

Integrated Assistance for the Management of Local Potential-Based Agrohorticultural SMEs in Encouraging Product Competitiveness and Village Economic Sustainability

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Abstract: *This community service activity aims to develop an integrated mentoring model based on local potential through strengthening aspects of production, business management, and digital marketing for agrohorticultural SMEs in Purworejo Village, Wonogiri Regency. The implementation method uses the Participatory Action Research (PAR) approach which includes observation, Focus Group Discussion (FGD), training, implementation assistance, monitoring, and evaluation. The results of the activity show that mentoring is able to improve the ability of MSME actors to prepare production process standards, record finances, calculate cost of production, build product identity, and utilize digital media as a means of marketing. The broader impact of this program is the formation of a regional potential-based business ecosystem that supports increasing the added value of local commodities, expanding market access, and strengthening the sustainability of the village economy. The resulting assistance model is adaptive and can be replicated in other agrarian areas that have similar resource characteristics.*

Abstrak : *Kegiatan pengabdian kepada masyarakat ini bertujuan mengembangkan model pendampingan terintegrasi berbasis potensi lokal melalui penguatan aspek produksi, manajemen usaha, dan pemasaran digital bagi UMKM agrohortikultura di Desa Purworejo, Kabupaten Wonogiri. Metode pelaksanaan menggunakan pendekatan Participatory Action Research (PAR) yang meliputi observasi, Focus Group Discussion (FGD), pelatihan, pendampingan implementatif, monitoring, dan evaluasi. Hasil kegiatan menunjukkan bahwa pendampingan mampu meningkatkan kemampuan pelaku UMKM dalam menyusun standar proses produksi, melakukan pencatatan keuangan, menghitung harga pokok produksi, membangun identitas produk, serta memanfaatkan media digital sebagai sarana pemasaran. Dampak yang lebih luas dari program ini adalah terbentuknya ekosistem usaha berbasis potensi wilayah yang mendukung peningkatan nilai tambah komoditas lokal, memperluas akses pasar, serta memperkuat keberlanjutan ekonomi desa. Model pendampingan yang dihasilkan bersifat adaptif dan dapat direplikasi pada wilayah agraris lain yang memiliki karakteristik sumber daya serupa*

Keywords : *SMEs Agrohorticulture, Integrated Assistance, Local Potential, Product, Competitiveness, Village Economic Sustainability*

INTRODUCTION

Small, and medium enterprises (SMEs) are one of the main pillars of national economic development because they contribute to job creation, increase community income, and strengthen the regional economy. In rural areas, the existence of SMEs not only functions as a household economic

activity, but also as an instrument of community empowerment that is able to reduce economic disparities through the sustainable use of local resources. In recent years, strengthening SMEs based on regional potential has become increasingly a concern because it is able to generate higher added value compared to relying only on the sale of primary commodities. This approach is in line with the locally-based economic development paradigm that places regional characteristics as a source of competitive advantage (Akhtar et al., 2024).

Wonogiri Regency is one of the areas in Central Java Province that has an agrarian character with the availability of abundant agrohorticultural resources. Various commodities such as rice, corn, chili, onions, bananas, and other horticultural crops are the basis of people's livelihoods as well as a source of raw materials for local SMEs. Based on local government data, tens of thousands of SMEs have operated in Wonogiri Regency with the dominance of the agriculture, agricultural product processing, and trade sectors, thus showing that the community's economic activities are highly dependent on the sustainability of the agrohorticulture sector. This potential provides a great opportunity to develop a local commodity-based processing industry that is able to increase product added value, expand job opportunities, and strengthen regional economic competitiveness. However, the large potential of these raw materials has not been fully followed by the capacity of MSME actors in managing their businesses professionally so that their contribution to improving community welfare is still not optimal.

