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## Digitalpreneurship Synergy: Strategy for Strengthening the Local Economy Based on Superior Regional Products in West Kalimantan

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### ABSTRACT

Digital transformation has driven a change in the entrepreneurial paradigm towards a digitalpreneurship model that is oriented towards the use of information technology in the entire business value chain. This research aims to analyze strategies for strengthening the local economy based on superior regional products through the Digitalpreneurship Synergy approach in West Kalimantan Province. The research method uses mixed methods, starting with qualitative exploration through in-depth interviews with MSME actors, academics and local governments, followed by quantitative testing of the digital synergy strategy model. Thematic analysis produced six main themes: level of digital technology adoption, digital literacy and analytical capacity, local content and storytelling, role of community and stakeholder collaboration, logistics and digital payment barriers, and fragmentation of government support. The findings show that the majority of MSMEs have utilized social media (80%) as a means of promotion, but the use of marketplaces and analytical features is still limited (around 30% and 15–20%). Limited digital literacy and cross-institutional coordination result in the low effectiveness of digital marketing strategies. Therefore, this research recommends the establishment of a Regional Digital Synergy Center (PSDD) as a collaborative institutional model between government, academics, communities and the business sector to strengthen digital capacity, integrate logistics and payments, and optimize branding based on local cultural values. Theoretically, this research expands the concept of digital entrepreneurship ecosystem through a contextual synergistic approach in non-metropolitan areas, while practically providing a strategy model for local economic empowerment that is inclusive, innovative and sustainable.

**Keywords:** Digitalpreneurship synergy, MSMEs, local economy, local branding, digital transformation

### BACKGROUND

The development of digital technology has revolutionized the way people and businesses interact in the modern economy. Digital transformation not only changes conventional business processes, but also gives birth to a new form of entrepreneurship known as digitalpreneurship, namely entrepreneurial activities that integrate digital technology in the entire business value chain, from production to distribution (Rahman & Hussain, 2020). In the context of the regional economy, digitalpreneurship has a strategic role in increasing local competitiveness through strengthening superior products that have regional uniqueness (Suryani et al., 2021).

However, in many regions of Indonesia, including West Kalimantan, this potential has not been optimally optimized. Various government initiatives such as the National Movement of 1000 Digital Startups, MSMEs Go Digital, and Proudly Made in Indonesia have been launched to accelerate economic digitalization. Despite

this, the level of adoption of digital technology by MSMEs is still low. The main obstacles include limited digital literacy, minimal access to e-commerce and branding training, and weak coordination between local economic actors (KemenkopUKM, 2023).

Based on the Technology Acceptance Model (TAM) (Davis, 1989), technology adoption is strongly influenced by perceived usefulness and perceived ease of use. In the context of West Kalimantan MSMEs, the low level of digital literacy has a direct impact on this perception, so that business actors are less confident in using technology in economic activities. On the other hand, Entrepreneurial Ecosystem theory (Isenberg, 2011) emphasizes the importance of synergy between government, business, academic and community stakeholders to create an environment that supports the growth of digital entrepreneurship.

Conditions in West Kalimantan show that synergy between these actors is still weak. Many superior regional products are managed traditionally without adequate digital branding and e-commerce integration strategies, making it difficult to penetrate national and international digital markets. This shows that there is a research gap in understanding how cross-sector collaborative models can be optimized to strengthen the regional digital preneurship ecosystem.

