

Analysis of Work-Life Balance in Micro, Small, and Medium Enterprises at Cipulir Market Shopping Tourism, South Jakarta, Indonesia

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Abstract. This research aims to analyze the level of work-life balance in MSMEs operating in the Cipulir Market Shopping Tourism, South Jakarta, Indonesia. This research uses a qualitative approach to explore the perceptions and experiences of Micro, Small, and Medium Enterprises (MSMEs) in the Cipulir Market regarding work-life balance. Participants were MSMEs in Pasar Cipulir, selected purposively by considering variations in business size and demographic background. Data was collected through in-depth interviews and observations and then analyzed using a qualitative approach, including thematic coding. Findings show that MSME actors develop time management strategies, utilize social support, prioritize stress management, demonstrate poverty and adaptability, and utilize technology. Suggestions for this research are to continue creating more effective time management strategies, strengthening social support, providing resources for stress management, developing work-origin policies, and providing technology training to MSMEs. By implementing these suggestions, MSME players in the Cipulir Market can continue to build and compete effectively.

Keywords: work-life balance, MSMEs, time management, social support, stress management, poverty and adaptability, technology

Introduction

Cipulir Market is a busy entertainment center where MSMEs need to compete and maintain their businesses. However, in this tension, MSME players must pay attention to balancing their work and personal lives (Oktavia et al., 2024). MSME players need to realize that prioritizing balance between work and personal life does not contribute to productivity but can increase it (Kurniawati et al., 2023). By managing their time wisely between working in the market and resting at home, they can avoid fatigue and burnout, which can harm their business. Apart from that, they also need to prioritize time with family and maintain their physical and mental health to remain energetic in running their business (Gaol & Meidiyustiani, 2018).

MSMEs in the **Cipulir** Market need to develop an effective time management system. This includes routine scheduling of work and rest time and utilizing technology and tools to make managing their business easier (Windasari & Wilandari, 2022). In this way, they can avoid stress caused by uncontrolled piles of work and focus more on activities that support their life balance. Furthermore, collaboration and task delegation are also crucial in achieving a healthy work-life balance for MSMEs at **Cipulir** Market. Hiring or collaborating with other people allows them to share the workload and get help when needed, so they do not have to shoulder all the responsibilities themselves. This also opens opportunities to develop a strong job network in their local business environment.

MSME players in the **Cipulir** Market need to recognize the importance of taking regular deductions. Sometimes, they may find it challenging to give up their business, but getting enough rest and occasional vacations is essential to boost their energy and creativity. By planning their leave wisely, they can return to business with renewed enthusiasm and motivation. Social support also plays a vital role in helping MSMEs in the **Cipulir** Market achieve an excellent work-life balance. Involving family, friends, or community members in

their business journey can provide additional moral support and motivation. Apart from that, sharing experiences and tips with fellow MSME players can also be a source of inspiration and solutions to their challenges.

Work-life balance is not a static goal but is an ongoing journey for MSMEs in the **Cipulir** Market. They need to continuously initiate and adapt their strategies according to changes in their personal and business lives. With a strong commitment and awareness of balance, they can achieve sustainable success in their endeavors without sacrificing their quality of life. To achieve a healthy work-life balance, MSMEs at **Cipulir** Market must pay attention to their diet and lifestyle. A balanced diet and an active lifestyle can increase energy and strengthen their physical and mental health. Eating nutritious foods and exercising regularly can reduce the risk of stress and work-related illnesses that can disrupt their life balance.

MSMEs in the **Cipulir** Market must utilize technology wisely when running their business. Technological advances have opened up many opportunities to automate routine tasks and increase operational efficiency. Using e-commerce software or platforms, they can manage inventory, customer service, and marketing more effectively, leaving more time to relax and enjoy life outside work. Apart from that, MSME players in the **Cipulir** Market need to have good communication with their staff, if any. Building positive and transparent working relationships with employees can reduce workload and increase job satisfaction, creating a more balanced work environment. By providing sufficient support and training, they can ensure their staff feel valued and motivated to give their best.

