



## **The Impact of Digitalization on the Creative Economy Chain Management Strategy and the Halal Industry in the Sambal Ambruk MSME in Darmayasa Village, Pejawaran, Banjarnegara**

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### **Abstrak**

Product sales by MSMEs in Indonesia often encounter obstacles due to a lack of digital literacy in their management, including those faced by the Sambal Ambruk MSME. This study aims to help address the root causes of the implementation of digitalization and Sharia economic principles in the management of the Sambal Ambruk MSME using a qualitative descriptive method with a case study approach through observation, interviews, and documentation. Informants were selected based on their roles directly related to the business management process: Mr. Tumar (Head of Darmayasa Village), Ms. Haryanti (Member of the Darmayasa Village Youth Organization), Ms. Turiyah (Middleman and Farmer in Darmayasa Village), and Ms. Eni Khayatun (Activist and resident of Darmayasa Village). The study found that the Sambal Ambruk MSME, located in Darmayasa Village, Pejawaran District, Banjarnegara Regency, has implemented Sharia economic principles and digitalization within its premises. The implementation of this program offers numerous benefits, including: operational efficiency, increased market access and wider consumer reach, reduced promotional costs, increased profits, more attractive packaging, and the display of product identity and characteristics, thus distinguishing MSMEs from competitors. However, contributions from various parties are needed to develop the Creative Economy in Darmayasa Village, including the Village Government, Youth Organization members, middlemen, farmers, and villagers themselves, so that Sambal Ambruk can remain competitive and become a unique attraction amidst today's digital economy.



[Penjualan produk pada UMKM di Indonesia kerap mengalami kendala dikarenakan kurangnya literasi akan Digitalisasi pada pengelolaannya, termasuk yang dihadapi oleh UMKM Sambal Ambruk. Penelitian ini bertujuan untuk membantu penyelesaian akar masalah akan implementasi Digitalisasi dan prinsip Ekonomi Syariah terhadap manajemen dan pengelolaan UMKM Sambal Ambruk dengan metode deskriptif kualitatif dengan pendekatan Studi Kasus melalui observasi, wawancara dan dokumentasi. Informan ditentukan berdasarkan peran yang berhubungan langsung dengan proses pengelolaan usaha, yaitu Bapak Tumar (Kepala Desa Darmayasa), Ibu Haryanti (Anggota Karang Taruna Desa Darmayasa), Ibu Turiyah (Tengkulak dan Petani Desa Darmayasa), Ibu Eni Khayaton (Aktivis dan warga Desa Darmayasa). Hasil penelitian menyatakan bahwa UMKM Sambal Ambruk terletak di desa Darmayasa, Kecamatan Pejawaran, Kabupaten Banjarnegara, dan telah menerapkan prinsip ekonomi Syariah serta implementasi Digitalisasi didalamnya. Banyak sekali manfaat yang didapatkan dengan penerapan tersebut, diantaranya : Efisiensi kegiatan operasional, Peningkatan akses pasar dan konsumen yang lebih luas, Penekanan biaya promosi yang lebih rendah, Keuntungan semakin meningkat, Pengemasan semakin menarik serta Menampilkan identitas dan ciri khas produk sehingga membedakan produk UMKM dari pesaing. Namun perlu adanya kontribusi dari berbagai pihak akan pengembangan Ekonomi Kreatif yang ada di desa Darmayasa seperti peran dari Pemerintah Desa, Anggota Karang Taruna, Tengkulak dan para Petani serta warga desa sendiri agar Sambal Ambruk tetap eksis dan tidak kalah saing serta menjadi daya tarik tersendiri ditengah perkembangan ekonomi digital saat ini.]

**Keywords:** Digital Transformation, Halal Value Chain, Creative Economy, Rural MSMEs, Social Commerce.

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## INTRODUCTION

Information technology is a form of technology used to create, store, transform, and use information in all its forms. Through the use of information technology, micro, small, and medium enterprises can enter the global market. Many companies that initially used information technology have now become large companies utilizing information technology in developing their businesses (Syaifullah, 2023). The use of technology, especially information technology, is also widely attempted to increase the competitiveness of MSMEs by emphasizing the management of consumer or market information, which is suspected to be one of the factors causing the weak competitiveness of MSMEs, as well as suppliers (Raihan Yahya Ismail et al., 2026). One of the requirements that must be met in the implementation of supply chain management is collaboration between entities such as partners in the MSME supply chain system itself, suppliers, and distributors. Therefore, MSMEs need to collaborate to solve these common problems (Yanti et al., 2026).

