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# Empowering Small and Medium-Sized Enterprises (SMEs) Producing Crackers Through the Integration of Visual Re-Branding, Digitalisation of Marketing, and Access to Digital Payments in the Gratitunon Subdistrict

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**ABSTRACT**

**Backgrounds:** The competitiveness of local cracker-producing Micro, Small and Medium Enterprises (MSMEs) in Gratitunon Village, Grati Sub-district, Pasuruan Regency, remains constrained by traditional marketing methods that have not yet adopted a formal brand identity, as well as by limited access to modern financial transaction systems.

**Objectives:** This community engagement programme aims to optimise the products' market value, raise brand awareness, and expand the MSMEs' market reach through an organised and sustainable mentoring programme.

**Methodology:** The programme employed Participatory Action Research (PAR), comprising four phases: (1) in-depth observation and analysis of needs; (2) development of visual identity and transaction systems; (3) delivery of training and direct facilitation; and (4) an assessment of the programme's sustainability.

**Findings:** Integrated visual rebranding successfully produced a formal logo, banner designs, and a professional product image. The digitalisation of marketing through social media optimisation expanded the reach of promotional activities to the regional level. The implementation of a digital payment system based on the Indonesian National Quick Response Code Standard (QRIS) simplified cashless transactions and accelerated the adoption of digital finance amongst business operators.

**Conclusions:** The programme's sustainability is ensured through the handover of digital assets, including master logo files, social media guidelines, and permanent QRIS registration.

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## 1. INTRODUCTION

Micro, Small and Medium-sized Enterprises (MSMEs) play a crucial role as the fundamental backbone of the Indonesian economy, making a significant contribution to job creation and the distribution of income amongst the population. However, the majority of MSME entrepreneurs in the traditional processed food sector still face fundamental constraints regarding trademark ownership, marketing advocacy methods, and the integration of the latest financial technology solutions (Achmad et al., 2024; Nastain, 2017). Limitations in visual branding and reliance on conventional, locally-scaled distribution networks often hinder the competitiveness of regional products in wider markets.

This community service initiative was carried out in Gratitunon Village, Grati Sub-district, Pasuruan Regency, East Java. Here, we focused on the Jazilah Cracker SME. This SME possesses

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significant potential as a home-based industry for the processing of local crackers, however, the business owners still face operational and marketing challenges. The key issue faced by this SME partner, which specialises in the production of local crackers, lies in its sales strategy, which tends to be focused on the local market without being supported by a solid formal brand identity. The lack of packaging containing adequate information and a unique logo design results in the product's quality being perceived as sub-optimal by contemporary consumers. Furthermore, sales and purchasing activities remain heavily reliant on cash transactions. This limits the reach of purchases by consumers from outside the region who prefer the convenience of digital transactions. Based on Figure 1, the processing location of Kerupuk Jazilah shows that production activities are still carried out on a household scale, using simple equipment and directly involving labor. This condition illustrates a business operation that still relies on human labor in the cracker processing activities.



**Figure 1. Location of the Jazilah Cracker Processing Plant**
Source: author's documentation, 2026

To address these challenges, a comprehensive solution has been proposed. This solution encompasses the redesign of the brand identity (visual rebranding), improving understanding and implementation of digital marketing, and providing support for registration with the Quick Response Code Indonesian Standard (QRIS) digital payment system. This integrated approach aims to ensure that MSME operators do not merely rely on promotion through personal recommendations (word of mouth), but are also able to adapt independently within the digital environment to ensure the sustainability of their businesses (Ardilla et al., 2024; Saraswati et al., 2026).

Previous SME mentoring activities have been carried out through various business development approaches, including improving product packaging and visual identity (Callebaut et al., 2026; Nugroho et al., 2025), strengthening digital marketing through social media use (Noviaristanti et al., 2023; Tatik & Setiawan, 2025), and implementing digital payment systems through the Quick Response Code Indonesian Standard (QRIS) (Gainau et al., 2024; Nurqamarani et al., 2024). These studies show that each aspect contributes to improving the capacity and competitiveness of SMEs. However, developing each of these aspects still requires a more integrated approach so that improvements in product identity, marketing capability, and transaction convenience can support one another within a single business development strategy. The need to strengthen digital capabilities and strategic integration has also received attention in SME development studies (Aqmala & Putra, 2024; Jonasthasia et al., 2026).

