

ANALYSIS OF THE IMPLEMENTATION OF E-COMMERCE AND PRODUCT INNOVATION IN INCREASING THE INCOME OF EUFORIA GARMENT MSMES IN SIDOKUMPUL VILLAGE

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ABSTRACT

MSMES Euforia Garment is a screen-printing t-shirt business that is facing challenges in increasing revenue in the digital era. The purpose of this research is to determine how MSMES Euforia Garment can increase its revenue through the application of e-commerce and product innovation, with a case study on MSMES Euforia Garment. This research uses a qualitative approach, where data is collected through observation, interviews, and documentation. The research results show that since the utilization of e-commerce from 2020 to 2022, there has been an impact on revenue increase with respective growths of 15.90% (2020), 42.47% (2021), 69.09% (2022), 95.70% (2023), and 126% (2024). Meanwhile, product innovation, which was implemented maximally and consistently starting in 2021, has had an impact on revenue increase with growths of 21.48% (2021), 44.18% (2022), 54.04% (2023), and 65.11% (2024). It can be concluded that the implementation of e-commerce and product innovation has increased the revenue of MSMES Euforia Garment, but it is necessary to expand the platform and develop product innovation to be more optimal. As a solution, MSMEs are advised to expand the use of e-commerce to other platforms such as Lazada and Tokopedia.

INTRODUCTION

The advancement of time and progress in digital technology can change human activities in various fields. One of them is the buying and selling activities of the community with the emergence of online shopping sites, commonly known as e-commerce. E-commerce is a transaction in which two parties are involved: the seller (merchant) and the consumer, who trade goods, services, or information. Because the transaction process is conducted over the internet, both parties can interact with each other without having to meet in person. Consumers can easily find goods and services through the internet, which allows for quick payments. Making sellers closer to the market, this type of transaction can be done from anywhere. Digital transactions are not only more efficient but also save money and accelerate business processes (Rahayu et al., (2023).



Pict 1. Prediction of E-commerce User Numbers

Source: TEMPO.CO (Christy, 2020)

Based on the predicted data of e-commerce users in Indonesia for 2024, which states that the use of e-commerce in Indonesia from 2017 to 2024 has increased year by year. In 2017, the number of e-commerce users was predicted to be 70.8 million; then the number of e-commerce users increased in 2018 to 87.5 million, in 2019 to 112.1 million, in 2020 to 129.9 million, in 2021 to 148.5 million, in 2022 to 166.1 million, in 2023 to 180.6 million, and in 2024 to 189.6 million. It can be concluded that from 2017 to 2024, many residents in Indonesia have increasingly utilized this advanced digital technology.

One of the main impacts of e-commerce on MSMEs is the change in consumer behavior patterns. Consumers today are shifting to practical patterns in the digital era. from conventional shopping to digital services and delivery, where customers have a demand for goods without needing to go to the seller. One of them has an e-commerce feature. The presence of this website and application allows MSME entrepreneurs to easily reach consumers who are active on social media (Achira et al., 2023). Thus, MSMEs around the world face increasingly difficult challenges and opportunities, especially due to the digital revolution. SMEs must adopt strong and sustainable digital marketing strategies to quickly adapt and remain relevant in market competition (Muzakki & Fahriani, 2022).

To survive, compete, grow, and increase their income, MSME entrepreneurs must adapt to market changes, such as marketing their products through digital media, which requires technological knowledge for the human resources running the business, posing a challenge for modern businesses. The increasing use of the internet worldwide is expected to attract the attention of business actors to build their businesses (Mahzura, 2020). The growth of e-commerce has brought significant changes to business models, but MSME entrepreneurs cannot adapt quickly (Wicaksono & Anwar, 2023).