A company's competitiveness is the ability to maintain its market position by supplying products on time and at competitive prices, through flexibility to respond quickly to changes in demand, and through successful product differentiation management by building innovative capacity and effective marketing systems (Padma et al., 2025). Competitiveness means the power to strive for excellence in certain areas carried out by a particular individual, group, or institution (Mahsun et al., 2022). One of the strengths that MSMEs in Indonesia must possess is the ability to adapt to existing technological changes (Tiara, 2026). (Amiza & Stiawan, 2025). Although the role of MSMEs is very strategic, the tight competition, especially against large companies and other modern competitors, has placed MSMEs in a disadvantageous position. Most MSMEs run their businesses using traditional methods, including in production and marketing (Azwar et al., 2025).

The lack of integrative studies on digitalization and the halal supply chain is a serious obstacle to accelerating the halal ecosystem, especially in Indonesia. Despite the enormous potential of the halal industry, research that comprehensively integrates digital technology with upstream and downstream halal management remains limited. However, the problem faced by MSMEs is not actually due to their size, but rather due to the isolation that hinders their access to markets, information, capital, expertise, and institutional support. A lack of understanding of the strategic role that information technology can play in new marketing approaches, interacting with consumers, and even product and service development is suspected to be the cause of the low adoption of information technology knowledge by MSMEs in Indonesia (Amiza & Stiawan, 2025). One of the keys to the success of micro, small, and medium enterprises is the availability of a clear market for MSME products (Prasojo & Adinugraha, 2026).

Meanwhile, the fundamental weaknesses faced by MSMEs in the marketing sector are low market orientation, weakness in complex and fierce competition, and inadequate marketing infrastructure. This is also the case for MSMEs in Darmayasa Village, Pejawaran District, Banjarnegara Regency, namely MSME Sambal Ambruk. Facing increasingly open and competitive market mechanisms, market dominance is a prerequisite for increasing competitiveness. Therefore, the role of the Darmayasan Village government is needed to encourage the success of MSME Sambal Ambruk in expanding market access by providing web-based information technology facilities that can be used as a medium for global business communication. With the internet and information technology, marketing and sales processes can be carried out at any time without being bound by space and time (Yanti et al., 2026).

## METHOD

This research is categorized as qualitative research, where qualitative research obtains the necessary information and data by researchers searching directly in the field (Sugiyono, 2021). The qualitative descriptive method is used as part of the research process that will create descriptive data in the form of written or oral words (expressions) obtained directly from the field related to the research theme regarding the role of digitalization in the Creative Economy Chain Management Strategy and the Halal Industry at the Sambal Ambruk MSME in Darmayasa Village, Pejawaran, Banjarnegara. The approach used by the researcher is a

case study approach. Where this approach analyzes a specific case at the Sambal Ambruk MSME (Sugiharto et al., 2025).

Informants were determined based on their roles directly related to the business management process, namely Mr. Tumar as the Head of Darmayasa Village, Mrs. Haryanti as a Member of the Darmayasa Village Youth Organization, Mrs. Turiyah as a Middleman and Farmer of Darmayasa Village, Mrs. Eni Khayatun as an Activist and resident of Darmayasa Village. The data used by the researcher in the study were secondary data and primary data. The researcher's data sources were Sambal Ambruk MSME actors, as well as journals or articles that could support the research. To collect data on site, the researcher used several data collection techniques including observation, interview methods and documentation. In this study, the analysis used was non-statistical analysis which is appropriate for descriptive data. Descriptive non-statistical analysis is the process of systematically describing qualitative data (in the form of words, not numbers) without using mathematical or statistical models to find meaning and patterns in the data (Yanti et al., 2026).

## **RESULTS AND DISCUSSION**

### **Creative Economy**

The creative economy can be defined as economic activity based on individual creativity, skills, and talents, with the potential to create economic value through the production and exploitation of intellectually oriented goods and services (Mashuri, 2020). This economy relies on creative ideas as its primary asset, generating added value and innovation (Sumarlin & Hasti, 2026). The creative economy encompasses sectors focused on the creation, production, and distribution of goods and services protected by intellectual property rights. The creative economy is a combination of cultural and creative industries, generated through innovation and the exploration of social and economic values (Indawati et al., 2025).

Hesmondhalgh (2019) defines the creative economy as "a series of activities related to cultural and symbolic production, which have the potential to create high economic value." He emphasizes the importance of technology and digitalization in supporting the expansion of the creative economy sector worldwide, with sectors such as gaming, music, and digital design showing rapid growth (Abriana & Octaviani, 2025). The UK Department for Digital, Culture, Media and Sport (DCMS) (2020) adds that the creative economy involves all sectors that utilize creativity to produce products and services that have high economic value. The DCMS report shows that in 2020, the creative economy sector in the UK contributed around 6.9% of overall GDP, confirming the significant economic impact of creativity and innovation (Ristianti et al., 2025).