Based on these conditions, there is a gap in the implementation of SME mentoring, particularly regarding the integration of product visual identity strengthening, digital promotion skills development, and digital payment system facilitation within a single community service program. An approach that links these three aspects is important to develop because product appeal, marketing reach, and transaction convenience are complementary components in supporting business activities.

The novelty of this community service activity lies in the application of an integrated mentoring approach that combines product visual identity renewal (visual rebranding), digital marketing capacity strengthening, and facilitation of QRIS registration and use at the Kerupuk Jazilah SME. Unlike mentoring activities that focus on separate aspects of business development, this activity integrates the three interventions based on the partner's needs. Through this approach, the activity aims to increase product appeal, strengthen promotional capacity, and support the convenience of digital transactions as part of SME business development efforts.

This community service activity aims to improve the business capacity and competitiveness of the Kerupuk Jazilah SME through an integrated mentoring approach covering three main aspects: strengthening product identity through brand and packaging redesign, improving promotional skills through digital marketing, and facilitating cashless transactions through QRIS registration. The integration of these three aspects is expected to improve product presentation, expand marketing reach, and provide transaction convenience for consumers. Agustino et al. (2024) explain that improving the visual aesthetics of a product, combined with digital transaction efficiency, can contribute to higher sales volume and added value for local products. Thus, this activity is expected not only to provide solutions to the operational and marketing problems faced by the partner, but also to foster business capacity that is more adaptive to technological developments and changes in consumer behavior. This approach is expected to serve as a practical mentoring model for processed food SMEs in strengthening product identity, developing marketing, and optimizing the use of digital technology sustainably.

## 2. LITERATURE REVIEW

### 2.1. Branding and Visual Identity of Food MSMEs

Micro, Small and Medium Enterprises (MSMEs) in the traditional processed food sector commonly face constraints regarding trademark ownership, marketing methods, and the integration of financial technology (Achmad et al., 2024). Without a formal brand identity, locally produced food is often perceived as undifferentiated and of lower quality, which weakens its position in souvenir shops and supermarkets. Community service studies have therefore treated logo design, packaging, and product information labels as practical means of strengthening brand awareness and the selling value of local products (Achmad et al., 2024). Evidence from traditional cracker MSMEs suggests that re-branding is most effective when it is combined with wider marketing efforts, as this widens market reach beyond the producer's immediate locality (Huda et al., 2025).

### 2.2. Digitalisation of Marketing

Many MSMEs still depend on word-of-mouth promotion and conventional, locally scaled distribution networks. Previous studies have shown that social media can accelerate the digitalisation of marketing for culinary MSMEs, especially in the post-pandemic period (Saraswati et al., 2026). Re-branding and digital marketing have also been proposed as complementary strategies for improving the competitiveness of processed food products (Ardilla et al.,, 2024). Product photography training and digital catalogues provide the visual content that supports this shift for micro-enterprises (Agustino et al., 2024). A hybrid model, in which conventional and digital channels are combined under mentoring, has been described as suitable for MSMEs operating in the digital marketing ecosystem (Ardilla et al., 2024).

### 2.3. Digital Payments and Financial Inclusion through QRIS

Cash-dependent transactions limit the ability of MSMEs to serve consumers from outside their area, particularly those who prefer digital payments. The Quick Response Code Indonesian Standard (QRIS) has been examined as a way of promoting financial inclusion among small traders (Usman et al., 2025) and micro-enterprises (Santosa, 2026). Cashless QRIS transactions have also been associated with greater operational efficiency in MSMEs (Zakariya & Arifin, 2025). Together, these studies position QRIS as both an inclusion instrument and a tool for more structured financial management.

