

Socialpreneurship 5.0: A Digital Workflow Innovation Model for Enhancing MSME Competitiveness and the Creative Economy through Community Partnerships in Kepulauan Seribu

Puji Wahono¹, Fajri Hamdani², Shandy Aditya³, Fauzan Fadlullah⁴

¹ Universitas Negeri Jakarta, Indonesia; Wahono@unj.ac.id

² Universitas Negeri Jakarta, Indonesia; Fajrihamdani@unj.ac.id,

³ Universitas Negeri Jakarta, Indonesia; shandy@unj.ac.id,

⁴ Universitas Negeri Jakarta, Indonesia; fauzanfadlullah@unj.ac.id

ARTICLE INFO

Keywords:

Socialpreneurship 5.0;
Digitalization;
MSMEs;
Creative Economy, SDGs

Article history:

Received 2025-07-22

Revised 2025-08-20

Accepted 2025-09-25

ABSTRACT

Tidung Island in the Kepulauan Seribu district is home to many micro, small, and medium enterprises (MSMEs) that remain dependent on manual bookkeeping and traditional marketing practices. These limitations reduce operational efficiency and restrict their market reach. To address this, the Socialpreneurship 5.0 program was introduced, featuring SmartFlow dashboards designed on the Notion platform. The system combines three functions: digital financial records, structured social media content planning, and automated business content generation. The program progressed through five stages; socialization, training, application, mentoring, and sustainability, implemented through collaboration between universities, local government, and MSME partners. Outcomes indicate that more than 80% of daily transactions were digitally recorded, monthly financial reports became routine, and social media engagement rose by over 30%. Students also produced five digital business models, and a local MSME digital community was formed. By linking directly to SDGs 8, 9, and 17, the initiative demonstrates how digital inclusion and multi-stakeholder collaboration can strengthen creative economy actors in coastal communities.

This is an open access article under the [CC BY](#) license.



Corresponding Author:

Puji Wahono

Universitas Negeri Jakarta, Indonesia; Wahono@unj.ac.id

1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are widely acknowledged as the backbone of Indonesia's economy, contributing substantially to job creation, poverty alleviation, and sustainable growth (Tambunan, 2023). Yet, those situated in peripheral or island regions face distinctive obstacles, particularly in the adoption of digital tools that are increasingly critical in today's creative economy.

Tidung Island, one of the administrative areas in Kepulauan Seribu, holds strong potential in culinary products derived from marine resources, local crafts, and marine tourism services. Despite this potential, over three-quarters of local MSMEs continue to run their operations manually, depending on

paper-based financial notes and informal marketing channels (Dinas PPKUKM, 2023). This reliance on conventional practices hinders efficiency, transparency, and competitiveness. The principal challenges include the lack of digital accounting systems, underdeveloped branding strategies, and limited digital literacy among entrepreneurs.

To bridge these gaps, the Socialpreneurship 5.0 program was developed. It introduces SmartFlow, a low-code digital workflow system built on the Notion platform. SmartFlow provides dashboards that enable integrated digital finance management, systematic content planning, and automated ideation for business content. The program was not merely technological; it was framed as a participatory process that combined the expertise of academics, the involvement of students, and the collaboration of local authorities with MSMEs.

This initiative aligns directly with the Sustainable Development Goals (SDGs), especially Goal 8 (Decent Work and Economic Growth), Goal 9 (Industry, Innovation, and Infrastructure), and Goal 17 (Partnerships for the Goals). It also contributes to higher education's Indikator Kinerja Utama (IKU), particularly in ensuring research outputs are applied by communities and in embedding project-based learning for students.

The concept of socialpreneurship has gained traction in recent years as an approach that blends entrepreneurial innovation with social value creation (Wahono, 2012). In the context of Indonesia, where MSMEs serve as a critical socio-economic engine, socialpreneurship provides a lens for integrating digital transformation with community empowerment. Research on MSME digitalization highlights the pivotal role of digital platforms in improving business practices. Sanchis et al. (2019) argue that low-code and no-code systems can accelerate digital transformation in small enterprises by lowering the entry barrier to technology adoption. Similarly, Domański et al. (2023) show that such systems enhance managerial efficiency and reduce administrative burdens, allowing entrepreneurs to focus on strategic decision-making. Digital marketing and financial literacy are equally central. Telukdarie et al. (2024) emphasize that structured social media planning and digital engagement can expand markets and strengthen branding for MSMEs in emerging economies. Wahono (2019) adds that culinary and cultural products, when combined with modern branding and gastronomy concepts, can become drivers of creative tourism.