### **MSMEs (Micro, Small and Medium Enterprises)**

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia, making them key actors in economic activity, particularly as job providers (Nasrudin, 2026). MSMEs are able to absorb approximately 97% of the total workforce in Indonesia (Mursilah et al., 2025). With a large number of MSMEs, the unemployment rate in Indonesia can be

reduced. Furthermore, MSMEs also play a role in introducing various local products to the wider community, both domestically and internationally, creating new markets, and making a significant contribution to Gross Domestic Product (GDP) and the country's balance of payments (Hamris et al., 2026). MSMEs also contribute to national economic growth and function in distributing corporate income. Due to their high economic resilience, MSMEs support economic stability by being able to survive amidst competition from large companies and employ a productive workforce to increase efficiency (Zaky et al., 2026).

The advantage of MSMEs lies in their relatively small business scale but high flexibility in facing changes in the strategic environment. MSMEs are also close to community needs, sources of raw materials, and local resources, and have limited exposure to financial markets. MSMEs demonstrate good adaptability in their business models, as evidenced by the growing trend of digitalization, such as the implementation of digital technology (Asmawi & Lutfiadi, 2026). These characteristics make MSMEs highly resilient in the face of economic slowdowns by improving the performance of sectors that contribute significantly to the economy and absorbing affected informal workers. With the existence of MSMEs, people with limited capital have a significant opportunity to start a business (N. I. S. Putri et al., 2026).

### **Halal Industry**

Imam al-Ghazali illustrated the importance of food in religion with the analogy of the foundation of a building. For him, food serves as a strong and sturdy foundation for practicing religion. Like a solid foundation, if food is properly managed according to religious rules, the religion itself will stand strong and steady (Miftah et al., 2025). Conversely, if the foundation is weak and fragile, the religion will experience fragility and weakness, which can lead to collapse. Thus, al-Ghazali emphasized the importance of maintaining food in religion as a strong foundation for building a solid religious life (Wahyudi & Setiawan, 2023).

The halal industry is an economic sector encompassing various products and services produced or provided in accordance with Islamic sharia principles. Every product or service within the halal industry must be properly produced, from the production process to the raw materials and the final product (Azhar & Adinugraha, 2025). Standards must be met to ensure they are safe for consumption by Muslims. Therefore, halal products apply not only to food and beverages, but also to cosmetics, pharmaceuticals, Muslim clothing, halal travel, and Islamic financial services. For example, in halal cosmetics, the ingredients used must be free of haram substances, and the production process must be clean according to sharia. Similarly, in the financial sector, products such as Islamic banking and Islamic insurance are free from usury and speculation (Santi et al., 2026).

The legal framework governing the halal industry in Indonesia is crucial to ensuring consumer trust. Law Number 33 of 2014 concerning Halal Product Assurance (UU-JPH) is a significant milestone in this regulation, requiring all products distributed in Indonesia to meet strict halal standards, from raw materials to distribution (Adinugraha et al., 2025). This law changes the nature of halal certification from voluntary to mandatory, encompassing micro, small, and medium enterprises. With this regulation, it is hoped that the halal industry

can develop in a more structured and secure manner, thereby increasing consumer trust in halal-labeled products (Qizwini & Purnama, 2022).

According to the Ministry of Industry of the Republic of Indonesia, the value of the halal industry is estimated to increase to US\$2.8 trillion by 2025 (Ramadhani et al., 2025). This market growth is driven by increasing awareness of the importance of halal products for Muslim consumers and the growth of the Muslim population in many parts of the world. Furthermore, non-Muslim consumers are also increasingly attracted to halal products, believing them to be more hygienic and of higher quality (Kamila, 2025). Therefore, as a country with a large Muslim population, Indonesia has the opportunity to develop the halal industry as a leading sector in the national economy and as an exporter. With adequate regulatory support and reliable halal certification, the halal industry can become a key driver of inclusive and sustainable economic growth (Maulana et al., 2026).

### **Empowering MSMEs Based on the Halal Industry**

Empowering halal-based Micro, Small, and Medium Enterprises (MSMEs) through the creative economy is a crucial strategy for increasing their competitiveness and sustainability in both domestic and global markets (Rahmadani et al., 2025). The halal industry encompasses products and services that comply with Islamic Sharia principles, such as food, cosmetics, and finance, which are experiencing rapid growth in line with increasing demand from Muslim consumers worldwide (Khamimah et al., 2025). The creative economy emphasizes the use of ideas, creativity, and digital technology as key factors in production and marketing, thus encouraging MSMEs to develop innovative products that are not only halal according to Sharia but also offer added value in terms of design, quality, and packaging that appeal to modern consumers (Karisa et al., 2025).

In addition to product innovation, empowering halal-based MSMEs also opens broader market access through digital platforms and e-commerce, enabling MSMEs to reach domestic and international consumers who are increasingly aware of the importance of halal products (Fitryningtyas et al., 2026). Training support, halal certification assistance, and easy access to financing are crucial factors in strengthening the capacity of MSMEs to compete effectively. Collaboration between MSMEs, the government, halal certification bodies, and creative industry players creates a sustainable and inclusive business ecosystem, enabling halal-based MSMEs to become drivers of national economic growth in the era of globalization (Sulfiana et al., 2025).

