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## Rural Social Transformation in the Digital Era: The ABCD Approach as a Catalyst

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### Abstract

This study aims to describe and analyze the integration of the Asset-Based Community Development (ABCD) approach with digitalization in the social and economic empowerment of rural communities, specifically in Ledokombo Village, Jember Regency. A qualitative descriptive approach was employed, with data collected through participatory observation, in-depth interviews, and documentation studies. The findings indicate that the ABCD approach effectively identifies and mobilizes local assets, including individual skills in traditional food processing, social capital through community networks, and cultural values that strengthen village identity. This approach builds a strong social foundation, increases active community participation, and fosters the formation of working groups for MSME coordination. Digitalization acts as an empowerment accelerator through the use of Google Maps, Geographic Information Systems (GIS), and digital literacy. All MSMEs are registered online, customer interactions have increased, and spatial mapping enables data-based planning. The tangible impacts of this integration include a 30-50% increase in MSME revenue, expanded market access beyond the district, and strengthened social networks and digital inclusion. The synergy between ABCD and digitalization creates a hybrid empowerment model that not only enhances local economic capacity but also strengthens social cohesion and community readiness to face global challenges. This study demonstrates that asset-based empowerment strategies combined with technological innovation can serve as an inclusive, sustainable, and contextual rural development model for other villages in Indonesia, while contributing to improved social and economic well-being in the digital era.

**Keywords:** ABCD, Digitalization, Economic empowerment, MSMEs, Rural communities.



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### 1. INTRODUCTION

The social empowerment of rural communities in Indonesia is a strategic issue that continues to receive attention in the context of inclusive and sustainable development (Nurhayati et al., 2024). Villages, including Ledokombo Village in Jember Regency, face complex social dynamics. On the one hand, rural communities possess abundant social, cultural, and local resource capital, ranging from traditional skills and local knowledge to strong community networks. On the other hand, they must adapt to the increasingly massive flow of digital transformation and modernization. This research uses an Asset-Based Community Development (ABCD) approach that emphasizes the use of local assets and social capital as the foundation for community empowerment (Diatmika & Rahayu, 2022).



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The focus of this research is rural social transformation through the integration of social capital and digitalization, not just the economic aspects. Therefore, it is important to identify the problems faced by the Ledokombo Village community systematically: first, limited market access and visibility for local products, so that the village's economic potential is not optimal; second, low digital literacy among MSMEs and residents, so that the use of digital technology is not optimal; third, lack of coordination and community participation in socio-economic activities, which impacts weak social cohesion; and fourth, awareness of regulations such as halal certification is still minimal, so that the added value of local products is not optimal. This situation demands an empowerment model that not only emphasizes the economic aspect but also first strengthens social capacity, community participation, and social cohesion, which can then be integrated with digitalization strategies to improve community welfare.

In this context, the Asset-Based Community Development (ABCD) approach becomes highly relevant. ABCD emphasizes that development must begin with the community's assets rather than its existing deficiencies (Najamudin & Fajar, 2024). This paradigm rejects traditional development approaches that focus on problems and limitations, and instead prioritizes community strengths, such as skills, social networks, local institutions, cultural capital, and natural resources. This approach emphasizes participatory empowerment, where communities are not merely objects of development but active subjects who design, manage, and evaluate development outcomes (Chamidi et al., 2023).

ABCD demonstrates that every community possesses social potential that can be optimized to drive sustainable change. McKnight and Kretzmann emphasize that local asset-based development enhances community ownership, active participation, and self-reliance. In Indonesia, the application of ABCD can be found in the development of community-based tourism villages, such as Balbar Village, which leverages local social and cultural capital to strengthen social cohesion while building community resilience and identity (Kaseng, 2025). This demonstrates that a focus on social empowerment not only strengthens community networks but also indirectly impacts economic well-being through community collaboration, local resource management, and the creation of business opportunities.

Digital transformation adds a new dimension to social empowerment in rural areas. Digital technology is not only a tool for increasing economic productivity but also plays a crucial role in strengthening social interactions, civic engagement, and community networks (Abdullah et al., 2025). For example, platforms like Google Maps enable citizens to map MSME locations, provide information about their services and products, and facilitate social coordination for joint activities. Thus, digitalization can expand



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communities' social capacity and enhance participation in community development (Aisyah et al., 2023).

