Jurnal Pemberdayaan Masyarakat
Volume 4 Nomor 4 Tahun 2025 | Hal. 898–908
ykgm.org

ISSN 2962-8091
DOI: 10.46843/jpm.v4i4.445

Digitalization for Traditional Cakes from Small and Medium Enterprises by Malay Jambi Women

Refnida[1], Siti Syuhada[2], Fachruddiansyah Muslim[3], Mayasari[4]*
[1-4]Universitas Jambi, Indonesia

ABSTRACT

This study examines the role of digitalization in enhancing the competitiveness of traditional cakes produced by small and medium enterprises (SMEs) owned and managed by Malay Jambi women, as part of the creative economy. The objective is to examine how social media platforms and user-friendly design tools contribute to enhancing product innovation, marketing, and business sustainability. Employing a Design-Based Research (DBR) approach with mixed methods, the study involved 30 female entrepreneurs engaged in traditional cake businesses in Jambi. Data were collected through observations, interviews, and surveys, followed by quantitative analysis using t-tests. The results indicate that digitalization, particularly the use of Instagram for promotion and Canva for packaging design, significantly improves product visibility, consumer appeal, and market access. Innovations in packaging and presentation strengthen customer engagement and increase sales. The findings conclude that digital-based product development empowers women entrepreneurs to overcome market limitations and contributes to local economic resilience. This research contributes by providing a new empirical model for integrating cultural heritage with digital transformation. Theoretically, the study expands our understanding of how digitalization can function not only as a business strategy but also as a catalyst for women's empowerment and the development of a sustainable creative economy within local socio-cultural contexts.

ARTICLE INFORMATION

Keywords:
creative economy; digitalization; smes; women entrepreneurs

Correspondent Author:
Mayasari

Email:
mayasari@unja.ac.id

Recommended citation: Refnida., Syuhada, S., Muslim, F., & Mayasari. (2025). Digitalization for Traditional Cakes from Small and Medium Enterprises by Malay Jambi Women. *Jurnal Pemberdayaan Masyarakat, 4*(4), 898-908.

INTRODUCTION

In Indonesia, micro, small, and medium enterprises (MSMEs) account for 99% of total business units and contribute approximately 61% to the national GDP. During the COVID-19 pandemic, more than 56% of MSMEs reported a significant decline in sales, with the food and beverage sector being the most affected. In Jambi Province, MSMEs form the backbone of the regional economy, with over 20,000 units engaged in traditional food production, many of which are managed by women entrepreneurs. However, preliminary observations conducted in Seberang Kota Jambi revealed that over 70% of traditional cake SMEs still rely on conventional marketing and lack the skills to effectively utilize digital platforms. This condition makes their products less competitive compared to modern or imported foods, which are aggressively marketed through digital media.

Indonesia, with its diverse cultures and traditions, possesses unique characteristics, one of which is its traditional cuisine, which is spread across various ethnic groups throughout the archipelago. Traditional foods, especially traditional cakes, from the Malay Jambi ethnic group, are not widely known. However, they are often utilized by Malay Jambi women as a foundation for entrepreneurship, forming part of the MSME movement in their communities. This initiative helps boost the local economy and enhances the region's creative economy's competitiveness for its people. Preliminary interviews with ten Malay Jambi women entrepreneurs also indicated challenges such as limited digital literacy, low capital, and lack of attractive packaging. Despite these challenges,

respondents expressed strong motivation to adopt digital marketing tools if adequate training and support were provided. These findings underscore the need to investigate how digitalization can enhance the competitiveness of traditional cake SMEs while preserving their cultural heritage.

The enhancement of creative economy competitiveness enables existing businesses to generate new ideas and adopt new methods or techniques, such as product innovation, sales techniques, marketing strategies, and building new relationships. All efforts in creative economic activities aim to increase added value and competitiveness by transforming products through commercial processes, ensuring business sustainability. The primary function of a business is to meet consumer needs while simultaneously fulfilling consumer desires, thereby fostering healthy business practices and increasing economic income at both the household and regional levels, to support livelihoods. Moreover, it aims to improve business outcomes in line with the goals and aspirations of the ventures being pursued (Susilawati & Yakin, 2017).

Various traditional Malay Jambi cakes, such as jodda resap, padamaran, masuba, putri kandis, lapis susu, enggkak, musso, gandus, and many others, are rarely exposed in the media. This is due to the lack of promotion or digitalization-based creativity among traditional cake MSME entrepreneurs, making them less competitive compared to foreign food products. Additionally, the aggressive advertising and promotion of foreign foods, which are not matched by equivalent efforts for traditional foods, have led to a decline in public interest in these traditional cakes. The production of traditional cakes requires time and dedication, but their prices are relatively lower compared to other bakery products, further adding to the challenge of sustaining interest and market competitiveness (Aswad, 2020; Martínez-Monzó et al., 2013; Misran et al., 2021).