The results of initial observations in Purworejo Village show that most agrohorticultural SMEs are still carrying out production processes based on hereditary experience without standard operational standards. This condition causes the quality of the products produced to be inconsistent, affecting the level of consumer confidence. In addition, business actors have not systematically recorded finances, have not been able to calculate the cost of production accurately, and are still determining selling prices based on market habits. From the marketing aspect, most products are marketed conventionally with simple packaging and do not yet have a strong brand identity. As a result, local products are difficult to compete with similar products that have implemented more modern branding and digital marketing strategies. These problems show that the main challenge for SMEs does not lie in the availability of raw materials, but in the weak capacity of business management as a whole.

Various studies show that increasing the competitiveness of SMEs is not enough through production technical training alone. Strengthening managerial capacity, marketing digitalization, financial management, and product innovation are interrelated factors in building business sustainability (Malca et al., 2023). On the other hand, digital transformation that is implemented without organizational readiness and managerial capabilities will only result in temporary (Bag et al., 2025). Therefore, a mentoring approach that integrates aspects of production, business management, and marketing becomes more relevant than training that is conducted partially. An integrated approach

allows MSME actors not only to improve technical skills, but also to build a business system that is more adaptive to market dynamics.

The novelty of this service activity lies in the development of an integrated mentoring model based on local potential that connects three main dimensions, namely strengthening production, strengthening business management, and transforming digital marketing in one empowerment framework. Unlike most service programs that only focus on improving specific skills, this model places the availability of agrohorticultural raw materials as the foundation for value chain development so that the mentoring process does not stop at increasing knowledge, but produces real changes in business governance. This approach also encourages the formation of a stronger relationship between the agricultural sector as a provider of raw materials and the MSME sector as a processor of value-added products.

The expected impact is not only felt by SMEs actors who are partners, but also has wider implications for the economic development of the Wonogiri Regency area. The sustainable availability of local raw materials allows the creation of the downstream process of agricultural commodities into various processed products that have higher economic value. This condition opens up opportunities for the formation of village agro-industry centers, expanding community employment opportunities, increasing household income, and strengthening local economic resilience. In the long term, this mentoring model has the potential to be replicated in other agrarian villages in Wonogiri Regency that have similar resource characteristics so that it can accelerate the equitable distribution of economic development based on regional potential while supporting the achievement of SDGs 8 (Decent Work and Economic Growth), SDGs 9 (Industry, Innovation, and Infrastructure), and SDGs 10 (Reducing Gaps).

Based on these conditions, this service activity aims to develop an integrated assistance model for the management of agrohorticultural SMEs based on local potential to increase product competitiveness while strengthening the sustainability of the village economy. Through the integration of strengthening production, business management, and digital marketing, this activity is expected to produce an empowerment model that not only solves the short-term problems of SMEs, but also builds the foundation for more resilient, innovative, and sustainable village economic development.

Regional Potential-Based Development for Agrohorticultural SMEs

Regional potential-based development has become one of the strategic approaches to strengthening local economic resilience by utilizing endogenous resources owned by a region. In rural areas, agrohorticultural commodities represent not only agricultural outputs but also valuable economic assets that can be transformed into competitive products through appropriate processing and

management. The concept of local potential emphasizes the optimization of natural resources, human resources, and socio-cultural characteristics to create sustainable regional competitiveness (PIUS et al., 2025)

The availability of agricultural commodities throughout the production cycle provides opportunities for SMEs to develop value-added products rather than depending solely on raw commodity sales. Wonogiri Regency possesses abundant agrohorticultural resources, including rice, maize, bananas, shallots, chilies, and various horticultural products, which can serve as sustainable raw materials for agro-processing industries. However, without adequate managerial capability and innovation, the abundance of raw materials alone cannot generate significant economic value. (Borsellino, 2020). explained that sustainable growth of agro-processing SMEs depends not only on resource availability but also on business management capability and environmental adaptation.

In addition, regional potential-based development encourages the establishment of local supply chains involving farmers, SMEs, village-owned enterprises (BUMDes), and local governments. Such collaboration enables the creation of integrated rural economic ecosystems capable of generating employment, increasing household income, and strengthening regional competitiveness. Therefore, regional potential should be interpreted not merely as an agricultural resource but as a strategic economic capital requiring integrated management.

