

E-Commerce Implementation Strategy for the Development of Micro, Small, and Medium Enterprises (MSMEs) in East Lombok Regency, West Nusa Tenggara

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the national economy, particularly in creating employment opportunities, increasing community income, and supporting regional economic growth. However, the development of the digital era requires MSMEs to adapt to technology in order to improve their business competitiveness. One strategy that can be implemented is the utilization of e-commerce as a means of marketing and business development. This study aims to analyze e-commerce implementation strategies for MSME development in East Lombok through a literature review approach. The method used in this research is a literature study by collecting and analyzing various previous studies relevant to the implementation of e-commerce in MSMEs. The results of the study indicate that the implementation of e-commerce has a positive influence on MSME development, particularly in increasing market reach, sales volume, operational efficiency, and business competitiveness. In East Lombok, the use of e-commerce has been proven to help MSME actors market local products more widely through digital platforms such as marketplaces and social media. The main factors supporting successful e-commerce implementation include technological readiness, business innovation, a supportive environment, and human resource capacity. Nevertheless, several obstacles remain, such as low digital literacy, limited infrastructure, and lack of sustainable assistance. Therefore, training support, mentoring, and strengthening of digital infrastructure are needed to ensure that e-commerce adoption can run optimally and sustainably in supporting MSME development in the digital economy era.

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1. INTRODUCTION

Based on Law No. 20 of 2008, Micro, Small, and Medium Enterprises (MSMEs) are defined as business entities that meet certain criteria based on asset ownership and annual turnover. These enterprises are spread across various sectors, including trade, agriculture, manufacturing, and services. In terms of creating employment opportunities and contributing to Gross Domestic Product (GDP), MSMEs play a crucial role in the Indonesian economy. In 2023, the number of MSME actors in Indonesia reached approximately 66 million. MSMEs contributed 61% to Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion, and absorbed around 117 million workers, representing 97% of the total workforce. In East Lombok, data from the local Office of Cooperatives and Small and Medium Enterprises recorded approximately 23,000 MSME actors.

In principle, MSMEs are one of the strategic sectors in the Indonesian economy. Their existence contributes significantly to national economic activities, including job creation, innovation enhancement, community empowerment, and regional economic growth. Up to 2023, the number of MSMEs in Indonesia reached approximately 66 million business units, contributing 61% to GDP, equivalent to IDR 9,580 trillion, and employing around 117 million workers or 97% of the national labor force. This condition indicates that MSMEs play a vital role as the backbone of the national economy.

In addition to contributing to the national economy, MSMEs have relatively strong resilience in facing economic crises. This is supported by the utilization of local resources, such as raw materials, labor, and production equipment, resulting in relatively low dependence on imports. The existence of MSMEs also plays an important role in reducing poverty and increasing community income, especially in rural and developing areas. Characteristically, MSMEs are independent businesses and are not subsidiaries or branches of medium or large enterprises.

The existence of MSMEs in East Lombok also has a strategic role in the regional economy. As an area with significant potential in handicrafts, culinary products, agriculture, and trade, MSMEs in East Lombok have opportunities to grow through the utilization of digital technology. However, the digitalization process of MSMEs still faces various challenges, such as limited digital literacy, lack of access to technological capital, and insufficiently structured online marketing strategies.

Despite their significant role, MSMEs still face various classic problems, such as limited market access, low operational efficiency, and minimal utilization of digital technology in business activities. This condition makes it difficult for some MSMEs to sustainably increase their business scale and income, especially amid increasingly competitive business competition.

The development of information and communication technology has encouraged digital transformation in the business world, one of which is through the use of e-commerce. E-commerce enables buying and selling processes to be carried out electronically without being limited by space and time, thereby providing opportunities for MSME actors to expand their market reach more widely and efficiently. In addition, e-commerce also serves as a digital marketing tool that can reduce promotional costs compared to conventional methods. The implementation of e-commerce has become an important strategy in increasing competitiveness, expanding market share, and improving business operational efficiency. Its development has also brought significant changes to the global trading system, shifting consumer behavior from conventional transactions to digital transactions through e-commerce.

