

Constraints and Opportunities for MSME Development in Mojokerto Regency : Macroeconomic Perspective

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Abstract. *This study aims to identify obstacles and opportunities in the development of Micro, Small, and Medium Enterprises (MSMEs) in Mojokerto Regency, Indonesia from a macroeconomic perspective. Using the Systematic Literature Review (SLR) method, this study analyzes various literature and secondary data from national and international sources. The research findings show that MSMEs in Mojokerto Regency face several major obstacles, including limited access to financing, lack of digital literacy, inadequate infrastructure, and challenges in improving the quality of human resources. On the other hand, there are significant opportunities for MSME development through the use of digital technology, government policy support, and export market development. From a macroeconomic perspective, the success of MSME development in Mojokerto will not only have an impact on improving the welfare of local communities but can also contribute to regional and national economic growth. Recommendations from this study include increasing access to financing, accelerating the development of digital infrastructure, and strengthening the capacity of MSME actors through entrepreneurship training and technological literacy. By overcoming these obstacles and utilizing existing opportunities, MSMEs in Mojokerto Regency have the potential to become a driving force for a stronger and more sustainable economy.*

Keywords: MSMEs, Mojokerto Regency, Macroeconomics, Constraints, Opportunities

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs (2022), MSMEs contribute more than 61% to the national Gross Domestic Product (GDP) and provide employment for more than 97% of the Indonesian workforce. In addition, this sector is also known to have quite good resilience to economic crises, as seen during the 1997–1998 economic crisis and the COVID-19 pandemic (Ayyagari, Beck, & Demirgüç-Kunt, 2011). However, despite their large contribution, MSMEs in Indonesia still face various fundamental challenges, such as access to financing, low levels of technology adoption, and bureaucratic and regulatory constraints. At the regional level, MSMEs also play a vital role in driving local economic growth. Mojokerto Regency, for example, has more than 20,000 MSME units spread across various sectors, ranging from trade, crafts, to food processing (BPS Mojokerto Regency, 2023). The MSME sector contributes around 30% to Mojokerto's Gross Regional Domestic Product (GRDP), making it one of the main drivers of the local economy. However, MSMEs in Mojokerto also face similar challenges to MSMEs at the national level, such as limited business capital, low access to wider markets, and lack of mastery of digital technology.

The biggest obstacle faced by MSMEs in Mojokerto is access to formal financing. Beck, Demirgüç-Kunt, and Levine (2005) noted that limited access to business credit is a major obstacle for MSMEs in developing countries. In Mojokerto, only around 35% of MSMEs have access to formal financing, while the rest still rely on their own capital or informal loans with high interest rates (Siallagan et al., 2019). In addition, the lack of managerial and technical skills often hinders the ability of MSMEs to compete in larger markets. On the other hand, various opportunities for MSME development are also available. One of them is the increasing adoption of digital technology among MSMEs. According to Islam et al. (2021), digital platforms such as e-commerce can be an effective solution to expand the reach of the MSME market at a relatively low cost. In Mojokerto, this opportunity is even greater with the support of the local government through digital-based entrepreneurship training programs and the provision of internet infrastructure in rural areas. In addition, the rapidly growing tourism sector in Mojokerto also provides great opportunities for MSMEs, especially in the crafts and culinary sectors. Given the important role of MSMEs in the local and national economy, as well as the various obstacles and opportunities that exist, in-depth research is needed to understand the factual conditions and provide relevant policy recommendations. This study aims to analyze the obstacles and opportunities for MSME development in Mojokerto Regency from a macroeconomic perspective, with the hope of making a real contribution to the sustainable development of this sector.

2. LITERATURE REVIEW

The Strategic Role of MSMEs in the Indonesian Economy.

MSMEs in Indonesia function as the main pillar of the economy, with a large contribution to Gross Domestic Product (GDP) and the provision of employment. Based on data from the Ministry of Cooperatives and SMEs (2022), the MSME sector in Indonesia contributes around 61% of GDP and employs more than 97% of the workforce. The existence of MSMEs not only functions as a driver of the local economy but also has the potential to improve social welfare (Ayyagari et al., 2011). However, despite their large role, MSMEs still face many challenges, especially related to access to financing, technology, and marketing.

MSMEs in Mojokerto Regency: Potential and Challenges.