Integrated Assistance Model for MSME Development

Community empowerment programs frequently emphasize technical training as the primary intervention for MSME development. Nevertheless, previous studies indicate that technical training alone often fails to produce sustainable business transformation because managerial weaknesses remain unresolved (Suhaimi Yusof et al., 2025).

Integrated assistance refers to a continuous mentoring process that combines production improvement, managerial strengthening, financial literacy, and market expansion into a single empowerment framework. This approach enables SMEs to improve operational performance while simultaneously strengthening organizational capability.

Business digitalization contributes positively to MSME performance only when entrepreneurs possess sufficient managerial competence and organizational readiness. Demonstrated that digital capability significantly enhances MSME competitiveness when supported by effective branding strategies and adaptive business management. Consequently, integrated assistance should not be viewed merely as knowledge transfer but rather as an organizational learning process in which entrepreneurs continuously improve business practices through mentoring, evaluation, and innovation(Kabbera et al., 2024);(Malamichi et al., 2024).

Business Management and Competitiveness of Agrohorticultural SMEs

Business competitiveness is strongly influenced by the capability of entrepreneurs to manage production, finance, and marketing simultaneously. Many rural SMEs continue to experience difficulties in maintaining consistent product quality, determining production costs accurately, and establishing competitive pricing strategies.

Business management encompasses production planning, financial recording, human resource management, operational control, and strategic decision-making. Emphasized that systematic managerial practices enable SMEs to respond more effectively to market uncertainty and improve long-term organizational performance (Silvestri et al., 2023);(Malamichi et al., 2024).

For agrohorticultural SMEs, standardized production becomes particularly important because agricultural products are highly susceptible to seasonal variation and quality inconsistency. Standard operating procedures (SOP), quality assurance mechanisms, and production documentation contribute significantly to maintaining consumer trust and product reliability.

Furthermore, financial management enables entrepreneurs to calculate production costs, evaluate profitability, and allocate resources efficiently. Without proper financial records, SMEs frequently encounter difficulties in business expansion despite possessing abundant production capacity.

Digital Marketing as a Strategy for Expanding Market Access

Digital transformation has substantially changed consumer purchasing behavior, encouraging SMEs to adopt digital platforms as primary marketing channels. Social media, e-commerce, digital payment systems, and online branding provide broader market access with relatively low operational costs. Du (2025) reported that digital capability directly improves export performance and market competitiveness among SMEs by facilitating customer engagement and market expansion. Argued that technological innovation increases transparency, customer trust, and operational efficiency, thereby strengthening long-term competitiveness (Meliyani, 2021);(Malamichi et al., 2024).

However, many rural SMEs still rely on traditional marketing methods because of limited digital literacy and inadequate technological capability. Consequently, digital marketing assistance should include branding development, product photography, storytelling, marketplace optimization, social media management, and customer relationship management. Digital marketing is therefore positioned not merely as a promotional tool but as an integrated business strategy capable of connecting local products with broader national and international markets.

Community Empowerment toward Sustainable Rural Economy

Community empowerment represents a participatory development approach aimed at enhancing community capacity to independently manage available resources. Within the context of agrohorticultural SMEs, empowerment involves strengthening entrepreneurial capability, institutional collaboration, innovation, and business sustainability. Sustainable rural economic development requires collaboration among universities, government institutions, village organizations, business actors, and local communities. This collaborative model aligns with the *Quadruple Helix* framework, which emphasizes knowledge transfer and innovation through multi-stakeholder partnerships. (Phiri, 2020) explained that sustainable agro-food industries require continuous innovation, technological adaptation, and institutional strengthening to remain competitive under rapidly changing market conditions. Likewise, (Hamdani et al., 2024) highlighted that environmentally responsible business practices contribute significantly to long-term enterprise growth and community welfare. Therefore, integrated assistance programs should generate not only improvements in individual MSME performance but also broader regional economic impacts through the creation of sustainable local business ecosystems

METHOD

This community service activity uses a Participatory Action Research (PAR) approach that places the community as an active partner in the entire empowerment process. This approach was chosen because it is able to integrate the process of problem identification, action planning, program implementation, reflection, and evaluation in a participatory manner so that the solutions produced are in accordance with the real needs of MSME actors (Kemmis et al., 2022). Through this approach, MSME actors not only become the object of activities, but also play a role as subjects involved in decision-making, innovation implementation, and evaluation of program success.

