

Empowering UMKM: Integrating Digital Solutions for Sustainable Economic Growth and Human Resource Management

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Abstract. In the context of advancing Sustainable Development Goals (SDGs), Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in economic development worldwide. However, many MSMEs still face challenges in adopting and leveraging digital technologies effectively for business growth, particularly in marketing and human resource management. This study introduces "UMKM Court," a novel digital platform aimed at empowering MSMEs by enhancing their marketing strategies and managerial capabilities. The study seeks to evaluate the impact of "UMKM Court" on improving product visibility through integrated discount systems, enhancing financial management with Weekly Financial Planning templates, and fostering entrepreneurial skills through bi-weekly business training programs. A mixed-methods approach will be employed to assess the effectiveness of "UMKM Court." Qualitative data will be collected through interviews and user feedback surveys to gauge user satisfaction and platform usability. Quantitative analysis will involve tracking key performance indicators such as sales conversion rates and financial management improvements among MSME participants. Initial findings suggest that MSMEs utilizing UMKM Court have experienced notable enhancements in product visibility and sales performance. Qualitative feedback highlights positive user experiences with the platform's intuitive interface and practical financial tools. Ongoing quantitative analysis aims to further substantiate these preliminary outcomes. The introduction of UMKM Court presents promising implications for MSMEs striving to enhance their market competitiveness and sustainability in the digital era. By addressing technological barriers and providing tailored business support, the platform facilitates MSMEs' integration into the digital economy while contributing to sustainable economic growth objectives. This study contributes valuable insights into the potential of digital innovations to empower MSMEs and advance economic development aligned with global sustainability goals. The findings underscore the importance of targeted digital solutions in fostering inclusive growth and resilience among MSMEs, thereby supporting broader efforts towards achieving sustainable development on a global scale.

Keywords: Digital platform, Economic development, MSMEs, Sustainable growth, Technology adoption