Mojokerto Regency, located in East Java Province, is one of the areas with quite large MSME potential. The leading sectors in Mojokerto Regency include handicrafts,

agriculture, and culinary which are closely related to the tourism sector. According to data from the BPS of Mojokerto Regency (2022), the number of MSMEs in this area continues to grow, with a significant contribution to absorbing local labor. Most MSMEs in Mojokerto operate on a micro and small scale, which often face obstacles in accessing financing and a lack of digital skills in running their businesses. However, the MSME sector in Mojokerto Regency has great potential to grow, especially with the existence of various government programs that support the digitalization of small businesses. One of the challenges often faced by MSMEs in Mojokerto is limited knowledge of business management and digital marketing, which hinders them from expanding their markets and increasing operational efficiency. The local government, together with financial institutions, has a key role in overcoming this challenge (Hidayat et al., 2020).

The Role of Digitalization in Developing MSMEs in Mojokerto Regency

In Mojokerto Regency, digitalization is one of the main solutions to overcome marketing barriers and increase the competitiveness of MSMEs. The local government and the private sector have launched several programs to support MSMEs in the transition to a digital economy. The Ministry of Communication and Information (2022) in the "Digital Economy 2024" report stated that digitalization provides opportunities for MSMEs to expand their markets, both locally and internationally, through e-commerce platforms and social media. The growing tourism sector in Mojokerto also provides opportunities for MSMEs to market regional products, such as handicrafts and local cuisine, through digital platforms. However, the lack of digital literacy among MSME actors is an obstacle that must be overcome. Several studies show that although MSMEs in Mojokerto have begun to utilize digital platforms, there is still a gap in terms of the ability to maximize the potential of technology (Siallagan et al., 2019). For this reason, digital training and increasing access to technology need to be the main focus in developing the MSME sector in this area.

Infrastructure and Financing Limitations in Mojokerto Regency

Infrastructure limitations are one of the major challenges for the development of MSMEs in Mojokerto Regency. According to a report from the Central Statistics Agency (BPS, 2022), although there has been an increase in the number of MSMEs, uneven infrastructure, especially in rural areas, hinders the efficient distribution of MSME products. In addition, limited access to formal financial institutions is also a major problem. Most MSMEs in Mojokerto still rely on informal loans with high interest rates, which has an impact on the sustainability of their businesses. Based on research by Beck et al. (2005),

access to financing is one of the determining factors in increasing the competitiveness and growth of MSMEs in developing countries. In Mojokerto Regency, the people's business credit (KUR) and microfinance policies can be a solution, but there needs to be an increase in understanding regarding financial management for MSME actors (Hidayat et al., 2020).

Opportunities for Developing MSMEs in Mojokerto Regency

With the rapidly growing tourism sector, Mojokerto Regency has a great opportunity to develop MSMEs based on local products and handicrafts. Products such as Mojokerto batik, regional specialties, and bamboo-based craft products have great potential to be marketed both domestically and abroad. The Mojokerto Regency Government has launched several initiatives to support MSMEs, including entrepreneurship training and digital-based marketing programs. The local government needs to continue to collaborate with the private sector and educational institutions to improve digital skills and managerial capacity for MSME actors. In addition, improving product quality and standards is something that needs to be considered to increase the competitiveness of Mojokerto MSMEs in the global market (OECD, 2017).

3. METHODS

The Systematic Literature Review method is used in this study to provide a comprehensive overview of the constraints and opportunities for MSME development in Mojokerto Regency from a macroeconomic perspective. By analyzing previous research, the Systematic Literature Review can help identify trends in the literature and suggest appropriate policies or solutions for MSME development in the area. This approach allows researchers to summarize various findings related to economic factors, government policies, and opportunities for MSMEs that can be applied in Mojokerto Regency. The Systematic Literature Review process includes three main stages:

- a. Literature Identification: Literature searches are conducted through national and international journal databases. Keywords used include MSMEs, Mojokerto Regency, Macroeconomics, Constraints, Opportunities
- b. Literature Screening: Relevant articles are selected based on inclusion criteria, such as focus on MSMEs, links to macroeconomics, and empirical data. Irrelevant articles are not included in the analysis.
- c. Data Analysis and Synthesis: The selected literature is analyzed to identify patterns, key contributions, and relevant findings. The results of the analysis are used to develop a conceptual framework in this study.

