

Bridging the Human Rights Compliance Gap: Empowering West Aceh MSMEs through PRISMA-Based Capacity Building

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Abstract:

Indonesia's National Commission on Human Rights (Komnas HAM) recorded 321 complaints (13.9%) implicating private business entities among 2,305 human rights violations reported in 2024, underscoring the urgency of extending business and human rights accountability to Micro, Small, and Medium Enterprises (MSMEs). This study examines the effectiveness of structured legal capacity-building in strengthening MSME actors' understanding of business responsibility for human rights fulfillment across the supply chain and in fostering adoption of the PRISMA self-assessment application as a human rights due diligence tool in West Aceh Regency. Employing a descriptive case study approach, data were collected using pre- and post-test instruments administered to 100 MSME actors who underwent a four-stage legal capacity-building intervention comprising socialization, technical training on the PRISMA application, sustained mentorship, and continued online consultation via a WhatsApp Group. Analysis shows that participants' comprehension of human rights obligations increased markedly, from 10% before the intervention to 85% afterward, indicating the effectiveness of structured, mentorship-based legal education. However, approximately 40% of participants encountered technical difficulties during the PRISMA self-assessment, revealing persistent barriers such as limited access to information, low legal literacy, digital illiteracy, and tension with customary (Adat) business norms. The findings demonstrate that structured, mentorship-based legal education substantially strengthens MSME awareness of human rights obligations and PRISMA-based compliance practice, while highlighting the continuing need for context-sensitive, sustained interventions to address residual digital and socio-cultural barriers in post-conflict regions where customary law retains normative authority over economic life.

Keywords: Business and Human Rights; MSME Empowerment; PRISMA Application; Legal Literacy.

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Introduction

Fundamental rights are, by nature, essential and foundational. Human rights are fundamental rights inherent in human identity universally. As basic rights held by every individual, human rights are inherent in human nature from birth. This means that every human being is endowed with natural rights that must not be disregarded by any party⁵ Human rights are essential to safeguard human dignity and to serve as a moral foundation for human conduct and interaction. ⁶

The moral foundation of conduct and interaction with fellow human beings is evident in business–consumer relationships. This relationship is reciprocal and closely intertwined. In most societies, such activities are primarily conducted by business actors within the scope of Micro, Small, and Medium Enterprises (MSMEs). MSMEs are business activities established by citizens, whether as sole proprietorships or legal entities.⁷ MSMEs constitute a significant segment of the national economy and play a pivotal role in enhancing community economic welfare. ⁸

Their existence is paramount to national economic growth and serves as an instrumental vehicle for distributing community income. MSMEs serve as the primary pillar of the national economy and must be granted prioritized opportunities, support, protection, empowerment, and the widest possible development. The role of MSMEs as the cornerstone of the national economy can be optimized through comprehensive, synergistic, and sustainable support from both the government and the community. In this regard, the government is obligated to uphold the people's economic rights to participate in inclusive economic development. Within the human rights framework, the community also plays a role in protecting fellow citizens' right to work and ensuring that

⁵ M.Si Prof. Dr. Nurliah Nurdin, S.Sos., MA dan Astika Ummy Athahira, S.STP., *Hak Asasi Manusia Gender Dan Demokrasi (Sebuah Tinjauan Teoritis Dan Praktis)* (CV. Sketsa Media, 2022), [http://eprints2.ipdn.ac.id/id/eprint/927/1/BUKU HAM.pdf](http://eprints2.ipdn.ac.id/id/eprint/927/1/BUKU%20HAM.pdf).

⁶ Gunakaya W, *Hukum Hak Asasi Manusia* (Andi, 2017).

⁷ R.F. Wilantara, *Strategi Dan Kebijakan Pembangunan UMKM* (Bandung: Refika Aditama, 2016).

⁸ Atsna Himmatul Aliyah, "Peran Usaha Mikro Kecil Dan Menengah (Umkh) Untuk Meningkatkan Kesejahteraan Masyarakat," *Welfare Jurnal Ilmu Ekonomi* 3, no. 1 (2022), <https://jurnal.unsil.ac.id/index.php/welfare/article/view/4719/2264>.