However, recently many business actors, both small, medium, and large enterprises, have started using e-commerce, including business actors in the city of Sidoarjo. One of the many entrepreneurs implementing online marketing and sales strategies is MSMES Euforia Garment Sidoklumpuk Sidoarjo. Several previous studies have examined the impact of e-commerce on the revenue growth of MSMEs. The research conducted by Arianty (2024) shows that e-commerce has had an impact on increasing revenue and business growth. One of the SMEs that utilizes e-commerce as a means to promote its products is Euforia Garment. MSMES Euforia Garment is a small and medium-sized enterprise (SME) engaged in the production of t-shirts and screen printing, which can be sold without having to visit the location directly. In 2017, MSMES Euforia Garment was established with a focus on screen-printed t-shirts at Jalan Yos Sudarso No. 104. At the beginning of its establishment, Euforia Garment started its marketing by selling its products through word of mouth.

On the other hand, product innovation is an important factor in supporting the increase in MSME revenue, especially in maintaining business relevance and thriving amid current competition. According to Anderson et al., (2023), innovation is the process of applying new ideas and creativity to create better goods or services, such as developing products, services, or business strategies. Through innovation, products or services are created to better meet customer needs and enhance their satisfaction with the offered goods. Innovation also enhances market competitiveness and boosts productivity and technological opportunities. Several previous studies have examined the impact of product innovation on the income of MSMEs. The research conducted by Ibniwasum, (2020) shows that product innovation has had an impact on Sheren hijab in increasing sales and revenue.

This research will answer two main questions based on the issues discussed, namely: (1) How can the implementation of e-commerce increase the revenue of Euforia Garment SMEs in Sidokumpul Village, Sidoarjo? (2) How can product innovation increase the revenue of Euforia Garment SMEs in Sidokumpul Village, Sidoarjo? In line with these questions, this research aims to understand how the implementation of e-commerce can increase the revenue of Euforia Garment SMEs in Sidokumpul Village, Sidoarjo, and to understand how product innovation can increase the revenue of Euforia Garment SMEs in Sidokumpul Village, Sidoarjo. Considering the importance of promotional strategies through e-commerce and product innovation in increasing the revenue of Euforia Garment SMEs, the researcher is interested in conducting a study titled "Analysis of E-Commerce Implementation and Product Innovation in Increasing the Revenue of Euforia Garment SMEs in Sidokumpul Village, Sidoarjo."

LITERATURE REVIEW

E-commerce

E-commerce is the interaction between sellers and buyers that occurs over the internet. During this process, the website serves as a platform that facilitates transactions, allowing buyers to view products, place orders, and make payments directly. Online transactions have the advantage that they can be conducted anytime and anywhere, without being limited by time or place. These transactions also accelerate the buying and selling process and give sellers the opportunity to reach more customers with lower operating costs (Azzahra et al., 2024).

According to Prasetyo dalam Kusmayadi & Latif (2024), there are several e-commerce indicators that influence the success of e-commerce, namely:

- a. Cost Leadership
- b. Market
- c. Business Entry
- d. Reputation

The form of transactions and the relationships between the parties involved determine different types of e-commerce. Here is an explanation of each type of e-commerce according to (Hofifah et al., 2022).

- a. Business-to-Administration (B2A)
- b. Business-to-Business (B2B)
- c. Business-to-Consumer (B2C)
- d. Consumer-to-Business (C2B)
- e. Customer-to-Customer (C2C)
- f. Consumer-to-Administration (C2A)
- g. Online-to-Offline (O2O).

Product Innovation

Product innovation is a process of improvement, development, and utilization of knowledge and skills to create or enhance products or services using new processes or systems. By implementing product innovation, companies can adjust their products to the ever-changing tastes of consumers, improve quality, and add value (Erawati et al., 2022).

According to B. D. Prasetyo dalam Okhtavia & Setiawan (2022), there are several indicators of product innovation, namely:

- a. Product quality
- b. Product features
- c. Product design.

Income

Income is the amount of money that a person can use over a certain period of time without reducing their welfare or assets. In addition, income also includes receipts or rewards obtained from the use of production factors, such as labor, capital, land, and entrepreneurship. This compensation can take the form of wages, interest, rent, or profits, depending on the type of contribution made in the production process. Income ensures a balance between current consumption and future economic conditions (Putra &

Syafrudin (2021).