### 2.4. Integrated and Sustainable MSME Empowerment

Reviews of MSME mentoring programmes indicate that combining better visual aesthetics with efficient digital transactions can contribute to higher sales volumes and added value for local products (Agustino et al., 2024; Ardilla et al., 2024). Sustainability, however, depends on whether partners can run these tools on their own after a programme ends. Agustino et al. (2024) and Breidbach et al. (2025) argue that effective support relies on handing over independently operable tools that business operators can use on a sustainable basis. Taken together, the literature supports an integrated model that links visual re-branding, marketing digitalisation, and digital payments, with

the handover of digital assets as its basis for long-term self-reliance. This is the model applied to the Jazilah Cracker MSME in this study.

## 3. METHOD

### 3.1. Community Service Implementation Method

The implementation of this community engagement initiative adopts the Participatory Action Research (PAR) paradigm, which positions MSME operators as essential collaborators in every phase of the support process. The implementation process is organised into four fundamental phases, systematically structured as follows:

**Table 1. Matrix of the Stages of the Participatory Action Research (PAR) Methodology**

| Phases / Stages | Focus of Activities | Key Outputs / Results |
|---|---|---|
| 1. Observation & Needs Assessment | Field surveys, in-depth interviews, documentation of production workflows and identification of marketing barriers. | Mapping of issues relating to brand identification, transaction barriers and market limitations. |
| 2. Digital & Visual Solution Design | Development of an official logo, selection of a colour palette, creation of banner designs and QRIS registration. | Draft of the official logo, product photography, banner design and QRIS registration. |
| 3. Skills Development | Training in social media management, creation of digital promotional content, and QRIS transaction simulations. | Improving partners' proficiency in managing business accounts and digital financial applications. |
| 4. Evaluation and Handover of Assets | Comparative assessment of pre- and post-programme indicators and handover of permanent digital assets. | Independent digital assets (master logo, visual catalogue, physical QRIS, social media accounts). |

Source: Researchers' own work, 2026

Based on Table 1, the community service activity employs the Participatory Action Research (PAR) method, which consists of four stages. The first stage is observation and needs assessment, carried out through field surveys, in-depth interviews, and documentation of the production process to identify problems related to brand identity, marketing limitations, and transactions. The second stage is the design of digital and visual solutions, which includes creating an official logo, selecting a colour palette, designing banners, product photography, and QRIS registration. The third stage is skills development for the partner, particularly in social media management, creation of digital promotional content, and QRIS transaction simulations. The fourth stage is evaluation and handover of the assets resulting from the mentoring to the partner, including the master logo, visual catalogue, physical QRIS, and social media accounts. These four stages are designed in an integrated manner to ensure that the solutions provided match the partner's needs while supporting independence in managing product identity, marketing, and digital transactions sustainably.

### 3.2. Partner and Participants

The partner in this community service activity is the Kerupuk Jazilah MSME, a micro-enterprise engaged in cracker production. The business owner, Mr. Jazil, acts as the main partner and informant in the implementation of the activity. The partner's involvement includes providing information on the initial condition of the business, identifying obstacles in developing product identity and marketing, participating in the development of promotional media, and receiving mentoring on the implementation of digital payment facilities. In addition, the community service team facilitates all stages of the activity, provides mentoring, and evaluates the program outcomes.

### 3.3. Program Evaluation

The evaluation of the community service program was conducted to determine changes in the condition and achievements of the Kerupuk Jazilah MSME after the mentoring activities. Observation focused on three main indicators: brand identity, marketing reach, and digital payment adoption.

The observation instrument was developed based on aspects relevant to the mentoring objectives. For the brand identity indicator, observation covered the availability and use of the logo, packaging design, and product information labels. For the marketing reach indicator, observation was conducted on the coverage of conventional promotion, the use of social media, and the availability of a visual product catalogue. Meanwhile, the digital payment adoption indicator was observed based on the availability of QRIS facilities and their application in business transactions. Details of the observation instrument are presented in Table 2.