MSME supply chains, from upstream to downstream, do not contravene human rights standards. Such support serves as oversight to ensure that MSMEs remain accountable for implementing and upholding human rights in their business operations.

Recent socio-legal research on MSME licensing further substantiates this need for structural support: legal evaluations conducted in similarly situated regencies demonstrate that unclear or inconsistently enforced licensing regimes systematically undermine the legal certainty that MSMEs require to secure formal recognition, access credit, and expand operations, thereby reinforcing the imperative for capacity-building interventions that translate abstract legal norms into practicable compliance pathways.⁹

Synergy between the government and the community plays a vital role in helping MSMEs remain accountable for implementing and fulfilling human rights, thereby preventing involvement in business practices that violate human rights standards. In this regard, the optimization of MSMEs' roles through government and community support constitutes a tangible manifestation of economic democracy and serves as a bridge to ensure that economic growth does not disregard humanitarian aspects, but rather positions human beings as the focal point of every policy and economic activity.

The Regency of West Aceh maintains a total of 2,011 MSMEs.¹⁰ This lack of comprehension regarding human rights-based business standards poses a significant threat to the sustainability of MSMEs. Strengthening human rights within business operations is a vital instrument for ensuring dignified development and preventing the recurrence of past traumas through new forms of economic exploitation. This community service initiative is undertaken to bridge the knowledge gap in human rights, ensure that local supply chains adhere to global ethical standards, and transform risks of exploitation into a competitive advantage through equitable empowerment.

Empirical research on Aceh's post-conflict economic trajectory corroborates this observation, finding that the province's protracted civil conflict left durable legacy effects

⁹ M. Zidane Alfauzan, Moh. Patra Aditya, Adyatma Saputra, Raden Handiriono, and Triana Justitia Mahardeka, "Legal Evaluation of the Implementation of Licensing for Small and Medium Enterprises from the Perspective of Legal Certainty (Majalengka Regency Case Study)," *Indonesian Journal of Business Analytics* 5, no. 3 (2025): 2181–2190, <https://doi.org/10.55927/ijba.v5i3.14548>.

¹⁰ Dinas Koperasi dan UKM Aceh, "Jumlah Total UMKM Aceh," 2025, <https://dataukm.acehprov.go.id/index.php/umkm>.

on local economic structures, income distribution, and institutional trust that continue to shape how communities perceive formal legal interventions.¹¹ Within this context, scholarship on legal pluralism in Indonesia cautions that the effective integration of state-based human rights norms into local economic life cannot proceed without due regard for coexisting customary (Adat) legal orders, which retain considerable normative authority over labor relations, dispute resolution, and communal enterprise in regions such as West Aceh.¹²

The National Commission on Human Rights for the year 2024 reports that, out of 2,305 reported allegations of human rights violations, 321 complaints (13.9%) implicate private business undertakings as the parties in breach of human rights.¹³ Based on the aforementioned data, there is a compelling justification for conducting community legal engagement, specifically targeting MSMEs, to provide socialization and enhance their human rights capacity building within West Aceh Regency. The objective of this community legal engagement is to provide MSMEs with a comprehensive understanding regarding the legal responsibility of business actors to fulfill human rights and to identify potential violations that may arise within the supply chain, from upstream to downstream specifically from the initial production stages until the product is delivered to the consumer, to ensure compliance with human rights standards. The assessment of such potential risks can be facilitated through the Business and Human Rights Risk Assessment application (PRISMA), initiated by the Ministry of Human Rights of the Republic of Indonesia.

This orientation mirrors a broader international trend in which the operationalization of the United Nations Guiding Principles on Business and Human Rights (UNGPs) through structured human rights due diligence mechanisms has increasingly been identified as the decisive variable separating rhetorical corporate

¹¹ Martin Philipp Heger and Eric Neumayer, "Economic Legacy Effects of Armed Conflict: Insights from the Civil War in Aceh, Indonesia," *Conflict Management and Peace Science* 39, no. 4 (2022): 394–421, <https://doi.org/10.1177/0738894221994503>.

