

## Increasing Digital Literacy of PKK MSMEs through the Air Sempiang Bengkulu Village Library

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### Abstract

*The Air Sempiang village library has an important role in increasing digital literacy for product development and marketing of Micro, Small, Medium Enterprise (MSMEs) which is managed by the village organization, namely the Family Welfare Empowerment (PKK) in MSMEs Air Sempiang village, Bengkulu. This research aims to determine the role of the Air Sempiang village library in increasing digital literacy of the Air Sempiang village PKK MSMEs, especially in the marketing sector. The research method used is a qualitative research method with a case study approach, data collection techniques used are interviews and literature studies, the data that has been obtained is analyzed using the data reduction stage, display data, and conclusion drawing. The results of the research show that members of the MSMEs PKK in Air Sempiang village utilize various collections in the Air Sempiang village library for product development. Apart from that, PKK MSMEs members also utilize collections related to digital marketing in the Air Sempiang village library as a reference source for marketing products on social media. The conclusion of this research is that the Air Sempiang village library plays an important role in accommodating the increase in digital literacy skills of the PKK MSMEs in Air Sempiang village, especially in utilizing collections to improve digital products and marketing.*

**Keywords:** Village library; Digital literacy; Digital marketing.

### INTRODUCTION

One sector that plays an important role in the development of the Indonesian economy is Micro, Small and Medium Enterprises (MSMEs). The MSMEs sector helps minimize unemployment due to the absence of workers finding work. On a national scale, MSMEs can have a significant impact in various sectors, MSMEs enable the increase and growth of new jobs, so this reduces the unemployment rate which will have an impact on the community's economy. Based on data from the Ministry of Cooperatives and SMEs, in Indonesia in 2019, there were 65.4 million MSMEs. With a number of business units of up to 65.4 million, it can absorb 123.3 thousand workers. This proves that the impact and contribution of MSMEs is very large in reducing the unemployment rate in Indonesia. Increasing the involvement of workers in MSMEs will help reduce the number of unemployed in Indonesia [1].

One of the business actors in running an MSMEs business is a female entrepreneur. Women as drivers of MSMEs have an important role in regional and even national

economic growth. MSMEs provide wider opportunities for mothers to be able to develop themselves, their families, and their areas of origin. This strategic role places women in an important role in the economy at various levels. As the years go by, MSMEs driven by women continue to grow, based on data from Bank Indonesia, more than 60% of Indonesian women play a role as MSMEs drivers [2]. Most of the businesses run by women operate in the category of business groups, home industries, or small businesses that use their own abilities and skills, such as sewing, making culinary businesses and handicrafts [3]. MSMEs driven by libraries have moved massively in various regions in Indonesia, one of which is women's MSMEs in Kepahiang City, Bengkulu Province, which coincides in Air Sempiang Village, Kabawetan District, where these MSMEs utilize various natural resources as their products.

One of the well-known MSMEs in Air Sempiang Village, Kabawetan District which is accommodated by women has a brand name, namely Putri Land Bouw. This MSMEs was founded in 2019 by taking its name from the origins of the village in the Dutch era. UMKM Putri Land Bouw means agricultural land that was taken over by the PKK's mothers of Air Sempiang Village or commonly known as UP2K. In 2020, Putri Land Bouw UMKM launched and began to be introduced to the wider community by initially producing Siam Pumpkin chips. As time went by, these Micro, Small and Medium Enterprises began to produce new products such as various flavors of banana chips, spinach chips, chayote leaf chips, tofu sticks, red picked coffee, catfish shreds, star fruit dodol, and jackfruit dodol with the target market being the local government PKK, Provincial PKK and surrounding communities.

The presence of these MSMEs creates job opportunities for village women to improve the family economy. MSMEs are a source of job creation and a direct contribution to efforts to reduce poverty [4]. MSMEs need competitiveness to survive and develop. One way that can be implemented is by utilizing digital literacy at the product development and marketing level, rather than just relying on conventional methods. The ability to access market information and market networks is also very important in entrepreneurship, however the practice of using technology is still a challenge for MSMEs in rural areas due to limited resources and limited access to knowledge about the use of technology, especially digital technology.