Previous studies have shown that the application of e-commerce can significantly improve MSME competitiveness and expand marketing networks. However, these studies also emphasize obstacles such as low digital literacy and limited technological understanding among MSME actors. Therefore, a study on the utilization of e-commerce in increasing income and supporting MSME development in East Lombok is important to provide a basis for developing digital-based MSME strategies and policies.

2. RESEARCH METHOD

This study employs a qualitative approach aimed at gaining an in-depth understanding of the phenomenon of e-commerce utilization in increasing the income of Micro, Small, and Medium Enterprises (MSMEs) in East Lombok. The qualitative approach was chosen because this research focuses on interpreting and understanding the social and economic context related to the use of e-commerce by MSME actors.

The data used in this study are secondary data obtained from various relevant sources, such as publications from Badan Pusat Statistik, official reports from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, national and international journal articles, as well as textbooks and reports from related institutions. The use of secondary data is considered appropriate because it provides a comprehensive overview of MSME conditions, e-commerce development, and the relationship between business digitalization and increased MSME income.

Data collection was conducted through documentation study by reviewing and analyzing various documents, reports, and previous research related to the research topic. Furthermore, the collected data were analyzed using content analysis techniques by identifying, classifying, and interpreting relevant information to draw conclusions regarding the role of e-commerce in increasing MSME income in East Lombok.

3. RESULTS AND DISCUSSION

MSMEs in rural areas play a strategic role in the national economy; however, they still face significant challenges in adopting digital technology to improve their competitiveness. Limited digital literacy and restricted market access are the main barriers to utilizing e-commerce as a business strategy. Digital transformation through e-commerce training has become a necessary step to support rural MSMEs in becoming more adaptive in the digital era.

E-commerce has created strategic opportunities for MSMEs in Indonesia to expand their market reach not only at local and national levels but also internationally. The utilization of e-commerce enables MSME actors to market their products more broadly through digital platforms without geographical limitations. This provides MSMEs with opportunities to improve competitiveness and reach consumers who were previously difficult to access through conventional marketing systems. Thus, e-commerce has become an important means of supporting business growth in the digital era.

According to Harfie and Lastiati (2022), there are three main factors supporting the successful adaptation of e-commerce by MSMEs: technology, innovation, and environment. The technology factor is important because the ease of use and speed of access to digital platforms encourage MSME actors to adopt e-commerce in their business activities. The use of technology can improve operational efficiency, accelerate transaction processes, and facilitate overall business management.

In addition, innovation also plays a major role in supporting successful e-commerce implementation, both through the development of new products and the adjustment of services according to market trends and consumer needs. This innovation demonstrates that MSMEs' ability to adapt to market changes can strengthen digital marketing strategies, making the utilization of e-commerce more effective, efficient, and capable of increasing business opportunities sustainably.

Based on the discussion regarding the importance of digitalization and the implementation of e-commerce in supporting MSME development, it can be understood that the use of digital technology has great potential to improve business competitiveness, expand markets, and encourage community economic growth. In the context of East Lombok, the implementation of e-commerce is a relevant issue to study considering that the region has considerable MSME potential across various business sectors.

According to Aryani et al. (2026), training programs have had a positive impact on increasing the number of MSMEs with active online stores as well as improving their understanding of digital marketing strategies. The implementation of e-commerce has been proven to increase sales and expand the market reach of rural MSMEs. The findings

confirm that e-commerce is an effective strategy for rural MSMEs in facing digital transformation. In the future, follow-up programs in the form of mentoring and digital infrastructure support are needed to ensure the sustainability of technology adoption by rural MSMEs. This study contributes strategic recommendations for digital-based MSME development to strengthen their competitiveness in the digital economy era.

A similar view was expressed by Lailiyah (2025), who stated that the utilization of e-commerce by MSME actors has had a tangible impact on increasing sales turnover. The study showed that the use of e-commerce was able to increase MSME sales turnover by 25%–30% through expanded market reach and transaction convenience. Thus, e-commerce plays a significant role in increasing MSME turnover and competitiveness in Tembalang.