Moreover, Alka et al. (2025) underscore the importance of collaborative entrepreneurship models that involve academia, government, and local communities. These findings resonate with the Quadruple Helix framework (Carayannis & Campbell, 2020), which underlines innovation as the product of multi-actor partnerships. Taken together, the literature suggests that integrating low-code technology with collaborative socialpreneurship models can effectively address the limitations of MSMEs, especially in marginalized or geographically isolated areas. Accordingly, this paper explores the design, implementation, and outcomes of Socialpreneurship 5.0 in Kepulauan Seribu, with particular attention to how digital workflow innovation can foster MSME resilience, enhance competitiveness, and promote the sustainability of the creative economy.

2. METHODS

The Socialpreneurship 5.0 program was carried out through a structured five-phase approach designed to empower micro, small, and medium enterprises (MSMEs) on Tidung Island. The first phase, Socialization, focused on introducing the program's objectives and benefits. This was achieved through focus group discussions that allowed MSME participants to gain a clear understanding of the program's relevance and potential impact on their businesses. The second phase, Training, provided participants with two main modules: digital financial management and bookkeeping, as well as social media planning and content strategy. These sessions combined hands-on practice, case-based simulations, and the use of templates tailored to local business needs, ensuring the materials were both practical and directly applicable.

In the third phase, Technology Adoption, participants were introduced to the SmartFlow dashboards hosted on Notion. Each MSME received a customized account to support both financial management and

marketing workflows, enabling them to streamline operations and adopt more systematic approaches to their business practices. The fourth phase, Mentoring and Evaluation, was implemented over a two-month period where students acted as digital mentors. They guided MSMEs through system usage, resolved technical issues, and monitored progress. Evaluation indicators in this stage included the accuracy of transaction records, consistency in reporting, and levels of digital engagement.

The final phase, Sustainability, emphasized the long-term continuation of program outcomes. Local champions among the MSMEs were identified to serve as role models and peer leaders. Additionally, self-learning modules in the form of PDF guides and instructional videos were prepared to support independent learning. A WhatsApp-based digital community was also established, providing a platform for ongoing peer support, knowledge sharing, and collaboration. Through this structured five-phase approach, the Socialpreneurship 5.0 program not only enhanced digital and financial literacy but also built a sustainable ecosystem for MSME growth and resilience in the digital era.

The program engaged 20 MSMEs from sectors including seafood processing, handicrafts, and marine tourism. Methods combined qualitative (FGD, interviews) and quantitative approaches (pre/post surveys, adoption metrics). This mixed-method design ensured both measurable outputs and rich contextual insights.



Figure 1. Documentation of the Community Service Program conducted in Tidung Island, Kepulauan Seribu

The Socialpreneurship 5.0 program was designed using a structured five-phase model that integrates digital workflow innovation into MSME practices. The methodological approach was both participatory and collaborative, ensuring that stakeholders—including lecturers, students, government, and MSME actors, were actively engaged in each stage.

1. Socialization

The program began with a socialization stage involving focus group discussions (FGDs) and orientation meetings with MSMEs in Tidung Island. This stage clarified the objectives of digital adoption, outlined the potential benefits, and mapped the specific needs of participating businesses. The FGDs also functioned as a baseline assessment, identifying gaps in financial management, content creation, and marketing strategies.



Figure 2. Documentation of the Socialization conducted in Tidung Island, Kepulauan Seribu

2. Training

The training phase of the program was designed to equip MSMEs with essential digital and marketing skills through two main modules. The first module, Digital Financial Management, introduced participants to digital bookkeeping systems. They learned the fundamental principles of recording cash flow, classifying transactions, and generating monthly financial reports, allowing them to better monitor their business performance and maintain more transparent financial records. The second module, Content Planning and Digital Marketing, focused on enhancing their online presence by utilizing Notion as a content planner. In this module, MSMEs were guided to create three-month editorial calendars, craft engaging captions, select appropriate hashtags, and schedule posts that aligned with seasonal demand and local tourism events. Together, these modules provided a strong foundation for MSMEs to manage their finances more efficiently while also building effective digital marketing strategies tailored to their business context. The training combined lectures, case simulations, and direct practice. Participants used Notion templates customized for their business sectors, enabling them to visualize financial flows and marketing activities within a single platform.