With these limitations, the Air Sempiang Village library has a strategic role in developing digital literacy for PKK women in Air Sempiang Village. The Air Sempiang Village Library is a village library which is under the accommodation of the Air Sempiang Village government. Through the village library founded by Government of Air Sempiang Village, Kabawetan District, Kepahiang Regency, Province Bengkulu, it is hoped that it can increase village residents' interest in reading [5]. Air Sempiang Village Library with a role as a facilitator for strengthening community literacy through its collections is a reference for PKK's mothers Air Sempiang Village in increasing digital literacy in development efforts Air Sempiang Village MSMEs.

Technological developments are increasingly rapid at this time, of course, to be able to adapt to this technological ecosystem, business actors must be able to keep up. Apart from the capabilities needed to innovate, digital capabilities are also important to drive business. Basically, digital literacy is not only limited to the business world. In a study conducted by Hamsal [6], a hypothesis was made that if there was an increase in digital literacy rates, it would increase the level of business performance of an MSMEs. The obstacles faced by MSMEs players in improving their business capabilities are very complex and interrelated.

These obstacles include capital, managerial abilities, operational organizing skills, and limited marketing [7]. One way to do marketing is by utilizing information technology. Of course, not everyone has the ability to use technology, including PKK women, the majority of whom work as agricultural laborers in one of the industrial companies in Kepahiang Regency, Bengkulu Province. The PKK's mothers only rely on their abilities from the ideas they find when reading various references provided by the Air Sempiang Village library. Through the Air Sempiang PKK program which directs PKK women to be able to use the Air Sempiang Village library collection to develop their knowledge and skills in digital literacy, especially digital literacy skills in developing Air Sempiang Village MSMEs.

Advances in information technology and developments in communication technology are one form of marketing by using social media [8]. Digital literacy begins with computer literacy and information literacy, these abilities can improve MSMEs business performance. The use of internet networks in Indonesia is the largest and most active. This provides an opportunity for PKK women to market the products they have produced thereby increasing income and creating new jobs by employing the people of Air Sempiang Village and neighboring villages, as well as an opportunity for the Air Sempiang Village library to be a facilitator for PKK women. Air Sempiang Village in increasing digital literacy.

The brand from Putri Land Bouw and the use of marketing media is evidence that shows that digital literacy has a big influence on the ability of PKK women in Air Sempiang Village to run and develop MSMEs in their area, as well as the strategic role of the Air Sempiang village library as a facilitator of knowledge and digital literacy skills of PKK's mothers in developing MSMEs. Therefore, this research aims to explore the digital literacy possessed by PKK women in Air Sempiang Village in developing their knowledge and skills in running MSMEs as well as the role of the Air Sempiang Village library in developing the information literacy skills of PKK women in Air Sempiang Village.

## **METHOD**

This research uses qualitative research methods with a descriptive approach. Descriptive qualitative research is research aimed at describing a situation or phenomena as they are [9]. The place and time of the research was carried out in Air Sempiang

Village, Kabawetan District, Kepahiang Regency, Bengkulu Province.

Research data subjects include the PKK Chair, PKK members, and the Air Sempiang Village librarian. Data collection techniques were carried out by interviewing, observing and documenting the research subjects by asking questions from the researcher.

The data analysis technique used is through the process of data reduction, data presentation, and drawing conclusions. To check the validity of the data, researchers used triangulation techniques. Moleong [10] explains that triangulation is a technique for checking the validity of data that is based on a phenomenological mindset that is multi-perspective, meaning drawing conclusions using several points of view.