### **Sharia Principles in Creative Economy Development in MSMEs and the Halal Industry**

Strengthening industrial production from a Sharia perspective focuses not only on technical and economic aspects but also on fundamental values. The main underlying principles are:

#### **1. Real Economic Activities (Halal and Thayyib)**

Industrial production must be based on halal and good (thayyib) transactions and commodities, avoiding destructive sectors such as gambling and alcohol. This ensures healthy and sustainable growth (Agustin & Zahra, 2026).

## **2. Justice (‘Adl)**

This principle applies to relationships between actors, income distribution, and access to resources. A just system in economic activities can reduce inequality compared to a capitalist system that tends to be centralized (Afifah et al., 2025).

## **3. Prohibition of Usury and Speculation (Gharar)**

By avoiding activities related to interest and speculation, the Islamic economic system encourages investment in the productive real sector, thereby creating long-term stability and reducing financial bubbles (Surur et al., 2025).

## **4. Social and Environmental Responsibility**

Social and Environmental Responsibility (TJSL), or Corporate Social Responsibility (CSR), is the commitment of business actors to act ethically and contribute to sustainable development. This includes economic, social and environmental impact management to improve the quality of life of the community and the surrounding environment (Nurochim & Yudhistira, 2026).

### **The Adoption and Implementation of Digitalization in the Creative Economy Chain Management Strategy and the Halal Industry in Sambal Ambruk**

Information technology is a form of technology used to create, store, transform, and use information in all its forms. Through the use of information technology, micro, small, and medium-sized enterprises can enter the global market. Many companies that started small using information technology have now become giant corporations in a short time by leveraging information technology to develop their businesses. The purpose of information technology is to simplify user work, solve problems, and unlock creativity, effectiveness, and efficiency in work (Alfarizi & Widiharjanti, 2025).

Social media is an internet-based platform that allows users to communicate, collaborate, and share various types of information such as text, images, videos, and audio interactively. Social media is often considered a communication tool that enables users to become both producers and consumers of content. Social media is an internet-based medium that allows users to participate, share, and create content, whether in the form of writing, photos, videos, or audio, in a virtual space. Social media facilitates two-way communication and provides opportunities for users to actively interact (Rozi, 2024). Social media is used to introduce products, build consumer trust, and establish direct communication with customers. The Sambal Ambruk Darmayasa MSME has integrated social media with e-commerce. Social media, such as Instagram, Facebook, and WhatsApp, serve as promotional and product introduction tools (Saputra et al., 2025).

