

Inovasi Literasi dan Pemberdayaan Masyarakat: Penguatan Program Kios Literasi Kewirausahaan Kewilayahan di Kota Bandung

*Innovation And Community Empowerment:
Strengthening The Regional Entrepreneurship Literacy Kiosk Program In The City Of Bandung*

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ABSTRAK

Kegiatan pengabdian kepada masyarakat ini dilatarbelakangi oleh pentingnya literasi sebagai kapasitas sosial yang tidak hanya terbatas pada kemampuan membaca dan menulis, tetapi juga sebagai sarana peningkatan kesejahteraan melalui pengembangan kewirausahaan berbasis potensi lokal. Program Kios Literasi Kewirausahaan Kewilayahan (KLIK) di Kota Bandung dirancang sebagai inovasi pemberdayaan masyarakat yang mengintegrasikan penguatan literasi dan pengembangan UMKM melalui pendekatan partisipatif dan berbasis praktik. Tujuan program ini adalah untuk meningkatkan kapasitas pengelola program, memperkuat partisipasi masyarakat, serta mengoptimalkan potensi ekonomi lokal melalui kegiatan UMKM Start-Up dan Festival KLIK. Metode pelaksanaan dilakukan melalui koordinasi, pendampingan, dan pelatihan yang dilaksanakan oleh pemerintah daerah bersama tim pengabdian kepada masyarakat. Masyarakat berpartisipasi melalui presentasi dan pengenalan produk UMKM pada Festival KLIK yang diikuti sekitar 30–50 peserta dari berbagai kelurahan. Analisis data dilakukan secara deskriptif kualitatif dan kuantitatif melalui observasi, wawancara, serta pre-test dan post-test untuk mengukur perubahan kapasitas pengelola program. Hasil kegiatan menunjukkan adanya peningkatan signifikan pada kompetensi manajerial, khususnya dalam pengelolaan UMKM Start-Up dan pelaksanaan Festival KLIK. Selain itu, koordinasi lintas wilayah turut memperkuat keterlibatan masyarakat dalam promosi produk UMKM. Temuan ini menunjukkan bahwa integrasi literasi dan kewirausahaan memberikan dampak nyata terhadap penguatan kapasitas lokal dan pemberdayaan ekonomi masyarakat. Sebagai luaran konkret, program ini menghasilkan penguatan kegiatan promosi UMKM, peningkatan kinerja manajerial pelaksana program, penguatan mekanisme koordinasi antarwilayah, serta meningkatnya kesiapan masyarakat dalam mengembangkan dan memasarkan produk lokal. Dengan demikian, Program KLIK terbukti efektif sebagai model pemberdayaan masyarakat berbasis literasi yang berkelanjutan

Kata kunci: Program Klik, Literasi Masyarakat, Pemberdayaan Masyarakat, Pemerintah Kota Bandung

Keywords: Klik Program, Community Literacy, Community Empowerment, Bandung City Government

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ABSTRACT

This community service activity is motivated by the importance of literacy as a social capability that is not limited to reading and writing skills, but also serves as a means of improving welfare through the development of entrepreneurship based on local potential. The Kios Literasi Kewirausahaan Kewilayahan (KLIK) Program in Bandung City is designed as a community empowerment innovation that integrates literacy strengthening and MSME development through a participatory and practice-based approach. The objective of this program is to enhance the capacity of program managers, strengthen community participation, and optimize local economic potential through MSME Start-Up activities and the KLIK Festival. The implementation method is carried out through coordination, mentoring, and training conducted by the local government together with the community service team. Community members participate by presenting and introducing MSME products at the KLIK Festival, which is attended by approximately 30–50 participants from various urban villages. Data analysis is conducted using descriptive qualitative and quantitative approaches through observation, interviews, and pre-test and post-test assessments to measure changes in program managers' capacity. The results show a significant improvement in managerial competencies, particularly in MSME Start-Up management and the implementation of the KLIK Festival. In addition, cross-regional coordination strengthens community involvement in MSME product promotion. These findings indicate that the integration of literacy and entrepreneurship has a tangible impact on strengthening local capacity and community economic empowerment. As concrete outputs, the program produced strengthened MSME promotional activities, improved managerial performance of program implementers, enhanced inter-regional coordination mechanisms, and increased community readiness in developing and marketing local products. Therefore, the KLIK Program is proven to be an effective and sustainable literacy-based community empowerment model.