## **RESULTS AND DISCUSSION**

Technological developments enable MSMEs players to develop their businesses to become more developed. Technology entities can help any business, both micro and macro, to expand their market reach. The use of technology can be a product of the business itself, or a supporting instrument, one of the supports in the use of technology is in digital marketing activities. Digital marketing is the application, use or utilization of technology in the marketing process [11]. Digital marketing practices can be applied to various business sectors, one of which is MSMEs. MSMEs are synonymous with businesses run by the community, not corporations or companies. MSMEs are driven by an individual, several individuals, or a certain group of organizations. Purwana and friends [12] explained that the use of digital technology-based marketing concepts (digital marketing) gives hope for MSMEs to develop into centers of economic power. The Air Sempiang Village PKK organization accommodates its resources, namely the women of Air Sempiang Village, in developing MSMEs by utilizing digital marketing, and utilizing the Air Sempiang Village library in developing digital literacy skills, specifically in the digital marketing aspect.

### **Air Sempiang Village MSMEs Products**

One of the UMKM brands that has been successfully developed by PKK women is UMKM Putri Land Bouw which is one of the MSMEs in Kepahiang which is located in Air Sempiang Village, Kabawetan District, Kepahiang Regency, Bengkulu Province. UMKM Putri Land Bouw has achieved several achievements, one of which is becoming the overall champion at the provincial level at the 51st anniversary of the PKK Unity Movement Day. Not only do they participate in every competition, but the MSMEs managed by PKK women from Air Sempiang Village also often take part in training that can help improve existing MSMEs. The achievements and various developments of the Putri Land Bouw UMKM are a consequence of the digital literacy skills possessed by the PKK women of Air Sempiang Village. Rachmawati [13] revealed that with technological literacy, it is hoped that female entrepreneurs will be able to increase income in their business.

Digital literacy plays an important role in the success of a business. Through digital



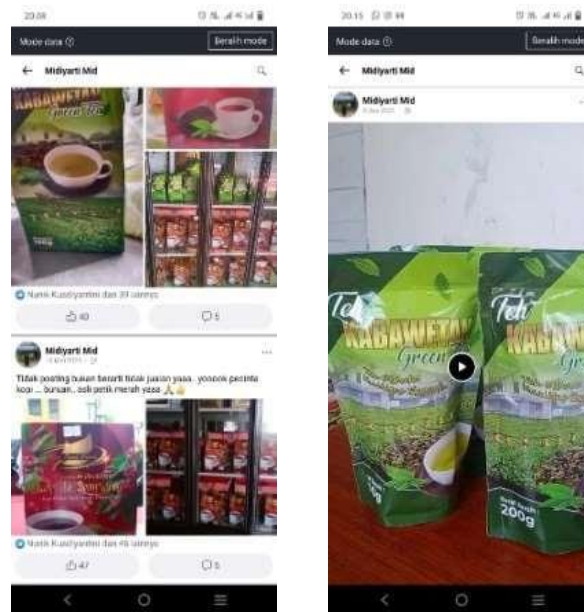
literacy, PKK's mothers can learn independently in developing micro and small businesses and medium sized enterprises (MSMEs) who are creative and innovative by utilizing natural resources such as fruit/vegetables from plantations which can be processed into products with selling value. UMKM Putri Land Bouw produces various types of products such as chayote chips, various flavors of banana chips, spinach chips, chayote leaf chips, tofu sticks, red picked coffee, catfish floss, star fruit dodol, jackfruit dodol and kabawetan tea. This MSMEs product is not only made from natural ingredients but is also safe for consumption by children, teenagers, adults and the elderly and can be used as a typical Kabawetan souvenir. Apart from guaranteed taste quality, the various foods produced by PKK MSMEs also have attractive packaging designs so they can compete with other MSMEs.



**Figure 1. Putri Land Bouw MSMEs Products**  
(Source: Research data, 2023)

Information technology is a form of marketing by utilizing digital platforms or social media as a tool to promote products. Choosing promotions using digital platforms

makes it easier for PKK members to remain entrepreneurial in the midst of their busy lives as housewives. Apart from saving time and energy, through digital platforms there are not many costs incurred to promote goods compared to promoting directly or using media *brochure* or other promotional media. The use of digital marketing expands the market share of MSMEs, increasing *awareness* for consumers because MSMEs routinely update information about products every day and increase sales [14].