According to Hanum (2017), to determine income growth, use the following metrics:

- a. Capital: The more capital used for business, the more products are produced, which means income will also increase.
- b. Products: The more capital used for business, the more products are produced, and the more income is received; conversely, if less capital is used, then fewer products are produced, resulting in less income received.
- c. Labor: Greater capital will encourage the workforce to improve skills, efficiency, and productivity.
- d. Amount of Profit: If the number of products produced is high, then the amount of profit or revenue received will also increase.
- e. Business Location: The easier it is for customers to find the business, the more revenue the business receives.

MSME

Based on (Undang-Undang No. 28, 2008) it explains that micro, small, and medium enterprises (MSMEs) are as follows:

- a. Micro enterprises are productive businesses owned by individuals or sole proprietorships and meet the micro enterprise criteria regulated in this law.
- b. Small enterprises are productive economic activities carried out by individuals or business entities that are not subsidiaries or branches of companies owned and controlled or that are part, either directly or indirectly, of medium or large enterprises that meet the criteria set forth in the law.
- c. Medium enterprises are productive economic ventures that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or directly or indirectly part of small and large enterprises, with net worth or annual sales regulated by law.

Articles 35 to 36 of the MSMEs Regulation establish new criteria for classifying MSMEs based on business capital or annual sales results (Mariska, 2024). This article is used to register or establish MSME activities that are set up after the MSME Regulation comes into effect. The criteria for business capital consist of:

- a. Micro enterprises have a business capital of no more than Rp. 1,000,000,000.00 (one billion rupiah), excluding land and buildings used for the business.
- b. Small enterprises have a business capital of more than Rp. 1,000,000,000.00 (one billion rupiah) up to Rp. 5,000,000,000.00 (five billion rupiah), excluding land and buildings used for the business.
- c. Medium enterprises have business capital of more than Rp. 5,000,000,000.00 (five billion rupiah) up to Rp. 10,000,000,000.00 (ten billion rupiah), excluding land and business premises.

However, MSMEs that were established before the MSME Regulation came into effect are classified based on their annual sales results. The criteria for annual sales results consist of

- a. Micro enterprises must not have annual sales exceeding Rp. 2,000,000,000.00 (two billion rupiah).
- b. Small enterprises have annual sales results ranging from Rp. 2,000,000,000.00 (two billion rupiah) to Rp. 15,000,000,000.00 (fifteen billion rupiah).
- c. Medium enterprises have annual sales results of more than Rp. 15,000,000,000.00 (fifteen billion rupiah) up to Rp. 50,000,000,000.00 (fifty billion rupiah)

According to Sivadiyanti (2023), there are several types of MSMEs in Indonesia, namely:

- a. Fashion Business
- b. Service Business
- c. Culinary Business
- d. Agribusiness

RESEARCH METHOD

The research method used by the researcher is the qualitative method. According to Ultavia et al., (2023), qualitative research is a type of research that investigates the quality of relationships, activities, situations, or various materials. Qualitative research places more emphasis on holistic descriptions, which can explain situations or activities comprehensively. This is different from explaining people's attitudes or behaviors or comparing the impact of certain treatments. This research was conducted at MSMES Euforia Garment, located at Jl. Yos Sudarso No. 104, Sidoklumpuk, Sidokumpul, Sidoarjo Regency, East Java 61219. The research activities lasted for six months, from the preparation stage to the final report preparation. The research subjects consist of owners, admins, designers, and production teams. The object of this research includes the e-commerce platform used, product innovation, and effectiveness in increasing revenue.

The type of data used in this research is qualitative data, which consists of sentences, interview results, and field studies (Fiantika et al., 2022). Qualitative data in this study includes an overview, the application of e-commerce, and product innovation at MSMES Euforia Garment in Sidokumpul Village, Sidoarjo. The researcher collected data sources in the form of primary and secondary data, including 1) Primary data is obtained through interviews with research subjects, direct field observations, and observations. 2) The secondary data from this research consists of articles, books, and several relevant literature reviews. In this study, observation, interviews, and documentation were used to collect data. It is necessary to conduct an examination to verify the validity of the data. This examination uses triangulation of sources, techniques, and time. This research uses data analysis techniques proposed by Miles and Huberman, including collection, reduction, presentation, and conclusion.

