

BOOSTING GLOBAL VISIBILITY OF LABUAN BAJO COFFE MSMES THROUGH DIGITAL ADMINISTRATIVE EMPOWERMENT

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Abstract

This community service program aims to enhance the global visibility of Labuan Bajo coffee MSMEs through digital administrative empowerment. The main challenge faced by these MSMEs lies in weak administrative governance, including financial recording, document archiving, and data management of production and distribution. Such limitations have hindered their access to international markets and reduced trust from global business partners regarding transparency and accountability. The method employed was a participatory approach involving training, mentoring, and the implementation of simple digital administrative systems. The stages included identifying administrative needs, training in the use of cloud-based financial and archiving applications, and mentoring in preparing business reports aligned with global standards. Evaluation was carried out through observation, interviews, and assessment of administrative documents before and after the intervention. The findings indicate significant improvements in recording efficiency, data accuracy, and accessibility of administrative information. Labuan Bajo coffee MSMEs are now able to produce more transparent and structured financial reports, which can be utilized to meet international partnership requirements. The value of this paper lies in its practical contribution by providing an applicable model of digital administrative empowerment that strengthens the competitiveness of local MSMEs, enabling them to enter global markets with more professional and sustainable governance.

Keywords: Digital Administration, MSMEs, Global Visibility, Community Empowerment

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs), particularly coffee entrepreneurs in Labuan Bajo, play a vital role in supporting the local economy and shaping the region's identity as both a tourism hub and a center of agricultural production. Coffee cultivation and processing provide not only a livelihood for local farmers and entrepreneurs but also an opportunity to strengthen the regional brand of Labuan Bajo as a premium destination. However, despite their significance, the effectiveness of these MSMEs is still constrained by weak administrative governance. Issues such as unsystematic manual financial recording, poorly managed document archiving, and unstructured production and distribution data management create significant barriers to efficiency and transparency. These weaknesses limit the ability of MSMEs to access international markets, where transparency, accountability, and professional reporting are critical requirements.

National data reinforce these local observations. The 2023 Business Fitness Index published by OCBC Indonesia revealed that 80 percent of Indonesian MSMEs still rely on manual methods for

financial and stock recording, highlighting the urgent need for administrative digitalization (OCBC, 2023). In addition, challenges such as low digital literacy and a shortage of human resources capable of effectively utilizing information technology exacerbate the situation. These limitations are further compounded by uneven digital infrastructure, which disproportionately affects rural and tourist areas such as Labuan Bajo (Amalia et al., 2025). Consequently, even though MSMEs are widely recognized as the backbone of Indonesia's economy—contributing more than 60 percent to national GDP and employing the majority of the workforce—their potential for global integration remains underutilized (Palaon et al., 2024).

The digital era, however, provides a transformative opportunity. Numerous studies confirm that digital innovation can broaden MSMEs' market reach, enhance operational efficiency, and strengthen competitiveness through the use of e-commerce platforms and other digital solutions (Akbar & Wijaya, 2024). Research also shows that digitalized SMEs are more resilient, experiencing revenue increases of up to 40 percent within two years of adopting digital tools (Amalia et al., 2025). In rural areas, where traditional business practices dominate, digitalization can help bridge the digital divide, foster knowledge transfer, and empower small enterprises to compete on more equal terms with larger firms (Wang & Chen, 2022). For Labuan Bajo's coffee sector, digital empowerment is particularly relevant because the region's economy is shaped by both tourism and agriculture, two sectors that are increasingly dependent on global visibility and professional governance.

Against this backdrop, digital-based training and mentoring emerge as urgent priorities. In the era of globalization and international trade, transparency in financial reporting and systematic documentation are prerequisites for building credibility with foreign business partners. The inability to present accurate, timely, and verifiable reports reduces the competitiveness of local MSMEs and discourages international collaboration. Therefore, community service initiatives that introduce cloud-based administrative systems, train MSMEs in the use of digital financial applications, and mentor them in preparing globally standardized business reports are both critical and timely. These interventions not only enhance day-to-day operations but also address structural barriers that have historically limited MSMEs' access to global value chains (Rizaldi & Tambunan, 2022).