¹² Nilna Aliyan Hamida, "Adat Law and Legal Pluralism in Indonesia: Toward A New Perspective?," *Indonesian Journal of Law and Society* 3, no. 1 (2022): 1–24, <https://doi.org/10.19184/ijls.v3i1.26752>.

¹³ Devi Harahap, "Dunia Usaha Jadi Pelanggar HAM Terbanyak Kedua, KemenHAM Luncurkan Sistem Pengawasan Baru," *Media Indonesia*, 2025, <https://mediaindonesia.com/politik-dan-hukum/817623/dunia-usaha-jadi-pelanggar-ham-terbanyak-kedua-kemenham-luncurkan-sistem-pengawasan-baru>.

commitments from substantive rights protection, particularly where state practice remains uneven across jurisdictions.¹⁴

Methods

The implementation methodology for the socialization program on MSME empowerment in West Aceh Regency through human rights capacity building comprises: 1) Socialization on the Empowerment of MSMEs in West Aceh Regency through Human Rights Capacity Building; 2) Technical training on the utilization of the PRISMA application to assist MSMEs in analyzing potential risks of human rights violations arising from their business activities; and 3) Mentorship and advisory services regarding the implementation of the PRISMA application¹⁵; 4) Technological Integration through Continued Online Consultation regarding Human Rights and MSMEs via WhatsApp Group.

The Socialization of MSME Empowerment through Human Rights Capacity Building is a critical stage of this community engagement, highlighting the exigency of human rights for MSMEs and the risks of violations arising from business activities, thereby enhancing the awareness of MSMEs in West Aceh regarding the importance of human rights capacity building as a risk mitigation strategy. The Training on the Utilization of the PRISMA Application aims to provide MSMEs with technical and practical insights into the PRISMA system and to ensure participants achieve proficiency in its operation. The Mentorship on the Utilization of the PRISMA Application is the core component of this engagement, conducted on an ongoing basis to ensure that MSMEs fully comprehend, implement, and derive benefits from it in their business operations, while facilitating the account registration process and application usage. Technological Integration through Continued Online Consultation on Human Rights and MSMEs via WhatsApp Group involves providing legal consultation to MSMEs on using the PRISMA application and interpreting its analytical results.

Result and Discussion

¹⁴ Zhuolun Li, "Operationalising the UN Guiding Principles on Business and Human Rights through Human Rights Due Diligence: A Critical Assessment of Current States Practices," *Academic Journal of Interdisciplinary Studies* 11, no. 4 (2022): 8, <https://doi.org/10.36941/ajis-2022-0094>.

¹⁵ Kementerian Hak Asasi Manusia RI, "PRISMA," 2025, <https://prisma.kemenham.go.id/>.

MSMEs play a strategic role in bolstering the national people's economy; consequently, the government is mandated to prioritize strategies and policies to empower MSMEs.¹⁶ The empowerment of MSMEs is carried out, inter alia, through community engagement initiatives aimed at strengthening the capacity of MSMEs in West Aceh Regency through Human Rights Capacity Building. This community engagement activity was held at the Parkside Meuligo Hotel Hall on February 25, 2026, attended by 100 MSME actors from various business sectors, including culinary, processed agricultural products, processed fishery products, and handicrafts. The program addressed two critical issues: the exigency of human rights for MSMEs and the risks of human rights violations arising from business activities, alongside training and mentorship on using the PRISMA application for MSMEs.

1. Analyzing the Exigency of Human Rights Compliance and the Risks of Violation Confronting MSMEs.

Article 1 Number 1 of Presidential Regulation Number 60 of 2023 concerning the National Strategy on Business and Human Rights stipulates that human rights are a set of rights inherent to the essence and existence of human beings as creatures of God Almighty and are His gifts that must be respected, upheld, and protected by the state, law, government, and every individual for the sake of honor and the protection of human dignity and worth.

The implementation of the National Strategy on Business and Human Rights further emphasizes: 1) The state's obligation to protect human rights. As Indonesia is a state based on the rule of law (*rechtsstaat*), the State is mandated to protect the human rights of every member of its society.¹⁷ 2) The responsibility of business actors to respect human rights. Business actors, including MSMEs, must respect human rights, prevent, contribute to mitigating, and address human rights violations committed by business actors and their partners. 3) Access to remedy for victims of alleged human rights violations within business activities. Access to remedy constitutes an integral part of the

¹⁶ Arliman, L. (2017). Perlindungan hukum UMKM dari eksploitasi ekonomi dalam rangka peningkatan kesejahteraan masyarakat. *Jurnal RechtsVinding*, 6(3), 387-402.