The digitalization of traditional cake SMEs among Malay Jambi women entrepreneurs aims to realize the creative economy, involving various innovative concepts and practices in applying digital technology for product development and marketing. This includes utilizing e-commerce platforms and online marketplaces to expand market reach (Muazza et al., 2024; Somad & Purnomosidhi, 2016; Dachyar & Banjarnahor, 2017; Roztocki et al., 2019). Businesses can enhance operations, marketing, and product sales through e-commerce (Purnamawati & Nugraha, 2021; Maghfiroh et al., 2023) while improving the accessibility of traditional cakes from SMEs (Dewi & Berlianti, 2018; Margaret, 2021; Aswad, 2020).

Moreover, the use of digital marketing strategies, including social media, digital content, and online campaigns, has been shown to boost product visibility (Lusi et al., 2020; Harjadi & Hidayanto, 2018; Nicholson, 2020), appeal, and customer satisfaction (Rapitasari, 2016; Ryan, 2014). Developing traditional cake products that combine traditional values with innovative elements, such as utilizing unique local ingredients or attractive packaging, further enhances competitiveness (Mafiroh et al., 2023; Fatkhurahman et al., 2020; Wonglimpiyarat, 2015). Educational and training programs for Malay Jambi women entrepreneurs are essential to improve their understanding of digital technology and their ability to manage businesses effectively (Reza et al., 2020; Kadir et al., 2023; Bullough et al., 2015). Additionally, fostering collaboration and networking among entrepreneurs, MSME support institutions, and other stakeholders is crucial for mutual support and resource sharing (Theriou & Chatzoudes, 2015; Rahmi et al., 2022).

The challenges related to SME products aimed at realizing the creative economy among Malay Jambi women entrepreneurs include: 1) Limited Market Attention: Traditional cakes often receive less attention in modern markets, which tend to favor fast food and contemporary products. This can reduce the competitiveness of traditional cake SMEs; 2) Market Accessibility: Malay Jambi women entrepreneurs may face difficulties accessing broader markets, especially the increasingly dominant digital market. A lack of knowledge and skills in digital marketing can pose significant barriers; 3) Conventional Production Methods: The traditional methods used in making cakes might limit product

innovation. Digitalization offers opportunities to develop new, more appealing products for modern markets; 4) Resource Constraints: Limited resources such as capital and technology can further hinder the adoption of digitalization.

Based on the problems and preliminary findings, this study addresses a significant gap in existing research. Previous studies on MSMEs and digitalization have mainly focused on general business performance and e-commerce adoption, but few have specifically examined how digital transformation supports women-led traditional food enterprises in preserving cultural heritage while improving competitiveness. The novelty of this research lies in its application of the Design-Based Research (DBR) approach to community-based entrepreneurship, enabling iterative product development and digital marketing innovation tailored to local contexts. This study contributes to the scientific field by providing empirical evidence on the integration of digital tools, such as social media platforms and graphic design software, into traditional food SMEs. Furthermore, it offers new insights into how digitalization can serve not only as a marketing strategy but also as a vehicle for empowering women economically and promoting cultural sustainability in the creative economy sector.

METHOD

This study employed a Design-Based Research (DBR) approach combined with a mixed-methods design. DBR was selected because it allows researchers to collaborate with practitioners in real-world settings to design, test, and refine practical solutions while simultaneously generating theoretical insights. The use of a mixed-methods strategy ensured that both qualitative and quantitative data could be captured to provide a comprehensive understanding of the problem. This methodological combination was considered appropriate for investigating the digital transformation of traditional cake SMEs, which requires both contextual exploration and empirical measurement. It is based on collaboration among researchers and practitioners in real-world settings, leading to contextually sensitive design principles and theories (Wang & Hannafin, 2005). The DBR steps used in this study follow the research framework proposed by McKenney and Reeves (2006).

The main objective of applying the DBR method in this study was to develop and evaluate digital-based innovations that could enhance the competitiveness of traditional cake SMEs managed by Malay Jambi women entrepreneurs. Specifically, DBR allowed the researchers to iteratively design and test product prototypes, marketing strategies, and packaging models in collaboration with the entrepreneurs. Through this process, the study aimed not only to analyze the effectiveness of digital tools but also to generate practical solutions and design principles applicable to similar entrepreneurial contexts.

Data were collected from 30 Malay Jambi women entrepreneurs engaged in traditional cake businesses in Seberang Kota Jambi. Instruments used in the study included: 1) observation sheets to document business practices and digital tool usage; 2) semi-structured interview guides to explore entrepreneurs' challenges and perspectives; and 3) questionnaires designed to measure the effectiveness of digital innovations in product development, packaging, and marketing. In addition, documentation of social media content and packaging prototypes was used as supplementary data. The combination of instruments ensured data triangulation, thereby increasing the validity and reliability of findings.