4. RESULTS

Based on the results of the Systematic Literature Review, this study found various obstacles and opportunities that affect the development of MSMEs in Indonesia, especially in Mojokerto Regency. These findings are summarized in two main categories: obstacles and opportunities.

Obstacles to MSME Development

The first obstacle in the development of MSMEs is access to financing. One of the main obstacles faced by MSMEs is limited access to adequate financing. Many MSME actors have difficulty accessing sources of funds that can support their business expansion. Haryanto (2020) shows that more than 60% of MSMEs in Indonesia find it difficult to get loans that suit their needs (Haryanto, 2020). This obstacle is worse in areas with less developed infrastructure, such as in Mojokerto Regency.

The next obstacle is Limited Infrastructure, inadequate infrastructure is another significant obstacle in the development of MSMEs. Suyanto (2021) explains that MSMEs in rural areas of Indonesia are often hampered by the lack of access to adequate transportation networks, technological facilities, and efficient logistics systems (Suyanto, 2021). In Mojokerto Regency, this infrastructure problem worsens the distribution of MSME products, making it difficult for MSME actors to increase their market reach.

In addition to financing and infrastructure problems, the lack of HR training is also a major obstacle. Many MSMEs in Mojokerto do not have skills in business management, marketing, and digital technology. Prabowo and Ningsih (2022) show that 45% of MSME actors in rural areas such as Mojokerto admit that they need training to manage their businesses more efficiently and effectively.

MSME Development Opportunities

One of the biggest opportunities for MSMEs in Mojokerto Regency is digitalization and the use of e-commerce. With technological advances, MSMEs can access a wider market and increase their competitiveness. Riswandi et al. (2021) stated that MSMEs that adopt e-commerce can increase their turnover by up to 30% in a two-year period (Riswandi et al., 2021). Therefore, the use of digital technology is a great opportunity for MSMEs in Mojokerto to develop.

The next opportunity is the support of Government Policy. The Indonesian government has implemented various policies to support the development of MSMEs, one of which is the People's Business Credit (KUR) program. Wulandari (2020) noted that this policy has provided access to low-interest financing for MSMEs, which can help them

overcome capital problems (Wulandari, 2020). This policy has the potential to increase the capacity of MSMEs in Mojokerto Regency if accessed more optimally.

In addition to the use of digitalization and government policies, the potential of local markets and exports is an opportunity in the development of MSMEs in Mojokerto Regency. Mojokerto Regency has great potential in the local product sector, especially for handicrafts and agricultural products. Based on Saputra's research (2022), the export market for local MSME products is increasingly open, along with the development of e-commerce platforms and international cooperation that is more easily accessible to MSMEs (Saputra, 2022). Therefore, by utilizing government policies and digitalization, MSMEs in Mojokerto Regency can take advantage of existing export opportunities.

5. DISCUSSION

This study aims to explore deeper the constraints and opportunities that influence the development of MSMEs in Mojokerto Regency through a macroeconomic perspective. Based on the Systematic Literature Review and related data analysis, this study identifies two main areas that influence the development of MSMEs, namely the constraints faced and opportunities that can be utilized to encourage the growth of the MSME sector in Mojokerto Regency.

Obstacles to MSME Development in Mojokerto Regency:

a. Limited Access to Financing

Access to financing is one of the main obstacles faced by MSMEs is limited access to adequate financing. Many MSME actors have difficulty accessing sources of funds that can support their business expansion. Haryanto (2020) shows that more than 60% of MSMEs in Indonesia find it difficult to obtain loans that suit their needs. This obstacle is worse in areas with less developed infrastructure. Many MSME actors have difficulty obtaining the financing needed to develop their businesses, even though the government has provided various programs such as the People's Business Credit (KUR). This is in accordance with the findings of Haryanto (2020), which shows that although KUR has succeeded in increasing financial access for MSMEs, many business actors in areas such as Mojokerto Regency still find it difficult to meet the necessary requirements. Strict requirements and lack of understanding of financial literacy are the main obstacles in the credit application process for MSME actors. In addition, the difficulty of MSME actors in obtaining loans or credit from formal financial institutions is also due to the lack of collateral and limited information about financial products that suit their needs. According

to data from Bank Indonesia, most MSMEs in Indonesia, including those in Mojokerto, still rely on personal capital or loans from relatives and friends to run their businesses (Bank Indonesia, 2022).

