MSME actors leads many to prefer conventional marketing methods over utilizing digital platforms like the E-Catalog. The Procurement Service Unit (ULP), responsible for



facilitating the creation of E-Catalog accounts, faces challenges due to a lack of public understanding regarding necessary procedures and minimal coordination among related agencies. While the Department of Investment and One-Stop Integrated Services (DPMPTSP) has made strides to simplify the registration process for Business Identification Numbers (NIB), the Department of Cooperatives has not yet implemented effective collaborative measures to support these initiatives.

Facilities

The implementation of the E-Catalog in Prabumulih City represents a significant governmental effort to support the development of Micro, Small, and Medium Enterprises (MSMEs) through digital transformation. The E-Catalog provides MSMEs with greater opportunities to market their products to both the government and the general public. However, challenges related to infrastructure readiness and public understanding of how to utilize these digital platforms persist.

The Investment and One-Stop Integrated Services Office (DPMPTSP) plays a central role in registering Business Identification Numbers (NIB), which are mandatory for MSME actors to list their products in the E-Catalog. DPMPTSP has introduced an innovative program called SIMONIK (Mobile Service System) to facilitate NIB registration, which has successfully registered 40 NIBs across two sub-districts. Additionally, the Online Single Submission (OSS) system allows business actors to register for NIB online. However, many MSME actors face challenges in accessing and understanding these digital technologies, leading to feelings that the administrative process is too complicated and time-consuming. One MSME actor, Mrs. Vera, noted that she found the document management process confusing and ultimately did not continue with her NIB application.

While facilities like SIMONIK and OSS are available, the primary issue remains a lack of public understanding regarding the technology and administrative processes necessary for registration. Limited coordination among agencies further complicates outreach efforts, leaving many business actors uninformed about available resources.

4. Disposition



Appointment of Bureaucrats

The system for appointing bureaucrats in the implementation of the E-Catalog in Prabumulih City is a strategic initiative by the local government to enhance synergy among key departments, including the Investment and One-Stop Integrated Services Office (DPMPTSP), the Cooperatives Office, and the Goods and Services Procurement Unit. These agencies are essential in facilitating Micro, Small, and Medium Enterprises (MSMEs) to register their products on the E-Catalog, which serves as a digital platform aimed at increasing government access to local products.

Despite these efforts, the implementation of the E-Catalog faces significant challenges. Bureaucratically, there is a need for improved coordination and collaboration among relevant departments. Additionally, more intensive outreach is required to emphasize the importance of the E-Catalog for MSME actors. On the side of MSME actors, there is a notable gap in awareness and willingness to manage the necessary administrative tasks associated with product registration on the E-Catalog.

Incentives

In the implementation of the policy regarding the use of the E-Catalog in Prabumulih City, various perspectives emerged concerning the additional costs incurred by implementers. While there are no officially imposed direct costs, interviews with sources from various agencies and business actors reveal challenges and expenditures arising from administrative processes and compliance with required conditions. Analysis of these interviews indicates that the primary challenge in implementing the E-Catalog is not financial; instead, it involves costs in terms of time, energy, and understanding that business actors must expend to manage administrative requirements. Many business actors find the complicated and lengthy process to be a significant barrier to utilizing the E-Catalog facilities, despite the conveniences offered by relevant departments. Additionally, a lack of understanding of technology and insufficient motivation further exacerbate the situation, creating a gap between government efforts and community responses.

Discussion



1. Communication

MSME actors in Prabumulih have become aware of this initiative. Many MSME actors recognize the E-Catalog as a digital marketing tool; however, a significant number remain uninformed about it, and only a few have registered and utilized its features. One contributing factor is the lack of uniform socialization among MSME actors and a limited understanding of how the E-Catalog functions and how to optimize its use. Many MSME actors still rely on traditional marketing methods and are hesitant to transition to digital platforms. Additionally, limited internet access and inadequate devices pose challenges. Although some business actors have participated in socialization and training sessions, the implementation of the E-Catalog in their marketing strategies has not yet been significantly observed. This indicates a need for more support, both in the form of socialization and more intensive technical training, as well as assistance in the registration and utilization processes. By enhancing understanding and providing necessary support, it is hoped that more MSME actors in Prabumulih can become aware of and utilize the E-Catalog, thereby improving their competitiveness and reaching broader markets, while also attracting more MSME actors to engage in E-Catalog marketing, particularly for pineapple-based products.