Work-life balance also involves managing stress and pressure that may arise in running a business at **Cipulir** Market. MSME players need effective strategies for dealing with stress, such as meditation, yoga, or other relaxation activities. In addition, they also need to learn to identify signs of burnout and take preventive steps to prevent it, such as setting work time limits and taking regular breaks. MSMEs in the **Cipulir** Market must remain flexible and open to changes in their lives and businesses. Sometimes, unexpected situations or new opportunities may arise, and they need to have the ability to adjust their plans according to those changes. By remaining flexible, they can reduce the stress caused by unrealistic expectations and find more effective solutions to challenges. For MSME players at **Cipulir** Market, remember that work-life balance is a long-term investment in their success and prosperity. By taking concrete steps to balance their work and personal lives, they can increase productivity, increase life satisfaction, and achieve sustainable success in their business at Pasar **Cipulir** and beyond.

Literature Review

The concept of work-life balance is an effort to achieve harmony between activities and responsibilities at work with personal needs, family, and other activities outside the work environment. This involves managing time, energy, and attention in a balanced manner between work and other aspects of life, such as health, social relationships, and hobbies. Work-life balance is essential because it can help prevent burnout, stress, and burnout at work and improve overall quality of life. It also supports better productivity in the workplace because individuals who feel balanced tend to be happier, healthier, and more focused on performing their tasks. For individuals, work-life balance allows them to care for their physical and mental well-being, maintain healthy interpersonal relationships, and pursue interests and activities outside of work that bring them satisfaction and happiness. Meanwhile, for organizations, work-life balance can increase employee retention, reduce absenteeism, and increase overall productivity (Bataineh, 2019).

For Micro, Small, and Medium Enterprises (MSMEs), work-life balance has a meaning similar to the general concept. However, work-life balance is often more complex in the context of MSMEs because MSME actors often face unique challenges, such as resource constraints, time pressures, and significant responsibilities for their business operations. Work-life balance

for MSMEs includes achieving harmony between various aspects of life, including work, family and personal relationships, health and well-being, personal development, and the future of the business. For MSMEs, work-life balance is the key to maintaining business continuity and improving the overall quality of life. This involves setting priorities, managing time efficiently, and developing appropriate strategies to balance diverse aspects of life (Robak et al., 2016).

Time management strategies for micro, small, and medium enterprises (MSMEs) are an approach that optimizes the use of time in business operations. This includes various techniques and practices for organizing, managing, and utilizing time efficiently in order to achieve set business goals. This strategy includes notification of priorities, allocation of time to important tasks, use of time management tools such as daily schedules or weekly planning, delegation of appropriate tasks to staff or business partners, use of technology for automation or efficiency of business processes, and evaluation and adjustment. Continuously adapting time management strategies to suit changing business needs and market conditions. By implementing effective time management strategies, MSMEs can increase productivity, reduce stress, and improve the quality of work results and operational efficiency of their business (Adiningrat et al., 2023).

Social support consists of various forms of assistance, support, or interpersonal relationships provided by individuals or groups to micro, small, and medium enterprises (MSMEs). This social support can be emotional, informational, or instrumental support that helps overcome the challenges and stress that face running a business. In the context of work-life balance for MSME actors, social support is critical because it can provide a social network that can help them manage their workload, find solutions to problems, and provide moral encouragement. For example, support from family in terms of providing household tasks or attention to mental health, as well as support from business colleagues or the MSME community in terms of sharing practical experiences and knowledge. With sufficient social support, MSMEs can better balance personal and professional lives, improve overall well-being, and increase the likelihood of their business success (Vuong et al., 2022).

Stress management for Micro, Small, and Medium Enterprises (MSMEs) is the key to achieving a healthy life balance. Given the challenges faced in running a business, such as time pressure, competition, and financial risks, stress management becomes critical. MSMEs can manage stress in various ways, from health practices such as exercise, meditation, or yoga to developing positive habits such as setting priorities, delegating tasks, and communicating effectively with staff or business partners. It is also essential to obtain social support from family, friends, or the business community to overcome possible stress and difficulties. By implementing effective stress management strategies, MSMEs can achieve a balanced life, improve personal well-being, and optimize the performance and success of their business (Andriati & Marlina, 2023).