Various empirical studies have shown that digitalization can strengthen social interaction and community participation in villages. In Sungai Selan Atas Village, mapping local MSMEs using Google Maps has been shown to encourage community collaboration, coordinate social activities, and foster collective business development (Suryadin et al., 2025). Research by (Rahmawati et al., 2025) in Kediri found that digitizing business locations increased community trust, strengthened social networks, and opened up broader opportunities for social participation. Meanwhile, in Pasuruan, the use of WhatsApp Business and Google Maps encouraged community interaction, coordinated social activities, and formed working groups to promote community empowerment and local products (Ikerismawati et al., 2023). In other words, digital technology is not only an economic tool but also a catalyst for strengthening social capital and community networks.

Despite its enormous potential, the adoption of digital technology at the rural level still faces various obstacles. Mirfaqo points out that although 80% of MSMEs in East Java have mastered basic digital literacy, only 12% implement digital strategies professionally. Factors such as limited internet access, low technological literacy, and minimal mentoring are key obstacles. This suggests that effective social empowerment requires an integrative approach: strengthening community capacity while supporting digital literacy, rather than focusing solely on technology (Mirfaqo et al., 2024). One interesting integrative effort is ABCD-based mentoring combined with digital literacy.

The integration of ABCD and digitalization also aligns with the concept of smart villages, namely, villages that adopt digital technology to strengthen the quality of life, social capacity, and community engagement. International studies show that digitalization, including the application of the Internet of Things (IoT) in agriculture and community services, improves social participation, coordination among residents, and the effectiveness of empowerment programs. In Namibia, the need for training, infrastructure, and mentoring is emphasized to enable rural residents to optimally utilize technology for social and economic empowerment (Abdullah et al., 2025).

Furthermore, halal certification provides dual benefits: social and economic. Halal-certified local products enhance community trust and reputation, strengthen community collaboration in business management, and encourage participation in social activities related to production and marketing (Afrina et al., 2023) (Anam et al., 2023). In Ledokombo Village, halal certification assistance for flat products demonstrated that the combination of managerial innovation, digital literacy, and community collaboration can



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enhance social ownership, strengthen local networks, and simultaneously increase economic competitiveness as a secondary effect (Abdullah et al., 2025).

The research gap remains clear: most studies discuss ABCD and digitalization separately. There are studies on asset-based empowerment, digital literacy, and MSME mapping. However, the integration of the two to strengthen the social empowerment of rural communities, with the economy as a secondary effect, is still rarely studied. In fact, this integration offers a more comprehensive model: ABCD encourages the mobilization of internal social assets, while digitalization expands external access, strengthens social participation, and increases community capacity (Mirfaqo et al., 2024).

Based on this, this study aims to describe and analyze how the ABCD approach can be integrated with digital technology—specifically through Google Maps and Geographic Information Systems (GIS)—to strengthen community social empowerment in Ledokombo Village. This study is expected to make an academic contribution to the community empowerment literature and to offer a practical model that can be replicated in other villages in Indonesia, with social empowerment as the primary priority and local economic improvement as a secondary effect that supports the program's sustainability.

## **2. Method**

This research uses a descriptive qualitative approach, chosen because it can capture and explain complex social phenomena, particularly how the Asset-Based Community Development (ABCD) approach can be integrated with digitalization to empower rural communities. This approach allows researchers to deeply understand the experiences, perceptions, and social interactions of communities in the context of community development, while simultaneously exploring the relationship between social capital and the use of digital technology (Miles et al., 2014).

The research was conducted over five weeks, from July 30 to September 3, 2025, in Ledokombo Village, Jember Regency. This village was chosen as the research location because it has significant local economic potential, particularly traditional food products such as flat cakes, as well as active MSMEs. Furthermore, Ledokombo Village has strong social networks and community capital, making it ideal for studying the integration of ABCD with digitalization as a social and economic empowerment strategy. The location selection was also based on data availability and community involvement in the community empowerment-based KKN mentoring program.

The research location was strategically selected in Ledokombo Village, Jember Regency, East Java, where the Community Service Program (KKN) is being implemented with a community empowerment approach. This village has significant social and economic potential, particularly through traditional food products and MSMEs actively



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developing community-based businesses. The research subjects included MSMEs, village officials, KKN facilitators, and community members directly involved in digital literacy activities, business registration on Google Maps, and halal certification assistance. Informants were selected using purposive sampling, focusing on those actively involved in the empowerment program and the use of digital technology (Alaslan, 2021).