The service program was held on July 10 - 19, 2026 in Sumberjo Hamlet, Purworejo Village, Wonogiri Regency, Central Java. This area was chosen because it has high agrohorticultural potential with the availability of local raw materials in the form of rice, corn, bananas, onions, chili, and various other horticultural commodities which are the main source of community economic activities. Despite having great resource potential, most SMEs still face various obstacles in terms of production, business management, and marketing, so they require an integrated mentoring program.

The activity partners are agrohorticultural MSME actors in Purworejo Village who are engaged in processing agricultural products into value-added products. The selection of partners is carried out purposively based on several criteria, namely:

1. Using local agrohorticultural raw materials as the main commodity of the business;

2. Have a business that has been running for at least one year;
3. Experiencing obstacles in production management, business management, and marketing;
4. Willing to participate in the entire series of mentoring up to the evaluation stage.

These characteristics allow service activities to be focused on strengthening business capacity oriented towards increasing competitiveness and business sustainability.

The mentoring model is implemented through five main stages as shown in Figure 1.



Figure 1. FGD with Team

Stage 1. Observation and Needs Analysis

The activity began with field observation to identify the existing conditions of SMEs, including the production process, business management system, financial management, product marketing, and the potential of available local commodities. The observation was followed by interviews with MSME actors and village officials to obtain a comprehensive picture of the problems and opportunities for business development.

The observation results show that most SMEs still use traditional production systems, do not have production operational standards, have not done financial recording, and still rely on conventional

marketing. This condition is the basis for the preparation of contextual assistance materials according to the needs of partners.

Stage 2. Focus Group Discussion (FGD)

The next stage was carried out through a **Focus Group Discussion (FGD)** involving MSME actors, village officials, BUMDes, academics, and service teams. This activity aims to equalize perceptions of priority problems as well as develop a strategy for developing MSME development based on regional potential.

The FGD resulted in three main focuses of the program, namely:

- Strengthening of production systems,
- Strengthening business management,
- Digital marketing Acceleration.

These three aspects are seen as interrelated in building the sustainability of the agrohorticultural business.

Stage 3. Production Assistance and Business Management

Mentoring is carried out through practice-based training (learning by doing) which includes:

- Preparation of Standard Operating Procedures (SOP) for production;
- Product quality control;
- Simple financial records;
- Calculation of the Cost of Production (HPP);
- The preparation of selling prices;
- Preparation of business plans;
- The application of the Balanced Scorecard (BSC) as a business evaluation tool.

Mentoring is carried out directly at the business location so that each participant gains practical experience in implementing the material provided.

Stage 4. Branding and Digital Marketing Assistance

This stage is directed to increase product competitiveness through strengthening brand identity and expanding market access.

The materials provided include:

- Brand identity development;

- Product packaging design;
- Preparation of brand stories;
- Product photography;
- Social media optimization;
- The use of whatsapp business;
- Marketplace introduction;
- Use of qris as a digital payment system.

In addition to the training, participants were also assisted in creating digital marketing accounts and developing marketing communication strategies based on **Segmentation, Targeting, and Positioning (STP)**.

Stage 5. Monitoring and Evaluation

The final stage is carried out through monitoring the implementation of the results of mentoring during the program.

The evaluation was carried out using a **baseline-endline approach** by comparing the conditions of SMEs before and after the program on several indicators, namely:

- The ability to prepare production sops;
- The ability to calculate HPP;
- The ability to do financial recording;
- The ability to use digital marketing media;
- Changes in packaging quality;
- Increasing the confidence of business actors in developing their business.

In addition to quantitative evaluation, qualitative evaluation is also carried out through reflective discussions with partners to obtain input on the effectiveness of the mentoring model.