Flexibility and adaptability are essential for micro, small, and medium enterprises (MSMEs) facing changes in the dynamic and uncertain business environment. MSME players must be able to adapt quickly to changes in markets, regulations, technology, and consumer trends. This involves responding flexibly to market changes, such as changing business models, adapting products or services, or exploring new opportunities. In addition, freezing also means having the ability to efficiently manage resources, including time, labor, and capital, according to emerging needs and challenges. By prioritizing similarity and adaptability, MSMEs can increase their competitiveness, survive in a competitive business environment, and achieve long-term success in developing their business (Nasser, 2022).

Utilizing technology is an essential step for Micro, Small, and Medium Enterprises (MSMEs) in increasing operational efficiency, reaching a broader market, and strengthening the sustainability of their business. MSMEs can utilize technology in various aspects of business, including marketing, sales, inventory management, finance, and customer service.

Examples of utilizing technology include (1) Creating websites or online stores to expand market reach, (2) Using business management applications to manage inventory and finances efficiently, and (3) Utilizing social media and e-commerce platforms to promote their products or services.

Technology can also increase productivity by automating business processes, using collaboration software for more effective, on-time communication, and analyzing data for a better understanding of customers and markets. By utilizing technology effectively, MSMEs can increase their competitiveness, optimize business performance, and achieve sustainable growth in an increasingly digital market.

Research Method

This research will use a qualitative approach to understand in depth the perceptions and experiences of Micro, Small, and Medium Enterprises (MSMEs) in the **Cipulir** Market regarding their work-life balance. A qualitative approach will allow researchers to explore and understand the social, cultural, and economic context that influences the work-life balance practices of MSME actors in the **Cipulir** Market. Participants in this research will consist of MSMEs operating in **Cipulir** Market, **South Jakarta**, Indonesia. Participant selection will be carried out purposively by considering variations in business size, type of product or service, and demographic background. Selected participants must have relevant experience in running a business at **Cipulir** Market.

Data will be collected through in-depth interviews with MSME players at **Cipulir** Market. Interviews will be conducted face-to-face or by telephone, depending on participant preference. Additionally, participant observation in their work environment can be conducted to gain a more holistic understanding of their work-life balance practices. The collected data will be analyzed using a qualitative approach, including thematic coding and category formation. This analysis will identify patterns, themes, and trends from interviews and observations. Then, these findings will be synthesized and interpreted to explore work-life balance aspects relevant for MSMEs in the **Cipulir** Market. To ensure the validity and reliability of the data, steps will be taken, such as data triangulation (using more than one data collection method), reflective note-taking, and examination of research team members. In addition, the researcher's presence in the field and good interaction with participants will help ensure the integrity and accuracy of the data collected.

Results and Discussion

At **Cipulir** Market, MSME players develop effective time management strategies to maximize productivity. They use social support from fellow business actors and local communities to exchange ideas and experiences. They also prioritize stress management by taking adequate rest time and doing relaxation activities. Flexibility and adaptability are key in dealing with market changes so they can quickly adapt their products and services. The use of technology has also become an integral part of MSME operations at **Cipulir** Market, enabling them to increase efficiency and reach a broader market.

Time Management Strategy

Scheduling is a critical process in organizing and planning time for various activities carried out in a business context. At **Cipulir** Market, scheduling is the key to coordinating various activities, from maintenance, cleaning, and promotions to organizing events or attractions. With effective scheduling, the tourist destination can ensure that each activity goes according to plan without overlap or avoidance. For example, routine scheduling can include time to clean tourist areas, make infrastructure improvements, and organize events or performances that can enhance the attraction and visitor experience. Well-planned scheduling

can also help tourist destinations optimize their resources, both workforce and facilities. By prioritizing the activities that need to be carried out and allocating time efficiently, **Cipulir** Market management can ensure that visitors can enjoy the best experience while still paying attention to the environment and tourist infrastructure. Therefore, effective scheduling is not just about managing time but is also an essential strategy for sustainably managing and developing tourist destinations.