1. INTRODUCTION

In the contemporary era, literacy is no longer merely understood as the basic ability to read and write, but rather as a broader social capacity that enables communities to access, understand, process, and utilize information to improve their quality of life. In the context of community service and community development, literacy plays a strategic role as a foundation for lifelong learning, skills enhancement, the strengthening of social awareness, and the promotion of community economic independence. Accordingly, literacy development programs need to be designed through contextual and participatory approaches that are closely aligned with the actual needs of the community, local resources, and the social characteristics of the target area. Through such an approach, literacy activities are not only positioned as educational interventions, but also as instruments of community empowerment that can foster active participation, strengthen local capacity, and support sustainable development at the grassroots level.

In line with this perspective, the Bandung City Archives and Library Service has developed the Kios Literasi Kewirausahaan Kewilayahan (KLIK) Program as an innovation in literacy-based community empowerment. The program is designed to position literacy not merely as a reading activity, but also as a means of strengthening community capacity to identify local potentials, develop productive skills, and foster community-based entrepreneurial initiatives. In this regard, the KLIK Program serves as an integrative model that brings together literacy functions, local economic strengthening, and community participation within a more practical and empowerment-oriented framework. By connecting literacy

activities with local entrepreneurial development, the program reflects an effort to transform literacy into a strategic medium for empowering communities and enhancing their socio-economic resilience at the local level

The KLIK Program aims to establish literacy-based territorial entrepreneurship kiosks as community spaces for learning, interaction, and business development. These kiosks are designed not only to provide access to literacy activities and reading materials, but also to support community members in developing business ideas, identifying local potentials, and strengthening their collective economic capacity. As part of its implementation, the Subdistrict KLIK Festival involved approximately 25-30 participants from various urban villages who presented their flagship products and showcased the outcomes of their business development efforts. More than a promotional event, the festival served as a platform for community empowerment by strengthening the capacity of MSME actors, enhancing their confidence in marketing products, and promoting the distinctive potentials of each area within a literacy-based entrepreneurship framework

Although the KLIK Program conceptually presents a strong direction as a literacy-based community empowerment innovation, its implementation in the field still faces several challenges. Based on the results of initial coordination with the partner institution, the program requires further strengthening in terms of activity management, the organization of community participation, and the linkage between literacy activities and community business development in each area. In several urban villages, literacy activities have already been carried out; however, they have not yet been fully integrated with territorial MSME development. This condition indicates that the objective of KLIK as a literacy-based territorial entrepreneurship kiosk still requires reinforcement in order to be implemented more comprehensively and consistently

Previous studies have widely examined public sector innovation in strengthening public services and community empowerment. Research on innovation diffusion in public administration highlights the importance of leadership, organizational culture, inter-institutional networks, and policy learning in accelerating the adoption of new practices (Rogers, 2003; Hartley, 2005). In addition, studies on good governance emphasize that transparency, stakeholder participation, and accountability contribute to improved public service performance and the sustainability of innovation (Osborne, 2010; Bovaird & Löffler, 2012). In the context of community-based empowerment programs, the success of an innovation is determined not only by program design, but also by the capacity of implementers to foster community participation, manage collaboration, and align the program with local needs and potentials (Aabø & Audunson, 2012; Kim & Abbas, 2019)

The development of the KLIK Program is also informed by various best practices in community literacy management that have been successfully implemented in South Korea. The country is widely recognized for its strong literacy ecosystem, which is supported by collaboration among libraries, communities, government institutions, and the effective utilization of digital technologies to promote lifelong learning. South Korea's experience demonstrates that literacy programs integrated with community skill development, economic empowerment, and active community participation can generate broader impacts on improving the quality of life and overall social well-being of communities.

As a form of local innovation, the KLIK Program adopts a literacy development approach that extends beyond the promotion of reading interest to encompass community empowerment through entrepreneurship, environmental management, and community-based capacity-building initiatives. In this regard, South Korea's experience serves as a benchmark for program development, while the implementation of activities is tailored to the needs, potentials, and socio-cultural characteristics of the communities in Bandung City

Another challenge was reflected in the readiness of each area to develop MSME start-ups and prepare for participation in the Subdistrict KLIK Festival. Not all urban villages demonstrated the same level of readiness in identifying their distinctive local potentials, packaging products, and presenting narratives of their territorial strengths to the public. At the same time, the capacity of program managers at the local level also varied, particularly in terms of community assistance, activity management, and the strengthening of collaboration among the parties involved. This disparity in readiness has the potential to

affect the overall quality of program implementation and may result in uneven empowerment outcomes across urban villages

