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The reality shows that Micro, Small, and Medium Enterprises (MSMEs) play a very important role in economic growth. Even MSMEs are the only micro institutions that have not been shaken by the monetary crisis that began in 1988. However, as one of the mainstay sectors of society, especially the lower-middle-class economic community, the role of MSMEs has not been maximized, so they have not been able to compete fully and, even worse, many MSMEs have gone out of business or are inactive. Many factors cause the inability of SMEs to compete, among others, due to low innovation and competitiveness, so they have not been able to win competition both in the national and international spheres. The decrease in the number of MSMEs from active to

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Hamsani Hamsani, Dian Prihardini Wibawa, Ayu Wulandari

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