Data analysis was carried out in two stages. First, qualitative data obtained from observations and interviews were analyzed thematically to identify patterns, challenges, and opportunities in the digitalization process. Second, quantitative data from questionnaires were analyzed using descriptive statistics and inferential tests. A paired sample t-test was employed to examine the effectiveness of digital-based interventions, such as the use of Instagram for promotion and Canva for packaging design, by comparing pre- and post-intervention scores. This mixed analysis approach provided

robust evidence regarding the impact of digitalization on enhancing product competitiveness and women's economic empowerment.

RESULTS AND DISCUSSION

Well-prepared digitalization can enhance the competitiveness of traditional cake SME products produced by Malay Jambi women entrepreneurs in the modern market. From the research conducted using the DBR (Design-Based Research) method with a mixed-methods analysis, the findings from the first phase of the study addressing the first research question revealed that digitalization enables traditional cake SMEs run by Malay Jambi women entrepreneurs to become more competitive in modern markets. This is achieved through improved market access, operational efficiency, product innovation, and optimized marketing strategies. By adopting appropriate technologies and digital strategies, these SMEs can maximize their creative economic potential and strengthen the competitiveness of their products both locally and globally. Therefore, it is necessary to identify the following aspects:

Digitalization enables traditional cake SMEs to access broader markets through e-commerce platforms. Research shows that an online presence significantly increases product visibility, attracting more potential consumers from outside Jambi and appealing to modern markets (Mustika & Rahmawati, 2021). E-commerce provides SMEs with access to far broader markets, surpassing local geographical limitations. Studies indicate that SMEs integrated with e-commerce can double their sales volume compared to those relying solely on physical markets. Platforms such as Shopee, Tokopedia, and Lazada enable SMEs to reach consumers from various regions, significantly enhancing their competitiveness (Yulianto & Andriani, 2022).

E-commerce also allows SMEs to reduce costs associated with physical stores, such as rent and utilities, enabling them to allocate funds for product quality improvement or marketing. This enables SMEs to offer products at more competitive prices without sacrificing quality, which becomes a key factor in competitiveness in digital markets (Fitriani & Nugroho, 2023). Moreover, e-commerce facilitates collaboration with other parties, such as logistics providers, suppliers, and technology companies. This collaboration enhances supply chain efficiency and customer experience, enabling SMEs to compete with larger businesses on service quality and faster delivery (Rahmawati & Firmansyah, 2023). With the existence of digitalization, female entrepreneurs gain access to customer data, including preferences for flavors, packaging, and product design. This enables SMEs to adjust their traditional cake products to better align with modern market tastes without losing their cultural identity (Putri & Amelia, 2023). Adapting products to modern consumer preferences is crucial for SMEs, especially those offering traditional products such as regional cakes, to remain relevant and competitive in an ever-evolving market.

Modern consumers often prefer healthier food options, creating opportunities for SMEs producing traditional food to innovate. Adding new flavor variants or using organic ingredients can enhance product appeal without compromising traditional tastes. Some SMEs that have incorporated natural ingredients or low-sugar sweeteners have successfully attracted younger, health-conscious consumer segments (Putri & Arifin, 2022). Digitalization enables SMEs to adjust their offerings more quickly in response to customer feedback collected through social media or online sales platforms. Data derived from digital transactions and purchasing preferences helps SMEs better understand market needs and adapt swiftly. Additionally, digitalization facilitates more targeted and effective promotions, optimizing interactions with modern consumers who prioritize convenience and speed (Fitri & Saputra, 2020).

The use of social media as a primary promotional tool helps traditional cake SMEs build a strong brand. Female entrepreneurs from the Malay Jambi community can showcase the uniqueness of their

products through visually appealing content and compelling storytelling, creating customer appeal and fostering new loyalty (Afifah & Yulianti, 2022). Social media platforms, such as Instagram, Facebook, and TikTok, enable SMEs to reach a much broader audience compared to traditional promotional methods. The effectiveness of social media is evident in the rapid increase in followers and potential customers. These platforms also allow SMEs to connect with consumers from various regions, which is crucial for enhancing brand awareness in the broader market (Putri & Santoso, 2022).

Digitalization enables enhanced customer interaction through features such as automated messaging, reviews, and direct feedback, which play a crucial role in improving service quality and enhancing the product image. This can provide a competitive advantage for traditional products in markets crowded with similar offerings (Hapsari, 2020). Proactive and customer-centered service quality increases satisfaction and loyalty. SMEs that understand customer preferences and offer personalized services tend to build higher trust. Personalized services could include follow-up calls after a purchase or providing product recommendations based on previous purchases. Studies show that personalization can boost conversion rates and foster stronger loyalty compared to generic services (Andriani & Susanto, 2022). Quick responses to complaints and customer feedback are essential, particularly in the digital era, where customers expect near-instant responses. SMEs can utilize social media platforms, messaging apps, or chatbots to respond promptly and effectively. Research indicates that SMEs that handle complaints effectively can retain up to 70% of their customers even after a service issue, emphasizing the importance of responsiveness in maintaining customer relationships (Rahmawati & Aditya, 2023).