¹⁷ Hidayat, E. (2016). Perlindungan hak asasi manusia dalam negara hukum indonesia. *ASAS*, 8(2). Hlm 80

state's obligation to protect and the responsibility of business actors to respect human rights.

The protection of human rights, alongside the evolution of international standards, further demonstrates concerted efforts to strengthen corporate responsibility. Environmental, Social, and Governance (ESG) principles are increasingly used as indicators to assess how responsibly a company conducts its business. The implementation of these principles encourages companies to integrate environmental, social, and governance aspects into their business policies. This approach indicates that global business practices are increasingly steered toward a sustainable economic development model.¹⁸

This trajectory is reinforced by recent literature on Environmental, Social, and Governance (ESG) integration within micro and small enterprises, which finds that even resource-constrained MSMEs can derive measurable strategic performance gains, including improved stakeholder trust and long-term viability, when ESG principles are adapted into practicable, low-cost governance tools rather than imposed as compliance burdens modeled on large-corporation frameworks¹⁹.

Before the introduction of the UNGPs, the international community engaged in extensive discussions on 'business and human rights' due to significant human rights abuses by multinational corporations.²⁰

Tabel 1. Comparison between Initial Discourse on Human Rights and the Recent Discourse on Human Rights in Business

¹⁸ Haludin, G., Firgie, D., Lunanda, Z. A., Subarkah, F., Putra, B. A., & Oktaviana, N. (2024). Penerapan ESG di dalam Membangun Budaya Perusahaan yang Berkelanjutan di Ericsson. *Jurnal Penelitian Inovatif*, 4(3), 1137-1148.

¹⁹ Elan Eriswanto, Andri Indrawan, Irfan Sophan, and Salva Aulia Rahmadini, "ESG-Based Balanced Scorecard Approach in the Perspective of Green Accounting: A Literature Review on Strategic Performance of MSMEs in Sustainable Villages," *JASa (Jurnal Akuntansi, Audit dan Sistem Informasi Akuntansi)* 10, no. 1 (2026): 51-62, <https://doi.org/10.36555/jasa.v10i1.2996>.

²⁰ Chang, S. (2024). Assessment of Indonesia's Legal Framework for Human Rights in Corporate Settings. *Indonesian Law Journal*, 17(2), 204-240.

Aspect	Initial Discourse on Human Rights	Recent Discourse on Human Rights in Business
Focus	Establishment of universal principles and norms	Extending responsibility to businesses and corporations
Primary Duty-Bearer	States	States and businesses
Key Rights Emphasized	Civil and political rights	Civil, political, economic, social, and cultural rights
Context	Post-World War II, preventing atrocities	Globalization, corporate influence on human rights
Corporate Responsibility	Not a focus	Emphasized, with frameworks like UNGP
Due Diligence	Not a focus	Essential, with human rights due diligence
Supply Chain Considerations	Not a focus	Critical, considering global supply chains
Stakeholder Engagement	Limited	Active and broad stakeholder engagement
Integration with Sustainability	Limited	Holistic integration with economic, social, and environmental issues
Sector-Specific Guidelines	Not developed	Increasingly developed for specific industries
Legal and Regulatory Measures	Primarily state-focused	Emerging laws and regulations mandating compliance, but not as the state-based law

Source: Chang, S. (2024). Assessment of Indonesia's Legal Framework for Human Rights in Corporate Settings. *Indonesian Law Journal*, 17(2), 204-240.

