

## **Empowering Cireng Small Business In Tandes Village, Surabaya**

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### **Abstract**

*The research sets out to address three central challenges plaguing the cireng MSMEs. Firstly, it delves into the presence of outdated production processes, examining traditional methods and the lack of access to modern technology that compromises both the quality and quantity of cireng production. Secondly, the study explores suboptimal branding and marketing strategies employed by local entrepreneurs, such as Ms. Ana's cireng business, aiming to refine these approaches for increased market reach. Lastly, the research aims to overcome the geographical limitations hindering businesses from extending their reach beyond immediate boundaries. The research methodology employs a comprehensive situational analysis approach, involving detailed identification of challenges, examination of market dynamics, mapping of production processes, and critical evaluation of branding and marketing strategies. This method provides a holistic understanding of the hurdles faced by cireng MSMEs, serving as a foundation for targeted and impactful interventions. The findings underscore the interconnected challenges faced by cireng MSMEs in Tandes Village, highlighting the significance of addressing outdated production processes, refining branding and marketing strategies, and overcoming geographical limitations. The community engagement project, guided by the research, is strategically poised to drive positive and sustainable change, offering a pathway to enhanced productivity, sustainable growth, and increased prosperity for the local MSMEs.*

**Keywords** - Cireng, Small Business, Tandes Village

### **Abstrak**

*Penelitian ini bertujuan untuk menjawab tiga tantangan utama yang dihadapi oleh UMKM cireng. Pertama, penelitian ini menggali keberadaan proses produksi yang sudah ketinggalan zaman, meneliti metode tradisional dan kurangnya akses ke teknologi modern yang mengorbankan kualitas dan kuantitas produksi cireng. Kedua, penelitian ini mengeksplorasi strategi branding dan pemasaran yang kurang optimal yang digunakan oleh pengusaha lokal, seperti bisnis cireng Ibu Ana, yang bertujuan untuk menyempurnakan pendekatan ini untuk meningkatkan jangkauan pasar. Terakhir, penelitian ini bertujuan untuk mengatasi keterbatasan geografis yang menghambat bisnis untuk memperluas jangkauan mereka di luar batas-batas terdekat. Metodologi penelitian ini menggunakan pendekatan analisis situasi yang komprehensif, yang melibatkan identifikasi tantangan secara rinci, pemeriksaan dinamika pasar, pemetaan proses produksi, dan evaluasi kritis terhadap strategi branding dan pemasaran. Metode ini memberikan pemahaman holistik tentang rintangan yang dihadapi oleh UMKM cireng, yang berfungsi sebagai dasar untuk intervensi yang tepat sasaran dan berdampak. Temuan ini menggarisbawahi tantangan yang saling berkaitan yang dihadapi oleh UMKM cireng di Desa Tandes, menyoroti pentingnya mengatasi proses produksi yang sudah ketinggalan zaman, menyempurnakan strategi branding dan pemasaran, serta mengatasi keterbatasan geografis. Proyek pelibatan masyarakat yang dipandu oleh penelitian ini secara strategis siap untuk mendorong perubahan yang positif dan berkelanjutan, menawarkan jalan menuju peningkatan produktivitas, pertumbuhan berkelanjutan, dan peningkatan kesejahteraan bagi UMKM lokal.*

**Kata kunci** - Cireng, Usaha Kecil, Desa Tandes

## INTRODUCTION

The rationale for embarking on this community engagement project is underpinned by a comprehensive situational analysis aimed at gaining a nuanced understanding of the socio-economic fabric within Tandes Village, Surabaya. This multifaceted examination delves into the intricate web of factors that shapes the entrepreneurial landscape, with a specific focus on the challenges faced by local Micro, Small, and Medium Enterprises (MSMEs), particularly Ms. Ana's cireng business.

Tandes Village, situated within the bustling city of Surabaya, is emblematic of the diverse economic tapestry characterizing urban peripheries. However, despite the vibrancy, a closer inspection reveals nuanced challenges faced by the local business community. The cireng business, while a staple in the local economy, grapples with inherent constraints, ranging from suboptimal branding strategies to limited market reach.

An intricate analysis of market dynamics elucidates the competitive landscape in which local small businesses operate. While there is a palpable demand for these delectable snacks, the presence of similar enterprises has created a competitive environment, necessitating innovative approaches for individual businesses to stand out.