Technology has become the key to improving operational efficiency and service quality in various tourist destinations. At the **Cipulir** Market, micro, small, and medium enterprises (MSMEs) can utilize technology to increase their visibility and competitiveness. Through websites, mobile applications, or social media, MSMEs can continuously update information about the locations, services, and tourist attractions they offer to potential visitors, helping them attract attention and expand their market reach. Apart from increasing visibility, technology can also improve the overall tourist experience. For example, by utilizing a particular navigation application, visitors can easily explore around **Cipulir** Market without difficulty. At the same time, online booking services for tourist activities or lodging allow visitors to plan their trips more flexibly and comfortably. Thus, technology integration not only benefits MSMEs in increasing their competitiveness but also provides a better experience for visitors, which in turn can increase the attractiveness and visitation of the tourist destination.

In optimizing the use of resources at **Cipulir** Market, MSME players can divide responsibilities among their team members, ensuring that every aspect of operations and services can be managed efficiently. For example, one team may focus on marketing and promotional tasks, while another is responsible for day-to-day management operations. By effectively delegating tasks, MSMEs can free up time and energy to focus on their core skills, ultimately increasing the productivity of their entire business. Apart from that, good task delegation can also create a more collaborative and leveraged work environment. By trusting team members to take on specific responsibilities, MSMEs can motivate and empower them to develop skills and take initiative. This not only helps improve operational efficiency but also creates an atmosphere where every individual feels valued and contributes significantly to the business's overall success.

Research conducted by Sunarso et al. (2023) shows that effective scheduling is the key to coordination, smooth operations, and an optimal visitor experience. With technology, MSMEs can increase tourists' visibility and experience through digital media, opening up new opportunities for business growth. Effective task delegation allows MSMEs to focus on their core expertise, increases productivity, and creates a collaborative work environment that supports sustainable business growth.

Social Support

Family, friends, and the community play an essential role in providing emotional support to MSMEs at **Cipulir** Market when they face pressure or stress while running their business. When MSME players feel burdened by the challenges and obstacles that may arise in their business journey, support from their social environment can be a solid motivator to stay enthusiastic. Through this moral encouragement and support, MSMEs can remain motivated and enthusiastic in facing every obstacle. The support provided by family, friends, and the community raises enthusiasm and helps MSME actors develop strategies to face their challenges. When emotionally supported, MSMEs are more creative in solving their problems. Thus, this support not only provides enthusiasm but also strengthens the ability of MSME players to overcome challenges and achieve success in their businesses.

Family members, friends, and community members involved in business are often a valuable source of knowledge and experience for MSMEs in the **Cipulir** Market. They have insights that can be the basis for MSME owners to make the right decisions in managing their

businesses. Through interactions with these individuals, MSMEs can gain new perspectives and insights they may have yet to gain independently. Support from family, friends, and community members also includes providing practical advice and information. They may have specialized knowledge in various areas, such as marketing strategies, financial management, or overcoming specific problems that may arise in running a business. By utilizing the experience and knowledge of these individuals, MSMEs can develop more effective strategies for managing and developing their businesses.

Instrumental support is a form of assistance that involves direct contributions in the form of resources or practical assistance for MSMEs at **Cipulir** Market. For example, family members or friends can assist in handling household tasks or caring for children, allowing MSMEs more time and energy to focus on developing their businesses. Thus, this support not only helps reduce the workload of MSME players but also allows them to increase productivity and efficiency in running their businesses. Instrumental support can also take the form of providing resources or facilities needed to support business operations. For example, local community members or non-profit organizations can assist in the form of access to infrastructure, production facilities, or even business capital. With this kind of support, MSMEs can overcome practical obstacles that may hinder their businesses' development, enabling them to develop and compete better in the market.

Apart from providing emotional and instrumental support, family, friends, and the community also play an essential role in helping build networks and connections that benefit MSME business people at **Cipulir** Market. They can be effective liaisons by introducing MSMEs to potential customers, relevant business partners, or even other resources that can support their business growth. Through the networks built by their social environment, MSME players have more comprehensive access to business opportunities and resources that can increase the visibility and visits of their businesses. Support in building this network can also have a long-term impact on business development. By establishing good relationships with the people around them, MSME players can expand their market coverage, increase collaboration with other parties, and even obtain valuable suggestions to improve the quality of their products or services. Thus, the role of family, friends, and community is not only limited to current support but also contributes to building a solid foundation for the future business growth of MSME players.