Digital technology enables SMEs to innovate in product development and marketing strategies continually. The use of design applications, electronic payment systems, and eco-friendly packaging digitally demonstrates to consumers that traditional cake products remain relevant and highly competitive in the modern era (Dewi & Wardana, 2022). Data analysis allows businesses to understand rapidly changing consumer trends and preferences. By leveraging consumer data, companies can develop products that better align with market needs and minimize product waste. SMEs that adopt big data and analytics technologies can generate more sustainable product innovations, creating added value for customers and enhancing customer satisfaction (Rahma & Susilo, 2021).

Still in the first phase of addressing the second research problem, where the challenges for Malay Jambi female entrepreneurs in accessing digital markets include aspects of infrastructure, skills, capital, and product innovation. Overcoming these challenges requires an integrated approach that encompasses improving digital literacy, access to technology and funding, product innovation, and the development of partnership networks to support business growth in the digital realm. One of the primary obstacles to accessing digital markets is the lack of adequate infrastructure, including unstable or limited internet access. In rural areas, including Jambi, internet connectivity is often uneven, hindering entrepreneurs from operating their businesses online. Research indicates that improving digital infrastructure, including better internet networks, is a crucial step to enhancing market access for MSMEs (Halim & Syahrial, 2022).

Female entrepreneurs often lack the digital skills needed to utilize online platforms. Without proficiency in using social media, e-commerce, and other digital marketing tools, they struggle to promote their products effectively. Digital skills training programs should be introduced to empower women in leveraging technology and assist them in developing more effective marketing strategies (Rizki & Ananda, 2023). Access to capital is a significant challenge for female entrepreneurs, particularly when starting and scaling a digital business. Many of them lack sufficient collateral to obtain loans, which limits their ability to invest in technology and marketing. Improving access to

funding sources, such as through government programs or financial institutions that support MSMEs, can help overcome this barrier (Fitriani & Yusuf, 2022).

Female entrepreneurs often face difficulties in product innovation to compete in the digital market. They need to understand the ever-changing market trends and consumer preferences. Therefore, support in the form of market research and new product development is crucial. Business incubation or accelerator programs can be a solution to support product innovation that aligns with market needs (Hendrawan & Lestari, 2023). Building strong partnership networks can be key to supporting the business growth of female entrepreneurs in the digital space. Partnerships with local organizations, government agencies, and technology companies can provide access to training, resources, and broader market opportunities. Collaboration in the form of business groups or communities can also enhance their visibility and competitiveness in the digital market (Sari & Prabowo, 2023).

In the second phase of addressing the third problem of this research, the design and prototype of traditional cake product devices were developed through Creative Product Development, utilizing social media platforms such as Instagram, as well as innovative packaging and presentation designs. By leveraging digitalization, entrepreneurs can utilize user-friendly graphic design software, such as Canva or Adobe Spark, to create more visually appealing packaging. Unique and modern packaging designs will enhance the product's appeal in a competitive market while maintaining a traditional aesthetic. Attractive packaging design is a key factor in capturing consumers' attention. Unique packaging not only protects the product but also adds value and enhances the perception of quality. By utilizing digital technology, entrepreneurs can design innovative packaging that aligns with market trends. Packaging that combines traditional elements with modern design can create greater appeal in a competitive market, helping the product stand out (Sari & Prasetyo, 2022). Social media, particularly Instagram, has become a vital platform for entrepreneurs to promote their products. Through creative product development, entrepreneurs can leverage Instagram's strong visual features to showcase their traditional cakes. Research indicates that incorporating engaging images and high-quality visual content can enhance consumer engagement and broaden market reach (Hidayah & Nugraha, 2023).

Graphic design software, such as Canva and Adobe Spark, offers entrepreneurs ease in creating attractive packaging designs. Both provide customizable templates, allowing entrepreneurs to create professional designs without requiring advanced design skills. The use of these tools also encourages creativity and innovation, which is crucial for staying competitive in the digital market (Rahman & Yani, 2023). Well-designed packaging can enhance a product's appeal in a competitive market. Research indicates that attractive packaging can influence consumer purchasing decisions. By integrating traditional elements into modern design, female entrepreneurs can maintain cultural identity while meeting current consumer preferences. This fosters an emotional connection with consumers, which can lead to increased brand loyalty (Setiawan & Lestari, 2023). Consumer feedback on packaging design is also important for product development. Involving consumers in the design process, either through surveys or product trials, can provide valuable insights for refining both the packaging and the product as a whole. This approach not only enhances product quality but also fosters a stronger relationship between entrepreneurs and consumers (Dewi & Farhan, 2023). An example of Creative Product Development Through Social Media (Instagram) and attractive packaging design development via Canva.