**Table 1**

**West Kalimantan MSME data**

KAB/KOTA	B	C	D	E	F	G	H	I	J	K	L	M	N	P	Q	R	S	JUM LAH
Bengkayang	363	155 2	42	23	85	6648	149	3247	136	87	40	32	82	151	88	38	517	13.2 80
Kapuas Hulu	242	1522	22	13	24	6339	111	1835	116	85	52	9	70	39	46	25	311	10.8 61
Landak	1	366	7	2	1	2810	4	1267	17	3	0	1	14	0	1	1	76	4.57 1
Mempawah	15	263 4	65	16	50	6932	195	3172	148	38	41	33	178	240	80	36	605	14.4 78
Sanggau	12	156 9	24	13	28	10166	364	3592	210	145	68	19	109	117	73	32	468	17.0 09
Ketapang	0	175	5	3	1	846	0	431	21	0	1	1	4	0	1	3	79	1.571
Sintang	2	640	27	11	0	1805	1	1340	37	0	9	5	5	1	1	3	106	3.99 3
Sekadau	17	1194	44	4	30	5535	185	1882	142	76	37	10	67	99	68	20	279	9.68 9
Melawi	215	818	20	4	54	5509	185	1950	163	46	42	9	33	117	82	28	237	9.51 2
Kubu Raya	5	353 8	106	41	87	12793	437	4770	439	64	150	64	291	491	170	79	1554	25.0 79
Pontianak	62	999	4	5	84	1920	81	544	43	5	33	34	51	43	23	13	177	4.121
Singkawang	4	460	11	12	13	10279	5	3669	61	1	4	11	13	12	8	7	496	15.0 66
Sambas	34	551 2	106	40	226	17248	597	7915	550	118	102	54	271	500	238	105	1518	35.13 4



TOTAL	972	209	483	187	683	88830	2314	35614	2083	668	579	282	1188	1810	879	390	6423	164.364
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Data Source: SIDT KUMKM, Bank Indonesia 2024

Business Code Description:

B Mining and quarrying

C Processing industry

D Procurement of electricity, gas, steam/hot water and cold air

E Water management, waste water management, waste management and recycling and remediation activities

F Construction

G Wholesale and retail trade, repair and maintenance of cars and motorbikes

H Transportation and warehousing

I Provision of accommodation and provision of food and drink

J Information and communication

K Financial and insurance activities

L Real estate

M Professional, scientific and technical activities

N Rental and leasing activities without option rights, employment, travel agents and other educational business support

P Education

Q Activities Human health and social activities

R Arts, entertainment and recreation

S Other service activities

From the data in table 1.1 above, based on SIDT KUMKM (Bank Indonesia) data, there are 164,364 business units spread across 14 districts/cities in West Kalimantan Province. This figure reflects the enormous economic potential of the region if managed in a focused, sustainable and innovation-based manner. Of this total, the wholesale and retail trade and motor vehicle repair sectors (code G) dominate with 88,830 business units or around 54 percent of the total. This dominance shows that the economic structure of West Kalimantan still focuses on trade and service activities rather than the high value added production sector.

Geographically, business distribution also shows quite striking variations between regions. Sambas Regency occupies the highest position with 35,134 business units, followed by Kubu Raya with 25,079 units, and Sanggau with 17,009 units. In contrast, areas such as Ketapang, Landak and Sintang have a relatively small number of business units, namely under 5,000 units. This inequality illustrates the differences in levels of economic growth and development between districts/cities in West Kalimantan.

Apart from the trade sector, the sector of providing accommodation and food and drink also shows great potential with 35,614 business units, followed by



other service activities with 6,423 units. This condition shows that superior local products, such as culinary, handicrafts and tourism, have an important contribution to the economy of regional communities. However, the use of digital technology in promotional, marketing and brand strengthening activities for superior products is still not optimal. These limitations have implications for low economic added value and minimal penetration of local products in national and international markets.

This situation emphasizes the need for collaborative synergy between stakeholders, both from local government elements, training institutions, universities, and the business community, to build an inclusive and sustainable digitalpreneurship ecosystem. Through stakeholder collaboration, MSME players can gain access to increasing digital capacity, business management assistance, as well as facilitating product branding based on local wisdom. This approach is in line with the Digitalpreneurship Synergy concept, namely a collaborative strategy that focuses on strengthening digital entrepreneurial capacity based on local economic potential to encourage competitive regional economic growth.