RESEARCH RESULTS AND DISCUSSION

The Implementation of E-Commerce in Increasing MSME Revenue

Euforia Garment is an MSME engaged in the production and sale of clothing or any items that can be screen-printed, established since 2017, located at Jl. Yos Sudarso,

No. 104, Sidoklumpuk, Sidokumpul, Sidoarjo District, Sidoarjo Regency, East Java 61219.



Pict 2. Store Euforia Garment

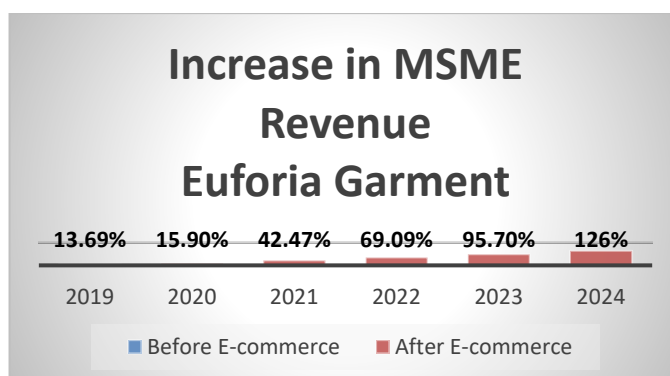
One of the main products of Euforia Garment is screen-printed t-shirts. In addition, Euforia Garment also produces shirts, jackets, vests, bags, and hats with designs that can be customized according to customer orders. This MSME accepts orders on a small or large scale, whether individually or in bulk, for personal, community, or corporate needs. This business has been operating for several years and continues to strive to develop its business strategies to remain competitive amidst market competition.

Before that, sales were only through offline stores and from friend to friend. In facing the challenges of the digital era, Euforia Garment only began to implement an *e-commerce* system in 2020, but it was not so optimal. Since its establishment, sales have been carried out only offline in stores and from friends to friends, and then in 2019, they began to promote sales through social media platforms (*Instagram, Facebook*). In 2020, Euforia Garment MSMEs are trying to start utilizing *e-commerce* as one of their marketing strategies. The main platform used is Shopee. Recently, Euforia Garment has been promoted on TikTok Shop E-Commerce because it is considered more effective and trendy in its time in distributing products. The implementation of *this e-commerce* is expected to expand market reach, increase sales efficiency, and provide convenience for customers in shopping.



Pict 3. Shopee Euforia Account

In this research, data presentation is carried out to present the results of the data that have been studied by the researcher on the research object that has been conducted during the research. In this stage, the data must be organized so that it is easier to understand and provides a clear picture that aids in decision-making or drawing conclusions. The data in this study is presented in the form of the following diagram:



Pict 4. Increase in MSME Revenue Euforia Garment
Source: Data Processed by the Researcher (2025)

The results in the table above are obtained from the total revenue each year from January to December using the formula from:

$$\text{Revenue Increase (\%)} = \frac{\text{Post E-commerce Revenue} - \text{Pre E-commerce Revenue}}{\text{Pre E-commerce Revenue}} \times 100$$

