

# UPNVJ Impacts the Development of MSMEs and the Creative Economy in Serang Regency

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**UPNVJ Public Relations** – The Veteran National Development University (UPNVJ), through its Faculty of Computer Science (FIK), has launched the mobile commerce app "Plaza Serang Bahagia" as a form of community service to support the growth of Micro, Small, and Medium Enterprises (MSMEs) and the creative economy (ekraf) in Serang Regency, Banten. The app is designed to help more than 48,000 MSMEs in the region penetrate the digital market amidst rapid technological developments.

The launch of the application took place lively in Muncak Village, Serang Regency, marked by a symbolic handover by the Rector of UPNVJ, Prof. Dr. Anter Venus, Ak., Comm., to the Serang Regency Government. The event was attended by various parties, including the Dean of FIK UPNVJ, the Regional Secretary of Serang Regency, representatives of the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, the Chair of the Indonesian MSME Forum (Formikimba) of Banten Province, and representatives of sub-districts throughout Serang Regency. The launch celebration was also enlivened by MSME actors and the local community who enthusiastically welcomed this initiative.

UPNVJ Rector, Prof. Dr. Anter Venus, emphasized that the Plaza Serang Bahagia application is a strategic step to strengthen the community's digital economy. "We dedicate this application to improving the economy by strengthening MSMEs in Serang Regency. We want UPNVJ lecturers and students to make real contributions that impact regional development," he said.

This application is the result of a pentahelix collaboration between the Faculty of Social and Political Sciences (FIK) of UPNVJ, the Department of Cooperatives, MSMEs, Industry, and Trade (Diskoumperindag) of Serang Regency, Bank Syariah Indonesia (BSI) Serang, Formikimba, and the Kabar Banten media. Through the Community Service (PkM) and Student Entrepreneurship Training (PKM) programs, FIK UPNVJ lecturers and students provide digital literacy training and mentoring in adopting mobile commerce technology. This application not only facilitates digital marketing of MSME products but also features business intelligence-based data visualization features. This feature allows MSMEs and Diskoumperindag to analyze data to formulate targeted coaching programs.

The Plaza Serang Bahagia app is designed to increase the competitiveness of MSMEs, expand market reach, and encourage digital economic growth in Serang Regency. By utilizing this platform, MSMEs are expected to penetrate national and global markets, while strengthening Serang Regency's position as a center for the technology-based creative economy.

Yosi Ekamarsa, Head of the Micro Enterprises Division of the Serang Regency Trade and Industry Office, expressed his appreciation for the UPNVJ initiative. "This collaboration provides concrete solutions for MSMEs to adapt to the digital era. We hope this application will be a catalyst for regional economic growth," he said.

This launch marks UPNVJ's commitment to supporting the digital transformation of MSMEs and strengthening the university's image as an institution with a real impact on society. With ongoing support, UPNVJ is optimistic that Plaza Serang Bahagia will become a successful model for digital economic empowerment that can be replicated in other regions.

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