The same research offers the Digital Preneurship Synergy conceptual approach, which focuses on strengthening collaboration between actors in the West Kalimantan digital economic ecosystem. This approach not only assesses the level of adoption of digital technology by MSMEs, but also designs synergistic strategies between the government, the digital community and the education sector to expand the market and increase the turnover of superior regional products (Soegoto et al., 2019)

Based on this description, this research focuses on three main aspects that are interrelated in strengthening the digital entrepreneurship ecosystem in West Kalimantan. First, this research aims to identify the level of adoption and use of digital technology by MSMEs that manage regional superior products. This aspect includes an understanding of the extent to which local business actors have implemented digital literacy, use of e-commerce platforms, and digital branding strategies in their business activities. Second, this research focuses on analyzing the stakeholder synergy model between the government, MSME players and the digital community which can be optimized to support the development of digital entrepreneurship based on local products.

Through this collaborative approach, it is hoped that effective partnership patterns can be found in strengthening regional competitiveness. Third, this research aims to formulate the most effective Digital Preneurship Synergy strategy in increasing turnover and expanding the market for regional superior products in West Kalimantan. This strategy is expected to become an implementation model that can accelerate the digital transformation of MSMEs while increasing the contribution of the local economy in a sustainable manner. Through this approach, it is hoped that research can provide a theoretical contribution to the development of a digital



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entrepreneurship synergy model in the region as well as a practical contribution to increasing local economic competitiveness in a sustainable manner.

## **RESEARCH METHODS**

This research uses a mixed methods approach with an exploratory sequential design (Creswell & Plano Clark, 2021). This approach was chosen to obtain a comprehensive understanding of the digital preneurship synergy phenomenon in West Kalimantan, both from a contextual and empirical perspective. In the qualitative phase, research was carried out through multi-local case studies involving various key actors, namely superior product MSMEs, Regional Government, academics and the digital community. Data collection techniques were carried out through in-depth interviews and participatory observation to explore in detail interaction patterns, forms of collaboration, as well as factors inhibiting and supporting digital entrepreneurship synergy in the regions. Qualitative data analysis used the thematic analysis method (Braun & Clarke, 2006) to identify the main themes that became the basis for formulating the digital preneurship synergy strategy model.

Next, a quantitative phase was carried out to empirically test the strategy model resulting from the qualitative findings. An analytical survey was conducted on a sample of MSME actors in various districts/cities in West Kalimantan. The research instrument was prepared based on indicators resulting from qualitative exploration, covering aspects of digital technology adoption, stakeholder collaboration, increasing turnover and market expansion. Quantitative data was analyzed using inferential statistical techniques, such as structural equation modeling (SEM), to measure the relationship between variables and test the impact of implementing digital synergy strategies on the economic performance of MSMEs. The integration of these two research phases allows for valid, contextual and empirically grounded results, so that the resulting strategy recommendations are not only theoretically relevant but also applicable for the development of the digital entrepreneurship ecosystem at the regional level.

## **RESULTS AND DISCUSSION**

### **Results**

This research focuses on collecting primary and secondary data which includes the identity of business actors, trademark names, and the location or area of origin of the participants. The data is then processed to produce an empirical picture of the distribution pattern of family entrepreneurship, the characteristics of the

businesses being developed, and their contribution to strengthening the local economy.