b. Infrastructure Limitations

Inadequate infrastructure, especially in rural areas, is a significant challenge for the development of MSMEs. Data from the Central Statistics Agency (BPS) of Mojokerto Regency shows that despite improvements in the infrastructure sector, many areas in Mojokerto still face problems with limited transportation and communication networks (BPS Mojokerto Regency, 2023). Suyanto (2021) explains that limited access to digital technology in rural areas of Indonesia is also an obstacle to expanding market reach and increasing operational efficiency of MSMEs (Suyanto, 2021). With limited technological facilities, MSMEs in Mojokerto Regency have difficulty adapting to the development of the digital market, which is an important need to compete in the global market. In a macroeconomic context, low infrastructure hinders the efficiency of production and distribution of goods, which has an impact on the overall competitiveness of MSMEs (Ministry of Trade of the Republic of Indonesia, 2021).

c. Limited Quality of Human Resources (HR)

MSMEs in Mojokerto Regency often face problems in managing quality human resources. The quality of human resources in Mojokerto Regency is still a problem in the development of MSMEs. Most MSME actors in this area still rely on traditional skills without any capacity building in the fields of management, marketing, and use of technology. Prabowo and Ningsih (2022) showed that MSME actors in Mojokerto Regency felt that they needed additional training to improve their skills in management and marketing strategies (Prabowo & Ningsih, 2022). This makes it difficult for them to develop their businesses in a professional and structured manner. The lack of skilled human resources will limit the growth potential of MSMEs, especially in adopting new technologies and developing their businesses to a greater level (World Bank, 2020).

Opportunities for MSME Development in Mojokerto Regency:

a. Utilization of Digitalization and E-commerce

One of the biggest opportunities that can be utilized by MSMEs in Mojokerto Regency is digitalization and e-commerce. According to Riswandi et al. (2021), MSMEs that switch to digital platforms and e-commerce have a great opportunity to increase their competitiveness, both in local and global markets. According to research by Islam et al. (2021), digitalization provides opportunities for MSMEs to expand their markets through

e-commerce platforms and social media. Utilization of digital technology and e-commerce can help MSMEs expand their markets and increase their operational efficiency. Along with the increasing internet penetration in Indonesia, MSMEs in Mojokerto Regency have the potential to utilize e-commerce platforms to market local products such as handicrafts and agricultural products that have appeal in both domestic and international markets (Riswandi et al., 2021). Many MSME actors in Mojokerto Regency have started to switch to online marketing through e-commerce platforms, social media, and websites. This opens up wider market access, both locally and internationally. Local governments and financial institutions have also begun to provide digital training to improve technological literacy among MSMEs, which can increase the efficiency and effectiveness of their businesses (Kominfo, 2022). Data from Google-Temasek (2021) shows that the e-commerce sector in Indonesia is experiencing rapid growth, with e-commerce transaction values predicted to reach USD 53 billion in 2025. This opens up great opportunities for MSMEs in Mojokerto Regency to sell their products online and reach a wider market.

b. Government Policy Support

Government policies that support the development of MSMEs such as the People's Business Credit (KUR), the Smart Indonesia Program, and the Partnership Program provide significant opportunities to overcome capital problems and increase the capacity of MSMEs. This policy has helped many MSMEs in Indonesia to access financing with low interest and without assistance. The results of previous studies show that capital assistance has a significant effect on MSME performance, the presence of additional capital will be able to provide opportunities for MSMEs to continue to improve their businesses (Junaidi, et al., 2022; Ozordi, 2019; Pham, 2020; Yoon, 2021). These programs are very relevant for MSMEs in Mojokerto Regency, who can take advantage of these facilities to strengthen their business capital. The Mojokerto Regency Government has provided various supports to MSMEs through empowerment and business development programs. For example, business capital assistance programs, entrepreneurship training, and access to business assistance facilities. With supportive policies, MSMEs in Mojokerto Regency can take advantage of this opportunity to expand their business scale and increase their competitiveness (Mojokerto Regency Government, 2023). In the report of the Ministry of Cooperatives and SMEs (2022), it was stated that MSMEs involved in partnership programs with large companies and the government showed significant growth in terms of productivity and market capacity (Ministry of Cooperatives and SMEs, 2022). Therefore,

this policy has the potential to support MSMEs in Mojokerto in accessing a wider market and increasing their competitiveness.