**Table 2. Observation Instrument for the Performance of the Kerupuk Jazilah MSME**

| No. | Indicator | Aspects Observed |
|---|---|---|
| 1 | Brand identity | Product logo |
| 2 | Brand identity | Packaging design |
| 3 | Brand identity | Product label |
| 4 | Marketing reach | Conventional promotion |
| 5 | Marketing reach | Use of social media |
| 6 | Marketing reach | Visual catalogue |
| 7 | Digital payment adoption | QRIS registration |
| 8 | Digital payment adoption | QRIS usage |

Source: Researchers' own work, 2026

The observation results were then documented and analysed using a comparative descriptive approach by comparing the condition of the MSME before and after the program. This comparison was used to identify changes in each indicator as a form of evaluation of the mentoring outcomes. The evaluation results were then presented as achievement percentages for each indicator to describe the development of brand identity, marketing reach, and digital payment implementation at the Kerupuk Jazilah MSME.

Program achievement was measured through direct observation by the community service team of the condition of the Kerupuk Jazilah MSME before and after the mentoring activities. The measurement was based on three main indicators: brand identity, market reach, and digital payment adoption. Each indicator was assessed based on the aspects specified in the observation instrument, including the availability and application of the logo, packaging design, and product label, the use of promotional media, and the use of QRIS facilities. The observation results were recorded and processed according to the assessment criteria used by the community service team to obtain the achievement percentage for each indicator. Subsequently, the pre- and post-program measurement results were compared to determine changes in the MSME's performance after the mentoring activities. The achievement percentage for each indicator was then calculated using Equation (1):

$$P = (\text{Actual Score} / \text{Maximum Score}) \times 100 \quad (1)$$

Where:
P = Achievement percentage.
Actual score = Score from the observation results.
Maximum score = Total maximum score based on the instrument.

### 3.4. Ethical Considerations

This study was approved by the Research Ethics Committee. All participants gave informed consent, participation was voluntary, and their identities were kept confidential.

## 4. RESULTS AND DISCUSSION

### 4.1. Research Results

The community engagement initiative has successfully completed the entire series of programmes aimed at empowering Jazilah, a MSME specialising in the production of crackers, focusing on three key pillars: visual rebranding, digitalisation of marketing, and access to digital payment methods.

### 4.1.1. Strengthening Visual Identity and Product Rebranding

Prior to the community service initiative, the cracker products were sold without a registered brand name and were packaged solely in plain transparent plastic. Based on an interview with the owner of the Jazilah Crackers SME, he revealed that,

*"Well, I'm quite old, so I don't know how to come up with a brand name. So I sell these crackers just like any ordinary crackers. As for the packaging, it's just plain plastic with no logo either."* As stated by Mr Jazil, owner of the SME 'Kerupuk Jazilah'

This resulted in the product having low appeal when competing in souvenir shops and supermarkets. Through this programme, an official logo was designed with a modern visual style that reflects the product's authenticity and flavour. A perception of better product quality has been achieved through improvements to the logo design, which now includes the official brand name and contact details for orders. The product's more professional aesthetic has successfully enhanced its perceived value in the minds of consumers (Baghirov & Zhang, 2024).




**Figure 2. Design of the Jazilah Crisps Logo**
Source: author's documentation, 2026

Based on Figure 2, the design of the Kerupuk Jazilah logo is one effort to strengthen the identity and branding of the MSME's products within the community service activity. The logo displays the Kerupuk Jazilah brand name combined with illustrations of various types of crackers and circular ornaments in a combination of red, gold, and cream colors. These visual elements give an impression that is traditional, attractive, and easily recognizable to consumers. The use of this logo is expected to increase product appeal, make it easier for consumers to recognize the brand, and add value to the product's appearance so that it is more competitive in the market.

### 4.1.2. The Implementation of Digitalisation in Hybrid Marketing

Marketing support is provided through the integration of conventional and digital marketing methods. Partners are guided in the creation and management of social media accounts specifically tailored to their businesses. Promotional materials are developed using high-quality product photography and banner design. This hybrid marketing strategy has proven effective in expanding the scope of promotion, shifting from a previously limited reach in rural areas to the potential to reach consumers across a wider region, without the need to establish physical branches.