The support provided by family, friends, and the community plays a vital role in helping MSMEs in **Cipulir** Market set time boundaries between work and their personal lives. Through this support, MSME players can feel encouraged to appreciate the importance of rest time and social interaction outside the work environment. Family and friends can be a valuable reminder for them to rest adequately and contribute meaningful time together, helping maintain a healthy life balance. More than just a reminder, this support also creates a supportive environment around MSME players. Feeling supported and understood by those closest to them, they feel more empowered to set healthy boundaries between work and personal life. This can help reduce the stress and fatigue that MSMEs may experience, allowing them to remain productive and enthusiastic in running their business.

Research conducted by Septiana et al. (2023) shows that support from family, friends, and community plays a vital role in the success of MSMEs. They provide enthusiasm and knowledge and can help overcome practical challenges such as capital, licensing, and marketing. Additionally, such support helps build a strong business network and maintain a healthy life balance, as being an entrepreneur can be very demanding. With this support, MSMEs have better abilities to face obstacles and achieve success in their businesses.

Stress Management

MSMEs in the **Cipulir** Market need relaxation techniques to deal with the pressures they face every day. In running their small business, stress is often a significant challenge that can disrupt the balance between personal and professional life. Therefore, they must instill various ways to relieve stress, such as copying, exercising, listening to music, or enjoying enjoyable hobbies. By implementing these techniques, MSMEs can reduce stress levels and improve overall well-being, which will positively impact performance and creativity in running their business. Relaxation techniques are not only beneficial for the mental well-being of MSMEs in the **Cipulir** Market but also have a positive impact on aspects of their business. By reducing stress levels, MSMEs can increase productivity and creativity in managing their businesses. Maintaining a balance between personal and professional life also helps create a more balanced and harmonious work environment. Thus, using relaxation techniques is a valuable investment for MSMEs because it improves individual well-being and has the potential to improve overall business performance and success.

For MSMEs in the **Cipulir** Market, setting clear working time limits is the key to balancing work and personal life. By setting consistent working hours, such as starting work from 8 am to 6 pm, MSMEs can create a structure that helps them stay focused and productive during working hours. In addition, it is essential to take sufficient rest to avoid fatigue and maintain mental and physical health. By leaving work on the desk after work hours, they can give themselves enough time to rest and enjoy their personal lives. MSME players in the **Cipulir** Market can improve the efficiency and quality of their work. Clear work time limits allow them to allocate time more effectively to complete essential tasks. Additionally, by ensuring adequate rest, they can avoid fatigue, which can interfere with productivity and creativity. It also helps maintain their physical and mental health, which, in turn, can positively impact their business performance.

Setting clear working time limits also allows MSMEs at **Cipulir** Market to strengthen relationships with their family and friends. Having set times for work and rest, they can more easily balance work responsibilities with their personal and social needs. This allows them to have quality time with the people they care about, which is essential in creating an overall balanced and fulfilling life. Therefore, setting clear work time limits is crucial not only for business productivity but also for overall well-being and happiness.

MSMEs in the **Cipulir** Market must set healthy boundaries between work and personal life to ensure optimal balance in their daily activities. One effective strategy is to create clear physical criteria between the workspace and the bedroom. This way, they can easily switch from work to rest, improving their efficiency and sleep quality. Also, allocating particular time for family and recreation is essential in maintaining this balance. By prioritizing these moments, MSMEs can improve their relationships and reduce the risk of burnout and stress. Furthermore, they need to avoid taking work home so that they can completely separate themselves from the demands of work and focus on mental and physical recovery. By adhering to these limits, MSMEs can optimize their productivity, avoid burnout, and improve their quality of life and happiness.

Research by Sharma et al. (2023) shows that MSME players need relaxation techniques to deal with daily stress, such as comedy or sports. Setting clear work time limits helps them balance work and personal life, increasing productivity and overall quality of life. Physical separation between work and sleep spaces and avoiding bringing work home are also essential to improve the welfare of MSMEs.