In this research design, the ABCD principles served as the primary foundation. The researchers emphasized the identification of community assets and the development of local capacity as sustainable empowerment strategies (Diatmika & Rahayu, 2022). Data was collected through several complementary techniques, beginning with participant observation. This observation was conducted throughout the KKN program, encompassing digital literacy training, assistance with business registration on Google Maps, and the halal certification process. Participatory observation enabled researchers to directly observe community interactions, collaboration, and the social dynamics that emerged during the activities (Alaslan, 2021).

In addition to observations, in-depth interviews were conducted with various key actors, including MSMEs, KKN facilitators, and local community leaders. These interviews aimed to explore their experiences, perceptions, and perspectives on integrating ABCD with digitalization, including how technology is used to strengthen social networks, community capacity, and active citizen participation (Kolamban et al., 2025). To complement the field data, researchers also conducted a documentation study, which included activity reports, photos of the facilitation, and business mapping data using Google Maps and Geographic Information Systems (Diatmika & Rahayu, 2022).

Data analysis was conducted interactively, following the Miles and Huberman model, which comprises three main stages: data reduction, data presentation, and conclusion drawing/verification. Data reduction involved filtering relevant information to understand the relationships among social capital, community collaboration, and the use of digital technology. Data were presented in narrative and visual forms to facilitate identification of social interaction patterns. At the same time, the conclusion-drawing stage focused on how the ABCD principles were integrated with digitalization to strengthen community social empowerment. Data validity was maintained through triangulation of sources and techniques, namely by comparing the results of observations, interviews, and documentation, thereby enabling the research findings to be scientifically justified (Miles et al., 2014).

This analytical approach allows the research not only to describe program outcomes quantitatively but also to explore the social processes occurring on the ground. Researchers explore how strengthening social capital, building community networks, and developing local capacity align with the use of digital technologies, such as Google Maps,



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GIS, and halal certification, which serve as strategic instruments of empowerment. Thus, digital technology becomes not only an economic tool but also a catalyst for strengthening social capacity, community participation, and a sense of social ownership in village development.

### **3. RESULT AND DISCUSSION**

#### **3.1 Integration of the ABCD Approach with Community Asset Identification as a Foundation for Social Empowerment**

One of the key findings of this study is how the Asset-Based Community Development (ABCD) approach is applied to community empowerment in Ledokombo Village. The main principle of ABCD emphasizes building change from the community's assets rather than from existing deficiencies or problems (Chamidi et al., 2023). These assets include social capital, individual skills, local institutions, and the community's natural resources. This approach differs from the traditional deficit-based development model, which tends to highlight deficiencies and often creates community dependence on external assistance (Jasmin et al., 2024).

Field observations and analysis indicate that, prior to the mentoring program, MSMEs in Ledokombo Village faced significant obstacles. These included limited market access, low digital literacy, and weak product branding. Local food products, such as lempeng—a traditional cassava-based dish—have high sales potential but are not widely known outside the village. These findings underscore the importance of identifying and optimizing local assets as a foundation for empowerment (Sari, 2020). Through group discussions, participatory mapping, and dialogue with residents, researchers and the community successfully classified key assets into three categories: first, human assets, namely traditional food processing skills; second, social assets, in the form of strong community networks, for example, homemakers' groups; and third, cultural assets, which strengthen the value of product authenticity and community identity (Rofiah & Eryana, 2025).

The implementation of ABCD in Ledokombo Village was carried out through systematic steps that linked asset identification with social capacity building. The first stage was asset mapping, in which community potential was identified through participatory discussions and field surveys. In this process, the small and medium enterprises (SMEs) held a strategic position as representatives of local identity and symbols of the village's cultural richness. The second stage involved capacity building, including training in basic business management, product packaging to meet modern consumer standards, and improving communication and promotional skills (Chamidi et



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al., 2023). The third stage is strengthening social capital, during which collaboration among MSME actors, village officials, and village youth occurs.

Based on field observations and documentation from July 30 to September 3, 2025, social transformation in Ledokombo Village was clearly visible through the implementation of the Asset-Based Community Development (ABCD) approach. Prior to the assistance, most MSMEs faced significant obstacles, including limited market access, low digital literacy, and weak product branding. Local food products, such as cassava-based flat cakes, have high potential but are little known outside the village. Through participatory mapping, focus group discussions, and direct interaction with residents, researchers identified the village's key assets, including food-processing skills, strong community social networks, and the local cultural values inherent in the products.