Data collection is carried out using several techniques to obtain comprehensive information, namely:

1. Direct observation, to identify the initial conditions of the production process and business management.
2. Semi-structured interviews, to explore the needs and obstacles faced by MSME actors.
3. Focus Group Discussion (FGD), as a medium for developing participatory mentoring strategies.

4. Documentation, in the form of photos of activities, business documents, and program implementation results.
5. Evaluation questionnaire, to measure changes in participants' knowledge, skills, and perceptions after participating in mentoring.

The data was analyzed using a **qualitative descriptive approach** with the interactive analysis model Miles, Huberman, and Saldaña (2020), which consisted of three stages, namely:

1. Data reduction, through the process of selection, grouping, and simplification of field data;
2. Data display, by presenting the results of observation, documentation, and evaluation in the form of narratives, tables, and visualizations;
3. Conclusion drawing and verification, which is the drawing of conclusions based on changes in the capacity of SMEs before and after the mentoring program.

The analysis is focused on changes in partners' capabilities in aspects of production, business management, digital marketing, and their impact on increasing product competitiveness and village economic sustainability.

The success of the program is measured based on the following outcomes.

Aspects	Success Indicators
Production	SMEs are able to implement production SOPs and maintain consistency of product quality
Management	SMEs are able to compile financial records, calculate HPP, and determine selling prices systematically
Marketing	SMEs have a brand identity, more informative packaging, and utilize digital media as a means of marketing
Sustainability	The formation of a mentoring model that can be replicated for the development of agrohorticultural SMEs in other regions

RESULTS AND DISCUSSION

Partner Profile and Potential for the Development of Agrohorticultural SMEs

The service activity was carried out in Sumberjo Hamlet, Purworejo Village, Wonogiri Regency, which has the characteristics of an agrarian area with the dominance of the agricultural and horticultural sectors as a source of livelihood for the community. The main commodities such as rice, corn, bananas,

onions, chili, and various other horticultural crops are raw materials available throughout the season and are used by the community as primary products and processed products. This condition shows that this region has strong economic capital to be developed into an agrohorticultural center based on local potential. However, the abundant availability of raw materials has not been fully able to generate economic added value because most products are still marketed in raw form or through simple processing processes.

The results of initial observations show that partner SMEs are still facing various obstacles that are multidimensional. In the production aspect, the processing process is carried out based on experience without standard operational standards so that product quality is not consistent. In terms of business management, most MSME actors do not have financial records, have not been able to calculate production costs systematically, and have not prepared a business plan. In terms of marketing, products are marketed conventionally with simple packaging and brand identity that has not been able to establish product differentiation in the market. This condition shows that the main challenge for SMEs does not lie in the limitation of natural resources, but in the weak capacity of business management.

These findings are in line with the research of Akhtar et al. (2024) which states that the success of region-based agro SMEs is not only influenced by the availability of resources, but also by the ability to manage businesses professionally. Kabbera et al. (2024) also emphasized that the growth of agro-industrial SMEs will take place faster if followed by increasing management capacity and business innovation.

Implementation of the Integrated Mentoring Model

The mentoring program is carried out through five main stages, namely observation, Focus Group Discussion (FGD), training, implementation assistance, and monitoring and evaluation. In contrast to the conventional training approach that only focuses on knowledge transfer, the model applied in this activity integrates three main aspects, namely strengthening production, strengthening business management, and strengthening digital marketing.

At the observation stage, the service team identifies the real needs of MSME actors so that the material provided is really in accordance with field conditions. Furthermore, the FGD is used as a medium for developing joint strategies between academics, village governments, and business actors so that each intervention receives support from all stakeholders.

Production assistance is focused on the preparation of Standard Operating Procedures (SOPs), improving product quality, and consistency of the processing process. At the business management stage, MSME actors are assisted in the preparation of simple financial records, calculation of the Cost of Production (HPP), determination of selling prices, and preparation of business plans. Furthermore, in the marketing aspect, participants received training on branding, packaging design, product identity

preparation, social media utilization, and STP-based digital marketing strategies (Segmentation, Targeting, Positioning).