Phase III addresses the fourth research problem related to the design and prototype of traditional cake product devices, which were implemented in Phase II and then tested by distributing a questionnaire to 30 female entrepreneurs in the traditional cake MSME sector regarding the effectiveness of the product devices. The results of the paired sample t-test are presented in Table 1.

Table 1. Paired Sample t-Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pengembangan Produk Kreatif melalui Media Sosial (Instagram) - Efektifitas	23.633	9.905	1.808	4.332	3.065	2.350	29	0.029
Pair 2	Desain Kemasan yang Menarik (Canva) - Efektifitas	33.900	7.374	1.346	4.653	.853	1.811	29	0.017

Source: Output SPSS for Windows 25.00

The results show that Creative Product Development through Social Media platforms like Instagram proves effective in helping market Jambi's traditional cakes, along with the design and prototype of traditional cake product devices, including innovation in packaging and presentation with attractive packaging design through the process of digitalization, which provides entrepreneurs access to user-friendly graphic design software like Canva. This is evidenced by the t-test value being greater than the t-table value (1.697).

These results align with Widodo and Sari (2023), who found that social media, particularly Instagram, has become an extremely effective platform for marketing products, especially for MSMEs. Instagram, with its visual features, allows entrepreneurs to showcase their products through engaging photos and videos. Research suggests that visually appealing content can enhance user interaction and engagement, ultimately leading to increased sales. In the context of Jambi's traditional cakes, using Instagram not only aids in marketing but also in building brand identity. With graphic design software like Canva, entrepreneurs now have easier access to create professional packaging designs without needing deep design skills. Canva offers a range of customizable templates and graphic elements, allowing entrepreneurs to create visually appealing packaging that resonates with market preferences (Pratama & Indah, 2023). This also encourages entrepreneurs' creativity in designing unique packaging relevant to their products.

Phase IV, designed in this study to address the fifth issue, examines how digitalization-based products contribute to the creative economy, from the digitalization of traditional MSME cake products to the economic empowerment of female Malay Jambi entrepreneurs. Digitalization enhances market access, operational efficiency, and product innovation, while also strengthening the role of women in local economic development. With digital skills, they are not only able to adapt to the demands of the modern market but also empower themselves economically and socially. This creates a sustainable, positive impact for individuals, families, and the broader community in Jambi.

The digitalization of MSME products, particularly in the context of traditional cakes, has become a significant driver of creative economic development in Jambi. By utilizing digital platforms, female entrepreneurs can expand their market reach both locally and globally. Research indicates that digitalization enhances product visibility, enabling them to compete in a broader market (Sari & Handayani, 2023). With digital skills, women are not only able to adapt to the demands of the modern market but also enhance their position within their families and communities. Digitalization provides them with tools to empower themselves economically, contributing to better decision-making within households. Studies show that women's economic empowerment has a positive impact on the well-

being of families and communities (Ningsih & Hadi, 2023). The impact of this digitalization is sustainable. Women's economic empowerment not only provides direct benefits to them but also creates a positive multiplier effect for the community. Increased income and the ability to invest in education and health will bring long-term positive impacts on community development in Jambi (Prasetyo & Budi, 2023).

Through digitalization, female entrepreneurs from the Malay Jambi tribe can access various sales channels, including social media and e-commerce. This allows them to reach previously untapped consumers. Thus, digitalization opens new opportunities to increase income and enhance product competitiveness (Pratiwi & Rahman, 2023). Digitalization also contributes to operational efficiency in managing MSMEs. By leveraging technology, entrepreneurs can automate business processes, from inventory management to order processing. This not only reduces operational costs but also improves speed and accuracy in customer service (Ananda & Indriani, 2023). Through digital platforms, female entrepreneurs can more easily innovate their products. They can receive direct feedback from customers and adjust products accordingly to meet market demand. Innovation in packaging and presentation can also be done more creatively using digital design tools (Hidayati & Santoso, 2023).

CONCLUSION

This study concludes that the digitalization of traditional cake SMEs managed by Malay Jambi women entrepreneurs significantly enhances competitiveness through improved market access, product innovation, and marketing effectiveness. The integration of social media platforms, particularly Instagram, and the use of user-friendly graphic design tools such as Canva have proven effective in increasing product visibility, customer engagement, and sales performance. Innovations in packaging and presentation not only strengthened consumer appeal but also preserved the cultural identity of traditional Jambi cakes. The findings demonstrate that digitalization serves as a practical solution for women entrepreneurs to overcome market limitations, improve business sustainability, and contribute to household and regional economic resilience. The application of these results has a broader impact by empowering women socially and economically, supporting cultural preservation, and providing a replicable model for other traditional food SMEs in Indonesia and beyond to integrate heritage-based products into the digital creative economy.