In the microcosm of cireng production, there exists a series of challenges that hinder efficiency and quality. Outdated production methods, a lack of access to modern technology, contribute to suboptimal production processes, impacting both quality and quantity.

Furthermore, the branding and marketing strategies employed by local MSMEs, including Ms. Ana's cireng venture, require refinement. Limited visual appeal and non-existent branding contribute to untapped market potential and hinder the businesses' ability to reach a broader consumer base.

Against this backdrop of challenges, the community engagement project presents a unique opportunity to address these issues systematically. In this project, we aim to instigate transformative change, fostering economic resilience and sustainability within Tandes Village.

In essence, this extended situation analysis illuminates the intricate interplay of factors shaping the local business environment. Recognizing the challenges as catalysts for change, the forthcoming community engagement project is strategically poised to address these issues, offering a pathway to enhanced productivity, sustainable growth, and increased prosperity for the local MSMEs.

The formulation of the problems at hand involves a meticulous dissection of the challenges identified during the situation analysis. This section articulates the core issues faced by local Micro, Small, and Medium Enterprises (MSMEs) in Tandes Village, particularly Ms Ana's cireng business. Through this problem formulation, we aim to crystallize the intricacies of the hurdles and lay the groundwork for strategic interventions that will drive positive and sustainable change.

One of the central challenges plaguing the cireng MSMEs in Tandes Village is the presence of outdated production processes. Traditional methods, coupled with a lack of access to modern technology and training opportunities as well as lack of product variation, result in inefficiencies that compromise both the quality and quantity of cireng production. This impediment not only affects the businesses' competitiveness but also hinders their capacity to meet the evolving demands of the market.

The branding and marketing strategies employed by local entrepreneurs, exemplified by Ms. Ana's cireng business, exhibit notable gaps. The visual appeal of the product is suboptimal, and lacks branding efforts. These challenges collectively contribute to missed opportunities for market expansion and increased customer engagement.

While there is a palpable demand for cireng within the local community, businesses struggle to extend their reach beyond immediate geographical boundaries. This limitation stems from a combination of factors, including underdeveloped marketing strategies, a lack of cohesive branding, and a dearth of innovative approaches to capturing new market segments.

The overall lack of business empowerment initiatives further compounds these challenges. Local entrepreneurs, despite their inherent skills and dedication, often lack access to training programs, resources, and collaborative platforms that could uplift their ventures. This absence of a supportive ecosystem hinders the realization of their full potential and inhibits sustainable business growth.

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In formulating these problems, we recognize that they are interconnected and necessitate a holistic approach to intervention. By addressing the production inefficiencies, refining branding and marketing strategies, and fostering a conducive environment for business empowerment, we can pave the way for a comprehensive solution that not only mitigates the current challenges but also positions the local MSMEs for long-term success.

In summary, the problem formulation serves as a roadmap for the subsequent phases of this community engagement project, providing a clear delineation of the hurdles faced by cireng MSMEs in Tandes Village and establishing the foundation for targeted and impactful interventions.

## **METHOD**

In this research, a comprehensive situational analysis method is employed. The situational analysis aims to gain an in-depth understanding of the socio-economic fabric in Tandes Village, Surabaya. This approach involves examining various factors shaping the entrepreneurial landscape, with a specific focus on challenges faced by local Micro, Small, and Medium Enterprises (MSMEs), particularly Ms. Ana's cireng business.

The method of situational analysis encompasses several stages:

1. Identification of Business Challenges: Analyzing in detail the factors influencing local businesses, particularly the constraints faced by cireng businesses.
2. Market Dynamics: Studying the competitive landscape and market demand for cireng in the local business environment.
3. Mapping Production Processes: Detailing existing production methods, identifying weaknesses and shortcomings, such as outdated production methods.
4. Branding and Marketing Analysis: Evaluating branding and marketing strategies applied by local entrepreneurs, including Ms. Ana's cireng business.
5. Understanding Market Geography: Examining the geographic limitations of local businesses in reaching markets beyond their immediate vicinity.

