

Empowering Kendal MSME actors through digitalization English learning based on local wisdom: Production culinary guide to Issul's Bakery

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Abstract

This article discusses the effort to empower Micro, Small, and Medium Enterprises (MSMEs) in Kendal through digitalization of English learning based on local wisdom with external support in the form of a production book guide for Issul's Bakery. The topic raised is the gap in digital readiness of MSMEs, which is not only related to access to technology, but also limitations in content structured promotion, as well as practical English language needs for service and marketing. This activity aims to map the need for English communication that is relevant for culinary MSMEs, and develop material contextual digital learning. The method used is an approach with a qualitative dominance through observation, semi-structured interviews, documentation, and thematic analysis. The results show that the main partners focused on standardization of information products and services (menu descriptions, captions, and FAQs). Book developed a guide to help speed up production content, improve communication consistency, and grow trust self partners in compile message speaking English. The implications of this activity confirm that digitalization of MSMEs can be strengthened through easy-to-access content accessible and learning language-based needs, so that potential increases the quality of service, power competitiveness, and preservation of the local culinary narrative.

Keywords: English language; digitalization; Kendal; local wisdom; MSME

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have become the "lifeblood" of the pulse of the Indonesian economy, but behavioral changes in consumers and the acceleration of the digital economy make it necessary to adapt and grow along with the shift. The government is even targeting 30 million MSMEs connected to the digital ecosystem by 2024; by December 2023, it was stated that around 27 million MSMEs have entered the digital ecosystem (Suhayati, 2023). This figure gives a signal that digitalization is no longer an option, but rather a prerequisite so that MSMEs are not left behind, especially in the very competitive and easy food and beverage industry compared to online. However, digitalization does not automatically mean "ready compete": digital literacy, quality content, capabilities to build customer relationships, and how to communicate market products, still often become point fragile (Anatan, 2025). At the level area, urgency feels more concrete. In Kendal Regency, for example, training digitalization of MSMEs has been encouraged, but regional data show a gap in adoption: of the 11,262 MSMEs, those that have entered the marketplace are still around 1,300.

This research and community service activity starts from: empowering Kendal MSME actors through digitalization, English learning based on local wisdom, with an external main production book guide for Issul's Bakery. The issues raised are not merely a lack of can speak English, but rather a combination need real UMKM: (1) expanding market reach and increase credibility brands on digital channels, (2) preparing material neat communication for out-of - town customers or tourists, and (3) presenting differentiation is not easy imitated, namely local identity that lives within story products. Impactful digitalization generally happens when MSME actors get access to relevant skills and mentoring. English is positioned in this article as a “tool work” for promotion, service, and strengthening added value, not as a goal of academic solely. Many studies and practices show that English training directed at needs promotion products, for example, compiling brochures/captions, describing superior products, and training conversation services can improve trust self as well as quality content for MSMEs marketing (Harahap & Rizal, 2023) . An approach similar is also effective when combined with reinforcement digital channels such as websites, because MSME actors practice Language at the same time they practice it on promotional media (Suhayati, 2023) .

The uniqueness of this program lies in its basis in local wisdom. In practice marketing in the culinary industry, consumers not only buy taste, but also stories: origins, ingredients, traditions, values, and so on. proximity emotional to the place. Therefore, the book guide. The culinary delights that are arranged do not stop at the menu list, but rather lift the “local face” of the product, for example, choice of material, style presentation, method to greet customers, up to mark friendliness and mutual cooperation are the lifeblood of business. Literature education also shows that integrating local wisdom through media/digital can strengthen relevant material and help preserve culture in the midst of the current global domination (Hamid & Forsia, 2024). By including local wisdom as content, English is studied become more meaningful because participants practice language for telling something they have and understand in a deep way, not just imitate generic examples. The purpose of this activity is increase capacity MSME actors (Issul's Bakery) in (1) producing material promotions and services customer speaking practical and ready English use, (2) pack local wisdom as identity distinguishing brand products on digital channels, and (3) generate book guide culinary (digital and easy format shared) as an artifact assistance that can be used for promotions, internal training, and menu development. In line with the findings that MSMEs often face internal constraints on resources, Power human resources, marketing, and digital literacy, all at once, need knowledge transfer support from college staff (Arianto, 2023). This program positions team dedication as a partner learning and composing system, simple: materials, templates, example sentences, and guides that can be applied immediately.