During the program, MSMEs participated in processing and packaging training, resulting in improved product quality and modern packaging while maintaining traditional values. Village communities demonstrated increased participation and collaboration, with the formation of new working groups focused on product promotion and digital marketing management. Digitalization has been a key driver of transformation; all MSMEs are now registered on Google Maps Business, with some also using WhatsApp Business for communication and transactions. This makes it easier for consumers to find local businesses, increasing revenue and expanding marketing networks beyond the district.

In addition to the economic and digital aspects, the village's cultural identity is undergoing revitalization. Plate products are now linked to village identity through local symbols and stories on the packaging, strengthening cultural values and social cohesion. Halal certification efforts facilitated by village officials and community groups also increase consumer confidence and market access. This socio-economic transformation occurs systematically and simultaneously across the dimensions of individual capacity, social capital, local culture, and digitalization, creating a foundation for inclusive and sustainable community empowerment.

Table 1. Socio-Economic Transformation in Ledokombo Village.

<b>Transformation Dimensions</b>	<b>Conditions Before the Transformation Program</b>	<b>Conditions After the Program</b>
Individual Capacity	20% of MSMEs know modern branding and packaging	28 of 35 MSMEs can package products hygienically and attractively, ready for widespread marketing



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Social Capital & Participation	40% of residents are active in community activities	Participation increased to 75%; two working groups were formed for MSME promotion and coordination
Culture & Local Identity	Produk kurang menonjolkan nilai budaya lokal	30 UMKM menyertakan simbol budaya dan cerita lokal pada kemasan produk
Digitalization & Technology	10 MSMEs use digital platforms for promotion	All MSMEs are registered on Google Maps; 22 use WhatsApp Business; turnover increased by 30-50%
Collective Empowerment	Minimal coordination between village actors and residents	Collaboration between village officials, working groups, and facilitators creates new socio-economic networks; 25 MSMEs obtain halal certification

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The ABCD principle emphasizes that successful empowerment depends on active community involvement in every stage of planning and implementation. This is reflected in the involvement of Ledokombo Village residents, who not only participated in training but also proactively participated in decision-making and marketing strategy development. This finding is consistent with previous research in Balbar Village, which showed that optimizing local potential can increase social independence while positively impacting the local economy (Najamudin & Fajar, 2024).

In addition to strengthening social assets, halal certification assistance for flat products is an integral part of the ABCD strategy. Halal certification not only meets regulatory requirements but also increases consumer trust and strengthens the community's identity as a trusted food producer (Aisyah et al., 2023). This step aligns with the institution-based ABCD principle, namely, leveraging the support of institutions such as the BPJPH (Halal Product Guarantee Agency) to ensure the sustainability of local businesses (Ramadhani, 2024). Global studies also show that Muslim consumers prioritize halal-certified products as a form of quality assurance, making certification a strategic tool for expanding the market, both nationally and internationally (Ramadhani, 2024).

The integration of ABCD with halal certification presents two important dimensions. First, asset-based empowerment enables communities to manage their potential independently, increasing their sense of ownership and strengthening social



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responsibility. Second, halal certification serves as an instrument to enhance product competitiveness, thereby addressing the weaknesses of conventional models that often focus solely on capital assistance without considering product identity and credibility(Boediman, 2023).

Interviews with MSMEs confirmed the perception shift that occurred during the mentoring program. Before the program, most business owners considered halal certification a complex and expensive process. However, after receiving outreach and guidance, they understood the strategic benefits of certification, both for branding and marketing. One informant reported that after his product was halal certified and listed on Google Maps, orders increased significantly, not only from local consumers but also from outside the region. This finding demonstrates the synergy between strengthening community assets through ABCD and digitalization as an integrative strategy, in which social capital, community networks, and digital technology mutually reinforce one another. This finding aligns with Arfina's research, which found that integrating digital literacy with strengthening social capital increases MSME competitiveness. Another study by (Rizaldi & Rijaluddin, 2025) confirmed that the success of MSME digitalization is heavily influenced by digital literacy, regulatory support, and social networks. Thus, a strong foundation for empowerment lies in strengthening community assets through an ABCD approach integrated with strategic innovations, such as halal certification and the use of digital technology (Afrina et al., 2023).