The exigency of protecting human rights for business actors and MSMEs is a strategic necessity for operating sustainable and competitive businesses. Human rights serve as a vital foundation for realizing fair business practices, as they:

- 1) Provide Legal Certainty and Protection. Human rights provide guarantees for business actors, particularly concerning business ownership, contracts, and the right to equal treatment.
- 2) Prevent Violations within Business Activities. Business actors are responsible for respecting human rights by refraining from labor exploitation, paying fair wages, and ensuring occupational safety.
- 3) Enhance Reputation and Consumer Confidence
- 4) Facilitate Access to Financing
- 5) Promote Business Sustainability

Comparative evidence from cross-sectoral studies on corporate social responsibility further substantiates this reputational dimension, showing that consistent ethical conduct and demonstrable rights-respecting practices measurably

strengthen stakeholder retention and consumer trust, even for smaller enterprises operating outside the direct scrutiny typically reserved for large corporations²¹.

Following the presentation on the exigency of human rights for business actors, the session proceeded with an interactive discussion between the speakers and participants to identify the constraints and experiences encountered by MSME actors in protecting human rights in daily business practices. Based on measurements of participants' comprehension levels regarding Human Rights (HR), conducted among 100 MSME entrepreneurs in West Aceh, the quantitative data show a significant increase following the program's implementation. The pre-test and post-test questionnaire results indicate that the initial comprehension level was 10% (approximately 10 respondents). This baseline figure suggests that prior to the intervention, the majority of MSME actors in West Aceh had critically limited knowledge of the concepts, principles, and implementation of Human Rights in their business operations. Following the delivery of legal materials, mentoring, and consultative sessions, the post-test results showed a comprehension increase to 85% (approximately 85 respondents). Consequently, there was a recorded 75% increase in participants achieving a proficient understanding of Human Rights. This marked improvement reflects the program's efficacy in facilitating knowledge transfer and enhancing stakeholder awareness of the imperative to respect and integrate Human Rights standards in economic activities.

These results demonstrate that the methodology employed was effective in reaching the majority of participants and generating a tangible impact. Beyond the quantitative increase in knowledge, this shift indicates the potential to foster behavioral changes and business practices that align more closely with Human Rights principles. Notwithstanding this progress, approximately 15% (15 respondents) have yet to reach the optimal comprehension threshold. Consequently, follow-up interventions, such as sustained mentoring or reinforced capacity building, are required to ensure an equitable distribution of knowledge across the entire participant cohort, thereby achieving uniformity in comprehension and compliance.

²¹ Samuel Leroy Cabrera-Luján, David Josías Sánchez-Lima, Segundo Alberto Guevara-Flores, Dany Yudet Millones-Liza, Elizabeth Emperatriz García-Salirrosas, and Miluska Villar-Guevara, "Impact of Corporate Social Responsibility, Business Ethics and Corporate Reputation on the Retention of Users of Third-Sector Institutions," *Sustainability* 15, no. 3 (2023): art. 1781, <https://doi.org/10.3390/su15031781>.

2. Evaluating PRISMA-Based Technical Training and Mentorship Outcomes for MSMEs

PRISMA is an independent application program designed to help companies analyze the risk of human rights violations caused by business activities. PRISMA is initiated, organized, and developed by the Directorate General of Human Rights in collaboration with civil society and consultation with companies. This application aims to facilitate all companies, large and small, across all business sectors to evaluate themselves (self-assessment) by mapping the actual conditions of potential impacts or risks, establishing follow-up plans from the assessment results, tracking the implementation of these follow-up actions, and communicating this network to the public.²²

The objectives of PRISMA are as follows:

- 1) To fulfill the principles of corporate responsibility in protecting (to protect), respecting (to respect), and remedying (to remedy) human rights
- 2) To serve as a self-assessment tool for Companies to identify, prevent, and mitigate risks as well as negative human rights impacts within business operations and throughout the supply chain
- 3) To serve as an initial initiative in the implementation of effective and structured human rights due diligence

The increase in understanding following the socialization indicates that legal education initiatives positively impact the legal awareness of MSME actors. This enhancement further reinforces the importance of continued mentorship.

