

# Utilization Of Digital Platforms In Realizing SDG 8.3 Entrepreneurship In Msmes With The 9F Model Approach: A Study On The Hijab Fashion Business In Sidoarjo District, East Java.

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## Abstract.

*The utilization of digital platforms has become a key strategy to increase the competitiveness of MSMEs in Indonesia, particularly in the hijab fashion sector. This study aims to analyze the impact of digital platforms and the implementation of the 9F Entrepreneurship Model on MSMEs in Sidoarjo District, as well as its contribution to achieving Sustainable Development Goal (SDG) 8.3, which focuses on promoting economic productivity and entrepreneurship. This qualitative research employs a case study method involving five MSMEs in the hijab fashion industry, selected through purposive sampling. Data were collected through in-depth interviews and direct observations of business owners. The findings indicate that integrating digital platforms such as Instagram, WhatsApp, Facebook, Shopee, and TikTok with the 9F model significantly enhances innovation, visibility, and flexibility in MSMEs' responses to market changes. Among the 169 MSMEs in the fashion sector in Sidoarjo, 26 focus on hijab fashion, with five MSMEs participating in this research. These MSMEs reported improvements in market reach and operational efficiency through digital platforms. Additionally, the integration of digital strategies supports economic growth aligned with SDG 8.3. This approach shows that the combination of digital platforms and the 9F Entrepreneurship Model can be an essential strategy for developing MSMEs in the hijab fashion sector, contributing to local economic growth and government efforts to achieve SDG 8.3.*

**Keywords:** MSMEs, digital platforms, 9F entrepreneurship, SDG 8.3 and hijab fashion.

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## I. INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) play an essential role in Indonesia's economy. In 2022, there were approximately 64.2 million MSMEs, contributing 61.07% to the national GDP, with a value of around IDR 8.57389 trillion. Additionally, MSMEs employ 97% of the total workforce, equating to about 117 million workers. One of the continuously growing MSME sectors is fashion, particularly hijab fashion, which has shown great potential in Sidoarjo District, East Java. In this area, there are 169 MSMEs in the fashion sector, with 26 focusing on hijab fashion. In recent years, digitalization has become a key factor in the success of MSMEs, especially in the hijab fashion sector. Digital platforms such as Instagram, WhatsApp, and TikTok, alongside e-commerce platforms like Shopee and Tokopedia, have enabled MSMEs to reach a wider consumer base and significantly increase sales. In Sidoarjo, most hijab MSMEs have utilized these digital platforms as their primary marketing tools.

However, the uneven adoption of technology and suboptimal use of these platforms remain challenges for many MSME actors. This study aims to examine how digitalization has influenced the growth and competitiveness of hijab MSMEs in Sidoarjo District. The study focuses on the application of digital technology as a means to improve productivity and expand the market for MSMEs, as well as to support the achievement of Sustainable Development Goals (SDG) 8.3, which focuses on enhancing economic productivity through the promotion of entrepreneurship. The study found that five out of 26 hijab MSMEs in Sidoarjo involved in the research actively utilized various digital platforms for marketing activities. Digitalization not only opens new opportunities for hijab MSMEs to grow but also provides essential solutions for overcoming competition and changes in consumer behavior. Therefore, this research offers crucial insights into digital strategies that MSMEs can adopt to survive and thrive in the digital era.

## II. METHODS

### 2.1 Research Method

This research utilizes a qualitative approach to explore the use of digital platforms in realizing SDG 8.3 for MSMEs in the hijab fashion sector in Sidoarjo District. This approach is chosen to gain an in-depth

understanding of business dynamics and the impact of digitalization on MSME development. In qualitative research, operational variables refer to the descriptions provided for the research focus concept (Creswell, 2015) with the goal of ensuring that the concept can be measured and observed concretely in the research context. The operational variables provide clear guidelines for measuring and comparing research results. In this study, the variables used are Digital Platforms, SDG 8.3 (Entrepreneurship), Hijab Fashion MSMEs, Sidoarjo District, and the 9F Model.

## **2.2 Research Design**

This research is designed using a descriptive qualitative method with the Jeffry-Timmons model to analyze data collected through in-depth interviews and observations of hijab MSMEs in Sidoarjo. The research also uses the 9F's Entrepreneurship model by Bygrave to evaluate the business success factors.