These conditions indicate that the challenges faced by the partner do not merely lie in the existence of the program as a policy innovation, but more importantly in the need to strengthen its implementation at the level of program managers and target communities. In the context of community service, this situation underscores the importance of participatory assistance that goes beyond administrative support and extends to strengthening the capacity of program managers, facilitating community empowerment activities, and supporting spaces for community promotion and learning. Such a community service approach is essential to ensure that the KLIK Program does not merely operate as an activity agenda, but truly functions as a literacy-based empowerment ecosystem that grows from the potentials and participation of the local community

This community service activity was carried out to support the strengthening of the implementation of the *Kios Literasi Kewirausahaan Kewilayahan* (KLIK) Program in Bandung City. The strengthening efforts focused on assisting the implementation of MSME Start-Up activities and supporting the organization of the Subdistrict KLIK Festival as a platform for communities from each urban village to introduce their MSME and showcase the distinctive potentials of their respective areas. As part of the festival series, the community service team also provided recommendations, mentoring, and empowerment support to community members, particularly in strengthening MSME capacity, developing business ideas, improving product packaging and promotion, and identifying territorial potentials that could be developed economically. Through this activity, the KLIK Program is expected to further enhance its function as a literacy-based territorial entrepreneurship kiosk that promotes a culture of learning, strengthens the local economy, and fosters sustainable community empowerment

2. IMPLEMENTATION METHOD

This community engagement program was designed using a participatory and practice-oriented approach to strengthen innovation diffusion and good governance in public library services. The implementation method emphasized collaboration between academic institutions and local government agencies to ensure relevance, applicability, and sustainability of the program outcomes

2.1 Target Groups and Location

In this community service activity, the writing team served as facilitators and program companions in supporting the implementation of the Regional Entrepreneurship Literacy Kiosk Program (KLIK) in Bandung City. The team consisted of the Director of Politeknik STIA LAN Bandung, who provided institutional support and strategic direction; an academic supervisor from Politeknik STIA LAN Bandung, particularly from the State Development Administration Study Program, who provided conceptual guidance, methodological supervision, and academic quality assurance; and a team member from South Korea who served as an international academic partner, contributing comparative perspectives, sharing best practices in community literacy development and library services, and providing input in the program analysis and recommendation development process.

Engagement in this community service activity was carried out through the monitoring and evaluation of community participation in the implementation of the KLIK Program, as well as the identification of various challenges encountered during program implementation in the field. In addition, engagement was undertaken through participation in coordination and evaluation meetings with the Bandung City Department of Archives and Libraries, with the aim of gaining a more comprehensive understanding of the program's implementation, achievements, and challenges

The implementation of this community service program focused on strengthening the KLIK Program through assistance in community-based business start-up activities and support for the Subdistrict KLIK Festival. The festival was conducted at the Bandung City Archives and Library Service in Bandung City, West Java, Indonesia, as a forum for communities from different urban villages to present the outcomes of their small-scale business development efforts. Through this activity, the festival served not

only as a venue for product promotion, but also as a space for learning, community empowerment, and the strengthening of literacy-based territorial entrepreneurship.

Through these activities, it is expected that valuable insights and recommendations can be generated to support the strengthening of the KLIK Program while simultaneously contributing to the enhancement of community capacities in literacy, entrepreneurship, environmental management, and the utilization of digital technologies. These efforts form part of a broader community-based empowerment strategy aimed at fostering sustainable social and economic development in Bandung City.

The program was implemented at the Bandung City Department of Archives and Libraries, located in Bandung City, West Java, Indonesia. The scope of engagement covered institutional-level processes and selected service units to ensure that the intervention addressed both managerial and operational dimensions of public library services. The total number of direct participants involved in the program was approximately 30–50 individuals, representing key functional units relevant to library service innovation and governance



Figure 1. MSME product displays from participating urban villages at the KLIK Festival

(Source: Personal Documentation, 2026)



Figure 2. the participants joined the KLIK Festival

(Source: Personal Documentation, 2026)

The figure illustrates the KLIK Festival as a community-based platform for showcasing local business initiatives and strengthening public engagement in regional economic empowerment. The event brings together stakeholders and community participants to present local potentials from various

neighborhoods while promoting literacy-based community development and enhancing entrepreneurship capacity

2.2 Stages of Community Engagement Implementation

The implementation of the community engagement program was conducted through several structured stages to ensure systematic execution and measurable outcomes

2.2.1 Preliminary Assessment and Coordination Implementation of Engagement Activities

This stage involved initial coordination with the Bandung City Department of Archives and Libraries to identify institutional needs, governance challenges, and existing innovation practices. A situational analysis was conducted through document review, informal discussions, and preliminary observations to align program objectives with local priorities.