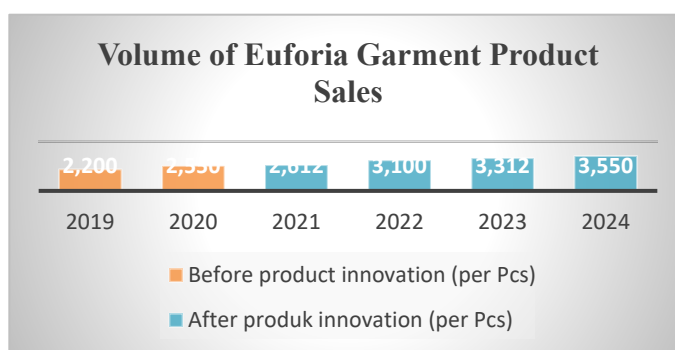
Based on the bar chart in Figure 8, before using e-commerce, Euforia Garment earned a revenue of Rp. 110,000,000 in 2019 with a percentage of 13.69%. However, after using e-commerce in 2020 with an amount of Rp. 127,500,000, there was an increase of 15.90%. In 2021, with a revenue of Rp. 156,720,000, there was an increase of 42.47%. In 2022, with a revenue of Rp. 186,000,000, there was an increase of 69.09%. In 2023, with a revenue of Rp. 215,280,000, there was an increase of 95.70%. In 2024, with a revenue of Rp. 248,500,000, there was an increase of 126% compared to before using e-commerce in 2019. This is due to the fact that Euforia Garment in 2019 did not engage in much marketing for its products. They only sold their products through intermediaries who were friends, so only those close to the business owner and their extensive network knew about it.

Furthermore, Euforia Garment only uses social media platforms such as WhatsApp, Facebook, and Instagram to post the products for sale, which is considered less effective. On the other hand, the e-commerce platform serves as a medium for marketing and selling products online. So in 2020, Euforia Garment decided to use the e-commerce platform to increase its revenue and expand market demand. However, after Euforia Garment started using e-commerce as a platform to sell its products, its revenue increased significantly. Furthermore, Euforia Garment only uses social media platforms such as WhatsApp, Facebook, and Instagram to post the products for sale, which is considered less effective. On the other hand, the e-commerce platform serves as a

medium for marketing and selling products online. So in 2020, Euforia Garment decided to use the e-commerce platform to increase its revenue and expand market demand. However, after Euforia Garment started using e-commerce as a platform to sell its products, its revenue increased significantly.

Utilizing the free features from the Shopee platform, Euforia SMEs do not need to subsidize shipping costs themselves, allowing them to attract buyers without reducing profit margins. Using vouchers and promotions from Shopee and utilizing the "Shopee Live" feature with live screen printing or fabric reviews to increase buyer trust. High store ratings, positive reviews with product photos, and quick and friendly chat responses will give the store a good reputation, increasing purchase conversion from potential buyers who are still hesitant. E-commerce allows SMEs to reach a wider customer base, increasing sales opportunities. Moreover, customers find it easier to obtain products without having to go to the store directly through the online ordering system. This is in line with Mahzura (2020) research, which shows that the use of e-commerce in increasing sales results in increased profits, improved partner relationships, wider public recognition, better internal control systems, and improved financial management capabilities for investing in assets such as gold and land. This is similar to the research by Simaremare (2023), which shows that the use of e-commerce in increasing sales for MSME actors has several impacts, namely an increase in the number of sales and the income of MSME actors. Although it provides many advantages, Euforia Garmnet's MSME also needs to expand its business to other marketplaces like Lazada and Tokopedia to enhance competition and product marketing because using just one platform (Shopee) might not be enough to maximize market potential.

Product Innovation in Increasing MSME Revenue



Pict 5. Volume of Euforia Garment Product Sales
Source: Data Processed by the Researcher (2025)

Based on the sales volume data of Euforia Garment products, before the implementation of product innovations, in 2019 this MSME only managed to sell 2,200 pcs with a percentage increase of 2.32%, and in 2020 managed to sell 2,550 pcs with a percentage increase of 18.60%. However, after consistently implementing various product innovations in 2021, they managed to sell 2,612 pcs with a percentage increase of 21.48%; in 2022, 3,100 pcs and a percentage increase of 44.18%; in 2023, 3,312 pcs

and a percentage increase of 54.04%; and in 2024, 3,550 pcs and a percentage increase of 65.11%. This proves that the implementation of product innovations is one of the efforts to increase sales and revenue.

Based on the results of the product innovation interview conducted by MSMES Euforia Garment to increase its revenue by adding screen-printed products such as jackets, hats, bags, folders, and ID cards, and by introducing jumbo-sized products so that they can be worn by various ages and sizes. In terms of promotion, Euforia Garment innovates by offering discounts to customers who frequently purchase items at the store. In addition, they develop their content by following the latest trends to enhance their market potential.