Documenting such initiatives is also essential. Written records of community service programs provide a platform to disseminate best practices, demonstrate accountability, and contribute to the body of academic literature on digital empowerment. By capturing the processes and outcomes of administrative empowerment in Labuan Bajo, this study enriches knowledge of how MSMEs can transition from local to global markets through relatively simple but well-structured interventions. Furthermore, the documentation ensures that successful models can be replicated in other regions facing similar challenges, thereby extending the impact beyond a single locality (Augustrianto, 2024).

The expected benefits of this program are multi-faceted. First, improvements in financial recording efficiency allow MSMEs to achieve tangible progress in bookkeeping, data accuracy, and administrative information accessibility. Second, enhanced transparency in financial reporting builds international partners' confidence in operational credibility, which is a cornerstone of sustainable collaboration. Third, professional governance opens new opportunities for global market access and strategic partnerships, positioning Labuan Bajo's coffee MSMEs as competitive players in the international arena. These outcomes not only strengthen individual enterprises but also contribute to regional development by reinforcing Labuan Bajo's reputation as both a tourist destination and a source of premium agricultural products (Diah Ajeng Purwani et al., 2025).

The intervention itself was designed using a participatory approach. Rather than imposing a pre-determined system, the program began with needs identification, allowing MSMEs to articulate their specific administrative challenges. Training sessions focused on cloud-based applications that are accessible, user-friendly, and scalable according to business growth. Mentoring ensured that MSMEs received personalized guidance in applying these tools to their own contexts. Finally, evaluation was conducted through observation, interviews, and document analysis both before and after the intervention, providing robust evidence of the program's effectiveness.

The novelty of this initiative is evident in several respects. It provides a case study focused specifically on the coffee sector in Labuan Bajo, a tourism-driven economy where MSMEs are vital yet often overlooked in academic research. It also demonstrates a systematic and participatory approach, moving from needs identification to post-intervention evaluation, thereby combining training, mentoring, and technological implementation in a coherent framework. Finally, by promoting the adoption of cloud-based administrative systems, the program aligns MSMEs with contemporary standards of professionalism and sustainability, ensuring their readiness to engage with global markets. In this way, the Labuan Bajo case not only addresses local challenges but also contributes a replicable and innovative model for empowering MSMEs more broadly in Indonesia and beyond (Achmad, 2023).

METHODS

The community service program was implemented using a participatory action research (PAR) approach, which emphasizes collaboration between facilitators and partner MSMEs in identifying problems, formulating solutions, and evaluating outcomes (Kemmis et al., 2014). This approach was chosen to ensure that interventions were contextually relevant, practical, and aligned with the real needs of coffee MSMEs in Labuan Bajo. The program applied a combination of training, mentoring, and technological adoption as the core strategy for digital administrative empowerment. Training sessions were designed to improve participants' knowledge and skills in digital financial recording, document archiving, and production-distribution data management using cloud-based applications. Mentoring provided personalized guidance and assistance to ensure participants could implement the knowledge in their daily business activities, while the adoption of simple, user-friendly, and scalable applications was prioritized to accommodate the limited digital literacy levels among MSMEs in rural and tourism-based areas (Amalia et al., 2025).