3. Technology Adoption

The third stage of the program centered on the practical implementation of SmartFlow dashboards using Notion, designed to streamline both financial and marketing activities for MSMEs. At this stage, each participating business was provided with a personalized account that integrated two core modules. The Financial Dashboard offered ready-to-use templates for daily cash flow entries, which were automatically compiled into monthly summaries and presented through clear visualizations comparing income and expenditure. This enabled MSMEs to monitor their financial health more effectively and make data-driven decisions. Meanwhile, the Marketing Content Planner served as a dynamic online workspace where businesses could organize their content pipelines, plan weekly posts, and track engagement metrics in real time. This feature proved particularly valuable in helping MSMEs strategically align their product launches and promotional campaigns with peak tourism seasons and local events, ensuring greater visibility and relevance in the market.

The dashboard was cloud-based and accessible through multiple devices (mobile phones, tablets, laptops), ensuring flexibility for MSMEs with varying digital capacities.



Figure 3. Documentation of the Technology Training in Tidung Island, Kepulauan Seribu

4. Mentoring and Evaluation

A two-month mentoring process followed the adoption phase. University students acted as digital facilitators, assisting MSMEs in entering data into the financial dashboard, maintaining their content planner, and interpreting analytics such as engagement rates. Weekly monitoring was conducted to track progress and address challenges. Evaluation indicators included:

- a. Proportion of transactions digitally recorded.
- b. Consistency of monthly financial reports.
- c. Improvement in social media engagement (likes, comments, shares, and follower growth).

Qualitative feedback was also collected through interviews and reflective journals to capture MSMEs' perceptions of usability and sustainability.



Figure 4. Monitoring and Evaluation in Tidung Island, Kepulauan Seribu

5. Sustainability

The sustainability stage was designed to ensure that the impact of the program would continue beyond its formal timeline. This phase emphasized three key strategies. First, Local Champions were identified among the participating MSMEs and received more intensive training, equipping them to mentor their peers in managing and sustaining the use of the SmartFlow dashboard. Second, a Digital Community of Practice was established through a WhatsApp-based group, serving as a platform for sharing practical tips, program updates, and troubleshooting support in real time. Third, Open Access Learning Materials in the form of PDF guides and tutorial videos were distributed, allowing MSMEs to independently refresh their skills, update their Notion dashboards, and optimize their content planners as their businesses evolved. Together, these strategies built a foundation for long-term capacity building, peer-to-peer learning, and continuous digital adaptation within the MSME community. By embedding both financial and marketing tools into a single platform, Notion functioned not only as a record-keeping system but also as an integrated *online dashboard* for MSME workflow management. This approach minimized the need for multiple applications, reduced the learning curve, and encouraged consistent digital practices.

3. FINDINGS AND DISCUSSION

Digital Transformation of Financial Practices

Before the program, most MSMEs in Tidung Island relied on memory or handwritten notes for documenting transactions. This practice not only created inaccuracies but also hindered access to financing since banks and cooperatives generally require formal records. After adopting the SmartFlow financial dashboard in Notion, significant progress was observed. The evaluation of the program revealed significant progress in the financial management practices of the participating MSMEs. Within the first two months of implementation, more than 80% of daily financial transactions were successfully recorded digitally, marking a major shift from manual to structured bookkeeping. For the first time, all MSMEs consistently produced monthly financial summaries, ensuring greater transparency and accountability in their operations. Moreover, the ability to visualize cash inflows and outflows through the SmartFlow dashboard empowered entrepreneurs with stronger decision-making capacity. Many reported feeling more confident in setting product prices, managing expenditures, and planning for future growth, as their financial data became clearer and more reliable. These findings resonate with Domański et al. (2023), who highlighted that low-code financial tools improve both transparency and efficiency in small enterprises.

Importantly, the shift from manual to digital systems also reduced the cognitive burden on entrepreneurs, allowing them to focus on business growth rather than administrative tasks.

Structured Content Planning and Marketing Engagement

Marketing presented one of the most critical gaps prior to the program. MSMEs mostly depended on spontaneous posting or occasional offline promotion. With the introduction of the Notion-based content planner, MSMEs developed systematic social media calendars. In addition to financial improvements, the program also had a clear impact on the digital marketing capacity of participating MSMEs. Each enterprise successfully developed a three month content calendar, carefully aligned with local tourism seasons and the promotion of seasonal products. This structured approach to content creation resulted in measurable growth in digital presence. On platforms such as Instagram and Facebook Business, engagement rates reflected in likes, comments, and shares increased by more than 30% compared to pre-program activity. Beyond improved engagement, several MSMEs managed to expand their market reach by adopting new sales channels, including WhatsApp Business and small e-commerce stores integrated with their social media profiles. These outcomes highlighted the effectiveness of combining strategic planning with practical digital tools to strengthen both visibility and sales opportunities for local entrepreneurs. The structured planning approach aligns with Telukdarie et al. (2024), who emphasized that a digital content strategy enhances visibility and customer interaction. Additionally, Wahono (2019) argued that culinary and cultural products, when supported by modern branding and storytelling, become strong tourism assets. The results of this program confirm these claims, as seafood-based snack products and handicrafts were packaged with better narratives, making them more attractive to tourists and online buyers.