c. Local Market and Export Potential

Mojokerto Regency has great potential in local products, especially in the handicraft and agricultural product sectors. For example, wooden crafts and agricultural products such as organic rice produced by MSMEs in Mojokerto are of very good quality and have received attention from local and international markets. Saputra (2022) noted that the export market for Indonesian MSME products, especially in the agribusiness and handicraft sectors, continues to grow, with a number of countries starting to look at Indonesian products through international e-commerce platforms (Saputra, 2022). This export potential is supported by advances in digital technology that allow MSMEs in Mojokerto Regency to connect directly with the global market through e-commerce platforms and social media. In addition, Mojokerto Regency has great potential in the tourism sector, with the existence of historical sites such as Bajang Ratu Temple and Trowulan. This potential can be utilized to develop MSMEs in the local craft and culinary sectors, which are an attraction for tourists. With the right promotion, MSMEs can develop products that are attractive to domestic and international tourist markets, which can drive regional economic growth (Kemenpar, 2022).

d. Policy Recommendations

From the results of the discussion, there are several policy recommendations that can be implemented to encourage the development of MSMEs in Mojokerto Regency: 1) Increasing Access to Financing: The government needs to expand the People's Business Credit (KUR) program and provide training on financial literacy for MSME actors so that they can more easily access available financing sources. 2) Improving Infrastructure and Technology: Investment in digital and physical infrastructure is very important to support MSMEs in accessing wider markets and increasing production efficiency. Regional and central governments need to accelerate infrastructure development in rural areas. 3) Improving Human Resources Quality: Entrepreneurship training programs and digital skills development must be expanded to increase the competitiveness of MSMEs, especially in terms of business management, digital marketing, and technology.

6. CONCLUSION

This study reveals that the development of MSMEs in Mojokerto Regency has various significant obstacles and opportunities from a macroeconomic perspective. The main obstacles faced by MSMEs include limited access to financing, inadequate infrastructure, low digital literacy, and the quality of human resources (HR) that still needs to be improved. These obstacles directly affect the ability of MSMEs to develop and adapt in the face of increasingly dynamic market competition. However, there are great opportunities that can be utilized to develop MSMEs in this region. Among them are advances in digital technology and e-commerce, support for government policies that are increasingly proactive in encouraging MSME growth, and the potential for local and export markets. By utilizing digital technology, MSMEs in Mojokerto Regency have the opportunity to expand market reach, increase efficiency, and create innovations that are relevant to consumer needs. Mojokerto Regency also has great potential in the tourism sector. This potential can be utilized to develop MSMEs in the local craft and culinary sectors, which are an attraction for tourists. With the right promotion, MSMEs can develop products that are attractive to domestic and international tourist markets, which can drive regional economic growth.

From a macroeconomic perspective, the success of MSME development in Mojokerto Regency will not only have an impact on improving the welfare of local communities, but can also make a significant contribution to the national economy. This emphasizes the importance of synergy between the government, MSME actors, financial institutions, and academics to overcome existing obstacles and maximize available opportunities. The recommendations from this study include three main things: first, increasing access to financing through more inclusive and efficient programs; second, accelerating the development of physical and digital infrastructure in rural areas; and third, increasing human resource capacity through entrepreneurship training and technological literacy. The implementation of these steps is expected to encourage Mojokerto MSMEs to be more competitive in the global market while providing sustainable economic impacts.

7. LIMITATION

This study has several limitations that need to be considered. Limited data specific to Mojokerto Regency is one of the main obstacles, where the latest information regarding the number of active MSMEs, the level of digitalization, and the distribution of sectoral MSMEs is not fully available, thus affecting the depth of the analysis. The Systematic

Literature Review approach used focuses more on qualitative analysis. In addition, this study does not involve direct perspectives from MSME actors in Mojokerto Regency, considering that most of the analysis is based on literature and secondary data. This study also focuses more on external factors, such as government policies and infrastructure, without discussing in depth internal factors such as management, marketing strategies, or innovation. Future research is recommended to overcome these limitations through a mixed method approach that combines primary and secondary data, involves interviews with MSME actors, and includes quantitative analysis to strengthen the generalizability of the findings.

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