The government needs to adopt a more in-depth approach, such as organizing interactive training sessions and workshops, so that MSME actors not only receive theoretical knowledge but also practical experience in using the E-Catalog. Thus, it is hoped that all MSME actors, whether they already understand or still face difficulties, can better leverage this digital marketing tool to enhance their competitiveness in the market. The insufficient dissemination of socialization conducted by the Prabumulih City Government regarding the E-Catalog has become one of the primary factors leading to business actors in the region being under-informed and lacking an understanding of its concepts and benefits. Despite the government's launch of programs to support digital marketing, the information reaching business actors remains limited. Many entrepreneurs, particularly micro, small, and medium enterprises (MSMEs), feel confused about the steps they need to take to utilize the E-Catalog. They report having insufficient understanding of



how to register, upload products, and manage content effectively. This has impacted their ability to compete in the increasingly important digital market amid the current economic transformation. The necessity for more intensive and structured socialization becomes evident. The Prabumulih City Government should conduct training sessions, seminars, or workshops specifically addressing the use of the E-Catalog. By providing more in-depth and practical information, business actors will feel more confident and prepared to adapt to this technology.

According to Edward III¹¹, directives given in the execution of communication must be consistent and clear to be established or implemented effectively. If the directives frequently change, it can lead to confusion among implementers in the field. Therefore, consistency must also be a focus in communication. Consistent information plays a crucial role in maintaining trust, accuracy, and understanding across various contexts, both at the individual and organizational levels. Consistency of information is key to building credibility, as people tend to trust sources that provide stable and accurate information over time. This indicates that although information from the government has been consistent, further efforts are needed to provide technical guidance and administrative support for MSMEs so that they can more easily meet all requirements and participate in the available programs. The challenges faced by MSMEs in navigating the registration process highlight the need for additional support mechanisms. Addressing issues such as digital literacy and familiarity with bureaucratic processes is essential to empower these businesses to take full advantage of the opportunities presented by the e-catalog.

2. Bureaucratic Structure

SOPs are activities that enable employees to carry out their tasks according to established standards. The SOP aspect includes procedures, requirements, service times, and other elements. A Standard Operating Procedure (SOP) is a document that contains written guidelines explaining the steps that must be followed to complete a specific task or process within an organization.

¹¹Subarsono, B. (2005). *Political Leadership in the United States: A Comparative Study of George C. Edwards III's Work*.



Although this marketing implementation has adhered to SOPs, challenges faced by MSMEs—especially concerning administration and technology usage—remain significant. Many MSME actors require further assistance in managing legal documentation and adapting to digital platforms. Acknowledging this need, the ULP regularly conducts training and technical guidance sessions to help MSMEs understand and maximize their use of the e-catalog. This ongoing support is essential for empowering MSMEs to overcome barriers related to document processing and technology adaptation, ultimately enhancing their ability to participate effectively in the procurement market.

The successful implementation of digital marketing for pineapple-based MSMEs through the e-catalog relies heavily on effective collaboration among various government agencies. While fragmentation can lead to challenges in coordination and synchronization, it also allows for specialized roles that enhance the overall support for MSMEs. The ULP's role as a facilitator ensures that there is a streamlined process for marketing products, but it requires strong synergy with other agencies to address permit processing and provide comprehensive support to MSMEs.

The Cooperative and MSME Office's efforts in training and technical assistance are crucial for preparing MSME actors for participation in the e-catalog. Their focus on professional business management and digital transformation is essential for empowering these enterprises to navigate the complexities of online marketing effectively.

Furthermore, Balitbangda's contributions in research and development highlight the importance of innovation in enhancing product competitiveness. By identifying market trends and new technologies, this agency plays a pivotal role in ensuring that MSME products not only meet current standards but also appeal to evolving consumer preferences. The collaborative approach among these agencies underscores the necessity of coordinated efforts to maximize the potential of pineapple-based products in the digital marketplace.

To address the fragmentation, communication and collaboration across agencies must be enhanced. Establishing a cross-agency task force specifically



focused on digital marketing for MSMEs based on the e-catalog could serve as a solution to reduce overlapping roles and maximize program effectiveness.

In conclusion, the fragmentation of roles among the ULP, the Cooperative Office, the Research and Development Agency (Balitbangda), and the Licensing Agency is key to supporting the marketing of pineapple-based MSME products through the e-catalog. While each agency has distinct tasks and responsibilities, collaboration and coordination among them are essential to ensure that MSMEs can optimally participate in the e-catalog system. This cross-agency support is expected to promote local product development, enhance MSME competitiveness, and expand market access through digital procurement of goods and services.