Overall, this article is aimed at showing that empowering MSMEs through digitalization of English learning will have more impact when (a) leaving the need for operational costs of MSMEs, (b) generating output that can be used immediately (book, guide, culinary), and (c) instilling local wisdom as a source of long-lasting differentiation. After This introduction, article will to expose method implementation (design devotion, analysis needs, design digital materials, as well as production processes book guide), followed by results and discussion (changes in capacity participants, output examples language/content, as well as quality book guide), then closed with conclusions, limitations, and recommendations action further so that the program can be replicated in other culinary MSMEs in Kendal.

METHOD

This community service activity adopts a community-engaged approach grounded in Participatory Action Research (PAR). The primary objective is not merely to “teach” the partners, but to collaborate with them in identifying needs, testing solutions, and refining learning products through iterative cycles until they are perceived as relevant and practically applicable in everyday contexts. PAR emphasizes equitable partnership, problem identification based on the direct experiences of business actors, and cycles of reflection and action that generate tangible change within the partner community or organization (Kayabinar et al., 2021). In the context of digital learning, PAR is particularly appropriate because it creates space for dialogue, joint evaluation, and technological adaptation based on users’ cultural backgrounds and habitual practices, rather than imposing a uniform design on all participants (Hindman et al., 2024).

The subjects of this activity were the partners at Issul’s Bakery in Kendal Regency, including the owner and staff involved in production and marketing activities, such as catalog management, social media posting, and customer communication. The partner was selected purposively on the grounds that the business had a clear need to expand its market reach through digital content, yet still faced limitations in writing product descriptions in natural and consistent English while maintaining its local identity. The situational analysis was conducted through observation of the basic workflow (production, sales, and promotion), review of previously used promotional materials, and semi-structured interviews to map language needs, media needs, and brand communication style preferences. This stage aligns with the principles of needs analysis in English for Specific Purposes (ESP), which position language use in workplace contexts as the foundation for designing learning materials and instructional activities (Dou et al., 2023).



Figure 1. Discussion with the Owner of Issul’s Bakery

The development of the digital learning materials and the culinary guidebook was carried out using the ADDIE framework: Analysis, Design, Development, Implementation, and Evaluation, to ensure a systematic process and facilitate structured evaluation. ADDIE served as a practical roadmap for translating the partners’ needs into material design, content production, testing, and revision based on feedback (Spatioti et al., 2022). In the analysis phase, the main output was a profile of functional English language needs for culinary MSMEs, including product descriptions, customer service expressions, and simple product storytelling. In the design phase, the structure of the culinary guidebook was developed, including product entry formats, key vocabulary, example sentences, and stylistic language variations, alongside the design of digital

learning modules that were short, practical, and easily accessible via mobile devices. In the development phase, the team prepared the draft guidebook, sample product descriptions, a glossary of culinary terms, and digital materials such as short writing exercises, caption templates, and sample dialogues. Practices such as multimedia integration, feedback provision, and interactive activity variation were used as references to ensure that the digital learning experience would not feel like a formal “course,” but rather something closely connected to participants’ daily work needs (Spatioti et al., 2022). In the implementation phase, the modules were delivered through scheduled mentoring sessions, conducted either offline or online depending on the partners’ conditions, with a focus on producing tangible outputs: at least several product entries ready for publication and one communication template package. In the evaluation phase, formative evaluation was conducted during each session through immediate revision of unclear materials, while summative evaluation was carried out at the end of the program.

Data were collected for two main purposes: (1) to identify competency needs and changes among the partners, and (2) to assess the feasibility of the developed products, namely the guidebook and digital learning materials. Qualitative data were obtained from observation notes, interview transcripts, participants’ reflections after writing practice, and feedback on the guidebook draft. Limited quantitative data were gathered through a simple pre-test and post-test design, for example, by measuring the accuracy and fluency of key phrase usage and the quality of product descriptions based on a concise rubric. Qualitative data were analyzed using reflexive thematic analysis to capture patterns of meaning emerging from the partners’ experiences, such as which components were perceived as most useful, which parts appeared less aligned with the brand’s communication style, and what barriers emerged when transferring knowledge into digital promotional practice. This approach was selected because it is flexible, well suited to field-based data, and emphasizes researcher reflexivity in constructing themes that are genuinely meaningful to the research or community service questions (Byrne, 2022).