Integration of Financial and Marketing Dashboards

A distinctive feature of this program was the integration of financial and marketing functions into one online dashboard. Unlike conventional interventions that treat financial literacy and digital marketing separately, SmartFlow offered a unified workspace. One of the most valuable outcomes of the program was the way MSMEs embraced the integrated monitoring system offered by the SmartFlow dashboard. Through this platform, entrepreneurs were able to conduct holistic monitoring, viewing their cash flow alongside the performance of their digital campaigns within a single interface. This integration not only simplified business operations but also enhanced time efficiency, as participants no longer needed to switch between multiple applications for finance and marketing tasks. The streamlined workflow encouraged more consistent adoption of the system. Furthermore, an innovation in practice emerged: several MSMEs began correlating marketing engagement with actual sales performance, allowing them to identify which types of content were most effective in driving revenue. This new habit marked a shift toward more data-driven decision-making, demonstrating the potential of digital tools to transform both financial management and marketing strategy. This integration demonstrates the advantage of low-code systems such as Notion in providing flexibility and customization. Sanchis et al. (2019) also noted that such platforms can be tailored to industry-specific needs without requiring advanced programming skills.

Collaborative Entrepreneurship and Student Involvement

Another significant outcome of the program was the emergence of collaborative entrepreneurial models that connected university students with local MSMEs. In this setup, students acted as digital mentors, effectively bridging the technology gap and supporting entrepreneurs in adopting digital tools. Through their involvement, at least five student groups successfully developed prototype business models grounded in local resources, such as eco-tourism service packages and branded seafood snack products, which highlighted the potential of Tidung Island's unique assets. Moreover, several MSMEs began to take on the role of digital champions, stepping forward as role models and mentoring their peers within the newly established digital MSME community. For the students themselves, the program provided a form of experiential learning that went beyond classroom theory, giving them the opportunity to apply academic knowledge in practical, real-world contexts. This two-way exchange not only

strengthened the entrepreneurial capacity of MSMEs but also enhanced the professional readiness of the students involved. This echoes the experiential learning model proposed by Kolb (1984), where learning becomes meaningful when individuals actively experience, reflect, and apply knowledge. Moreover, it reflects the Quadruple Helix innovation model (Carayannis & Campbell, 2020), which stresses the role of academia, government, industry, and society in co-creating sustainable solutions.

Broader Socio-Economic Impact

Beyond the immediate outputs of digitalization, the program also produced broader socio-economic benefits for the Tidung Island community. Several MSMEs reported job creation, as they were able to hire additional part-time staff to manage growing online orders and assist with content production for social media platforms. The program further strengthened tourism linkages by positioning local products as part of the island's tourism experience, directly supporting the development of the blue economy. In addition, the initiative fostered digital literacy spillovers: not only MSME owners but also their family members and employees became more familiar with basic digital tools, demonstrating the wider impact of the program on community capacity-building and long-term resilience. These impacts are consistent with the goals of SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 17 (Partnerships for the Goals). By combining digitalization with socialpreneurship principles, the program contributed not only to business performance but also to inclusive and sustainable development.

Challenges and Lessons Learned

Despite the encouraging results achieved throughout the program, several challenges also came to the surface. A small portion of participants displayed digital resistance, as their initial unfamiliarity with technology led to hesitation and a fear of making mistakes when using the new systems. In addition, the limited internet infrastructure on the island posed occasional connectivity issues, which sometimes disrupted the smooth use of online dashboards. Another concern was sustainability, as without continuous mentoring and follow-up, there remained a risk that MSMEs might revert to their previous manual practices. These challenges highlighted the importance of providing ongoing support and adaptive solutions to ensure long-term digital adoption. To address these challenges, strategies such as training local champions, preparing offline-friendly templates, and continuous online mentoring groups were implemented. These adaptations highlight the importance of contextualizing digital solutions for rural and island settings, as argued by Wahono (2022).

Comparative Reflection with Previous Studies

When compared with similar digital empowerment programs in other regions, Socialpreneurship 5.0 demonstrates several unique features. Unlike digital marketing workshops that focus narrowly on promotion (Rahman et al., 2021), this program integrated financial management and content planning into one coherent workflow. Furthermore, unlike purely academic initiatives, it embedded students as mentors, producing reciprocal benefits for both communities and universities. This comprehensive model reinforces the idea that digital empowerment must combine technology, pedagogy, and community engagement for sustainable impact.