**Figure 3. Installation of a banner at the Jazilah Cracker MSME premises**
Source: author's documentation, 2026

Based on Figure 3, the installation of a banner at the business location of the Kerupuk Jazilah MSME is one form of support from the community service activity in enhancing the business's identity and visibility. The banner, installed at the front of the production site, serves as an information and promotional medium so that the business can be more easily recognized by the community and potential customers. This activity also involved the community service team together with the business owner as a form of collaboration in supporting MSME development. With this banner, the identity of Kerupuk Jazilah is expected to become more widely known, increase consumer appeal, and support product marketing more effectively.

### 4.1.3. Integration of the Digital Payment System (QRIS)

The convenience of digital payments is facilitated through the registration of MSMEs on the QRIS platform. The adoption of this payment method aligns with the preferences of today's consumers, who are increasingly moving away from using cash. The availability of QRIS payment methods, for both face-to-face transactions and online orders, offers operational efficiency and more structured financial management for business owners (Usman et al., 2025).




**Figure 4. QRIS for Jazilah Crackers (MSME)**
Source: author's documentation, 2026

Based on Figure 4, the provision of QRIS at the Kerupuk Jazilah MSME is one form of digital payment implementation in support of business development. The use of QRIS allows consumers to make non-cash payments through various digital payment applications, making the transaction process more practical, fast, and efficient. The implementation of this facility is expected to improve the convenience of service to consumers, broaden payment method options, and encourage more modern and transparent management of business transactions. Thus, the use of QRIS is an important step in improving the adaptation of MSMEs to developments in digital financial technology.

The evaluation of the program's success was carried out through direct observation by the community service team of the condition of the Kerupuk Jazilah MSME before and after the mentoring. The observation instrument covered three main indicators: brand identity, marketing reach, and digital payment adoption. The brand identity assessment included the availability of the logo, packaging design, and product information labels. The marketing reach assessment covered the use of conventional promotion, social media, and the visual catalogue. Meanwhile, digital payment adoption was evaluated based on the availability and application of QRIS facilities in business transactions. The observation results were documented and compared to identify changes in the condition of the business after the mentoring program. The evaluation results are then presented as achievement percentages for each indicator, as shown in Figure 5.