Flexibility and Adaptability

Micro, Small, and Medium Enterprises (MSMEs) in the **Cipulir** Market have long been known as pioneers in their ability to adapt to the dynamics of a continuously changing business

environment. They have demonstrated resilience in facing challenges such as changing market trends, regulatory policies, and increasingly fierce competition. Flexibility is the primary key to running a business in various regions. MSME players in the **Cipulir** Market often combine creativity with timeliness in responding to change, allowing them to remain empowered in calculating in a dynamic market. The success of MSME players in the **Cipulir** Market in maintaining the continuity of their business can be influenced by various internal and external factors. From an internal perspective, adapting their capabilities is often driven by managerial skills, a desire to learn, and a readiness to take risks. Meanwhile, external factors such as support from local government, access to resources, and relationships with business partners also play an essential role in shaping the adaptive capacity of MSMEs. Thus, a holistic framework must be considered to understand how MSMEs in the **Cipulir** Market maintain their principles when facing business changes.

Looking at it as a whole, the emphasis on adaptability and mixing is crucial in the long-term success of MSME players in the **Cipulir** Market. By adopting the right strategy and the ability to innovate, these MSMEs can survive and even develop in the face of various challenges that continue to develop. Thus, a deeper understanding of the factors influencing the adaptation of MSMEs in these markets can provide valuable insights for policymakers, business development organizations, and the business community to support the sustainable growth of MSMEs.

Research conducted by Atika (2023) shows that MSMEs have strong adaptability to changes in the business environment. They combine creativity with timeliness in responding to change and maintaining proficiency in a dynamic marketplace. Internal factors such as managerial skills and the desire to learn, together with external factors such as government support and access to resources, play a role in strengthening the adaptive capacity of MSMEs. The emphasis on adaptation and transcription is the key to success for MSMEs, providing important insights for policymakers and the business community to support sustainable growth.

Utilization of Technology

MSME players in the **Cipulir** Market have created a breakthrough by being pioneers in applying technology to manage their business in the digital era. They choose to adopt various digital tools and platforms, such as financial applications, social media, and e-commerce, to increase operational efficiency and reach a broader market. By using this technology, they can deliver better service to customers and improve the quality of their business. However, this change comes with challenges. The use of technology has changed the work-life dynamics of MSME players in the **Cipulir** Market. While automation of administrative tasks and increased productivity provide significant benefits, they also find themselves trapped in a seamless loop between work and personal life. Technology integration opens the door to constant connectivity with the business, even outside of conventional business hours.

The impact is not only limited to professional aspects but also on personal well-being. MSMEs in the **Cipulir** Market often needed help determining the boundaries between work and rest time. Instant messaging, email notifications, and quick responses have become the norm, increasing stress and mental fatigue. Their personal relationships can also be affected due to the lack of time they can spend with family and friends. Therefore, as the application of technology has brought great benefits to their businesses, MSMEs in the **Cipulir** Market are also faced with the task of finding a healthy balance between technology and their personal lives. There is a need to be aware of the importance of limiting work time and allocating time for rest and valuable social interactions. Only with a balanced approach can they achieve business success without sacrificing personal well-being.

Research conducted by Julianti et al. (2023) shows that MSMEs are pioneers in applying technology to manage business in the digital era. Despite increasing efficiency and market

reach, technology also poses challenges, such as blurring the boundaries between work and personal life, increasing stress, and reducing time for social interaction. To achieve balanced business success and personal well-being, they must limit work time and allocate time for rest and beneficial social interactions.

Conclusion

The conclusion of this research shows that in the **Cipulir** Market, MSMEs have developed time management strategies, relied on social support, prioritized stress management, demonstrated change and adaptability, and utilized technology as an integral part of their business operations. Time management strategies help them maximize productivity and efficiency. Social support from family, friends, and community helps them exchange ideas, get moral support, and build valuable networks. Stress management is critical in maintaining a balance between work and personal life while cooling and adaptability allow them to adapt to market changes. Technology has provided significant benefits in increasing operational efficiency and reaching a broader market, although it has also introduced new challenges regarding work-life balance.

This research suggests the importance of developing more effective time management strategies, strengthening social support through community initiatives and mentoring programs, providing resources and training for stress management, developing policies that support work, and providing technology training to MSMEs to utilize technology. More effectively. In addition, it is essential to continue to integrate the impact of technology use on the personal well-being of MSMEs and develop strategies to maintain a healthy balance between technology use and personal life. By implementing these suggestions, MSME players in the **Cipulir** Market can continue to develop and compete effectively in an increasingly dynamic market.

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