4. CONCLUSION

The *Socialpreneurship 5.0* program in Tidung Island, Kepulauan Seribu, demonstrates that digital workflow innovation can play a transformative role in empowering coastal MSMEs. By integrating financial dashboards and content planners within a single Notion-based platform, MSMEs achieved a dual improvement: better financial literacy and more strategic digital marketing practices. The results show that over 80% of daily transactions were recorded digitally, monthly financial reporting became consistent, and social media engagement increased significantly. These tangible outputs not only

improved internal business management but also created external value in the form of increased visibility, stronger customer engagement, and expanded market opportunities.

Another important conclusion is that the integration of students as digital mentors proved highly effective. It created a reciprocal learning environment where MSMEs gained technical guidance, while students applied their theoretical knowledge in practical, real-world contexts. This collaborative entrepreneurship model embodies the principles of experiential learning and the Quadruple Helix framework, proving that sustainable innovation is best achieved when academia, government, businesses, and communities work hand in hand.

At a broader level, the program's outcomes resonate with the Sustainable Development Goals. SDG 8 (Decent Work and Economic Growth) was supported through job creation and productivity gains; SDG 9 (Industry, Innovation, and Infrastructure) was addressed through digital adoption and innovation practices; and SDG 17 (Partnerships for the Goals) was reinforced by the strong multi-stakeholder collaboration that underpinned the initiative. Thus, *Socialpreneurship 5.0* not only delivered local impact but also contributed to global development agendas.

REFERENCES

- Alka, T. A., Sreenivasan, A., & Suresh, M. (2025). Entrepreneurial strategies for sustainable growth: A deep dive into cloud-native technology and its applications. *Future Business Journal*, 11, 436. <https://doi.org/10.1186/s43093-025-00436-7>
- Carayannis, E. G., & Campbell, D. F. (2010). Triple Helix, Quadruple Helix and Quintuple Helix and how do knowledge, innovation and environment relate to each other? A proposed framework for a trans-disciplinary analysis of sustainable development and social ecology. *International Journal of Social Ecology and Sustainable Development*, 1(1), 41–69. <https://doi.org/10.4018/jesd.2010010105>
- Dinas PPKUMK Provinsi DKI Jakarta. (2023). Statistik UMKM Kepulauan Seribu. Pemerintah Provinsi DKI Jakarta.
- Domański, R., Wojciechowski, H., & Lewandowicz, J. (2023). Digitalization of management processes in small and medium-sized enterprises—An overview of low-code and no-code platforms. *Applied Sciences*, 13(24), 13078. <https://doi.org/10.3390/app132413078>
- Kolb, D. A. (1984). *Experiential learning: Experience as the source of learning and development*. Prentice Hall.
- Sanchis, R., García-Perales, Ó., Fraile, F., & Poler, R. (2019). Low-code as enabler of digital transformation in manufacturing industry. *Applied Sciences*, 10(1), 12. <https://doi.org/10.3390/app10010012>
- Tambunan, T. (2023). Peran UMKM dalam perekonomian Indonesia di era digitalisasi. *Jurnal Ekonomi dan Bisnis Indonesia*, 18(1), 12–28.
- Telukdarie, A., Dube, T., Munsamy, M., & Murulane, K. (2024). Navigating digital challenges for SMEs: A two-tier approach to risks mitigation and sustainability. *Sustainability*, 16(14), 5857. <https://doi.org/10.3390/su16145857>
- Wahono, P. (2012). Model transfer pengetahuan (transfer of knowledge) dalam rangka alih generasi pada perusahaan di industri kreatif batik di Jawa Timur. *Jurnal Ekonomi & Pendidikan*, 9(2), 165–175.
- Wahono, P. (2019). Optimalisasi potensi gastronomi daerah dalam industri kreatif sebagai penopang pariwisata. *Jurnal Tata Boga*, 8(1), 45–56.
- Wahono, P. (2021). Integrasi mahasiswa dalam penguatan teknologi digital masyarakat: Pendekatan berbasis proyek sosial. *Jurnal Pendidikan dan Teknologi Sosial*, 3(1), 89–98.
- Wahono, P. (2022). Literasi digital kontekstual untuk masyarakat berbasis komunitas: Studi pengembangan sistem pembelajaran adaptif. *Jurnal Teknologi dan Pendidikan*, 24(2), 145–154.