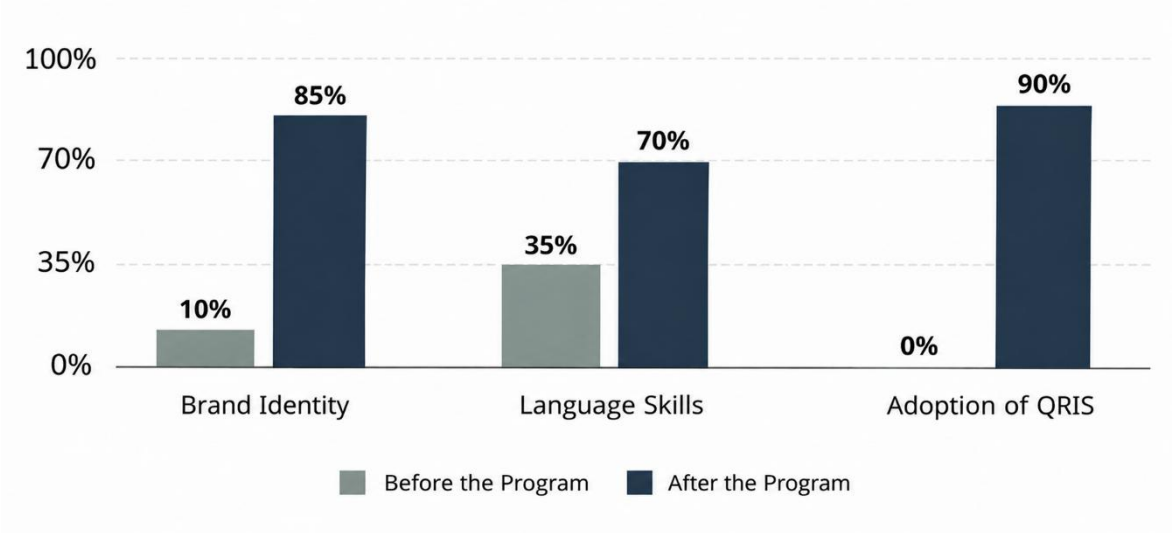



**Figure 5. Comparison of Performance Indicators for Cracker-Producing MSMEs Before and After the Mentoring Programme**
Source: Authors

Figure 5 shows a comparison of the performance indicators for the cracker-producing MSMEs before and after the mentoring programme. Further details are as follows:

a. Brand Identity: Prior to the programme, brand recognition stood at 10 per cent as the products were sold plain, without a logo. Following the re-branding programme, this indicator rose dramatically to 85% following the creation of a formal logo, professional packaging design and product information labels.
b. Market Reach: Conventional marketing previously covered only the local rural area (35%). Following the adoption of digital marketing via social media and visual catalogues, market reach expanded to 70 per cent.
c. QRIS Adoption (Digital Payment Adoption): The rate of digital financial transaction usage was initially 0 per cent due to a complete reliance on cash. Following the roll-out and registration of QRIS, the adoption rate of digital payments surged to 90 per cent, making it easier for consumers to carry out transactions efficiently.

Discussions regarding the outcomes of the community engagement programme indicate that empowerment centred on digital assets contributes to ensuring sustainability following the programme's conclusion. The provision of key assets—such as logos, social media template designs,

high-quality product images, and permanent QRIS transaction facilities—serves as a solid foundation for the partners' self-reliance once the community engagement programme has ended. These findings are consistent with the research by Agustino et al. (2024) and (Sonita & Hakiki, 2026), which concluded that the effectiveness of support for Micro, Small and Medium Enterprises (MSMEs) depends on the provision of tools for independent operation that can be used on a sustainable basis by local business operators.

### 4.2. Discussion

The results show that the three components of the programme (visual re-branding, digitalisation of marketing, and QRIS adoption) worked together to address the partner's problems. Before the programme, the cracker products were sold in plain plastic with no registered brand, and the owner's remark that he did not know how to create a brand name shows that the barrier was a lack of knowledge as much as a lack of resources. Participatory Action Research (PAR) allowed this gap to be addressed collaboratively, since the partner took part in every phase, from needs assessment to the handover of assets (Rahmat & Mirnawati, 2020).

The rise in brand recognition from 10% to 85% is consistent with earlier community service studies in which new logos and packaging strengthened the branding of cracker MSMEs and improved brand recognition and consumer appeal (Achmad et al., 2024). A formal logo, an official brand name, and contact details for orders give consumers a basis for judging quality and for placing repeat orders, which the unbranded plastic packaging could not do.

The expansion of market reach from 35% to 70% is in line with reports that digital catalogues and social media extend the visibility and reach of MSME products beyond word-of-mouth promotion (Agustino et al., 2024; Ardilla et al., 2024; Saraswati et al., 2026). The hybrid approach adopted here, which combines the banner and physical premises with social media accounts, allows the partner to reach consumers across a wider region without establishing physical branches.

The increase in digital payment adoption from 0% to 90% is the most striking change, and it reflects the starting point of complete reliance on cash. Usman et al. (2025) identify a preference for cash and low digital literacy as barriers to QRIS adoption, and the hands-on registration and simulation in this programme addressed both. Registration on QRIS removed a transaction barrier for consumers from outside the region and gave the owner a more structured way of managing finances. As in the programme reported by Gaffar et al. (2025), assistance enabled the partner to use QRIS independently, which supports the view that QRIS can promote digital financial inclusion among micro-entrepreneurs.