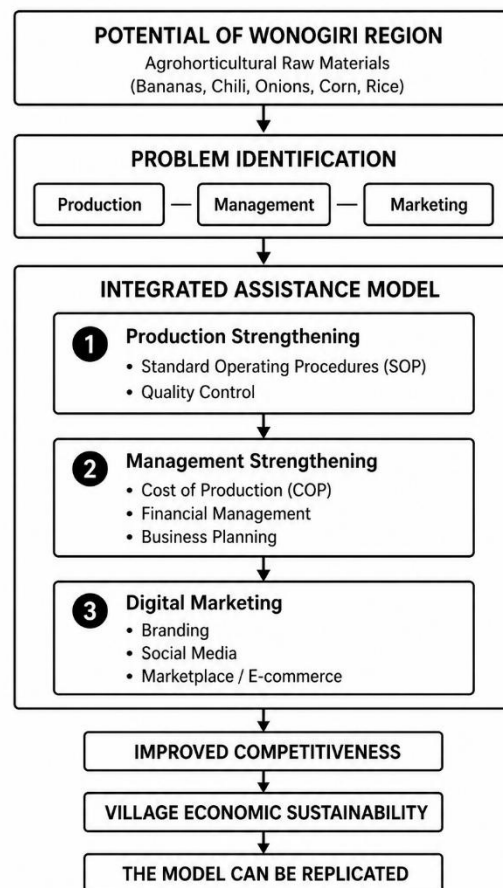


Figure 2. Community Service Framework

This approach allows all MSME business processes to be strengthened simultaneously so that the resulting changes are not partial but touch the entire business system.

Table 1. Changes in the Capacity of Agrohorticultural SMEs After the Mentoring Program

Aspects	Conditions Before Mentoring	Conditions After Mentoring	Impact
Production	Production process based on experience, does not yet have SOP	SMEs are able to compile and implement simple SOPs according to product characteristics	Product quality is more consistent and marketable
Raw Material	The potential of raw materials is abundant but has not been utilized optimally	The use of raw materials is directed to become value-added processed products	Added value of local commodities increases

Business management	No financial records	Able to compile simple cash records	More measurable business decision-making
Selling price	Determined based on estimates	Using the calculation of the Cost of Production (COG)	More controlled business margins
Branding	Don't have a product identity yet	Have a logo, packaging, and brand story	Products are easier for consumers to recognize
Digital marketing	Relying on direct selling	Use social media and WhatsApp Business	Wider market reach
Business sustainability	Oriented towards daily sales	Have a business development plan	Businesses are more adaptive to market changes

The Impact of Assistance on Strengthening Production

One of the most visible changes after mentoring is the increase in the ability of MSME actors to manage the production process more systematically. Before the program took place, most of the participants did not have standard standards regarding the selection of raw materials, processing processes, and product packaging. After the mentoring, MSME actors began to implement simple SOPs that were compiled together according to the characteristics of their respective products.

The implementation of the SOP has resulted in several important changes, including increasing product quality consistency, decreasing quality variation between productions, and increasing awareness of hygiene and food safety aspects. This change strengthens consumer confidence in local products, opening up wider marketing opportunities.

These findings support the research of Johanson (2024) who stated that standardization of the production process is the main foundation in building the competitiveness of SMEs because it is able to increase efficiency while maintaining product quality in a sustainable manner.

The Impact of Mentoring on Business Management

Another aspect that has undergone significant changes is business management. Before participating in the program, most MSME actors had never recorded business transactions so they did not know the amount of production costs or profits obtained. After receiving assistance, participants began to compile simple financial statements, calculate the Cost of Production (COG), and determine the selling price based on a more rational cost calculation.

These changes have a direct impact on business decision-making capabilities. MSME actors are beginning to understand the importance of cost efficiency, controlling expenses, and developing long-

term business development strategies. In addition, the implementation of the Balanced Scorecard (BSC) helps participants evaluate the business from the perspective of finance, customers, internal business processes, as well as learning and growth so that the business management process becomes more directed. These results support Amir's (2025) research which states that digitalization and business innovation only have an optimal impact if supported by adequate managerial skills.