**Table 2**  
**MSME data on superior products per district in West Kalimantan**

No	Nama Lengkap	Nama Brand	Nama Daerah
1	Ny. Hj. GITA HERNELY	Kerajinan Tangan dari Limbah Laut – Pokja 2 PKK Kota Singkawang (GITA CRAFT)	Kota Singkawang
2	Romi, S. Pd. I	Rosseme Rosella	Kab. Sambas
3	Muhammad Syahbandi, S.Kom.I	Rumah Pisang Mempawah Keripik Pisang Buntat Djabar	Kab. Mempawah
4	Biyang Bagus Bayuaji S. Tr. Par	Amigdala Kombucha	Kab. Sanggau
5	Kurniadi	NIKEISHA, Sirup Gula Singkong Aromatik, Aroma Kayu Manis	Kab. Sekadau
6	Valenta Apriyani Rosyan, S.H.,M.Kn	BAG CHARM TENUN SIDAN	Kab. Kapuas Hulu
7	Liliana	Kerajinan Kalung Kain Perca Tenun Ikat	Kab. Sintang
8	INTAN LIANA	NANI LIANA	Kota Pontianak
9	Ny. TINAWATI	KERUPUK UDANG TINAWATI	Kab. Kayong Utara
10	Dewi Warni Kusuma Ningrum	SANG BINTANG	Kab. Ketapang
11	Siska Hardini	3 DARE	Kab. Kubu Raya
12	Desi Priyanti	Teh Zona	Kab. Bengkayang
13	Ny. Yohana	Lidicraft Landak	Kab. Landak
14	GAWATI	ARENMEL	Kab. Melawi

Source: Processed data for 2025

The research results show that the regional economic potential in West Kalimantan is still dominated by the wholesale and retail trade and vehicle repair sectors, with a total of 88,830 business units or around 54 percent of the total 164,364 business units recorded in the SIDT KUMKM data. The dominance of this sector indicates that economic activities at the local level are still focused on distribution and service activities, while the production and processing sectors have not developed optimally. Sambas, Kubu Raya and Sanggau districts are the regions with the highest levels of business activity, while Landak, Ketapang and Sintang still show relatively slow economic development. This inequality indicates the need for equitable regional economic development based on unique local potential.

Other findings show that the sectors providing accommodation, food and beverages, as well as other service activities have great prospects for being developed into superior regional products. This potential can be seen in the number of household businesses engaged in local culinary, handicrafts, as well as culture and tourism-based services. However, most business actors still face obstacles in aspects of digital marketing, managerial abilities and access to technology. Low digital literacy means that product promotion has not been able to reach a wider market, both at the national and international levels.

Through mentoring and training activities involving training institutions, academics and local governments, this research found that synergy between parties has a positive impact on increasing the digital capacity of MSME players. This cross-institutional collaboration has succeeded in strengthening business actors' awareness of the importance of digital branding and the use of e-commerce platforms and social media to promote superior regional products. This approach is known as Digitalpreneurship Synergy, which is a local economic empowerment strategy based on collaboration and digital innovation that is rooted in regional potential.

Overall, the research results prove that strengthening the local economy in West Kalimantan can be done through digitalpreneurship synergy which emphasizes collaboration, digital training and development of regional superior products. The digital preneurship model not only contributes to increasing the competitiveness of MSMEs, but also encourages the formation of a sustainable digital-based economic ecosystem. By implementing this strategy, it is hoped that local business actors will be able to transform into digital entrepreneurs who are adaptive, creative and competitive in facing global market dynamics. Marketing strategy data for superior products in West Kalimantan based on field findings, contextual evidence and Strategic Implications for Digital Preneurship Synergy.

**Table 3**  
**Results of Qualitative Research on Digital Marketing Strategies for Leading MSME Products in West Kalimantan**

<b>Main Theme</b>	<b>Description of Field Findings (Real Data)</b>	<b>Empirical Indications / Contextual Evidence</b>	<b>Strategic Implications for Digital Preneurship Synergy</b>
<b>1. Level of Digital Technology Adoption</b>	MSMEs have used social media (Instagram, Facebook, WhatsApp Business) and marketplaces (Shopee, Tokopedia) but with varying capabilities.	Around 80% of perpetrators use social media, only ±30% use the marketplace for routine activities.	Further training and mentoring systems are needed to encourage digital maturity and optimize commercial features
<b>2. Digital Literacy and Analytical</b>	Perpetrators are able to upload products	Only 15–20% of respondents	Capacity building programs should focus