**Figure 2. Putri Land Bouw's UMKM Facebook**  
(Source: Research data, 2023)

### Digital Marketing and Digital Literacy

Product marketing carried out by UMKM Putri Land Bouw uses the Facebook application on the account of the PKK chairman of Air Sempiang village. Facebook is an effective marketing medium because the majority of the people of Air Sempiang Village still use Facebook social media to interact. Facebook is used as a marketing medium because it is more easily accessible to the public and Facebook makes it easier to promote products so that it can increase the number of sales [15]. The choice of social media Facebook was due to the main segmentation of Putri Land Bouw MSMEs being the local community from Air Sempiang Village and the people of Bengkulu Province. According to data from the Central Statistics Agency of Indonesia [16], 54.97% of the people of Bengkulu Province use the social media Facebook to interact. The choice of social media Facebook as a marketing medium for Putri Land Bouw MSMEs is the right thing, because the majority of people in Bengkulu Province still use Facebook, and this allows the reach of products marketed by Putri Land Bouw MSMEs to be right on target and have a wider reach.

Apart from products from Putri Land Bouw MSMEs, Facebook social media is also used for PKK women's activities such as competitions, training and events related to village PKK women's MSMEs in order to build a good image of the Putri Land Bouw MSMEs Brand. To increase MSMEs income, PKK women choose online promotional media using Facebook and Whatsapp. Whatsapp is also an effective marketing medium, products from UMKM Putri Land Bouw spread information about their products to various Whatsapp groups and to various communities in Air Sempiang Village via personal chat. WhatsApp in marketing can be used to build intense communication with target consumers [17]. Apart from that, marketing activities are also carried out with direct promotions to the Regional Government, PKK Province, and surrounding communities through events organized by the PKK mobilization team in Bengkulu Province inside and outside the city.



**Figure 3. Direct Marketing Activity**  
(Source: Research data: 2023)

To be able to use social media in marketing activities carried out by PKK women in Air Sempiang village, of course they must be equipped with digital literacy skills. The Ministry of Communication and Information of the Republic of Indonesia [18] created four pillars in digital literacy which include digital skills related to understanding *hardware*, *software*, and digital operating systems, digital culture is related to building national insight in interacting in the digital space, digital ethics is related to self-adjustment, rational thinking and the priority of netiquette, and digital safety is related to

increasing awareness of the protection and security of personal data. Some of these digital literacy skills have been implemented by PKK women in Air Sempiang village in marketing activities for Putri Land Bouw MSMEs products.

The application of digital literacy can be seen from skills in using hardware, namely cellphones, which can be maximized in documenting MSMEs products as marketing materials, as well as understanding the use of software, namely social media Facebook and Whatsapp, in promoting products from MSMEs in Air Sempiang village to the people of Air Sempiang village to Bengkulu Province. Digital literacy using social media is a skill that must be mastered to be able to interact in cyberspace [19]. Apart from that, the Air Sempiang Village PKK women can also operate software and hardware in digital marketing, starting from the product documentation process using a cellphone camera, to the publication process by posting products and their descriptions on Facebook social media and personal product dissemination via WhatsApp social media. .

MSMEs players need to improve their ability to use information technology along with the development of information technology. This will create greater opportunities for MSMEs players to reach a wider market through the application of digital marketing. With the increasingly developed development of information technology seen in the last few years, it has certainly had a positive impact on business actors in improving their businesses. With digital literacy skills, PKK's mothers can learn independently developing Air Sempiang Village MSMEs. The digital literacy process that the PKK women of Air Sempiang village went through did not arise organically, but there was an educational process.