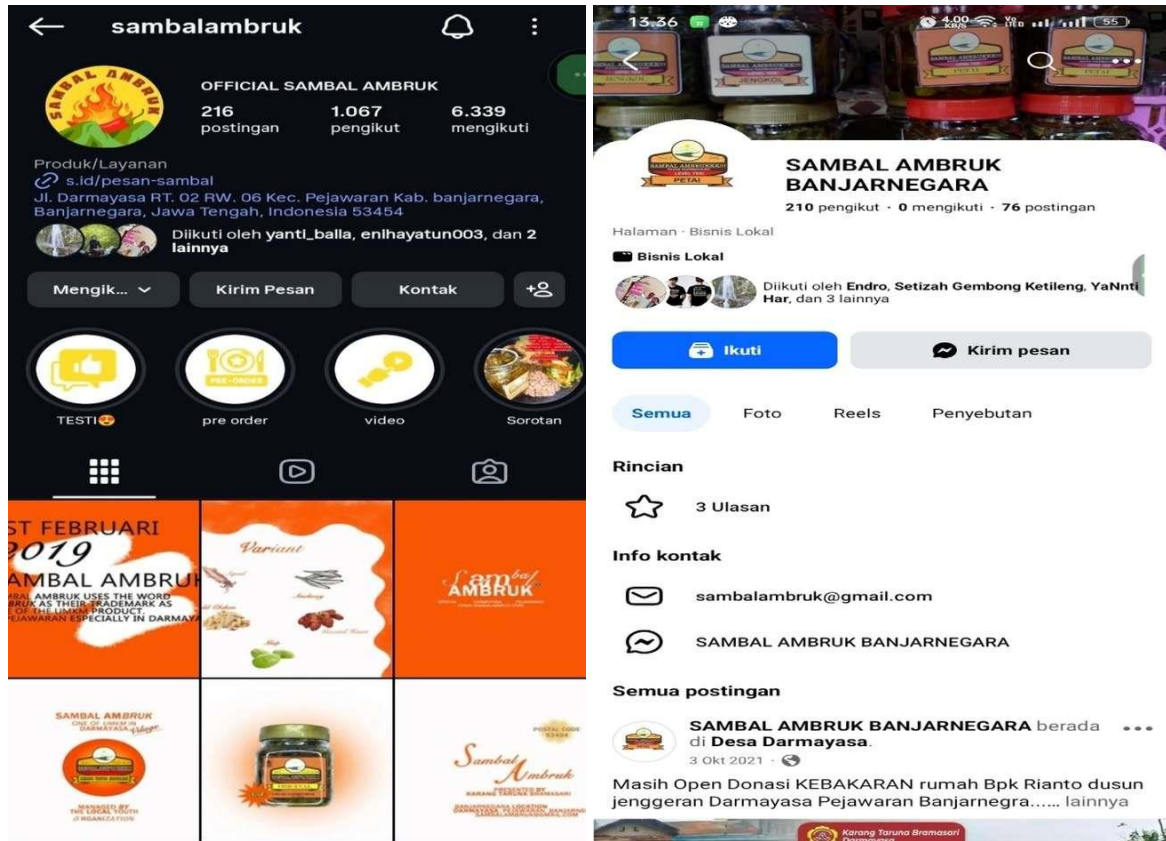


Figure 1 & 2. Instagram and Facebook Social Media Accounts Sambal Ambruk

Before using Information Technology in marketing its products, Sambal Ambruk Darmayasa's marketing system still relied on personal interactions and face-to-face sales, for example to consumers, local residents, neighbors, or in community forums. The behavior of MSMEs to shift from conventional marketing to online marketing encouraged MSME Sambal Ambruk Darmayasa to take the decision to adopt E-Commerce and social media to increase internet usage and the need to expand market reach without having to open additional physical stores. In the initial stage, MSME Sambal Ambruk Darmayasa began to understand digital marketing as a response to the limitations of conventional marketing. E-Commerce implementation was carried out by utilizing existing marketplace platforms, such as Shopee. MSME managers chose the Shopee marketplace because it is easy to use and does not require large costs in the initial stage (Haryanti, 2026).



**Figure 3.** Shopee E-Commerce Account Sambal Ambruk

Marketplaces are viewed as easy-to-use platforms because they provide an integrated system, from product display, transactions, to delivery, eliminating the need for advanced technical skills for the Sambal Ambruk Darmayasa MSME. Furthermore, marketplaces boast a large and active user base, providing tangible benefits in the form of broader market reach. This encouraged Sambal Ambruk Darmayasa MSME to choose Marketplaces as a marketing channel, as products can be directly viewed by a large number of consumers without having to build an audience from scratch. The social media content shared by Sambal Ambruk Darmayasa MSMEs not only focuses on the product but also emphasizes Islamic values, creating a distinctive character compared to other MSMEs (Riyadi et al., 2026).

Social commerce is an evolved form of e-commerce where social interactions and buying and selling activities occur within a social media environment. Social commerce utilizes social media features (such as sharing, comments, interactions, friend recommendations, and interactive content) to facilitate the digital buying and selling of products. Social commerce bridges the gap between social and economic activities in the digital realm, allowing consumers to not only shop but also interact and discuss products simultaneously (Yanti et al., 2026). Making offers through social media and then continuing transactions through e-commerce is considered effective in increasing product visibility and making it easier for consumers to make purchases. This is done by the Sambal Ambruk Darmayasa MSME to increase consumer purchase intention and product engagement. Therefore, the Sambal Ambruk Darmayasa MSME's marketing strategy in utilizing social commerce has a greater opportunity to expand market share and increase sales (Tantowi, 2026).

### 1. Using Halal Culinary Content as a Business Idea for Sambal Ambruk

The results of the activity indicate that the halal culinary sector is the dominant choice of business ideas for Karang Taruna members, because it is relatively easy to run, close to daily needs, and has a large market. Members actively utilize social media to create promotional content for halal food, product reviews, and visualizations of production processes that emphasize aspects of cleanliness, ingredient quality, and halal certification. This type of content receives a high response and level of interaction from the audience, both in the form of comments, likes, and direct messages. This high level of engagement reinforces members' perception that social media is an effective means to build consumer trust, introduce halal values, and expand the market reach of halal culinary businesses in a sustainable manner. This is in line with research conducted by Hendri Asrofi et al. (2026), whose results indicate a positive and significant influence between sales promotion variables and purchasing decisions (Asrofi et al., 2026).



Figure 4. Sambal Ambruk content on Instagram

### 2. Using Social Media as a Means of Halal Education for Sambal Ambruk

In addition to business aspects, Karang Taruna members also utilize social media as a means of halal education that supports the formation of awareness of business values and ethics. Members actively access and share digital content and information related to halal law relevant to their MSME activities. Through these activities, members begin to understand that halal business actors act not only as product sellers but also as educational agents for the community. These activities raise members' awareness of the moral responsibility to convey accurate, transparent information that does not mislead consumers, so that their business practices are not only

economically profitable but also have religious value and bring benefits (Syakhilah et al., 2026).