Main Theme	Description of Field Findings (Real Data)	Empirical Indications / Contextual Evidence	Strategic Implications for Digital Preneurship Synergy
Capacity	and interact with customers, but have not yet taken advantage of analytical features and paid advertising.	understand insight/ads manager.	on data-driven marketing and the use of simple analytical tools.
3. Local Content and Storytelling	MSMEs highlight regional uniqueness: natural materials, ethnic motifs and local narratives in promotions.	The product visuals contain many elements typical of West Kalimantan (gill pattern batik, Dayak weaving).	Branding strategies need to strengthen local authenticity to build brand equity and market differentiation.
4. Role of Community and Stakeholder Collaboration	Local communities (cooperatives, PKK, women's groups, MSME communities) and micro influencers are important channels for promotion.	65% of perpetrators took part in online communities or training from local institutions.	Digital Preneurship Synergy needs to involve the role of the community in a quadruple helix model (government–community–academic–business).
5. Logistical Barriers and Digital Payments	Delivery costs between districts are high and the digital payment system is not yet evenly distributed.	40% of perpetrators complained about difficulties in integrating online payments and delivery outside the region.	Collaboration with fintech and local logistics is needed to reduce transaction barriers.
6. Fragmentation of Government Support	Training and assistance programs exist, but are not coordinated between agencies.	There is overlapping training activities without follow-up.	A Regional Digital Synergy Center (PSDD) is needed for integration and sustainability of cross-sector programs.

Source: Processed data for 2025

The results of qualitative research regarding digital marketing strategies for superior product MSMEs in West Kalimantan show that the level of adoption of digital technology among business actors is still at a developing stage. The majority of MSMEs are familiar with and use social media such as Instagram, Facebook and WhatsApp Business as the main promotional tools, but their use is not yet fully optimal. Most digital marketing activities are

still limited to simple content publications without measurable marketing strategy planning. This indicates that MSME players need increased capacity in understanding the functions and techniques of effective digital marketing, including content management, audience analysis, and brand image management (digital branding).

Field findings show that MSME actors already have the basic capabilities to upload products and interact with customers. However, most do not understand the functions of digital analytics such as insight tools and ads manager. Only around 15–20% of actors are able to use analytical features to measure marketing performance. This limited literacy shows that most actors still operate intuitively, not data-driven (data-driven marketing). From a digital economy perspective, analytical capabilities are essential for understanding consumer behavior, optimizing advertising strategies, and measuring the effectiveness of digital campaigns. Therefore, a capacity building program is needed that is aimed at utilizing simple analytical tools and implementing data-based strategies, so that MSMEs are able to compete in an increasingly competitive digital ecosystem.

The research found that most MSMEs have highlighted elements of local uniqueness in promotional strategies, such as the use of natural materials, ethnic motifs and cultural narratives typical of West Kalimantan, such as gill pattern batik or Dayak weaving. Visuals and promotional messages rooted in regional identity strengthen the product's local authenticity. This shows that the perpetrator has implemented a branding strategy based on local culture, which is in line with place-based marketing and cultural branding theories. Strengthening local narratives can increase brand equity, expand market recognition, and foster regional pride. In the context of digital entrepreneurship, this approach not only creates economic value, but also contains social and cultural values that strengthen regional superior product differentiation. From an ecosystem perspective, the role of government, training institutions and digital communities also has an important contribution in strengthening the implementation of MSME digital marketing strategies. Mentoring and training programs organized by local institutions are proven to help business people understand the basics of online marketing and improve their technical skills. However, these activities are still sporadic and have not been systematically integrated into regional economic development policies. Synergy between parties is needed so that the digital transformation process does not just become a momentary movement, but becomes part of a sustainable local economic empowerment system.