3. Resources

The findings suggest that while there are structures in place to support MSMEs in Prabumulih City, significant barriers still exist that hinder effective participation in the e-catalog system. The low public awareness regarding NIB processing indicates a need for targeted outreach and education campaigns to inform business actors about the benefits and processes involved. Moreover, the challenges faced by MSMEs in navigating digital technology highlight the importance of ongoing support and training. The case of Nova Cake illustrates how reliance on individual government employees can lead to vulnerabilities when those employees change roles or departments. Therefore, it is essential to establish a more robust support system that ensures continuity and accessibility for MSME actors. Additionally, enhancing collaboration among agencies can improve the overall effectiveness of initiatives aimed at promoting MSME participation in the e-catalog. By addressing both administrative and technical challenges through comprehensive outreach and education programs, stakeholders can foster a more conducive environment for MSMEs to thrive in digital marketplaces.

It can be concluded that while the government of Prabumulih City has made various efforts to support MSME actors through the E-Catalog program, the main challenges remain related to low public awareness, complicated administrative processes, and limitations in technical assistance. The government needs to enhance



outreach efforts and provide more effective training for implementing staff so they can optimally assist MSME actors. On the other hand, MSME actors should also be encouraged to be more proactive in utilizing the E-Catalog as a digital marketing tool, enabling them to expand their market reach and improve the competitiveness of local products. Programs like SIMONIK are a positive step toward facilitating NIB registration; however, further efforts are needed to ensure that these programs can be accessed and maximized by all MSME actors.

The findings indicate that while there are initiatives in place to support MSMEs in Prabumulih City regarding the E-Catalog, significant barriers hinder effective participation. The low level of engagement from MSMEs suggests that merely providing information is insufficient; there needs to be a concerted effort to enhance public awareness and simplify administrative processes.

The complexity of administrative requirements emerges as a significant obstacle for MSME actors. Even with adequate communication from relevant agencies, the perception of these processes as complicated contributes to reluctance among business owners to engage with the E-Catalog. This highlights the necessity for agencies to not only provide information but also to streamline processes and offer practical assistance. Furthermore, the limited reach of programs like SIMONIK underscores the need for broader coverage and targeted outreach efforts. By expanding access to administrative services beyond just two sub-districts, more MSMEs could benefit from government initiatives aimed at facilitating their participation in digital marketplaces.

In conclusion, while the local government has made strides in promoting the E-Catalog for MSMEs in Prabumulih City, addressing both public awareness and administrative complexities is crucial for maximizing participation and ensuring that these businesses can effectively leverage digital platforms for market access. The findings highlight that although the Investment Office and the Cooperative Office have made efforts to disseminate information and facilitate NIB registration, challenges such as administrative complexity, limited awareness, and difficulties in adapting to technology remain significant hurdles. Most MSMEs in Prabumulih City are aware of the E-Catalog; however, their low participation can be attributed



primarily to complicated administrative processes and a lack of preparedness to face technological challenges. The reluctance of business actors to engage with the E-Catalog underscores the need for a more user-friendly approach to registration and usage. A long-term solution that needs consideration is the simplification of registration procedures. By addressing these barriers, relevant agencies can enhance participation rates among MSMEs in Prabumulih City, ultimately fostering greater engagement with digital platforms like the E-Catalog.

The findings also highlight the need for further actions to enhance the effectiveness of E-Catalog management and monitoring in Prabumulih City. One potential course of action is to strengthen synergy among relevant agencies to improve oversight and support for MSME actors. It is evident that expanding outreach and training regarding the registration process and use of the E-Catalog is crucial for increasing participation among MSMEs. Moreover, simplifying administrative processes and providing intensive technical assistance will be necessary to help MSME actors navigate the registration process more easily. By addressing these barriers, it is anticipated that MSMEs will become more engaged with digital platforms, leading to a more effective and efficient management of the E-Catalog in Prabumulih City.

The findings on Facilities indicate that despite the availability of facilities to support the E-Catalog's implementation in Prabumulih City, several key factors hinder its optimization. Low digital literacy among MSME actors is a significant barrier, as many do not fully grasp the importance of obtaining an NIB or how digitalization can benefit their businesses. The perceived complexity of the administrative processes involved in registering for an NIB discourages participation among MSMEs. Furthermore, the lack of effective coordination among relevant agencies exacerbates these challenges, as outreach efforts have not sufficiently engaged all potential business actors. To address these issues, a more systematic approach to outreach and assistance is necessary to help MSMEs understand how to effectively utilize the E-Catalog for marketing their products. Simplifying administrative procedures and enhancing access to technology are also crucial steps that need to be taken.



In conclusion, while the E-Catalog has the potential to enhance competitiveness and market reach for MSMEs in Prabumulih City, its success relies heavily on improving public understanding, streamlining administrative processes, and fostering better coordination among government entities. By addressing these barriers, it is hoped that more MSMEs will engage with the E-Catalog, leading to broader market access and improved business outcomes.