**Figure 5.** Open Donation Content by Sambal Ambruk on Instagram

### 3. Recipe Creativity and Home Business through Sambal Ambruk Social Media

In addition to product promotion, Karang Taruna members also develop educational content in the form of halal recipes and culinary creations presented in an attractive and easy-to-understand manner through social media. This content not only serves as a promotional tool but also serves as an effective entrepreneurial learning medium, encouraging creativity, innovation, and the courage of members to start small-scale businesses. Through the content creation process, members learn to manage ideas, package halal values, and understand consumer preferences. Member reflections indicate that this assignment has opened their eyes to the potential of home-based halal businesses that are relatively easy to run, low-cost, and have the potential for sustainable growth through social media support (Hutabarat et al., 2026).



**Figure 6.** Sambal Ambruk content on Instagram

#### **4. Use of Halal Branding and Halal Certification for Sambal Ambruk**

Halal certification is a crucial aspect of the halal industry as it guarantees that products meet nationally and internationally recognized halal standards. However, many MSMEs (Micro, Small, and Medium Enterprises) do not fully understand the halal certification process and requirements. They often struggle to access clear information and technical guidance regarding certification procedures (Asriadi et al., 2021). This slow processing leads to a confusing certification process, resulting in many MSME products remaining uncertified. Consequently, these products lack consumer trust, especially in export markets where legality and halal standards are highly valued (Kamila, 2025).

Halal certification is highly valued by Muslim customers as a legal requirement and an indication of quality control and commitment to halal standards. Empirical studies show that startups that successfully obtain halal certification experience significant increases in sales volume and customer loyalty. This is because increasingly conscious and critical consumers prefer products that are legally certified, which helps businesses gain market share (Evifirayanti & Sulfiana, 2026). Acceleration initiatives that provide technical assistance and dedicated funding are designed to address issues such as the cost and complexity of the certification process, which remain significant barriers, and to make certification more affordable for MSMEs (Maula & Adinugraha, 2026).

During the mentoring process, Karang Taruna members were guided to develop a brand identity that was not only visually appealing but also substantively reflected Sharia values. Research findings indicate that members began to understand

the importance of an honest halal narrative, the proportional use of Islamic visuals, and the application of ethical and responsible digital communication in building a business image. However, some members still interpret halal branding narrowly, limited to the use of symbols, Islamic terms, or halal labels in promotional content. Core values such as honesty, fairness, and social responsibility have been well-internalized in the business practices of Sambal Ambruk Darmayasa MSME. However, the government needs to provide further mentoring so that halal branding is not merely symbolic but is reflected throughout the entire business process (Wibowo & Adinugraha, 2025).



**Figure 7.** Sambal Ambruk content on Instagram

### **Driving and Inhibiting Factors of Digitalization in the Creative Economy Chain Management Strategy and the Halal Industry in Sambal Ambruk**

In the digital economy, transactions are no longer limited by physical space. Digital platforms such as e-commerce, social media, and marketplaces create virtual markets that enable MSMEs to market their products without the need for a physical store. This theory emphasizes that the use of information technology is a strategic factor in expanding the market reach of MSMEs (Tumar, 2026). The following are factors driving the use of information technology in MSME product marketing :

#### **1. Information Technology**

Information technology, particularly social media and marketplaces, enables MSME products to reach a wider consumer base without geographical limitations (Kholimah et al., 2025). According to Mr. Tumar, the Village Head of Darmayasa, marketing through digital platforms is considered more cost-effective by MSMEs in his village compared to conventional marketing. Information technology facilitates

MSMEs' product promotion and direct interaction with consumers. Various supporting features, such as product photos, promotional videos, customer testimonials, and sales analytics, also encourage MSMEs to utilize information technology. Increasingly fierce business competition is pushing MSMEs to adapt to technological developments to survive and thrive. Digital marketing allows companies to reach a wider audience at a much lower cost than traditional marketing. Social media, as part of digital marketing, eliminates the need for space rental, printing, or physical distribution costs (Tumar, 2026).

Not only that, according to Mrs. Haryanti as a member of the Darmayasan Village Youth Organization, the encouragement of the use of information technology will not only expand market reach to increase sales volume, but also the Sambal Ambruk Darmayasa MSME is committed to strengthening product branding and increasing members' digital skills. Thus, information technology not only functions as a marketing tool, but also as a strategy for economic empowerment and member education (Muhlis, 2026). The use of Social Media in marketing activities can significantly reduce marketing costs compared to conventional marketing. For the Sambal Ambruk Darmayasa MSME, information technology is a strategic solution to promote products efficiently, affordably, and sustainably without requiring large costs to reach a wide market (Haryanti, 2026).