The stages of the program were structured in several steps. The first stage was needs assessment, which involved identifying the specific administrative challenges faced by coffee MSMEs through interviews, focus group discussions, and document reviews. This step provided a baseline for designing interventions and ensured alignment with local realities (Sugiyono, 2019). The second stage was capacity building through training, where participants were introduced to cloud-based financial recording tools, digital archiving platforms, and standardized reporting formats. Practical exercises were included to enhance their skills in bookkeeping, transaction recording, and digital document storage. The third stage focused on mentoring and assistance, during which facilitators worked closely with MSMEs to guide them in customizing applications for their businesses, troubleshooting problems, and improving data accuracy (Akbar & Wijaya, 2024). The fourth stage was the implementation of digital administrative systems, where MSMEs were encouraged to integrate the newly introduced applications into their daily business operations. This included recording sales and expenses, maintaining digital archives of invoices and contracts, and managing production-distribution data. Finally, the fifth stage was monitoring and evaluation, which was carried out through observation, interviews, and assessment of administrative documents before and after the intervention. This stage was essential to measure improvements in efficiency, accuracy, and transparency of administrative governance (Anatan & Nur, 2023).

The primary objects of this community service were coffee-based MSMEs located in Labuan Bajo, West Manggarai Regency, East Nusa Tenggara Province. This region was selected because of its dual identity as both a tourism hub and a coffee production center, where MSMEs play a strategic role in strengthening local branding and contributing to regional development (BPS, 2023). Activities were conducted in collaboration with local coffee entrepreneurs and farmer groups who directly manage production, processing, and marketing. Training and mentoring sessions were held in accessible community centers and local government facilities in Labuan Bajo to ensure active participation and sustainable impact.

This structured method not only ensured that the program addressed the core problems of weak administrative governance but also provided a replicable model that could be applied in other regions facing similar challenges. By combining participatory assessment, training, mentoring, and digital adoption, the program succeeded in empowering Labuan Bajo coffee MSMEs to strengthen their competitiveness in both local and global markets.

RESULTS AND DISCUSSION

Results

The community service program was implemented in five stages: needs assessment, training, mentoring, implementation, and evaluation. Each stage was designed to address the critical gaps in administrative governance faced by Labuan Bajo coffee MSMEs and to ensure sustainable adoption of digital systems.

1. Needs Assessment

The preliminary assessment revealed that more than 75% of Labuan Bajo coffee MSMEs still relied on manual bookkeeping methods using notebooks or simple ledgers. Only a small proportion used digital tools, and even then, the tools were limited to basic calculators or unorganized Excel sheets. Archival practices were even weaker: contracts, invoices, and receipts were often stored in physical folders without systematic indexing, making them prone to loss or duplication. Interviews with business owners indicated that such practices created significant challenges when applying for bank loans or seeking export opportunities because partners demanded structured, transparent documentation. These findings are consistent with (BPS, 2023), which reports that MSMEs in this region have limited exposure to digital transformation initiatives compared to urban centers.

2. Training

Training sessions, MSME participants were introduced to:

- a. Cloud-based financial applications (e.g., Google Spreadsheet, Wave Accounting) for bookkeeping.
- b. Digital archiving systems using Google Drive and shared folders.
- c. Report preparation techniques aligned with international standards, including balance sheets, income statements, and production reports.

The training adopted a hands-on learning approach, ensuring participants practiced by digitizing their actual financial and operational records during the sessions.

3. Mentoring

Continuous mentoring was provided. Service facilitators visited MSME offices to monitor the adoption of new systems, troubleshoot technical difficulties, and encourage consistent usage. Notably, mentoring helped participants overcome initial resistance to technology, particularly among older business owners unfamiliar with smartphones and cloud systems.

4. Implementation

MSMEs began applying digital recording and archiving tools in daily operations. For instance, all coffee sales transactions were now logged in real time, while contracts with suppliers and distributors were scanned and stored in secure online folders. Monthly financial reports were prepared in both Indonesian and English formats, improving accessibility for global partners.

5. Evaluation

Evaluation was carried out using a comparative analysis of administrative conditions before and after the program. Data were collected through document reviews, structured interviews, and field observations.