The core activities included capacity-building workshops, facilitated discussions, and hands-on assistance related to digital library services, collaborative governance, and innovation dissemination strategies. These activities emphasized participatory learning, knowledge exchange, and practical problem-solving.

2.2.2 Monitoring and Evaluation of Community Engagement Process

Continuous monitoring was conducted throughout the program to assess progress, identify challenges, and make necessary adjustments. Evaluation activities were conducted at the end of the implementation period to assess program effectiveness based on predetermined indicators.

The community engagement process adopted a collaborative and interactive model. Knowledge transfer was achieved through workshops, focus group discussions, mentoring sessions, and direct involvement in selected library service activities. Participants were encouraged to actively contribute their experiences, identify constraints, and propose context-specific solutions. This process aimed to foster mutual learning among academics, students, and practitioners, while reinforcing the principles of transparency, participation, and accountability in service delivery.

2.3 Indicators of Program Success and Data Analysis Techniques

The success of the community engagement program was evaluated using both qualitative and quantitative indicators within a defined implementation period. The key indicators included:

1. Increased understanding of good governance principles among library service staff;
2. Improved institutional capacity to design and disseminate service innovations;
3. Enhanced coordination and collaboration among organizational units involved in library services;
4. Adoption or improvement of digital-based service practices supporting innovation diffusion;
5. Positive feedback from participants regarding the relevance and applicability of the program activities.

These indicators were assessed through participant surveys, observation notes, documentation review, and reflective evaluations conducted before and after program implementation

The analysis employed a descriptive qualitative approach complemented by simple quantitative measurements. Qualitative data derived from discussions, interviews, and observations were analyzed using thematic analysis to identify recurring patterns related to governance practices and innovation diffusion. Quantitative data from surveys were analyzed using descriptive statistics to capture changes in participants' knowledge, perceptions, and engagement levels.

2.4 Roles and Involvement of the Community Engagement Team

The implementation of the community engagement program involved a multidisciplinary team comprising institutional practitioners and academic members. Field supervisors from the Bandung City Department of Archives and Libraries played a crucial role in facilitating access, providing institutional insights, and ensuring alignment with organizational policies. Academic supervisors from the Polytechnic

of STIA LAN Bandung, particularly from the Public Development Administration Study Program, were responsible for conceptual guidance, methodological supervision, and academic quality assurance. Students participated as facilitators, data collectors, and technical assistants, contributing to experiential learning while supporting program implementation. Collaboration among field supervisors, academic mentors, and students ensured effective and ethical execution in line with academic standards and institutional needs.

3. RESULTS AND DISCUSSION

3.1 Results of the Community Engagement Program

The community service program implemented through the *Regional Entrepreneurship Literacy Kiosk Program (Kios Literasi Kewirausahaan Kewilayahan/KLIK)* in Bandung City demonstrates significant outcomes in strengthening literacy, empowering the local economy, and enhancing the capacity of program managers at the regional level. The main focus of this program is the integration of literacy and entrepreneurship through the development of MSME start-ups, as well as the implementation of the District KLIK Festival as a platform for collaboration, learning, and the promotion of local potential across each administrative area

From the implementation perspective, the program results indicate notable behavioral changes among regional managers, particularly in their improved capacity for coordination, activity facilitation, and strengthened cross-village collaboration. The managers have shown increased initiative in assisting the community to develop business ideas, package products, and construct more structured narratives of local potential within the context of community-based entrepreneurship

In addition, the KLIK Festival serves as a primary implementation platform that brings together the community, program managers, and relevant stakeholders. In this activity, participants from various urban villages showcase their flagship products developed through the MSME Start-Up initiatives in their respective areas. The festival functions not only as a product exhibition event but also as a social learning medium that strengthens the self-confidence of entrepreneurs, enhances their communication skills, and deepens their understanding of local economic potential

community engagement program implemented through the Regional Entrepreneurship Literacy Kiosk (KLIK) Program in Bandung City has demonstrated significant achievements in strengthening literacy, promoting economic empowerment, and enhancing environmental awareness within the community. The implementation of the program was supported by the commitment of the Bandung City Department of Archives and Libraries to developing community-based literacy services, as reflected in various institutional planning and evaluation documents