The evaluation of program success integrated both product evaluation and learning impact assessment. To assess learning impact, the training evaluation framework referred to Kirkpatrick’s model, which is widely used to examine participant responses, learning improvement, behavioral change in practice, and broader outcomes, while still adapting the indicators to the realistic scale of MSMEs (Cobb et al., 2003). The observed indicators included participants’ satisfaction with and ease of using the materials (reaction), improvement in the ability to produce clearer and more natural descriptions or captions (learning), consistency in applying these skills in social media uploads or customer communication (behavior), and early signs of business impact, such as improved catalog quality and branding that were more coherent and easier for audiences to understand (results). To evaluate product feasibility, the guidebook draft was revised through limited readability and usability testing with the partners. Principles of user validation and acceptance in instructional design were also used as references to ensure that the product was not only academically sound, but also acceptable, practical, and comfortable for users to apply (Shakeel et al., 2023).

RESULTS AND DISCUSSION

Results

Results of the needs analysis and program implementation

Based on the initial needs analysis, a review of Issul’s Bakery’s promotional documents before the mentoring program (including captions and testimonials), and an evaluation of text quality after the culinary guidebook had been used as a working reference, the findings indicate a clear improvement in the informativeness and accuracy of the promotional texts. However, the aspect of naturalness, particularly stylistic flexibility, remained a challenge. This pattern is consistent

with previous studies showing that AI-assisted writing tools and grammar-checking applications are generally effective in improving surface-level features such as grammar, spelling, and basic sentence structure, but they do not automatically produce flexible, nuanced, and rhetorically appropriate language without targeted human revision.

In terms of clarity of product information, promotional materials used prior to the mentoring program were generally less informative, requiring potential customers to ask follow-up questions about basic product details. After the culinary guidebook was introduced, the English captions and testimonials produced by the partners became more informative and functional. This improvement occurred because the guidebook provided a practical framework that outlined the minimum information that should be included in each promotional text, such as what the product is, its key advantages, ordering information, and its possible use contexts, for example, as gifts or for special events. As a result, previously omitted details were included more consistently, making the promotional texts more suitable for non-Indonesian-speaking audiences. This finding supports studies suggesting that digital language support tools can improve the descriptive quality of texts, although the effectiveness of such tools depends greatly on how users organize and structure the information they wish to convey.

With regard to grammatical accuracy, the results indicate relatively stable improvement. The partner's writing performance was already in the "good" category and became more consistent with the assistance of grammar-checking applications. This finding aligns with the literature on Automated Written Corrective Feedback (AWCF), which suggests that tools such as Grammarly can effectively reduce grammatical errors and improve learners' writing accuracy, especially for mechanical and repetitive forms of error. Nevertheless, the field data also show that the strength of such tools lies primarily in helping users produce grammatically correct texts rather than texts that sound natural and engaging. Thus, while grammar-related errors were reduced, stylistic flexibility still required different strategies, such as paraphrasing, diction variation, and audience-sensitive editing.

The aspect of naturalness emerged as the most significant limitation. Although the texts became more informative and grammatically accurate, the language often remained stiff and repetitive. The most common pattern identified was repeated use of the same words and sentence structures, as well as phrasing that sounded overly translated. This occurred because the partners still relied heavily on AI tools or Google Translate as their primary drafting resource. This phenomenon is consistent with recent studies on collaborative writing with AI, which note that direct and uncritical reliance on machine-generated suggestions may reduce diversity of expression and lead to stylistic homogenization. In other words, the program was successful in improving accuracy and content completeness, but it had not yet fully shifted the participants' writing practices from "accepting translated or AI-generated drafts" to "composing messages independently and then revising them for naturalness."