Table 1. Comparison of Administrative Conditions of Coffee MSMEs in Labuan Bajo Before and After the Program

Administrative Aspect	Before the Program	After the Program
Financial Recording	Manual, non-standard, often incomplete	Digital, standardized, neat, and consistent
Document Archiving	Scattered, prone to loss, hard to access	Digitized in cloud storage, easily accessible
Business Reporting	Unstructured, difficult for auditing	Transparent, aligned with global standards
Data Accessibility	Limited, only owner had access	Open to teams, easily verified
Trust of Global Partners	Low due to weak transparency	Improved through accountable administration

Discussion

The implementation of this community service program generated tangible impacts for Labuan Bajo coffee MSMEs, particularly in strengthening digital administrative governance. Before the program, MSMEs faced major challenges in bookkeeping and archiving, which reduced trust among global business partners. This aligns with the findings of the Ministry of Cooperatives and MSMEs (2023), which emphasize that poor administrative literacy and digital management remain significant barriers for Indonesian MSMEs (Novita et al., 2023).

After the program, Labuan Bajo coffee MSMEs successfully adopted digital-based financial systems, reducing the time required to prepare business reports by up to 50%. Financial data that was previously scattered is now accessible through cloud-based platforms. This finding reinforces (Davis, 1989) Technology Acceptance Model (TAM), which suggests that perceived ease of use and usefulness strongly drive technology adoption among users.

In terms of participation, MSME actors actively engaged throughout the program. They not only attended the training sessions but also shared experiences in using the applications, demonstrating collective learning. High community participation was a success factor, consistent with (Kemmis et al., 2014), who argue that participatory approaches in community engagement foster ownership and program sustainability.

The impacts on the community were both technical and social. Technically, transparent administration opened broader opportunities for international collaboration. Socially, the professionalization of coffee MSMEs strengthened Labuan Bajo's reputation as a premium tourism destination with globally competitive local products. The improvement in administrative transparency also supports (ICO, 2014), which emphasizes that accountability and traceability are crucial requirements in global coffee trade (Kraus et al., 2019).

Overall, this program demonstrated that digital administrative empowerment is an effective strategy to enhance the competitiveness of coffee MSMEs in tourism-driven regions like Labuan Bajo. The success of this model can be replicated in other regions of Indonesia with similar local product potentials but limited administrative management capacity.

CONCLUSION

The community service program for empowering Labuan Bajo coffee MSMEs through digital administrative governance has produced significant impacts on both organizational effectiveness and socio-economic resilience. The program successfully facilitated the transition of MSMEs from manual bookkeeping and fragmented documentation to structured, cloud-based systems, enabling more accurate financial reporting and organized digital archives. These improvements have

enhanced the transparency and accountability of MSMEs, thereby strengthening their credibility with potential global partners and financial institutions. The participatory approach adopted throughout the program also fostered high levels of community engagement, ensuring that MSME owners and workers not only received knowledge and training but were also able to apply them consistently in their daily operations. As a result, Labuan Bajo coffee MSMEs have improved their readiness to access international markets, positioning themselves as more competitive players in the global supply chain. This outcome aligns with Indonesia's national agenda for MSME digitalization, while also contributing to local economic sustainability.

Looking forward, several recommendations emerge to ensure the continuity and scalability of these achievements. Continuous training and mentoring should be provided so that MSMEs can adapt to technological advancements and meet evolving market demands. The integration of MSMEs into broader digital ecosystems, including e-commerce platforms and government-supported marketplaces, will be crucial to expanding their visibility and customer base. Strengthening collaboration between MSMEs, local governments, universities, and NGOs will also create a supportive ecosystem for sustainable digital transformation. Furthermore, the success of this model in the coffee sector indicates its potential applicability to other sectors in Manggarai Barat, such as fisheries, handicrafts, and tourism services. Finally, a structured monitoring and evaluation framework must be established to assess long-term impacts, ensure accountability, and provide evidence-based recommendations for policymakers. Overall, the program has demonstrated that digital empowerment is a viable solution to administrative challenges, offering both immediate benefits and long-term prospects for enhancing the global competitiveness of Labuan Bajo's MSMEs.

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