Euforia Garment uses a production process with manual techniques. However, in 2021, the idea emerged to produce using digital printing techniques. This digital printing technique is used for large orders and requires minimal time due to its significantly higher production capacity. The DTF printer is a specialized tool that can print many screen designs in a short amount of time, making it suitable for large-scale orders, but the quality is still inferior to manual techniques. Unlike production using manual techniques, which has better quality compared to digital printing, it requires more time and effort to create. For smaller order quantities and longer production times, it is highly recommended for customers who prioritize quality to request the manual printing process, even though it requires more labor and time for production.

The screen-printed t-shirts made by Euforia Garment surely have good quality, as can be seen from the production results, where the design color matches the color produced during the production process. where the print color matches the color produced during the production process. In addition, the fabric of the t-shirts is soft, the designs are neat, and the prints are very durable and do not easily crack or change color. This is all because the owner of Euforia Garment prioritizes quality. Meanwhile, the prices might be cheaper, especially if you make a bulk purchase. For the selection of this location, it is also very strategic because it is in the city center, making it very easy to reach by private vehicle and public transportation. The rating on the e-commerce platform shows outstanding service.

A quality product can be defined as a product that has no defects, functions well, and has capabilities that are consistent with its function. This is also a competitive tool or means that distinguishes it from competing products. The second indicator of product features or variants is that the business owner has innovated the product by updating and expanding the features or variants of clothing models to meet customer desires and keep up with the times. Based on the interview results, Euforia Garment chooses high-quality products using soft and comfortable 30s combed cotton fabric, offering various types of printing such as plastisol and DTF, according to customer needs and preferences. The printing process can be completed within one day, suitable for customers who need fast service. Customers can order without a minimum quantity requirement, making it easy to place orders on a small or large scale. Customers have the freedom to send their own designs without color limitations, allowing for full-color design printing as desired. Through the launch of new products with unique variations, superior quality, and consumer needs met, Euforia Garment's MSME will be able to enhance its

competitiveness and attract more customers.

Various product innovations carried out through design and product quality have helped these MSMEs reach more customers, especially from outside the region. These findings are in line with the research by penelitian Ekatama et al., (2023), which states that product innovations such as improving product quality through materials and product design contribute to the increase in MSME revenue. In addition to the e-commerce platform, the product innovations implemented by Euforia Garment SMEs have also proven to have a positive impact on revenue growth. However, although Euforia Garment's product innovation has proven successful, there are several issues that need to be addressed, one of which is the consistency in implementing new product innovations so that their impact can be sustained in the long term. Overall, the use of appropriate product innovations can help SMEs increase their revenue. However, to achieve more optimal results, Euforia Garment needs to continue innovating in the creation of new designs and products. Thus, the competitiveness of SMEs can continue to improve amidst increasingly fierce market competition.

CONCLUSION

The research results on MSMES Euforia Garment show that the implementation of e-commerce and product innovation from 2020 to 2024 has impacted the increase in revenue by 15.90% (2020), 42.47% (2021), 69.09% (2022), 95.70% (2023), and 126% (2024), respectively. The revenue of Euforia Garment SMEs has increased, with the percentage of growth continuing to rise each year. The use of the Shopee platform makes it easier for customers to access products, thereby increasing sales volume and expanding market reach. Meanwhile, product innovation has had an impact on revenue growth of 21.48% (2021), 44.18% (2022), 54.04% (2023), and 65.11% (2024). Specifically for e-commerce, the challenge is the limitation of using digital platforms because it is only on one application, so it is recommended for future research to include the use of e-commerce on other platforms such as Lazada and Tokopedia. Overall, it has been proven that MSMES Euforiaa Garment can increase its revenue through the use of e-commerce and product innovation. By expanding the use of digital platforms, Euforiaa Garment SMEs have a great opportunity to maintain their revenue growth and enhance their competitiveness in the modern era.

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