In practice, this empowerment model can be replicated in other villages with contextual adjustments to local assets. For example, cultural assets and community skills can differ from one village to another, requiring tailored utilization strategies. The core principles remain the same: identifying and optimizing existing assets, mobilizing social capital, and leveraging regulatory and technological support to create inclusive, sustainable social empowerment that positively impacts the local economy as a secondary effect (Nurhayati et al., 2024).

### **3.2 Digitalization as an Accelerator of Rural Social and Economic Empowerment**

Digital transformation has penetrated all aspects of life, including villages in Indonesia. Ledokombo Village, Jember Regency, is one community that is beginning to feel the significant impact of digitalization in social and economic contexts. Digitalization opens up opportunities for rural communities to expand market access, increase business visibility, and strengthen competitiveness, especially for local MSMEs (Alfarih et al., 2024). In this study, the use of Google Maps and Geographic Information Systems (GIS) is an important strategy for bringing local businesses into the digital realm and for facilitating the systematic management of village social and economic assets (Angelina & B., 2025).



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Before digital intervention, most MSMEs in Ledokombo Village relied solely on conventional promotions through social media and local markets. This reliance on offline marketing limited market reach and resulted in low turnover, despite local products, such as plates, being of high quality and cultural value. By assisting MSMEs in creating business accounts on Google Maps, MSMEs can now display their business profiles, locations, product photos, and receive customer reviews, significantly increasing their visibility (Kolamban et al., 2025)

Field observations indicate that interactions between consumers and MSMEs have increased significantly since businesses were listed on Google Maps. Consumers have found it easier to find businesses, order products, and provide feedback through the digital platform(Alfarih et al., 2024). (Utami et al., 2024) study also supports these findings, showing that integrating Google Maps into business promotions positively impacts transaction volume. Alfarih and Ramadhani consistently found that digital literacy in the community correlates closely with increased MSME turnover(Alfarih et al., 2024)(Ramadhani, 2024).

In addition to Google Maps, the implementation of Geographic Information Systems (GIS) provides a new dimension in managing spatial data related to MSMEs. GIS enables mapping of business distribution, analysis of regional potential, and data-driven development planning. In this program, GIS is used to map the locations of culinary, craft, and service businesses, providing village governments with an accurate database to support economic and social interventions (Tamba et al., 2025) The application of GIS aligns with the bright village concept, which emphasizes the importance of spatial technology in supporting digital-based village governance.

The integration of digitalization has also transformed product marketing and distribution patterns. Previously, the dominant marketing methods were word of mouth and weekly markets. After implementing digitalization, MSMEs can reach consumers outside their region and receive orders through various online channels(Morisson & Fikri, 2025). An omni-channel marketing approach that combines offline and online strategies not only enhances the consumer experience, but also maintains the personal relationships that are the strength of local marketing.

However, the success of digitalization is not solely determined by technology, but rather by the community's level of digital literacy. The mentoring program in Ledokombo Village provides training in business account management, product documentation techniques, and effective customer review response. This digital literacy also includes an understanding of information security, enabling the community to manage business data safely and independently(Morisson & Fikri, 2025)(Ramadhani, 2024).



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The research findings show that combining ABCD with digitalization creates a more effective hybrid model of socio-economic empowerment. ABCD ensures that digital interventions do not solely emphasize technical aspects but remain rooted in existing community strengths and social capital(Chamidi et al., 2023). The success of digitalization is measured not only by the number of Google Maps accounts or GIS mapping, but also by communities' ability to manage technology independently, improve social networks, and strengthen social solidarity (Angelina & B., 2025). This integration aligns with the bright village concept, which combines technology and social capital to improve the quality of life and well-being of communities. International studies show that digital technologies, including IoT and data-driven platforms, are only effective when coupled with strong social empowerment, enabling villages to become active participants in the global ecosystem (Utami et al., 2024).

The impact of digitalization is not only economic, such as increased turnover and market expansion, but also social. Rural communities gain digital inclusion, enabling them to participate in the global information ecosystem, reducing the digital divide between villages and cities, and strengthening social capital through trust, norms of cooperation, and community networks(Alfarih et al., 2024) (Nurhayati et al., 2024). The inclusion of MSMEs in Google Maps also fosters a sense of digital ownership, where business owners feel their business identities are recognized globally, thereby creating sustainable social and economic independence.