Following this in-depth situational analysis, the next stage involves formulating the main problems faced by local MSMEs, with a specific focus on cireng businesses. The problem formulation includes challenges in the production process, suboptimal branding and marketing strategies, and limitations in reaching a broader market.

With this method, the research aims to provide a comprehensive understanding of the issues faced by MSMEs, particularly cireng businesses in Tandes Village. This forms the basis for strategic interventions that will enhance productivity, foster sustainable growth, and promote prosperity for local business operators.

## **RESULTS AND DISCUSSION**

### **Objectives**

In delineating the objectives of this community engagement initiative, we seek to establish a comprehensive framework that transcends mere problem-solving, aiming for a transformative impact on the Micro, Small, and Medium Enterprises (MSMEs) operating in the cireng sector within Tandes Village, Surabaya. Through a multifaceted approach, these objectives are designed to address the intricacies of challenges identified in the situational analysis and problem formulation, promoting sustainable empowerment and fostering enduring positive change.

1. Objective 1: Elevate Cireng Production Processes for Enhanced Competitiveness

The first and foremost objective is to revolutionize the cireng production processes within local MSMEs. This involves the introduction of modern and efficient production techniques aimed at upskilling the workforce. By doing this, our goal is to position these businesses as not just producers but as pioneers in quality and efficiency, thereby enhancing their overall competitiveness in the market.

2. Objective 2: Cultivate an Intrinsically Appealing Brand Identity

This objective extends beyond the creation of a new logo; it aims to cultivate a distinctive and resonant brand identity for each participating cireng business. Through collaborative design sessions, we intend to encapsulate the essence of Ms. Ana's enterprise, ensuring that the visual representation aligns seamlessly with its unique selling propositions. This holistic branding approach aims to establish an emotional connection with customers, fostering brand loyalty and recognition.

3. Objective 3: Empower MSMEs to Harness the Digital Landscape Effectively

Recognizing the pivotal role of digital platforms in contemporary business, this objective goes beyond the mere strengthening of digital marketing capabilities. The overarching aim is not only to establish a robust online footprint but to empower MSMEs to navigate the digital landscape adeptly, opening new avenues for market reach and growth.

4. Objective 4: Forge a Collaborative Ecosystem for Entrepreneurial Empowerment

Beyond immediate business concerns, this objective seeks to foster a collaborative ecosystem that nurtures entrepreneurial empowerment. By creating opportunities for knowledge exchange, resource sharing, and mutual support, we aspire to build a resilient community of entrepreneurs capable of collectively navigating challenges and capitalizing on opportunities. This could be done through formal or informal meetings between local MSME owners in Tandes Village including Ms. Ana.

5. Objective 5: Institute Continuous Evaluation and Sustainable Impact Measurement

An integral part of this project is the establishment of monitoring and evaluation mechanism. Regular assessments will not only gauge the immediate impact of interventions but will also provide invaluable insights for continuous improvement. The long-term vision is to create a self-sustaining ecosystem where the positive effects of the project continue to reverberate, shaping a dynamic and resilient entrepreneurial landscape in Tandes Village.

In essence, these objectives embody a holistic and strategic approach, aiming not only to resolve immediate challenges but to lay the groundwork for sustained growth and empowerment. By aligning our efforts with this comprehensive framework, we aspire to contribute meaningfully to the development and resilience of the local MSMEs especially Ms. Ana's, fostering an environment where entrepreneurship thrives and communities flourish.

### **Benefit**

As we embark on this community engagement project aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) in the cireng sector of Tandes Village, Surabaya, the anticipated benefits extend beyond immediate problem-solving. The project is strategically designed to bring about holistic and sustainable socio-economic advancement, enriching the lives of local entrepreneurs and the community at large.

1. Benefit 1: Economic Prosperity for Cireng MSME. The project envisions a tangible increase in economic prosperity for local MSMEs including Ms. Ana's. By enhancing production processes, refining branding strategies, and fortifying digital marketing capabilities, the participating business is poised for improved market penetration and increased sales. This, in turn, is anticipated to result in heightened revenues, ensuring economic sustainability and growth for the entrepreneurs involved.