The PRISMA application was developed in alignment with the United Nations Guiding Principles on Business and Human Rights (UNGPs), which serve as the global benchmark for ensuring that business practices do not violate human rights and for minimizing human rights violations in business operations.²³ The development of PRISMA was undertaken to address the need for applicable business and human rights

²² Rehulina, R. (2022). Prisma Application as A Measuring Instrument of Corporate Obligations to Respect Human Rights. Hlm 354

²³ Dkk Ni Putu Krista Welda Lestari, "Implementasi Perpres 60/2023 Tentang Bisnis Dan Ham Di Nth Berdasarkan Prinsip Ungps," *Mataram Journal of International Law* 3, no. 1 (2025), <https://doi.org/DOI:https://doi.org/10.29303/majil.v3i1.7086>.

measurement tools in Indonesia to conduct due diligence. PRISMA provides a set of 12 indicators for MSMEs to assess the impact of their business operations on human rights. These indicators are based on international human rights instruments ratified by Indonesia and/or universally applicable instruments, as well as relevant national laws and regulations.²⁴

This finding is consistent with recent case-study evidence on managerial mentoring within Indonesian MSMEs, which demonstrates that structured, multi-faceted mentorship, combining technical instruction with ongoing consultative support, produces measurably greater gains in business capability than one-off training sessions alone²⁵. More broadly, systematic reviews of digital transformation among small and medium enterprises confirm that sustainable performance improvements depend less on the sophistication of the digital tool itself than on the adequacy of accompanying human capacity-building support, echoing patterns observed in comparable rural technology adoption contexts across developing economies²⁶.

These indicators include Human Rights Policy, Labor, Working Conditions, Trade Unions, Privacy, Non-discrimination, Environment, Land and Indigenous Peoples, Social and Environmental Responsibility, Grievance Mechanisms, Supply Chain, and Human Rights Impacts on the Company. These indicators are assessed based on the actual conditions experienced by the MSMEs. The completion of PRISMA is conducted voluntarily by MSMEs through a self-assessment mechanism, which includes: 1) PRISMA submission procedures; 2) Verifier Team; 3) Certification; and 4) Objection Period/Document Revision

²⁴ Aviva Nababan Zainal Abidin, *Indikator Kota HAM: Studi Praktik Penyelenggaraan Kota HAM Di Dunia Dan Di Indonesia* (Jakarta: International NDO Forum on Indonesian Development (INFID), 2021), https://infid.org/wp-content/uploads/2023/12/Buku_Studi-tentang-Indikator-Kota-HAM-1.pdf.

²⁵ Bima Ramadhani, Agus Hermawan, and Agung Winarno, "Transforming MSME Business Capabilities through Multi-Aspects of Managerial Mentoring: A Case Study of Moms Nastar Banyuwangi," *Journal of Management: Small and Medium Enterprises (SMEs)* 19, no. 2 (2026): 1445-1453, <https://doi.org/10.35508/jom.v19i2.26622>.

²⁶ Isotilia Costa Melo, Geandra Alves Queiroz, Paulo Nocera Alves Junior, Thales Botelho de Sousa, Wilfredo F. Yushimito, and Jorge Pereira, "Sustainable Digital Transformation in Small and Medium Enterprises (SMEs): A Review on Performance," *Heliyon* 9, no. 3 (2023): art. e13908, <https://doi.org/10.1016/j.heliyon.2023.e13908>; Stavros Sindakis and Gazal Showkat, "The Digital Revolution in India: Bridging the Gap in Rural Technology Adoption," *Journal of Innovation and Entrepreneurship* 13, no. 1 (2024): art. 29, <https://doi.org/10.1186/s13731-024-00380-w>.

The aforementioned indicators support preventive measures and human rights due diligence, a systematic methodology designed to identify, prevent, and mitigate potential adverse impacts of business operations on individuals' rights.²⁷ The technical training and mentorship on using the PRISMA application for MSMEs were successfully conducted. Following the presentation of PRISMA's objectives, benefits, and utilities, MSME actors began to demonstrate interest in reviewing and self-assessing their ongoing business processes to determine whether there is potential for human rights violations.