The synergy between ABCD and digitalization demonstrates that asset-based empowerment and technology can foster a community-based digital economic ecosystem. Social capital serves as the primary driver, while technology acts as an accelerator, expanding market opportunities and strengthening socio-economic networks(Nurhayati et al., 2024)(Usman et al., 2025). This model also supports achieving the Sustainable Development Goals (SDGs), especially SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure).

Overall, this study confirms that integrating ABCD with digitalization is not just a short-term intervention but the foundation of sustainable socio-economic development in villages (Alfarih et al., 2024). Ledokombo Village serves as a concrete example of how community assets, social capital, digital literacy, and technological innovation can work hand in hand to create inclusive, contextual, and sustainable empowerment. Despite challenges such as limited digital infrastructure and resistance to change, this hybrid model offers practical strategies for governments, academics, and practitioners to design rural empowerment programs in the digital era (Angelina & B., 2025).

**Table 2. Findings of Socio-economic Influences**

<b>Key Findings</b>	<b>Social Impact</b>	<b>Economic Impact</b>
Identification of community assets (MSME skills, social networks, local culture) through the ABCD approach	Increase community participation, strengthen social capital, and foster a sense of ownership.	Optimization of local assets increases MSME capacity and income potential Expands market access and enhances product competitiveness
Hala certification assistance for the local product	Increases consumer trust, maintains cultural identity	
MSME digitalization through Google Maps and GIS	Facilities provide access to information, increase community interaction, and promote digital inclusion.	Increases visibility, turnover, and market reach
Digital literacy training (business account management, data security)	Improves digital capabilities, encourages collaboration and independence	MSMEs can manage promotions and marketing independently Increases MSME competitiveness and sustainable local economic development
A hybrid model of ABCD + digitalization	Strengthens social networks, collaboration between communities, and fosters a sense of digital ownership	

Based on the research findings, the integration of the Asset-Based Community Development (ABCD) approach with digitalization has had a significant impact on economic and social empowerment in Ledokombo Village. ABCD plays a role in identifying and mobilizing local assets—from skills and social networks to cultural values—thus building a strong social foundation and increasing community ownership of their economic activities. Meanwhile, digitalization through Google Maps, Geographic Information Systems (GIS), and digital literacy serves as an accelerator, expanding market reach, increasing MSME visibility, and fostering business independence. The synergy of these two approaches results in a hybrid model that not only encourages local economic growth but also strengthens social networks, digital inclusion, and the community's capacity to adapt to global developments. Thus, this asset-based empowerment strategy, combined with technological innovation, can serve as a reference for inclusive, sustainable, and context-specific rural development, as well as a



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foundation for strengthening the digital economy ecosystem in other villages in Indonesia.

#### **4. CONCLUSION**

Based on the research results, the integration of the Asset-Based Community Development (ABCD) approach with digitalization has significantly contributed to social and economic empowerment in Ledokombo Village. The ABCD approach has proven effective in systematically identifying and mobilizing local assets, ranging from individual skills in traditional food processing to strong social networks through homemakers' groups and local communities, to the cultural values inherent in local food products such as lempeng. Optimizing these assets builds a solid social foundation, fosters a sense of ownership, and increases active community participation in business development. The socio-economic transformations are also evident: community participation in community activities increased from 40% to 75%, a working group was formed to coordinate MSMEs, and individual capacity in product packaging and branding has improved. Local products now incorporate village cultural symbols into their packaging, strengthening their identity and cultural values.

Meanwhile, digitalization acts as an empowerment accelerator. All MSMEs are registered on Google Maps, 22 MSMEs use WhatsApp Business for transactions and communications, and GIS facilitates business mapping and data-driven planning. Digital literacy has increased through training, enabling communities to manage digital accounts independently and securely. The tangible economic impact is evident in the 30–50% increase in MSME turnover and the opening of market access beyond the district. Meanwhile, the social impact is reflected in increasingly solid community networks and broader digital inclusion. The synergy between ABCD and digitalization produces a comprehensive hybrid empowerment model that not only increases local economic capacity but also strengthens social capital, community cohesion, and community readiness to face global dynamics. This empowerment strategy can serve as a model for other villages, strengthening community assets and technological innovation can go hand in hand to create fundamental, sustainable socio-economic transformation.

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