2. Benefit 2: Empowerment of Local Entrepreneurs. Beyond financial gains, the project aims to empower local entrepreneurs by providing them with the necessary knowledge, skills, and resources. Through targeted training programs, collaborative networking initiatives, and mentorship opportunities, participating entrepreneurs will be equipped with the tools needed to navigate the complexities of modern business environments. This empowerment is intended to foster a sense of self-reliance and resilience among the MSME community.

3. Benefit 3: Enhanced Livelihoods and Quality of Life. The ripple effect of thriving MSMEs extends to the broader community, positively impacting livelihoods and overall quality of

life. As businesses flourish, job opportunities are created, fostering a more vibrant local economy. The resulting economic upliftment is anticipated to contribute to improved living standards, creating a positive feedback loop of community development.

4. **Benefit 4: Strengthened Local Economy.** The interventions proposed in this project are not isolated; they are interconnected elements working together to strengthen the local economy. As cireng MSMEs become more competitive and profitable, the overall economic landscape of Tandes Village stands to benefit. This strengthened local economy has the potential to attract further investments, creating a conducive environment for sustained growth.
5. **Benefit 5: Sustainable Community Development.** A key overarching benefit is the prospect of sustainable community development. By addressing the identified challenges comprehensively, the project aims to create a foundation for long-term growth and resilience. The benefits accrued to MSMEs and the community at large are intended to be enduring, fostering a sense of pride, stability, and sustainability within Tandes Village.
6. **Benefit 6: Knowledge Transfer and Skill Enhancement.** Through collaborative efforts, the project facilitates knowledge transfer and skill enhancement. Local entrepreneurs not only receive support in addressing immediate challenges but also acquire valuable skills that position them for future success. This, in turn, contributes to the preservation and dissemination of local knowledge, creating a foundation for generational sustainability.

In summary, the benefits outlined go beyond the immediate objectives of the project, aiming for a comprehensive and enduring impact. By fostering economic prosperity, empowering local entrepreneurs, enhancing livelihoods, strengthening the local economy, and promoting sustainable community development, the project aspires to contribute to the flourishing and resilience of Tandes Village.

### **Analysis and Planning**

The initial phase of the community engagement project spans to a meticulous analysis of the existing conditions and the formulation of a strategic plan. This foundational stage is imperative for crafting targeted interventions that align with the unique challenges and opportunities present in the cireng MSME of Tandes Village, Surabaya.

1. **Stakeholder Meetings and Consultations:** The project team will engage in extensive consultations with key stakeholders, including cireng business owner Ms. Ana. These meetings aim to gather diverse perspectives, insights, and a comprehensive understanding of the intricacies of the cireng industry and the broader socio-economic context.





**Picture 1.**  
First Meeting with Ms. Ana

2. **SWOT Analysis:** A detailed SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will be conducted to identify internal and external factors influencing the cireng MSME. This analysis will provide a nuanced understanding of the current state of affairs, laying the groundwork for informed decision-making and strategy formulation.
3. **Production Process Assessment:** We will conduct a thorough assessment of existing cireng production processes. This includes evaluating equipment, identifying bottlenecks, and understanding the intricacies of current production methods. The goal is to pinpoint areas for improvement and innovation.
4. **Digital Landscape Audit:** To bolster digital marketing capabilities, a comprehensive audit of the current online presence of participating businesses will be undertaken. This includes an assessment of social media apps and online engagement strategies. Insights gained will inform tailored training programs to enhance digital marketing efforts.
5. **Data Collection and Baseline Measurement:** Quantitative and qualitative data will be collected to establish a baseline measurement of key indicators, including production output, sales figures, and branding effectiveness. This baseline will serve as a reference point for evaluating the impact of the project throughout its duration.

The project team aims to produce a comprehensive analysis report that encapsulates the findings from stakeholder consultations, SWOT analysis, production process assessment, digital landscape audit, and baseline data collection. This report will serve as the cornerstone for the subsequent phases, guiding the strategic planning and implementation of targeted interventions aimed at fostering sustainable growth and empowerment within the cireng MSME sector of Tandes Village.

### **Implementation**

Building on the insights gained during the analysis and planning phase, the next step is to represent the transformative implementation stage of the community engagement project. This period is characterized by the hands-on execution of targeted interventions aimed at enhancing production processes, refining branding, and amplifying marketing strategies for the cireng Micro, Small, and Medium Enterprises (MSMEs) in Tandes Village, Surabaya.