By contrast, the integration of storytelling and local wisdom emerged as a major strength. The narrative elements included in the product descriptions were considered good and relatable, partly because the owner has an academic background in tourism studies up to the master's level. This background appears to have supported a stronger awareness of how to construct experiential narratives in culinary promotion. In practice, the stories embedded in the product descriptions more effectively connected the products to contextual meanings, such as a homely atmosphere, pleasant consumption experiences, or hospitality values associated with the brand identity. This finding is consistent with the marketing literature, particularly in tourism and culinary branding, which emphasizes storytelling as a strategy for creating more memorable, meaningful, and culturally resonant messages.

To clarify the major findings, Table 1 summarizes the changes in the quality of Issul's Bakery's promotional texts before and after the use of the culinary guidebook.

Table 1. Summary of quality changes text promotion Issul's Bakery (pre– and post–use book guide)

Aspect	Condition before	Condition after	Indicator analyzed evidence
Clarity information product	Less informative; core information is often missing. Not yet complete	More informative; caption/ testimonial English is more complete and "ready" sell "	Comparison caption/ testimony document before – after; completeness element information
Grammar (accuracy)	Already good, but still need checking	Good and more stable Because helped the grammar application	Draft text + trace revision / grammar checking
Naturalness (flexibility)	Tend to stiff and lacking variety	Still lacking; repetition of words/ structure and style " results translation " still" looks	Analysis repetition diction, pattern sentences, and dependence on AI/GT
Story / wisdom integration local	Already There is potential but not yet structured	Good and relevant; more storytelling strong and consistent	narrative section of the book guide; relevance story with identity product

Overall, the findings demonstrate that the culinary guidebook functioned effectively as a content production support tool. It accelerated the process of creating more complete captions and testimonials, helped maintain grammatical accuracy, and facilitated the integration of local narratives as a distinctive element of the brand. However, the dominant reliance on AI and Google Translate made the language style remain somewhat rigid and repetitive. Therefore, future improvement should focus on strategies to enhance naturalness, such as paraphrasing practice, sentence variation, and tone adjustment according to audience. These findings provide a strong basis for the subsequent discussion: why informativeness and accuracy improved more rapidly, why naturalness remained more difficult to develop, and how the owner's tourism background contributed to the successful integration of storytelling and local wisdom in culinary branding.

Discussion

The findings reveal a pattern that is common when MSMEs begin to strengthen their digital communication in English. The aspects that improve most quickly are generally information completeness and grammatical accuracy, whereas naturalness of style tends to be the most difficult to develop. This pattern is theoretically significant because it confirms the core ESP argument that the issue is not general English proficiency per se, but the ability to use English functionally within a specific workplace domain (Dou et al., 2023). Within the broader national agenda of MSME digitalization, practical literacy and communication skills of this kind are crucial, because digitalization creates opportunities only when business actors have the capacity to manage content and communication consistently and strategically. The improvement in clarity of information after the use of the guidebook suggests that a concrete instructional artifact is more effective than training that remains purely conceptual. Once the guidebook provided a structure and ready-to-use examples, the owner and staff no longer needed to guess what should be included in a caption or testimonial. Instead, they could follow a framework built around core communicative elements, namely product identity, product benefits, context of use, and ordering instructions.

In practical terms, this reduced the information gap between seller and customer because essential details were already presented from the outset. Because the intervention was designed from the partners' actual communicative problems and translated into a concrete, task-oriented artifact, the results moved beyond conceptual understanding toward practical change (Kayabinar

et al., 2021; Spatioti et al., 2022). In the context of digital marketing for MSMEs, reducing this kind of informational friction is highly significant, since potential customers tend to disengage quickly when product information is unclear. Thus, the contribution of the program lies not only in improving language ability, but also in enhancing the quality of information service, which directly affects customer experience.