### **Air Sempiang Village Library Based on Social Inclusion**

The educational process in increasing the digital literacy of PKK women in Air Sempiang Village is supported by the Air Sempiang village library entity which provides references on marketing and digital marketing that can be utilized by the Air Sempiang village community, especially PKK women in Air Sempiang Village. Air Sempiang village PKK members were encouraged directly by the Air Sempiang village head to come to the library and use the library collection. The social inclusion-based library concept implemented by the Air Sempiang Village library has become a micro information institution that plays a role in empowering village communities, especially in developing MSMEs. The user factor is an important thing in empowering the community through libraries, empowerment activities will run well if they pay attention to the users, the needs of the users for reading materials are different, user studies are very necessary to find out what library materials are needed by the community [20]. The Air Sempiang Village Library provides space for PKK's mothers to have digital literacy skills. To be able to have digital literacy skills, especially in the marketing aspect which is an information need for PKK's mothers in Air Sempiang Village, the Air Sempiang Village library is present as a facilitator to increase digital literacy knowledge and skills through collections that have subjects about marketing and digital marketing. This



certainly fulfills the requirements for the role of the Air Sempiang Village library as an object that empowers the community.



**Figure 4 Air Sempiang Village Library**

(Source: Research data, 2023)

By learning from reference materials in the Air Sempiang Village library, Air Sempiang Village PKK women can come up with new ideas as product innovations for future business development, such as a more effective product production process, packaging design and entering the marketing stage. It should not only focus on targets that have been customers but can also be distributed to wider markets such as minimarkets or traditional markets for typical foods from Kepahiang Regency, Bengkulu Province. The concept of a conventional library becoming a library based on social inclusion has the aim of empowering the community, especially in improving economic levels community in village communities. Libraries based on social inclusion have an impact on the community's economy where the involvement of libraries in the business world allows people to gain new knowledge and increase people's income [21]. This is in line with the role of the Air Sempiang Village library in efforts to empower PKK women in Air Sempiang Village by providing collections related to marketing and digital marketing which can be a reference for PKK women in Air Sempiang Village in developing MSMEs in the marketing aspect. digital.

Endang Fatmawati [22] states that the elements that must be fulfilled by libraries in making changes must be (1) paying attention to the transformation from the original reading culture to a reading and writing culture; (2) Transformation from a physical resource library to a knowledge-based library; (3) Transformation from the orientation of providing physical to electronic collections; (4) Transformation of independent libraries into constructive collaboration; (5). Transformation of existing collection materials from

initially using paper to not using paper: (6) Transformation of the views of librarian experts into a disciplinary study from various sciences. The Air Sempiang Village Library was transformed into a library that was not only a physical entity, but as a place to increase the knowledge of PKK women in Air Sempiang Village, as well as a collaborative library transformation in the development of the Air Sempiang Village community.

The Air Sempiang Village Library indirectly plays a role in improving the lives of the people of Air Sempiang Village. The aim of a social inclusion-based library is to develop insight and knowledge for the community and help improve the welfare of the community, such as facilitating community needs with reference library materials and the internet to provide information through activity applications by actively involving community participation [23]. By providing references related to marketing and digital marketing for the needs of PKK women in developing MSMEs, the Air Sempiang Village library has fulfilled the goal of a social inclusion-based library to improve the welfare of the Air Sempiang Village community, specifically in the micro-economic aspect.

## CONCLUSION

Digital literacy plays an important role in the success of a business. Through digital literacy, PKK's mothers can learn independently to develop creative and innovative micro, small and medium enterprises (MSMEs) by utilizing natural resources such as fruit/vegetables from plantations which can be processed into products with selling value. UMKM Putri Land Bouw carries out marketing by utilizing digital marketing and directly through events or agendas of Mrs. PKK activities, training and competitions. Digital marketing is carried out using social media Facebook using the account of the PKK chairman of Air Sempiang village, as well as using social media Whatsapp to carry out more interactive marketing.

The digital literacy skills carried out by the PKK women in Air Sempiang Village include the pillar of digital skills, namely skills in utilizing *hardware*, *software*, and digital operating systems indicated by use social media as a promotional tool for MSMEs products. The Air Sempiang Village Library, which has been transformed into a social inclusion-based library, has a strategic role in empowering PKK women in Air Sempiang Village by providing various collections related to knowledge about marketing and digital marketing which can increase the knowledge of PKK women in Air Sempiang Village.

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