Quantitatively, the program outcomes demonstrate a clear improvement in the managerial capacity of program implementers, as evidenced by the results of the pre- and post-assessment conducted on key competencies related to MSME Start-Up management and the implementation of the KLIK Festival. The evaluation results indicate consistent increases across all measured dimensions, including understanding of MSME management, ability to facilitate community activities, and capacity to coordinate KLIK Festival implementation

Table 1. Pre- and Post-Assessment of Managerial Capacity in MSME Start-Up

Aspect	Pre-Test	Post-Test	Level of Improvement
Understanding of MSME Start-Up management	60	87	Significant increase
Ability to facilitate community activities	58	85	Significant increase
Ability to coordinate the KLIK Festival	62	88	Significant increase

(Source: Archives and Library Service Performance Plan for, 2026)

The evaluation results indicate that this community service program has a positive impact on enhancing the managerial capacity of program implementers, particularly in the implementation of MSME Start-Up initiatives and the organization of the KLIK Festival. This is evidenced by the pre-test and post-test assessment results, which demonstrate a consistent improvement across all measured aspects.

The observed improvement includes a better understanding of MSME Start-Up management, enhanced ability to facilitate community activities, and strengthened capacity to coordinate the implementation of the KLIK Festival. These findings suggest that field-based mentoring not only improves knowledge acquisition but also reinforces the operational and collaborative competencies of program managers in implementing entrepreneurship-based literacy programs

3.2 Discussion: Governance and Innovation Diffusion in Public Library Services

The findings of this community engagement program can be theoretically interpreted through the lens of good governance and innovation diffusion. According to good governance theory, effective public service delivery requires transparency, accountability, participation, and coordination among stakeholders. The results demonstrate that strengthening governance mechanisms particularly planning discipline and performance accountability can enhance institutional readiness for innovation diffusion.

From the perspective of innovation diffusion theory (Rogers, 2003), The Bandung case illustrates that organizational innovation in public libraries tends to diffuse in an incremental rather than rapid manner. Improvements in planning and administrative coordination functioned as process innovations that helped reduce procedural barriers and facilitated internal adoption within the institution. However, the diffusion of these practices remained largely confined to the intra-organizational level, indicating that broader community-level dissemination still requires stronger external engagement mechanisms and more sustained interaction with stakeholders outside the organization

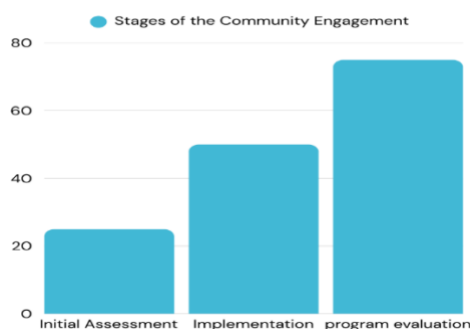


Figure 3 .Trend Of Innovation Adoption in Planning and Administrative Processes
(Source: Performance Plan of the Archives and Library Service, 2026)

Figure 3 illustrates the gradual adoption of governance and administration related innovations within the Bandung City Department of Archives and Libraries during the implementation of the community engagement program. The figure conceptually represents the trajectory of innovation diffusion occurring across three main phases, namely the initial assessment, implementation, and post-program evaluation phases.

The vertical axis reflects the level of innovation adoption, as measured by indicators such as the application of structured planning procedures, and the effectiveness of coordination mechanisms. The horizontal axis represents the timeline of the community engagement activities. The trend indicates a steady increase in innovation adoption

This pattern confirms that innovation diffusion occurred incrementally and was predominantly internal in nature, consistent with Rogers' innovation diffusion theory, which posits that organizational innovations tend to initially spread among early adopters within formal organizational structures before expanding to broader networks

Table 2. Comparison of the KLIK City Bandung Program and the South Korean Library Program

Aspect	Bandung City (KLIK Program)	South Korea (Public Library Program)
Program Orientation	Integration of literacy and entrepreneurship through MSME Start-Up development and community empowerment	Literacy and lifelong learning as a national human resource development strategy
Beneficiary Focus	Community members at the village level, MSME actors, and local program managers	Broader population with nationwide coverage
Activities	MSME Start-Up assistance, capacity building for program managers, product development, and KLIK Festival	Public library services and community learning programs
Managerial Capacity Development	Significant improvement in coordination, facilitation, cross-village collaboration, and operational implementation skills	Strong institutional capacity supported by standardized national governance system
Learning Mechanism	Experiential learning through KLIK Festival as a space for social interaction, product exhibition, and entrepreneurial confidence building	Formal and structured learning through library-based education programs