The relatively stable improvement in grammatical accuracy confirms the relevance of Automated Written Corrective Feedback (AWCF) in this context (Zhai, 2025). Grammar-checking tools functioned as a kind of safety net, helping the partners reduce surface-level language errors and increasing their confidence in publishing English-language promotional content (Bi et al., 2024). This is particularly important for MSME actors, who often feel uncertain about using English in public-facing communication. At the same time, the findings also reveal a limitation frequently noted in the literature: AWCF is effective in correcting grammar and mechanics, but not sufficient for generating language that feels natural, persuasive, and aligned with audience expectations. Therefore, grammatical correctness should be understood as only one dimension of successful promotional writing. This limitation becomes particularly visible in relation to naturalness. Although the texts were more complete and grammatically safer, the repeated use of similar wording and the stiff sentence structures indicated that the writing process remained largely tool-centered, relying heavily on AI or machine translation, rather than message-centered or brand-voice-centered (Moon et al., 2025). The owner's background in tourism appears to have enabled a stronger ability to construct meaningful promotional narratives and connect products to broader socio-cultural experiences.

In this case, local wisdom was not inserted superficially as a marketing gimmick, but emerged organically through an understanding of how culinary experiences can be narrated in ways that feel authentic and engaging. This reinforces the argument that the most valuable form of digitalization for MSMEs is not merely the digitalization of sales channels, but the digitalization of narrative—transforming tacit knowledge, values, and lived experiences into communicable content that can be repeatedly shared. From a knowledge contribution perspective, this study extends previous discussions on the role of digital media and local wisdom in bridging tradition and modernity. What is particularly noteworthy here is the context: functional English learning based on local wisdom proved effective not for students in formal education, but for MSME actors whose orientation is strongly tied to business output, namely promotional content and a practical culinary guidebook. In other words, local wisdom serves not only as a cultural resource but also as a motivational driver and a brand differentiation strategy, while English functions as a medium for broadening market reach.

The implications for society are also substantial. For the MSME ecosystem, a guidebook model of this kind has the potential to reduce inequalities in content literacy, since business owners do not need to depend entirely on outside parties to write or translate promotional material. Instead, they can use a reusable practical resource. This is highly relevant to broader efforts to strengthen MSME digitalization, not merely in terms of platform access, but in terms of communication capacity that can contribute to sustainability and business growth. From a socio-cultural perspective, when local wisdom is incorporated into English-language promotional material, local products are not only sold, but also narrated to wider audiences. This creates opportunities for broader cultural appreciation while also reinforcing regional identity, although care must be taken to avoid stereotyping or over-romanticizing local culture. For the field of education, these findings support approaches to language learning that are task-based, product-oriented, and grounded in real communicative needs. Taken together, the discussion leads to an important interpretive conclusion: the program was successful at the level of function that is, producing clearer information, safer grammar, and stronger local storytelling but the main challenge remains at the level of feel, namely naturalness and authentic brand voice. This

distinction marks the key contribution of the study. It demonstrates the boundary between progress that can be accelerated through templates and correction tools, and progress that still requires reflective human practice, including stylistic awareness, flexible sentence construction, and deliberate maintenance of brand voice. Future interventions should therefore include more focused activities such as style clinics, anti-repetition expression banks, and standard operating procedures for using AI or machine translation as an initial draft only, followed by human editing to preserve authenticity.

CONCLUSION

This article confirms that empowering MSMEs in Kendal through the digitalization of English learning becomes more meaningful when it is directed toward real workplace needs and productive outputs that can be immediately applied. In the case of Issul's Bakery, the use of a culinary guidebook grounded in local wisdom proved effective in improving the quality of promotional communication in English, particularly in terms of the clarity of product information. Captions and testimonials that had previously been insufficiently informative developed into texts that were more complete, structured, and functional for digital marketing purposes. The use of grammar-checking applications also strengthened textual accuracy, enabling the partners to feel more confident in publishing English-language content and engaging with a wider audience.

At the same time, the findings show that naturalness of language cannot be achieved solely through AI support or automatic translation. Repetition, rigid sentence structures, and translated-sounding phrasing indicate that the development of brand voice and expressive flexibility still requires reflective writing practice and conscious editing. These findings offer an important reminder that technology is highly effective as a support tool for accelerating content production and minimizing error, but the quality of communication that feels alive, persuasive, and authentic still depends on human capacity to select words carefully, shape tone, and adapt messages to audience and context. In this sense, the guidebook should be understood as a foundation: it helps ensure that promotional writing becomes correct and informative, while also opening up opportunities for further development toward more flexible and distinctive communication.

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