## **2. Diffusion of Innovation**

Adoption of innovation occurs due to environmental pressures and the need to keep up with other businesses. Businesses that fail to keep up with technological developments risk losing their competitive edge (Khotima et al., 2026). The changing times and increasing business competition require businesses to utilize information technology to adapt, maintain competitiveness, and meet the needs of an increasingly digital market (R. F. A. Putra & Handrito, 2025). The key advantages of social media over conventional promotional media motivate the managers of the Sambal Ambruk Darmayasa MSME to communicate quickly and efficiently in answering consumer questions, handling complaints, and building trust and loyalty. Information technology provides easy access to information and digital marketing features that enable the managers of the Sambal Ambruk Darmayasa MSME to quickly convey product information, manage promotions efficiently, and interact directly with consumers through digital platforms. The demands of the times and business competition encourage the managers of the Sambal Ambruk Darmayasa MSME to adopt information technology as a survival and competitive strategy (Widyantari et al., 2026).

Factors Inhibiting the Utilization of Information Technology in Marketing MSME Products are as follows:

1. An unstable internet connection is a barrier to uploading promotional content or fulfilling online orders.
2. MSMEs often have to manage both production and marketing, so the use of information technology is not optimal.

3. The cost of improving the quality of digital promotions, such as paid advertising and supporting equipment, remains a barrier for some MSMEs.
4. The large number of similar businesses in digital media means that MSME products must compete fiercely to attract consumers' attention (Eni Khayatun, 2026).
5. The limited time and energy of the Sambal Ambruk Darmayasa MSME manager, who also has other obligations, is a limiting factor in utilizing information technology for online product marketing, as digital marketing activities require time, consistency, and ongoing focus.
6. Damage to Production Equipment

Based on interviews and observations, it was discovered that a system for routine and scheduled inspections or maintenance of production equipment has not been implemented. Equipment inspections and maintenance are only carried out when the equipment shows signs of damage or even after the equipment has completely stopped operating. Unexpected equipment damage can cause a temporary halt in the production process. When a blender breaks down, the grinding of raw materials is done manually, which naturally takes a relatively long time. This situation can cause delays in fulfilling customer orders, especially during times of high demand, such as around holidays or New Year's (Sartika et al., 2026).

7. Price Fluctuations and Availability of Raw Materials

Fluctuations in the price and availability of raw materials are one of the main problems frequently encountered in the agro-industry. According to Ms. Turiyah, a middleman and farmer in Darmayasa Village, raw materials for the agro-industry, including Sambal Ambruk, come from the agricultural sector, which is dependent on seasonal factors, weather, distribution, and market demand and supply dynamics. The raw materials used in Sambal Ambruk are perishable and short-lived, so their availability in the market fluctuates. The price of these fresh raw materials is also unstable, especially during climate change, natural disasters, or when demand for these ingredients increases drastically (Yunas, 2026). In these circumstances, businesses strive to find solutions to maintain production and prevent significant reductions in production volume. Efforts were made to adjust the chili sauce product formulation, including increasing the ratio of cooking oil used to replace raw materials whose availability was limited. This adjustment successfully maintained production volume, but resulted in a decline in quality that was directly felt by consumers (Turiyah, 2026).

8. Non-conforming End-Product

The non-conforming end-products encompass various aspects. These include changes in color, texture, taste, and durability or shelf life. An example of a product that occurred several times with Sambal Ambruk was when the chili sauce, which was procedurally cooked using the same duration and method as usual, had a shelf life shorter than the specified standard. The

chili sauce product should have a shelf life of one month if kept in accordance with the standard. However, some products experienced changes in texture and color before the one-year mark. After inspection, the primary cause was identified as the higher water content of the raw materials used compared to previous productions. This situation indicates that despite consistent production processes, varying raw material conditions can significantly impact product shelf life and consistency. Non-conformity to final products poses a production risk because products that have been packaged and stored in large quantities must be withdrawn from distribution plans if they do not meet established quality standards. This results in business losses in the form of wasted raw materials, work time that does not produce optimal results, and operational costs that cannot be covered by product sales (W. H. A. Putri et al., 2025).

### **The Impact of Utilizing Digitalization in the Creative Economy Chain Management Strategy and the Halal Industry on Sambal Ambruk**

Information systems enable organizations to collect, store, process, and disseminate information quickly and accurately. Information technology makes it easier for businesses to promote products online, reach consumers beyond their local area, and expand their market. Information systems and digital marketing enable MSMEs to expand their market by utilizing digital media, e-commerce, and online networks, effectively and efficiently reaching a wider consumer base (Pramudiyanto et al., 2026). Information technology significantly impacts MSME market expansion. Before utilizing information technology, most MSMEs marketed their products conventionally within their local area or through regular customers. After utilizing social media platforms such as WhatsApp, Instagram, and Facebook, as well as Shopee and Marketplace, MSMEs are able to reach consumers beyond their local area, even across regions (Siregar & Ruslan, 2021).