The discussion also points to sustainability. The handover of the master logo, social media templates, high-quality product images, and QRIS facilities provided the partner with practical resources to support the continued use of branding, digital marketing, and digital payment strategies beyond the programme period. This agrees with studies in which digital assets served as lasting outputs of mentoring (Agustino et al., 2024) and in which training with continued assistance enabled MSME actors to manage digital tools independently (Saraswati et al., 2026). The integrated design also reflects the combination of rebranding and digital marketing reported to improve product visibility and market access for local MSMEs (Agustino et al., 2024; Ardilla et al., 2024).

The sustainability of the community service program's results needs to be reviewed carefully, especially because no post-mentoring evaluation has been conducted to measure the consistency with which the introduced strategies are applied. The handover of the master logo, social media templates, product documentation, and QRIS facilities constitute program outputs that provide operational support for the partner in developing brand identity, expanding digital marketing, and facilitating cashless transactions. However, the availability of these outputs cannot yet be used as a basis for concluding that their application will continue after the program ends. Therefore, the program's contribution to business sustainability is more appropriately positioned as the provision of initial capacity and supporting instruments for the partner, while the effectiveness of their use and their long-term sustainability still require evaluation through periodic monitoring.

Several limitations in the implementation of this program need to be noted. The community service activity involved only one partner, the Kerupuk Jazilah MSME, so the results cannot yet be generalized to all MSMEs engaged in cracker production. In addition, the indicators in Figure 5 were obtained by comparing conditions before and after the program without involving a control group.

Therefore, the changes shown in these indicators cannot yet be fully attributed as a direct impact of the community service program, because the influence of other factors remains possible. For future activities, it is recommended to conduct monitoring over a longer period, collect sales and business income data, and involve several MSME partners as comparators. These steps are necessary to determine the sustainability of the mentoring results and to test the consistency of the improvements achieved.

## 5. CONCLUSION

This community service activity contributes through the application of an integrated mentoring model that combines the strengthening of visual identity, digital marketing, and the QRIS payment system in developing MSME capacity. This approach is oriented not only toward providing facilities and promotional media, but also toward encouraging the partner's involvement in understanding and managing digital tools to support their business activities. This mentoring model can serve as an alternative empowerment approach for processed food MSMEs that face limitations in branding and in adapting to digital technology. Future development of similar activities can be directed toward involving more MSMEs and conducting long-term evaluation to measure the sustainability of the use of the mentoring results and their contribution to business performance.

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## Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

## Author Contributions

**A.C.**: Conceptualization, Methodology, Supervision, Project Administration, Resources, Writing – Review & Editing.
**S.S.**: Investigation, Formal Analysis, Data Curation, Validation, Writing – Original Draft.
**A.A.M.**: Investigation, Resources, Visualization, Software.
**S.R.**: Investigation, Validation, Data Curation, Writing – Review & Editing.
**A.R.S.**: Investigation, Visualization, Writing – Original Draft.

## Funding Statement

No funding was received for this community service activity.

## Informed Consent

Participation was voluntary. The partner, the owner of Kerupuk Jazilah MSME, gave informed consent after the program's purpose and stages were explained. He also agreed to the use of the business name, photographs, and results in this publication.

## Ethical Approval

This activity involved business mentoring in branding, digital marketing, and digital payments. It did not involve experiments, medical interventions, or sensitive personal data. It followed the ethical principles of community service, including voluntary participation, respect for the partner's autonomy, and confidentiality of business information.

## Data Availability

The data that support the findings of this study are available from the corresponding author [A.C.] upon reasonable request.

## Declaration of Generative AI and AI-assisted Technologies

During the preparation of this manuscript, the authors utilized Claude (Claude Sonnet 5.5, Anthropic) for restructuring the abstract into the journal's prescribed format (Background, Objectives, Methodology, Findings, and Conclusions) and for light language editing of the abstract. All outputs generated by the AI tool underwent rigorous critical review and thorough editing by the authors to ensure factual accuracy, enhance clarity of expression, and confirm adherence to established academic standards. The authors assume full responsibility for the integrity and content of this manuscript.

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