The Impact of Mentoring on Digital Marketing and Market Expansion

The biggest transformation in this activity occurred in the marketing aspect. Before the program took place, most SMEs only relied on direct sales in the environment around the village. After receiving assistance, participants began to understand the importance of brand identity, product packaging, product photography, digital promotion, and the use of social media as a marketing channel.

Some business actors have started to create special social media accounts for business, use WhatsApp Business as a medium of communication with customers, and improve the appearance of packaging so that the product has a more professional identity. These changes increase consumer confidence while expanding marketing opportunities outside the village area.

This finding is in line with Du's (2025) research which explains that digital capability is one of the main factors in increasing the competitiveness of SMEs because it is able to expand market access at a relatively low cost.



Figure 3. Product SMEs

Impact on Village Economic Sustainability

The main contribution of this service activity is not only seen in increasing the individual capacity of MSME actors, but also in the formation of the foundation for village economic development based on local potential. The relatively stable availability of agrohorticultural raw materials in Wonogiri Regency provides a great opportunity to develop the value chain starting from the cultivation sector, processing of agricultural products, marketing, to the development of derivative products.

If this mentoring model is implemented in a sustainable manner and involves more business actors, then Wonogiri Regency has the potential to develop into a center for local commodity-based agro-industry. This impact is expected to be able to increase farmers' income, expand employment opportunities for village communities, strengthen the position of BUMDes as marketing aggregators, and encourage the birth of new agrohorticulture-based entrepreneurs.

The existence of local raw materials available throughout the year makes this model more sustainable than empowerment programs that rely on raw materials from outside the region. Thus, the downstream process of agricultural commodities can take place continuously so as to produce a multiplier effect on the regional economy. This impact supports the achievement of SDG 8 (Decent Work and Economic Growth) through increasing the productivity of SMEs, SDG 9 (Industry, Innovation and Infrastructure) through strengthening product and business system innovation, and SDG 10 (Reduced Inequalities) through economic empowerment of rural communities.

The main novelty of this activity is the birth of the Integrated Assistance Model of Local Potential-Based Agrohorticulture SMEs, which integrates three main dimensions, namely strengthening production, strengthening business management, and digital marketing transformation in one empowerment framework. This model places the potential of agrohorticulture as a strategic resource that is processed through a sustainable mentoring process so as to increase product competitiveness while strengthening the sustainability of the village economy.

Unlike the conventional training model which is only oriented towards improving technical skills, the model developed in this service connects the entire business value chain, starting from the availability of raw materials, production processes, business governance, brand strengthening, to digital market access. With these characteristics, this model has the potential to be replicated in other agrarian regions in Indonesia that have similar local resources so that it can be an alternative strategy for empowering SMEs based on regional potential.



Figure 4. Process Implementation Community Service

CONCLUSION

This community service program demonstrates that an integrated assistance approach based on local potential is effective in strengthening the capacity of agrohorticultural SMEs in Purworejo Village, Wonogiri Regency. By integrating production improvement, business management, and digital marketing into a single empowerment framework, the program succeeded in improving the managerial and operational capabilities of MSME actors. The implementation of production Standard Operating Procedures (SOPs), simple financial recording, cost of production (HPP) calculation, business planning, product branding, and digital marketing utilization contributed to more systematic business management, improved product quality, and broader market access. These findings indicate that strengthening SMEs requires a comprehensive mentoring approach that simultaneously addresses technical, managerial, and marketing dimensions rather than isolated interventions. A major contribution of this community service is the development of the Integrated Local Potential-Based Agrohorticultural MSME Assistance Model, which represents the novelty of this study. Unlike conventional community empowerment programs that primarily emphasize technical training, this model integrates local resource optimization with value chain strengthening through production standardization, managerial enhancement, and digital transformation. The model not only improves the competitiveness of SMEs but also establishes a sustainable business ecosystem by connecting local farmers, SMEs, village-owned enterprises (BUMDes), local government, and higher education

institutions. Consequently, the availability of abundant agrohorticultural raw materials in Wonogiri can be transformed into higher value-added products, thereby supporting sustainable rural economic development.

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