ICT integration has had a significant positive impact on the Sambal Ambruk MSME. Some of the main benefits include:

- 1. Increased operational efficiency, where the use of information systems has accelerated business processes and reduced operational costs**

Sambal Ambruk leverages information technology through digital platforms such as Instagram, marketplaces, and WhatsApp. The impact on revenue growth is starting to be seen significantly (Azwara et al., 2025). The use of information technology allows for fast and accurate management of customer and transaction data, enabling sales activities to be unconstrained by physical operating hours.

- 2. Increase wider market access through online platforms and social media, thereby increasing sales potential and business growth**

Sambal Ambruk Darmayasa utilizes social media such as Instagram and marketplaces to market its products. The impact of information technology on market expansion is starting to become apparent. Social media and marketplaces build a broader interaction network, allowing the Sambal Ambruk Darmayasa MSME to communicate directly with buyers from various regions, increasing sales

opportunities, and strengthening brand awareness (Aziz, 2025). The use of information technology not only simplifies promotion but also significantly expands the market for the Sambal Ambruk Darmayasa MSME to areas outside the city, which were previously difficult to reach through conventional marketing methods (Fadilah et al., 2026).

### **3. Reach more consumers at a relatively low cost**

According to Mrs. Eni Khayatun as an activist and resident of Darmayasa Village, Pejawaran, Banjarnegara, she stated that through the use of information technology in Sambal Ambruk, it not only expands the market for the Sambal Ambruk Darmayasa MSME, but also increases turnover significantly because consumers can place orders at any time, reach more consumers, increase transaction frequency, and optimize income potential without having to rely on direct sales at the location (Eni Khayatun, 2026).

### **4. Cheaper Promotion Costs**

Through social media and e-commerce, digital marketing strategies enable MSMEs to target specific consumers (targeted marketing), increase product visibility widely, and leverage data for more effective promotions. The lower costs of digital promotion compared to conventional advertising increase profit margins (Rahmansyah et al., 2025).

### **5. Profits are increasing**

By implementing digitalization on Sambal Ambruk products, this also causes sales volume to increase so that MSME income increases, because the ease of promotion and wider market access encourages an increase in the number of orders and frequency of transactions.

### **6. More attractive packaging**

Since the Sambal Ambruk Darmayasa MSME has utilized social media and marketplaces to market its products, management has begun to pay more attention to product packaging and presentation because consumers see the products directly through digital platforms. Information conveyed through digital technology allows businesses to tailor products to make them more appealing to consumers. By presenting attractive packaging and presentations, MSMEs can increase product appeal and differentiate themselves from competitors (Minu et al., 2025).

### **7. Displaying the identity and characteristics of the product, thus differentiating MSME products from competitors**

Product innovation is one of the main strategies for creating competitive advantage (H. T. Wulandari & Marukh, 2026). Information technology enables MSMEs to innovate more quickly through: Collecting consumer feedback online, Monitoring digital market trends, and rapid testing of product designs and features. The use of information technology supports the product innovation process so that MSMEs can offer unique, relevant, and market-needed products (D. Wulandari et al., 2026). For example, the Sambal variants created by this community are not just ordinary chili sauce, but have various variants due to the product innovations developed. There are 3 levels of spiciness for Sambal Ambruk :

- a. Regular Spicy
- b. Medium Spicy
- c. Crazy Spicy (Haryanti, 2026).

Not only the level of spiciness, Sambal Ambruk which has now been developed also offers various other mixed variants, including :

- a. Sambal Ambruk with Shredded Chicken
- b. Sambal Ambruk with Anchovies
- c. Sambal Ambruk with Stink Beans
- d. Sambal Ambruk with Jengkol
- e. Sambal Ambruk with Shredded Tuna
- f. Sambal Ambruk with Squid
- g. Sambal Ambruk with Liver and Gizzard (Haryanti, 2026).

## CONCLUSION

The implementation of digitalization in the Creative Economy Chain Management Strategy and Halal Industry on Sambal Ambruk has a very significant and positive impact on operational efficiency, increasing market access and wider consumers, Emphasis on lower promotional costs, Increasing profits, More attractive packaging and Displaying product identity and characteristics so as to differentiate MSME products from competitors. There needs to be a contribution from various parties for the development of the Creative Economy in Darmayasa village such as the role of the Village Government, Members of Karang Taruna, Middlemen and Farmers as well as the villagers themselves so that Sambal Ambruk continues to exist and is not less competitive and becomes a unique attraction amidst the current development of the digital economy.

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