Another perspective was presented by Rumianti et al. (2022), who found that the utilization of e-commerce in MSME development in South Kotabumi District was quite optimal. This was evidenced by the use of digital media in the form of e-commerce for business development. The study also showed that the use of e-commerce in the development of Tapis weaving MSMEs from an Islamic economic perspective had been successfully implemented by Tapis weaving entrepreneurs in South Kotabumi District.

In East Lombok, the digital economy has had a positive impact on local economic growth. Digitalization enables MSMEs to increase their income and accelerate business growth. However, increasingly intense business competition forces MSME actors to adapt by developing innovative business models to remain relevant amid the continuing expansion of the digital economy.

Junarta et al. (2025) stated that the utilization of e-commerce had a positive impact on increasing sales and tourist visits in the Sembalun District area. Improved understanding of e-commerce, particularly through effective social media use, has encouraged significant changes. The improvement in promotional patterns through social media has made it easier for consumers to access and order MSME products, such as vegetables, garlic, and processed agricultural products marketed by MSME actors in East Lombok, especially in Sembalun.

Similarly, Abarini et al. (2024) found that digitalization facilitates MSMEs in expanding their market coverage from local to national and international levels. MSMEs in East Lombok utilize social media and e-commerce platforms such as Shopee and Tokopedia to market their products, resulting in increased brand visibility and sales volume. Digitalization also improves operational efficiency and opens opportunities for faster business growth compared to traditional methods.

Rahmawati et al. (2022) found that e-commerce increases sales volume and market reach for MSMEs. However, the success of implementation is strongly influenced by human resource readiness, business management, and the ability to adapt to technology.

Likewise, Vianti et al. (2023) showed that the utilization of e-commerce in MSME development in Pringgasele District was quite optimal. This was demonstrated by the use of digital media in the form of e-commerce for business development. The study also showed that the use of e-commerce in the development of Gedogan weaving MSMEs from an Islamic economic perspective had been well implemented by local entrepreneurs.

Apriliyan et al. (2022) found a positive and significant effect of e-commerce usage on increasing MSME income in West Lombok. This means that the higher the level of e-commerce utilization among MSMEs, the greater the increase in MSME income. The implication of this study is that it can help MSME actors develop their products and provide information to the local cooperative office regarding the importance of e-commerce in improving MSME income.

From the various studies above, it can be concluded that digitalization provides substantial opportunities for MSME actors to develop their businesses in a more modern and competitive way. Through digital technology, MSMEs can more easily introduce their brands, build business identities, and market products effectively to a broader range of consumers. Digitalization not only supports marketing activities but also strengthens supply chains and business operations.

In an effort to improve MSME competitiveness, the Indonesian government has launched a digitalization program targeting 30 million MSMEs to join the digital ecosystem by 2024. This program represents a strategic step to encourage MSME transformation so they can adapt to technological developments and changing market behavior. Therefore, digitalization has become an important factor in accelerating economic recovery and strengthening national economic resilience through increased MSME capacity and competitiveness in the digital era.

4. CONCLUSION

Based on the discussion, it can be concluded that the implementation of e-commerce has a positive and significant influence on MSME development, particularly in improving competitiveness, expanding market reach, and increasing business income. Digital transformation through e-commerce utilization has become a relevant strategy for MSMEs, especially in rural areas that still face limited market access, low digital literacy, and inadequate technological capabilities.

In the context of East Lombok, the study results show that the use of e-commerce has had a real impact on MSME development in various sectors, such as agriculture, handicrafts, weaving, and processed local products. The use of digital platforms, social media, and marketplaces has proven to increase sales volume, product visibility, and consumer access at both local and national levels.

Overall, e-commerce can be considered an effective strategy for supporting MSME development in East Lombok because it addresses the challenges of conventional marketing and accelerates MSME integration into the digital economic ecosystem. Therefore, strengthening MSME digitalization should continue to be supported through training, mentoring, digital literacy improvement, and the provision of adequate infrastructure so that e-commerce adoption can be sustainable and contribute significantly to regional and national economic growth.

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