The research also found fragmentation of government programs, where various training and assistance for MSMEs were still running independently without cross-agency coordination. This causes overlapping activities and minimal follow-up after the training is completed. This condition shows the weakness of collaborative governance in digital empowerment of the local economy. To overcome this, it is necessary to establish a Regional Digital Synergy Center (PSDD) as a forum for cross-sector coordination between government, academics, communities and the private sector. This institution is expected to become a center for innovation, incubation and sustainable development of digital capacity for MSMEs. Strategically, PSDD can also strengthen the role of regions in implementing national digital transformation policies contextually according to local potential.

Interpretation of the results of this research confirms that strengthening the digital marketing strategy of MSMEs in West Kalimantan is not enough just to use social media, but must be accompanied by a strategic approach based on branding, content innovation and stakeholder collaboration. Synergy between the government, business actors and the digital community is needed to create a marketing model that is able to highlight the advantages of local products while responding to the demands of the modern market. By implementing an adaptive digital strategy, West Kalimantan's superior products have the potential to increase regional economic value, expand market networks, and build a positive image of MSMEs in the digital economy era.

### Discussion

The data results show that there is active involvement of local business actors from all districts/cities in West Kalimantan in developing superior regional products based on creativity and the potential of local resources. The products produced include handicrafts, local food preparations, herbal drinks, as well as innovative products based on weaving and natural waste, as seen from the participation of MSMEs such as Gita Craft from Singkawang City, Mempawah Banana House, Amygdala Kombucha from Sanggau, NIKEISHA Cassava Sugar Syrup from Sekadau, and Sidan Woven CHARM BAG from Kapuas Hulu. This condition reflects that each region in West Kalimantan has a unique creative economic identity and can be used as a basis for strengthening the local economy. However, based on the digital marketing strategy document for household products, there are still challenges in terms of digitalization, especially regarding optimal use of digital platforms for promotion, branding and product distribution.

From a scientific perspective, the concept of digitalpreneurship synergy refers to collaboration between MSME actors, local governments, and supporting institutions (such as TP PKK and the Department of Industry and Trade and Cooperatives) in optimizing digital technology to increase the economic value of superior products. This collaboration is a real form of digital-based collaborative economy, where the success of MSMEs is not only determined by product quality, but also by their ability to integrate digital marketing strategies, local branding and product storytelling.

The digital strategy implemented includes the use of social media, marketplaces, and the creation of creative content based on local values. For example, products such as Handicrafts from Marine Waste in Singkawang combine aspects of environmental sustainability and the creative economy, which can be promoted through digital campaigns with the theme of eco-friendly crafts. Meanwhile, Amygdala Kombucha from Sanggau takes advantage of the healthy lifestyle trend, which is relevant for branding based on wellness entrepreneurship in the national digital market.

The development of the digital economy in Indonesia provides opportunities for MSMEs to expand markets and increase the competitiveness of local products. However, in the context of West Kalimantan, digital transformation has not been fully distributed across all regions and business sectors. Therefore, this research seeks to identify and analyze how the synergy of government stakeholders, business actors, digital communities and academics can encourage the strengthening of the local economy based on superior regional products through the Digital Preneurship Synergy approach.

**Table 4**  
**Strategy Recommendations Based on Qualitative Findings**

Focus Strategy	Priority Actions	Stakeholder	Final destination
Strengthening Digital Capacity	Practice-based training, post-training mentoring	Local government, academics, MSME community	Increasing technical capabilities and sustainability of technological adaptation
Local Branding Optimization	Assistance in creating digital content based on cultural narratives	Creative communities, MSME actors, art/design colleges	Strengthening the image and added value of regional products
Logistics &	MoU with fintech	Local governments,	Reduce transaction



Focus Strategy	Priority Actions	Stakeholder	Final destination
Payment Services Integration	and local expeditions for integrated solutions	logistics/fintech companies	barriers and expand markets
Cross-Sector Synergy	Establishment of Regional Digital Synergy Center (PSDD)	Government, academia, private community, sector	Realizing sustainable coordination across stakeholders

Source: Processed data for 2025

The table above reinforces the results that the digital transformation of MSMEs in West Kalimantan has entered the functional adoption stage but has not yet reached full digital transformation. By integrating the Digital Preneurship Synergy model, business actors can gain real benefits from digitalization if stakeholder support and ecosystem infrastructure are strengthened.