4. Disposition

The findings suggest that while the bureaucratic appointment system is designed to support the growth of MSMEs through a transparent and integrated digital platform, its success is contingent upon several factors. Effective outreach by relevant departments is critical to raise public awareness about the E-Catalog and its benefits. Moreover, sustained assistance for MSME actors is essential to help them navigate the registration process effectively. Both parties—government agencies and MSME actors—must recognize their roles in this initiative. The local government should adopt a more proactive approach in simplifying administrative procedures and providing support to MSMEs. Simultaneously, MSME actors need to take initiative and actively engage with the opportunities presented by the E-Catalog to enhance their competitiveness and market reach at both local and national levels.

In conclusion, without mutual awareness and effort from both the government and MSME actors, fully realizing the potential of digital marketing through the E-Catalog will be challenging. Strengthening collaboration, enhancing outreach efforts, and fostering a willingness to engage in administrative processes are crucial steps toward successful implementation.

From a policy perspective, although there are no formal additional costs imposed on E-Catalog implementers, the existing barriers suggest that the government needs to develop more innovative and responsive approaches. The findings highlight that more effective outreach, training, and intensive assistance for MSME actors could serve as solutions to encourage them to leverage the E-Catalog as an efficient digital marketing tool. It is crucial for the government to ensure that the public understands the benefits of the E-Catalog while minimizing



administrative complexities that could hinder the implementation of this policy. By addressing these challenges, the government can enhance participation among business actors and improve the overall effectiveness of the E-Catalog initiative.

Conclusion

Based on the research findings presented, it can be concluded that the factors hindering the development of marketing through the E-Catalog for MSMEs based on pineapple in Prabumulih City are as follows: 1. Communication, the dissemination of information related to the E-Catalog conducted by stakeholders, such as the Procurement Service Unit (ULP) and the Office of Cooperatives and MSMEs, to MSME actors in Prabumulih City has reached a significant portion of the target audience, with many MSME actors understanding and receiving this information. However, there remains a segment of MSME actors, particularly those dealing with pineapple-based products, who have limited access to this information. This indicates that the socialization efforts have not been evenly distributed among MSME actors, resulting in some individuals not fully understanding the benefits or procedures for using the E-Catalog; 2. Bureaucratic Structure, collaboration between the Prabumulih City Government, through the Research and Development Agency (Balitbangda), the Office of Cooperatives and MSMEs, the ULP for E-Catalog Procurement, and the Licensing Office in supporting the implementation of digital marketing policies through the E-Catalog has proceeded according to the applicable Standard Operating Procedures (SOP). Each department has performed its functions effectively; Balitbangda and the Office of Cooperatives and MSMEs provide relevant training for MSME actors, ULP ensures that E-Catalog procurement complies with regulations, and the Licensing Office is responsible for processing Business Identification Numbers (NIB). However, despite inter-agency collaboration following procedures, implementation is still hindered by several factors. Socialization regarding the E-Catalog has not been fully disseminated among MSME actors, particularly those in the pineapple sector. Although policy structure and implementation have been well organized, these efforts have not fully maximized the participation of pineapple-based MSME actors, who possess significant potential to support regional economic development, especially in



Prabumulih City; 3. Resources, the collaboration among ULP, the Office of Cooperatives and MSMEs, DPMPTSP, and Balitbangda in implementing digital marketing policies through the E-Catalog demonstrates effective synergy in utilizing informational resources, authority, and facilities. However, this policy implementation faces several significant challenges. One of the main hindering factors is the limited knowledge among pineapple-based MSME actors, many of whom are older and therefore less familiar with technology and digital platforms like the E-Catalog. This low level of digital literacy slows their adoption and participation in digital marketing programs. Additionally, the required administrative prerequisites, such as obtaining a Taxpayer Identification Number (NPWP), which is mandatory for registering an E-Catalog account, are common complaints among MSME actors. Many perceive the process as complicated, and fears related to tax obligations exacerbate their concerns, despite their relatively low income; 4. Disposition, the appointment of bureaucrats in the implementation of digital marketing through the e-Catalog has demonstrated alignment with the policies established by the Procurement Service Unit (ULP). The placement of officials and the involvement of relevant agencies have been adjusted according to the specific tasks and functions of each institution. The Office of Investment and One-Stop Integrated Services (DPMPTSP), which is responsible for managing Business Identification Numbers (NIB), plays a crucial role in ensuring the legality of MSME actors as a prerequisite for participation in the e-Catalog. Meanwhile, the Office of Cooperatives and MSMEs, along with ULP, is responsible for providing direct services for creating e-Catalog accounts. This inter-agency synergy supports the smooth execution of digital marketing policies and ensures that each administrative stage is conducted in accordance with established standard operating procedures. Notably commendable is the policy that allows for the creation of e-Catalog accounts at no cost, thereby adhering to the principles of transparent and inclusive public service.



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