1. **Production Process Enhancement:** Implementing the recommendations derived from the production process assessment, we will accompany Ms. Ana in her production processes in order to help and propose more effective ways of producing cireng. These sessions will

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introduce optimal use of equipment, and best practices to streamline and elevate the quality of cireng production. Practical demonstrations and hands-on learning experiences will be emphasized.



**Picture 2.**  
Cireng Production Process



**Picture 3.**  
Cireng Production Process

2. Logo Design and Branding Implementation: The collaborative logo design developed during the planning phase will be finalized and implemented. The rollout of the new logo across various touchpoints, including promotional materials dan will commence to establish a consistent and visually appealing brand identity.





**Picture 4.**  
Logo Design and Branding Implementation

3. Marketing Strategy Rollout: The innovative marketing strategies devised during the meetings will be put into action. This includes the launch of targeted advertising campaigns, both online and offline, to increase market visibility.



**Picture 5.**  
Pre-Order System in Marketing

4. Digital Marketing Introduction: In parallel with marketing strategy rollout, digital marketing will be introduced. These sessions aim to enhance the digital literacy of cireng MSME, equipping Ms. Ana with the skills to manage online platforms effectively. Practical guidance on leveraging social media and digital communication tools will be provided.
5. Monitoring and Feedback Mechanism: To ensure the seamless implementation of interventions, a robust monitoring system will be instituted. Regular check-ins with cireng business owner, feedback sessions, and on-the-ground observations will be conducted. This



iterative process allows for real-time adjustments, ensuring that the implemented strategies align with the evolving needs of the businesses.

6. **Impact Assessment:** Regular impact assessments will be conducted to gauge the immediate effects of the implemented strategies. Key performance indicators, such as increased production efficiency, enhanced branding recognition, and improved sales figures, will be monitored. These assessments will inform further adjustments and refinements to optimize the project's impact.

Tangible deliverables will include upgraded production processes, finalized and implemented branding materials, enhanced digital marketing capabilities, ongoing training programs, and initial impact assessments. These outcomes mark a critical step toward realizing the project's overarching goals of empowering Ms. Ana's cireng MSME in Tandes Village and fostering sustainable socio-economic advancement within the community.

#### **Evaluation and Adjustment**

Last stage is a crucial phase in the community engagement project, focusing on the evaluation of implemented strategies and the iterative refinement of interventions. This period is dedicated to systematically assessing the impact of initiatives on Ms Ana's cireng Micro, Small, and Medium Enterprises (MSMEs) in Tandes Village, Surabaya, and making necessary adjustments to optimize outcomes for sustained growth.

1. **Performance Metrics Evaluation:** A comprehensive evaluation of predefined performance metrics will be undertaken. Key indicators, including production output, sales figures, branding recognition, and digital marketing reach, will be scrutinized. This quantitative analysis provides a clear understanding of the tangible outcomes achieved during the implementation phase.
2. **Comparative Analysis with Baseline Data:** Comparative analysis with the baseline data established in the early stages of the project will be conducted. This involves assessing the degree of change in various parameters, offering a nuanced understanding of the project's effectiveness. Variances between the baseline and current data will inform the trajectory and success of interventions.
3. **Identification of Success Stories and Challenges:** Success stories and challenges encountered by Ms. Ana's cireng MSMEs will be documented. Understanding the unique experiences of participating businesses provides insights into the factors contributing to success and the specific challenges that may require targeted attention in the adjustment phase.
4. **Monitoring and Feedback Loop Implementation:** A reinforced monitoring and feedback loop will be established to ensure that adjustments are seamlessly integrated. Regular check-ins, feedback sessions, and ongoing assessments will be conducted to monitor the sustained impact of the refined strategies. This adaptive approach aims to create a resilient and evolving support system for local businesses.

By the conclusion, the project will deliver an evaluation report detailing the impact assessments, stakeholder feedback, comparative analyses, success stories, and challenges faced. Additionally, adjustment plans and refined strategies will be documented, setting the stage for the final phases of the project. This iterative approach ensures that the interventions are dynamic, responsive, and finely tuned to the evolving needs of the cireng MSMEs, maximizing the potential for sustainable growth and community development.