## **2.3 Population and Sample**

The population of this study consists of all hijab fashion MSMEs actively using digital platforms in Sidoarjo District. Samples were selected using census techniques, with a total of 26 hijab MSMEs in Sidoarjo grouped into five sample businesses.

## **2.4 Data Collection Techniques**

### **2.1 Research Method**

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## **2.4 Data Collection Techniques**

- Interviews: In-depth interviews were conducted with MSME owners to understand their experiences in utilizing digital platforms.
- Observation: Direct observations were carried out to examine digital strategies and operations in the respective MSMEs.
- Documentation: Relevant business documents were collected from the MSMEs involved.

## **III. RESULT AND DISCUSSION**

The findings of this research reveal that integrating digital platforms with the 9F Entrepreneurship model has brought significant benefits to the development of MSMEs in the hijab fashion industry. Below is a comprehensive breakdown of the results, highlighting key aspects such as visibility, market reach, adaptability, and economic contributions.

### **1. Digital Platform Utilization and Market Expansion**

All five businesses involved in this study reported substantial improvements in their visibility and market reach by leveraging digital platforms such as Instagram, Facebook, Tokopedia, and Shopee. These platforms allowed the business owners to overcome geographic limitations, enabling them to attract customers from broader regions, even reaching international buyers. This, in turn, boosted sales and helped businesses establish stronger brand loyalty.

As shown in Table 1, the utilization of digital platforms has resulted in improved marketing outcomes for each MSME studied.

Variabel	Subvariabel	Rumah Hijab Aliefah	Cadar Almaher	Almare Hijab	Makehijabupsda	Reni Kerudung
Digital Platform	The use of Social Media	Shopee and WhatsApp	Instagram, WhatsApp, Facebook, Shopee, TikTok	Instagram, WhatsApp, Facebook, Shopee, TikTok	Instagram, WhatsApp, Facebook, Shopee, TikTok	Instagram, WhatsApp, Shopee
Digital Platform	The use of E-commerce	Shopee	Shopee, TikTok	Shopee, TikTok	Shopee, TikTok	Shopee
Digital Platform	Message Platform	WhatsApp	WhatsApp	WhatsApp	WhatsApp	WhatsApp

**Table 1.** Digital Platform Utilization and Market Expansion by MSMEs

This expanded market access is consistent with previous research, which highlighted the democratizing effect of digital platforms on small business market access (Zeng & Reinartz, 2020). Through the strategic use of social media and e-commerce platforms, MSMEs in the hijab fashion sector were able to increase their customer base, while also reducing their dependence on physical store sales.

### 1. Impact of the 9F Entrepreneurship Model on Business Adaptability

The 9F Entrepreneurship model, focusing on flexibility, continuous innovation, and customer-oriented strategies, has played a vital role in helping these MSMEs quickly adapt to market changes and consumer demands. MSMEs reported being more prepared to respond to market fluctuations, new trends, and specific demands.

The 9F model approach has also proven to have a positive impact on MSME entrepreneurship in the hijab fashion sector. The following are some aspects identified from the interview results:

- Focused: All respondents stated that they have a clear vision and mission and are focused on developing high-quality hijab products. This focus allows them to direct their efforts toward achieving specific goals, as explained by a respondent from Rumah Hijab Aliefah, who focuses on square and bergo hijab products.
- Fast: The ability to respond quickly to market changes is crucial. Digital literacy helps speed up decision-making processes and market trend responses. For example, a respondent from Cadar Almaher mentioned that they quickly adopted new marketing strategies on TikTok.
- Flexible: Flexibility in marketing strategies and product development is key. All respondents demonstrated the ability to adjust their strategies based on market needs, allowing them to stay relevant and competitive.
- Forever-Innovating: Continuous innovation in both products and business processes is a hallmark of all respondents. They strive to create new products and use digital technology for innovation. A respondent from Almare Hijab, for instance, continuously develops new designs for gamis and scarves to attract more customers.
- Friendly: Positive and friendly interactions with customers through digital media help build good relationships and customer loyalty. A respondent from Reni Kerudung emphasized the importance of being friendly to customers to improve satisfaction and sales.