ACKNOWLEDGEMENT

The authors would like to express their deepest gratitude to Universitas Jambi for the institutional and financial support provided throughout the research and publication process of this study. Special thanks are also extended to the Faculty of Economics and Business at Universitas Jambi for facilitating research activities and community engagement programs that made this study possible. The authors appreciate the valuable cooperation of Malay Jambi women entrepreneurs who participated in this research, as well as the colleagues and reviewers whose constructive feedback helped improve the quality of this paper.

REFERENCES

Afifah, L., & Yulianti, E. (2022). Digital Marketing dan Peningkatan Produktivitas UMKM. *Jurnal Pemberdayaan Masyarakat, 15*(2), 128-135.

Ananda, T., & Indriani, R. (2023). Operational Efficiency in Traditional Cake SMEs: The Role of Digital Technology Adoption. *Jurnal Teknologi dan Manajemen, 14*(3), 75-90.

Andriani, T., & Susanto, F. (2022). Personalisasi dalam Layanan Pelanggan untuk Meningkatkan Loyalitas pada UMKM. *Jurnal Manajemen dan Pemasaran, 14*(1), 45-58.

Aswad, A. (2020). Family Economic Empowerment Through Traditional Cake Snack Business in South Sulawesi, Indonesia. *The International Journal of Business & Management, 8*(9).

Bullough, A., De Luque, M. S., Abdelzaher, D., & Heim, W. (2015). Developing Women Leaders Through Entrepreneurship Education and Training. *Academy of Management Perspectives, 29*(2), 250-270.

Dachyar, M., & Banjarnahor, L. (2017). Factors Influencing Purchase Intention Towards Consumer-to-Consumer E-Commerce. *Intangible Capital, 13*(5), 946-966.

Dewi, E., & Berlianti, B. (2018). Peningkatan Produktivitas UMKM Produk Kue Jajanan Pasar di Desa Marindal II Kecamatan Patumbak Kabupaten Deli Serdang. *Abdimas Talenta, 3*(2).

Dewi, A., & Farhan, M. (2023). Umpan Balik Konsumen dalam Proses Desain Produk Kue Tradisional. *Jurnal Inovasi Produk dan Pemasaran, 8*(1), 32-44.

Dewi, M., & Wardana, S. (2022). Inovasi Berkelanjutan dan Teknologi dalam Pengembangan UMKM Tradisional. *Jurnal Bisnis dan Teknologi, 13*(2), 92-101.

Fatkhurahman, F., Hadiyati, H., & Suroto, B. (2020, April). Creativity and Opportunity on Traditional Food Products: Business Quality in Competitive Environment. Dalam *IOP Conference Series: Earth and Environmental Science* (Vol. 469, No. 1, hlm. 012066). IOP Publishing.

Fitri, L., & Saputra, R. (2020). Peran Digitalisasi dalam Penyesuaian Produk UMKM dengan Preferensi Konsumen Modern. *Jurnal Pemasaran Digital, 11*(3), 102-115.

Fitriani, D., & Yusuf, A. (2022). Tantangan Akses Modal bagi Wirausaha Perempuan di Sektor UMKM. *Jurnal Kewirausahaan dan Ekonomi Kreatif, 9*(3), 77-89.

Fitriani, S., & Nugroho, P. (2023). Pengaruh E-Commerce Terhadap Efisiensi Biaya Operasional pada UMKM. *Jurnal Manajemen Bisnis, 15*(1), 101-115.

Halim, A., & Syahrial, M. (2022). Pengaruh Infrastruktur Digital terhadap Akses Pasar pada UMKM di Daerah Pedesaan. *Jurnal Ekonomi dan Pembangunan, 15*(1), 34-47.

Harjadi, D. W., & Hidayanto, A. N. (2018). Exploring Factors Affecting the Intention to Use Social Commerce for Online Shopping. *International Journal of Technology, 9*(6), 1256-1265.

Hapsari, E. (2020). Media Sosial sebagai Alat Promosi UMKM di Era Digital. *Jurnal Teknologi Informasi dan Komunikasi, 12*(1), 110-118.

Hendrawan, Y., & Lestari, N. (2023). Inovasi Produk pada UMKM Perempuan: Studi Kasus di Jambi. *Jurnal Manajemen Inovasi, 8*(1), 25-39.

Hidayah, U., & Nugraha, A. (2023). Peran Media Sosial dalam Pemasaran UMKM Kue Tradisional: Studi Kasus di Jambi. *Jurnal Ekonomi dan Bisnis, 14*(1), 45-59.

Hidayati, L., & Santoso, B. (2023). Product Innovation in Traditional Food Enterprises Through Digital Tools: A Study on Jambi Malay Women Entrepreneurs. *Jurnal Inovasi dan Kewirausahaan, 8*(4), 45-60.

Kadir, R., Fiddah, A. I., & Amraeni, A. (2023). Analysis of Entrepreneurship Training in Improving Entrepreneurial Skills in Women's Empowerment Business Groups in Makassar City. *Indonesian Journal of Business and Entrepreneurship Research, 1*(2), 92-99.