**Strengthening Digital Capacity** This strategy focuses on increasing the digital competence of MSME players through practice-based training and post-training mentoring programs. This effort reflects a capacity building approach that is not only oriented towards knowledge transfer, but also the formation of adaptive capabilities to the dynamics of digital technology. Local governments act as policy facilitators, academics as knowledge providers, and the MSME community as direct beneficiaries. Theoretically, this strategy is based on the concept of digital literacy empowerment, where digital skills are the key to increasing productivity and business sustainability. The implementation of continuous training programs is expected to strengthen the competitiveness of MSMEs and expand access to the global digital market.

**Optimizing Local Branding,** The second recommendation emphasizes the importance of branding based on local cultural values through assisting in the creation of narrative and contextual digital content. Collaboration between creative communities, MSMEs and art/design universities has the potential to create a strong local brand identity and increase the value proposition of regional products. This approach is in line with place-based marketing theory, where cultural narratives are a differentiative element in building the image of superior regional products. Optimizing local branding is not only about visual aesthetics, but also about strengthening meaning, authenticity and pride in regional identity. In this way, local products can be transformed into cultural brands with high economic value.

**Integration of Logistics and Payment Services:** The integration aspect of logistics and payment services highlights the importance of an efficient digital economic infrastructure. The MoU recommendation between regional governments, fintech companies and local expeditions reflects a collaborative governance approach in strengthening the regional digital ecosystem. From a digital economy perspective, this integration will reduce transaction barriers, increase supply chain efficiency, and expand market access. The presence of integrated payment and logistics solutions allows MSMEs to operate more competitively and inclusively, especially in areas with limited physical infrastructure. This also supports the principle of ease of doing business in the context of a digital-based regional economy.



Stakeholder Synergy, the strategy for establishing a Regional Digital Synergy Center (PSDD) is a concrete manifestation of the idea of digital ecosystem collaboration, where coordination between stakeholders is formalized in an institutional forum. This collaboration between government, academics, communities and the private sector aims to create sustainability in the local economic digitalization program. In the context of regional development, stakeholder synergy plays an important role in ensuring policy continuity, program harmonization, and increasing institutional capacity. The existence of PSDD is expected to become a center for innovation, incubation and collaboration that accelerates regional digital transformation, while strengthening the competitiveness of the local economy based on superior products.

Overall, the four strategic focuses describe a systemic approach to strengthening the digital-based local economy. Starting from increasing individual capacity (micro), strengthening product brands (meso), improving supporting infrastructure (technical), to stakeholder coordination (macro).

This approach reflects the synergy of the quadruple helix, namely collaboration between government, academics, business and community as an effective model in building a digital preneurship ecosystem in West Kalimantan. Thus, this strategy is not only relevant in the context of local economic empowerment, but also supports the national agenda for digital transformation and equitable economic development based on regional potential.

### **Conclusion**

This research shows that the application of Digital Preneurship Synergy plays a strategic role in strengthening the local economy based on superior regional products in West Kalimantan. Digital transformation among MSMEs has begun, but is still limited to the initial adoption stage. The main obstacles include low digital literacy, limited logistics infrastructure, and lack of coordination between supporting institutions.

Stakeholder synergy between government, academics, communities and business actors (quadruple helix) has proven to be the key in building a sustainable digital entrepreneurship ecosystem. Through this collaboration, the digital capacity of MSME players can be increased, logistics and payment systems can be integrated, as well as brands

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