### 2. Contribution to SDG 8.3 and Local Economic Growth

The integration of digital platforms and the 9F Entrepreneurship model not only supported the businesses' growth but also contributed significantly to the local economy, in line with SDG 8.3 objectives. SDG 8.3 focuses on promoting inclusive and sustainable economic growth through entrepreneurship, creativity, and innovation, particularly for MSMEs. These improvements demonstrate that the combination of digital platforms and the 9F model creates a sustainable business environment for MSMEs. By increasing their digital presence and maintaining flexibility, these businesses can continue to thrive and support the local economy.

### 3. Challenges and Limitations

Although the benefits of digital platforms and the 9F model were evident, some challenges remained. Several business owners reported difficulties in managing their digital operations due to a lack of technical

skills and limited access to advanced technology. This indicates a need for continued education and support for MSMEs to fully utilize digital tools and grow their businesses effectively. Additionally, while all businesses experienced growth, the pace of adoption varied. Some MSMEs struggled with adapting to digital platforms and maintaining consistency in product innovation. Thus, further training in digital literacy and innovation management is recommended to ensure that these businesses can maximize the potential of digital platforms and the 9F model. In conclusion, the integration of digital platforms and the 9F Entrepreneurship model has proven to be a powerful tool for the development of MSMEs in the hijab fashion sector. The increased visibility, market reach, and adaptability fostered by this combination have not only enhanced business performance but also contributed to the achievement of SDG 8.3 by promoting sustainable local economic growth.

#### IV. CONCLUSION

Based on the research conducted, the following conclusions can be drawn regarding the utilization of digital platforms, the 9F model approach, and its contribution to achieving SDG 8.3 in the hijab fashion MSMEs in Sidoarjo District:

##### **Utilization of Digital Platforms in Enhancing Entrepreneurship:**

1. **Social Media Usage:** Social media platforms such as Instagram, WhatsApp, Facebook, Shopee, and TikTok have proven effective in increasing the visibility and marketing of hijab fashion products. The use of social media enables MSMEs to reach a broader market, improve interactions with customers, and promote products more efficiently.
2. **E-commerce Usage:** E-commerce platforms, such as Shopee and TikTok Shop, offer convenience in facilitating buying and selling transactions and provide access to a wider market. MSMEs utilizing e-commerce have experienced a significant increase in both sales and revenue.
3. **Instant Messaging Applications:** Applications like WhatsApp are used to communicate directly with customers, provide quick and responsive service, and foster stronger relationships with customers.

##### **Impact of the 9F Model Approach on MSME Entrepreneurship:**

1. **Focused:** MSMEs with clear visions and missions, and a focus on developing high-quality hijab products, are more effective in achieving their objectives.
2. **Fast:** The ability to respond quickly to market changes is crucial. Digital literacy accelerates decision-making processes and responses to market trends.
3. **Flexible:** Flexibility in marketing strategies and product development enables MSMEs to adapt to market needs, remain relevant, and maintain competitiveness.
4. **Forever-Innovating:** Continuous innovation in products and business processes is essential for attracting more customers and enhancing market competitiveness.
5. **Friendly:** Positive and friendly interactions with customers through digital platforms help build strong relationships and foster customer loyalty.

##### **Contribution of Digital Platform Utilization and the 9F Model Approach to Achieving SDG 8.3:**

1. **Increased Economic Productivity:** The utilization of digital platforms enhances the efficiency and productivity of MSMEs, resulting in increased sales and revenue.
2. **Product and Process Innovation:** The 9F model approach, which emphasizes continuous innovation, aids MSMEs in developing new products and improving business processes.
3. **Job Creation:** Growth in productivity and sales allows MSMEs to create new employment opportunities, contributing to improved community welfare.
4. **Inclusive Economic Growth:** Digital literacy and the 9F model approach assist MSMEs in achieving inclusive economic growth by providing access to broader markets and increasing revenue.

In conclusion, this study demonstrates that the utilization of digital platforms and the 9F model approach significantly enhances entrepreneurship within the hijab fashion business sector in Sidoarjo District. This, in turn, contributes to achieving SDG 8.3, which is to promote economic productivity through entrepreneurship.

## V. ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to Universitas Telkom for providing the resources and support to carry out this research. Special thanks are extended to the MSME owners in Sidoarjo District for their invaluable participation and insights, which greatly contributed to the success of this study. The authors would also like to acknowledge Dr. Ir. Ratna Lindawati Lubis, M.M., for her continuous guidance and expertise throughout the research process. Finally, the authors are grateful to all parties involved who helped make this research possible.

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