Luis, C. Y., Purnama, W., Nicholas, H., Jonathan, V., Maruli, A. V., Wartono, A. Z., & Hasudungan, A. (2020). Empowering Business Process Improvement of Kue Basah Ny. Anong in Cianjur, West Java. *Journal of Sustainable Community Development, 2*(2).

Mafiroh, R., Junaedi, M., Wahyuni, S., & Alam, M. N. B. (2023). Revitalizing Rural Wealth: Uncovering the Potential of Local Resources Through Coffee Cake and Jackfruit Cake Innovations for Sustainable Community Development. *Indonesian Journal of Cultural and Community Development, 15*(1).

Magdalena, H., & Ellyani, W. (2017). Strategi Memanfaatkan E-Commerce dalam Memasarkan Makanan Khas Bangka (Studi Kasus: Aneka Citra Snack). *Cogito Smart Journal, 3*(2), 286-298.

Maghfiroh, F. M. S., Natalina, S. A., & Efendi, R. (2023). Transformasi Ekonomi Digital: Connection Integration E-Commerce dan S-Commerce dalam Upaya Perkembangan Ekonomi Berkelanjutan. *Proceedings of Islamic Economics, Business, and Philanthropy, 2*(1), 1-10.

Margaret, P. M. (2021). *Mengembangkan Strategi Pemasaran UMKM Jajanan Pasar Dalam Upaya Meningkatkan Penjualan Di Masa PPKM*. Seminar Nasional Patriot Mengabdi I Lembaga Penelitian dan Pengabdian Universitas 17 Agustus 1945 Surabaya.

Martínez-Monzó, J., García-Segovia, P., & Albors-Garrigos, J. (2013). Trends and Innovations in Bread, Bakery, and Pastry. *Journal of Culinary Science & Technology, 11*(1), 56–65.

McKenney, S., & Reeves, T. C. (2006). *Conducting Educational Design Research*. Routledge.

Misran, N. N., Sharif, M. S. M., Saad, M., Karim, S. A., & Ramly, A. S. (2021). Family Traditional Bakery Business Sustainability: An Analysis on Its Contributing Success Factors. *International Journal of Academic Research in Business and Social Sciences, 11*(9), 244–260.

Muazza, M., Mayasari, M., & Syuhada, S. (2024). Model Product Innovation and E-Commerce Portal in Management of Batik Craftsman MSMEs Based Industrial Sustainability. *Journal of Economics, Finance and Management Studies, 7*(1).

Mustika, D., & Rahmawati, S. (2021). Strategi Digitalisasi dalam UMKM Berbasis Tradisional: Studi Kasus pada Kue Tradisional. *Jurnal Ekonomi Kreatif dan Inovasi, 10*(3), 45-57.

Nicholson L. (2020). *Creative Digital Marketing Strategies for The Retail Sector That Really Work*.

Ningsih, E., & Hadi, P. (2023). Empowerment of Women Entrepreneurs in Jambi: Economic and Social Impacts of Digitalization. *Jurnal Gender dan Pemberdayaan, 9*(2), 88-104.

Pratama, A., & Indah, R. (2023). Utilizing Canva for Small Business: Enhancing Product Presentation Through Graphic Design. *Jurnal Teknologi dan Kewirausahaan, 9*(3), 112-125.

Pratiwi, R., & Rahman, A. (2023). Market Access Improvement Through Digitalization in Small and Medium Enterprises: Case Study of Traditional Cake UMKM in Jambi. *Jurnal Pemasaran dan Bisnis, 12*(2), 101-114.

Prasetyo, F., & Budi, S. (2023). Sustainable Economic Empowerment of Women: The Impact of Digitalization in Jambi. *Jurnal Pembangunan Sosial, 10*(1), 34-50.

Purnamawati, I. G. A., & Nugraha, I. G. B. B. (2021). Perception on Usability and Risk of E-Busines Platform for Women Managed Small and Medium Weaving Enterprises. *International Journal of SocialScience and Business, 5*(4).

Putri, A., & Arifin, Z. (2022). Adaptasi Inovasi Produk Makanan Tradisional terhadap Tren Konsumsi Sehat di Kalangan Konsumen Modern. *Jurnal Ekonomi Kreatif dan Inovasi, 10*(1), 45-58.

Putri, D., & Santoso, F. (2022). Media Sosial Sebagai Alat Promosi Efektif untuk Meningkatkan Jangkauan UMKM. *Jurnal Komunikasi Digital, 11*(2), 56-70.

Putri, N., & Amelia, R. (2023). Peran Digitalisasi dalam Menguatkan Ekonomi Kreatif Berbasis Budaya pada Perempuan Wirausaha. *Jurnal Ekonomi dan Sosial Budaya, 20*(1), 85-95.