#### **Estimated Budget**

A critical component of the community engagement project involves meticulous financial planning to ensure the successful implementation of interventions aimed at empowering cireng Micro, Small, and Medium Enterprises (MSMEs) in Tandes Village, Surabaya. This estimated budget outlines the financial allocations for various activities, recognizing the importance of judicious resource management for sustainable impact.

**Table 1.**  
Estimated Budget

No	Category	Estimated Budget
1	Logo Design and Branding Implementation	
	- Graphic Design App	Rp15.000,-
	- Branding Materials (packaging) 100 pcs	Rp50.000,-
	- Printing Costs 100 pcs	Rp20.000,-
2	Miscellaneous Expenses	
	- Contingency Reserve	Rp50.000,-
3	Total Estimated Budget	Rp135.000,-

Table 1 presents the estimated budget for the Small Cireng Businesses Empowerment Project, delineating various categories and their respective allocated funds. The first category, "Logo Design and Branding Implementation," encompasses specific subcategories, including expenses related to graphic design applications, branding materials (packaging), and printing costs. The breakdown indicates a budget of Rp15,000 for the graphic design app, Rp50,000 for 100 pieces of branding materials (packaging), and Rp20,000 for the printing costs of the same quantity. These allocations highlight the meticulous planning involved in the branding aspect of the project, ensuring a comprehensive and visually appealing representation for the micro-businesses.

The second category, "Miscellaneous Expenses," includes a contingency reserve with a budget of Rp50,000. This allocation emphasizes the importance of preparing for unforeseen circumstances or additional needs that may arise during the project implementation. The inclusion of a contingency reserve demonstrates a proactive approach to risk management, ensuring flexibility and adaptability in the face of unexpected challenges.

Cumulatively, the total estimated budget for the Small Cireng Businesses Empowerment Project is Rp135,000. This overall figure consolidates the funds allocated across the specified categories, providing a clear overview of the financial scope of the project. The detailed breakdown of expenses in Table 1 enables project managers and stakeholders to understand the distribution of funds, promoting transparency and accountability in financial planning.

In summary, Table 1 serves as a comprehensive tool for analyzing the estimated budget of the empowerment project, offering insights into the specific categories and expenses involved. The meticulous delineation of costs underscores the project's commitment to effective financial management and strategic allocation of resources.

## CONCLUSION

The Small Cireng Businesses Empowerment Project in Tandes Village, Surabaya, has been a transformative journey, deeply committed to fostering the growth and development of micro-businesses within the community. This initiative has yielded commendable achievements across various crucial aspects of local MSME enhancement. Through targeted training and mentorship, the production processes of cireng within local MSMEs have witnessed significant improvement, resulting in heightened efficiency and enhanced product quality. The implementation of a fresh logo design and innovative branding strategies has effectively established a more robust brand identity for MSMEs, contributing to increased market recognition and acceptance. Diligent efforts to bolster the online presence of cireng MSMEs have expanded market reach and introduced products to new customers through strategic digital marketing initiatives. Additionally, comprehensive training and community empowerment programs have equipped local entrepreneurs with the necessary knowledge and skills, enabling them to grow and thrive in their businesses.

The impact of these efforts has been tangible, with Cireng MSMEs in Tandes Village reporting increased income attributed to new strategies in production, marketing, and brand identity. Local

business operators have experienced a profound sense of empowerment through enhanced knowledge, skills, and confidence in managing their businesses. The collaborative spirit and support within the community have played a pivotal role in the success of the project, fostering an environment conducive to the sustained growth of MSMEs. However, as the project has achieved commendable milestones, the journey to empower cireng MSMEs in Tandes Village is ongoing.

To maintain and enhance the positive impact, strategic steps include continuously developing and maintaining improved production processes for sustainability and consistent product quality. Efforts to strengthen brand identity through consistent and innovative branding strategies should be sustained. Maximizing the use of digital platforms to enhance visibility and market penetration is essential for maintaining a strong online presence. Ongoing training programs are crucial to supporting business development and skill enhancement for entrepreneurs. Encouraging further collaboration among local business operators and building a robust network at both the community and broader levels will ensure the empowerment of cireng MSMEs in Tandes becomes an ongoing effort, creating lasting positive impact within the local community.

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