3. Structural and Socio-Legal Barriers to PRISMA-Based Human Rights Compliance

Self-assessment is a form of business ethics for MSMEs and is closely linked to business sustainability. MSMEs that implement ethical business practices tend to be more attentive to the social and environmental impacts of their operations.²⁸ Business ethics serve as the foundation for MSMEs to build and maintain a solid reputation and secure the trust of consumers and stakeholders.²⁹ The implications of these business ethics encompass labor standards and human rights; therefore, every business action must be conducted sustainably and responsibly toward the environment and local communities to fulfill their fundamental rights.³⁰

Based on self-assessments conducted via the PRISMA application by 100 participants, approximately 40% reported initial technical difficulties with the digital interface. This finding underscores that digital literacy remains a significant structural barrier to regulatory compliance for local MSMEs. Regarding the 'Decent Work' indicator, specifically concerning remuneration and working hours, MSMEs in the informal sector encountered substantial challenges in aligning statutory minimum wage standards with

²⁷ Fariz Azhar Harahap, "Due Diligence HAM Sebagai Instrumen Preventif Dalam Mitigasi Risiko Hukum Bisnis Korporasi," *PESHUM: Jurnal Pendidikan, Sosial Dan Humaniora* 5, no. 2 (2026): 2725-35, <https://doi.org/https://doi.org/10.56799/peshum.v5i2.14575>.

²⁸ Dkk Novita Hotma Uli Sitanggang, "Etika Bisnis Dalam Konteks Globalisasi: Tantangan Bagi Perusahaan Lokal Di Pasar Internasional," *Jurnal Ilmiah Wahana Pendidikan* 11, no. June (2025): 230-41, <https://jurnal.peneliti.net/index.php/JIWP/article/view/10731/8464>.

²⁹ Didin Hikmah Perkasa, Universitas Paramadina, and Universitas Paramadina, "Penerapan Etika Bisnis Dan Tanggung Jawab Sosial Perusahaan Dalam International Human Resources Management Rindang Adrai 1," *Jurnal Manajemen Dan Bisnis Madani* 6, no. 2 (2024): 68-85, <https://journal.paramadina.ac.id/index.php/madani/article/view/950/408>.

³⁰ Dewi Fatmala Putri, "Implikasi Etika Bisnis Dalam Perdagangan Internasional: Tinjauan Terhadap Kegiatan Ekspor Dan Impor," *Jurnal Ilmiah Manajemen, Bisnis Dan Kewirausahaan* 3, no. 2 (2023), <https://doi.org/10.55606/jurimbik.v3i2.457>.

the fluctuating seasonal revenues inherent to the local economy of West Aceh. Furthermore, several participants asserted that global Human Rights indicators do not fully account for the communal and kinship-based nature of small-scale enterprises in Aceh, where labor relations are often governed by customary law (*Adat*) rather than rigid contractualism. Consequently, a direct consultative mentoring model is proposed as a necessary follow-up to this community service initiative. This approach aims to assist MSMEs in formalizing their Human Rights policies to ensure regulatory alignment without disrupting the socio-cultural fabric of West Aceh.

These findings resonate with wider evidence on the digital divide confronting Indonesian micro-enterprises: recent empirical work on women-led micro and small enterprises documents that limited digital literacy, rather than an absence of formal digital infrastructure, remains the principal barrier to translating financial and regulatory inclusion initiatives into actual compliance behavior, a pattern strongly mirrored in the 40% technical-difficulty rate observed among West Aceh participants in the present activity³¹. Addressing this gap requires mentoring models calibrated not only to legal content but also to the baseline digital competence of the target population.

Conclusion

This community service activity has had a positive impact by enhancing human rights understanding and increasing awareness among MSMEs of the importance of human rights responsibility and the PRISMA application. Prior to the activity, most participants were unaware of the correlation between human rights and MSMEs, as well as the PRISMA application itself. Following the activity, participants' understanding increased significantly. Consequently, the results indicate that the primary challenges faced by MSMEs are limited access to information, low legal literacy, and prevailing perceptions concerning human rights. Therefore, such socialization initiatives are highly relevant for bridging the information gap and providing practical solutions for regional MSMEs.

³¹ Diah Pranasari, Sri Harini, Sukmo Hadi Nugroho, Susi Susilawati Harahap, and Aries Sudiarso, "Digitalization and Financial Inclusion among Women-Led Micro and Small Enterprises in Indonesia: An Empirical Perspective," *Frontiers in Sociology* 11 (2026): art. 1813070, <https://doi.org/10.3389/fsoc.2026.1813070>.

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