Rahmawati, D., & Aditya, H. (2023). Pentingnya Responsivitas dalam Menanggapi Keluhan Pelanggan untuk UMKM di Era Digital. *Jurnal Pelayanan Konsumen, 12*(3), 102-118.

Rahmawati, N., & Firmansyah, E. (2023). Kolaborasi dan Penguatan Rantai Pasokan UMKM melalui E-Commerce. *Jurnal Ekonomi dan Logistik, 14*(2), 123-137.

Rahma, I., & Susilo, R. (2021). Inovasi Berbasis Data untuk Keberlanjutan UMKM dalam Menyediakan Produk Ramah Lingkungan. *Jurnal Pemasaran dan Inovasi, 14*(3), 88-96.

Rahman, T., & Yani, H. (2023). Penggunaan Alat Desain Grafis dalam Pengembangan Produk Kue Tradisional di Era Digital. *Jurnal Teknologi dan Kewirausahaan, 12*(3), 89-101.

Rahmi, V. A., Handayati, P. H., Djatmika, E. T., & Ismanto, H. I. (2022). The Role of Women's Entrepreneurial Motivation in Mediating the Relationship Between Entrepreneurship Training and Entrepreneurial Intentions in the Rural. *International Journal of Social Science and Business, 6*(1), 1-10.

Rapitasari, D. (2016). Digital Marketing Berbasis Aplikasi sebagai Strategi Meningkatkan Kepuasan Pelanggan. *Cakrawala, 10*(2), 107-112.

Reza, M., Manurung, D. T., Kolmakov, V. V., & Alshebami, A. S. (2020). Impact of Education and Training on Performance of Women Entrepreneurs in Indonesia: Moderating Effect of Personal Characteristics. *Management Science Letters, 10*(16), 3923-3930.

Rizki, R., & Ananda, F. (2023). Peningkatan Keterampilan Digital untuk Wirausaha Perempuan: Tantangan dan Solusi. *Jurnal Pendidikan dan Teknologi, 11*(2), 101-113.

Roztocki, N., Soja, P., & Weistroffer, H. R. (2019). The Role of Information and Communication Technologies in Socioeconomic Development: Towards a Multi-Dimensional Framework. *Information Technology for Development, 25*(2), 171-183.

Ryan, D. (2014). *Understanding Digital Marketing*. Kogan Page Limited.

Sari, D., & Handayani, N. (2023). Digitalization as a Catalyst for Creative Economic Development in Traditional Food SMEs: A Study of Jambi Malay Women Entrepreneurs. *Jurnal Ekonomi Kreatif, 5*(1), 23-38.

Sari, W., & Prabowo, H. (2023). Pengembangan Jaringan Kemitraan untuk Meningkatkan Daya Saing UMKM Perempuan. *Jurnal Ekonomi dan Bisnis, 14*(2), 56-69.

Sari, F., & Prasetyo, B. (2022). Inovasi Kemasan dan Daya Tarik Produk: Pendekatan untuk UMKM Kue Tradisional. *Jurnal Manajemen Pemasaran, 10*(2), 102-116.

Setiawan, R., & Lestari, N. (2023). Pengaruh Desain Kemasan Terhadap Keputusan Pembelian Kue Tradisional: Perspektif Konsumen. *Jurnal Pemasaran dan Riset Konsumen, 11*(4), 66-78.

Somad, A. C., & Purnomosidhi, B. (2016). Pengaruh Kepercayaan, Persepsi Kegunaan, Persepsi Kemudahan dan Persepsi Risiko Terhadap Penggunaan E-Commerce. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya, 1*(2).

Susilawati, & Yakin, S. H. (2017). Analisis Strategi Pemasaran Makanan Tradisional (Studi Kasus Industri Rengginang Di Kecamtan Sakra Pusat). *JPEK, 1*(1), 19-37.

Theriou, G., & Chatzoudes, D. (2015). Exploring the Entrepreneurship-Performance Relationship: Evidence from Greek SMEs. *Journal of Small Business and Enterprise Development, 22*(2), 352-375.

Wang, F., & Hannafin, M. J. (2005). Design-Based Research and Technology-Enhanced Learning Environments. *Educational Technology Research and Development, 53*(4), 5–23.

Widodo, R., & Sari, D. (2023). The Impact of Social Media Marketing on Small and Medium Enterprises: A Study on Traditional Cake Businesses in Indonesia. *Jurnal Pemasaran dan Manajemen, 15*(2), 75-88.

Wonglimpiyarat, J. (2015). Challenges of SMEs Innovation and Entrepreneurial Financing. *World Journal of Entrepreneurship, Management and Sustainable Development, 11*(4), 295-311.

Yulianto, R., & Andriani, D. (2022). Analisis Peningkatan Daya Saing UMKM melalui E-Commerce di Indonesia. *Jurnal Ekonomi Digital, 9*(2), 75-89.