(Source: Performance plan of the archives and library service, 2026)

The table shows that the KLIK Program in Bandung City focuses on the integration of literacy and entrepreneurship through MSME Start-Up development, community empowerment, and the KLIK Festival as an experiential learning platform, whereas South Korea emphasizes lifelong literacy through a nationally structured public library system. The comparison also indicates that the KLIK Program significantly enhances the managerial capacity of program implementers through a participatory approach, while South Korea is supported by a more standardized and well-established institutional system

3.3 Theoretical and Practical Contributions

This study contributes theoretically to the development of *good governance* and *innovation diffusion theory* within the context of community-based library services. The findings indicate that public sector innovation is not solely determined by formal policies, but is also strongly influenced by the strengthening of implementers' capacities through participatory and practice-based approaches. The results of the KLIK Program demonstrate that improved coordination, facilitation, and cross-regional collaboration serve as key factors in accelerating innovation adoption at the organizational level, although the process remains gradual and largely internal

In addition, this study reinforces the application of *innovation diffusion theory* (Rogers, 2003) in the context of territorially based entrepreneurship literacy. Innovation diffusion within public organizations is shown to occur in a step-by-step manner, beginning with planning and evaluation units as initial drivers of change. This indicates that innovation in public services does not spread immediately or widely, but evolves through continuous organizational learning processes

From a practical perspective, the KLIK Program generates tangible benefits for various stakeholders. For the Bandung City Department of Archives and Libraries, the program enhances institutional capacity in planning, coordination, and performance-based evaluation, as reflected in the improved pre-test and post-test results related to MSME Start-Up management and the implementation of the KLIK Festival. For the community and MSME actors, the program improves entrepreneurial skills,

product development capabilities, and confidence in marketing their products. Meanwhile, for local administrators, it strengthens cross-village coordination and collaborative community empowerment efforts. Overall, the KLIK Program proves to be an effective integrative model combining literacy, entrepreneurship, and community empowerment

4. CONCLUSION

The implementation of the Regional Entrepreneurship Literacy Kiosk Program (Kios Literasi Kewirausahaan Kewilayahan/KLIK) in Bandung City demonstrates that literacy-based community empowerment generates tangible and measurable impacts on both institutional capacity and community participation. The program successfully enhanced the managerial competencies of program implementers, particularly in MSME Start-Up management and the organization of the KLIK Festival, as reflected in the consistent improvement of pre-test and post-test results. In addition, the program strengthened coordination, facilitation, and cross-regional collaboration, while also fostering active community engagement through the KLIK Festival as an experiential learning platform that integrates literacy activities with local economic development

These findings confirm that a participatory and practice-based approach that integrates literacy and entrepreneurship is an effective strategy for strengthening local governance and improving community empowerment outcomes. The KLIK Program also delivers direct benefits, including improved capacity of program managers in handling community-based activities, as well as increased skills and confidence among community members in developing and marketing MSME products. Therefore, the KLIK Program can be concluded as an effective community empowerment model that connects literacy development with local economic strengthening, while also contributing to the advancement of sustainable, community-based public service innovation in Bandung City

5. RECOMMENDATIONS

To ensure the sustainability of the Kios Literasi Kewirausahaan Kewilayahan (KLIK) Program, it is recommended that the Bandung City Department of Archives and Libraries strengthen institutionalization mechanisms through more structured program planning, monitoring, and evaluation systems. This includes the development of standardized operational guidelines for MSME Start-Up assistance and the KLIK Festival, as well as strengthening cross-sector collaboration with relevant stakeholders such as local government units, educational institutions, and community organizations. In addition, continuous capacity building for program managers should be prioritized to maintain and further enhance their competencies in coordination, facilitation, and community empowerment practices.

Furthermore, it is important to expand the integration of digital technology within program implementation to support wider outreach and sustainability. The use of digital platforms for product promotion, documentation of local potentials, and knowledge sharing among urban villages can strengthen the visibility and impact of the program. Community participation should also be continuously encouraged through regular mentoring activities and periodic innovation forums at the village level, ensuring that the KLIK Program remains adaptive, inclusive, and responsive to local needs while sustaining its role as a literacy-based entrepreneurship empowerment model.

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