

The Role of ChatGPT in Knowledge Management: Its Impact on Innovation and Performance of Micro, Small, and Medium Enterprises (MSMEs)

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Abstract. In today's era of globalization and digitalization, knowledge management has become a crucial component for the success of organizations, including MSMEs. This research aims to review existing literature to understand how ChatGPT can be utilized in knowledge management for MSMEs and its impact on innovation and performance. This study is a literature review with a qualitative approach. Data were collected from Google Scholar, one of the leading academic databases, with a literature search conducted for the period 2007-2024 to ensure relevance and currency of the information obtained. The results of the study indicate that ChatGPT has significant potential in enhancing knowledge management, innovation, and performance of micro, small, and medium enterprises (MSMEs). This technology offers various benefits, including quick access to information, strategic recommendations, and support for innovation. The use of ChatGPT helps MSMEs manage knowledge more efficiently, improve customer service quality, and optimize business operations.

Keywords: ChatGPT, Knowledge Management, Innovation, MSME Performance

1. Introduction

In today's era of globalization and digitalization, knowledge management has become a crucial component for the success of organizations, including micro, small, and medium enterprises (MSMEs). MSMEs significantly contribute to the global economy by providing employment and supporting economic growth [1]. However, they often face various challenges such as limited resources, lack of access to relevant information, and difficulties in effectively managing knowledge. Innovation in knowledge management is essential to help MSMEs overcome these challenges and remain competitive in the market.

ChatGPT, an artificial intelligence model developed by OpenAI, emerges as a potential solution in knowledge management. This technology can understand and generate human-like text and can be utilized in various business applications. ChatGPT's ability to quickly access information and provide strategic advice has the potential to support MSMEs in enhancing operational efficiency and decision-making quality [2]. This can help MSMEs optimize their resources and address existing challenges.

Innovation is key for MSMEs to survive and thrive in an increasingly competitive business environment. Innovation includes the development of new products or services and improvements in business processes and marketing strategies [3]. ChatGPT can act as a tool that drives innovation by providing new insights based on data analysis and market trends. The support of ChatGPT enables MSMEs to be more adaptive to market changes and customer needs, ultimately enhancing their competitiveness.

The performance of MSMEs also heavily relies on their ability to effectively manage knowledge. ChatGPT can assist in this process by providing quick and easy access to important information, aiding in better decision-making, and improving internal communication and collaboration [4]. The use of ChatGPT in knowledge management can lead to increased productivity and profitability for MSMEs in the long term.

However, the adoption of ChatGPT in MSME knowledge management is not without challenges. One of the main challenges is the lack of technological understanding and knowledge among MSME entrepreneurs.



Many of them may find it difficult to integrate this new technology into their business operations. Additionally, the cost of implementing artificial intelligence technology can be a barrier, especially for MSMEs with limited financial resources. Concerns regarding data security and privacy are also important issues that need to be addressed [5].

Despite these challenges, the potential benefits offered by ChatGPT in knowledge management cannot be ignored. The use of this technology can provide practical solutions for MSMEs to overcome their limitations, both in terms of human and technological resources. With appropriate technological support, MSMEs can optimize their business processes, enhance innovation, and ultimately improve overall performance. Therefore, this research focuses on reviewing existing literature to understand how ChatGPT can be utilized in knowledge management for MSMEs and its impact on innovation and performance. Through this literature review, it is expected to gain a clearer picture of the role and potential of ChatGPT in supporting MSME development in the digital era. Thus, MSMEs can be better prepared to face challenges and seize opportunities in the global market.

1.1. ChatGPT

ChatGPT is an artificial intelligence model developed by OpenAI, designed to understand and generate text that resembles human language [6]. Built using the GPT (Generative Pre-trained Transformer) architecture, ChatGPT is trained on a vast amount of text data to learn various language patterns, general knowledge, and conversational contexts [7]. This model can answer questions, provide advice, generate written content, and assist in various applications such as customer service, education, and knowledge management. Its ability to process and generate text naturally makes it a valuable tool in various fields and industries.

1.2. Knowledge Management

Knowledge management is the systematic process of creating, sharing, using, and managing the knowledge and information of an organization [8]. Its goal is to ensure that the knowledge possessed by individuals or groups within the organization can be accessed and effectively utilized by all members of the organization [9]. Knowledge management involves various activities, such as documentation, training, knowledge transfer, and the application of information technology to support the collection, storage, and distribution of information. By effectively managing knowledge, organizations can enhance innovation, productivity, and competitive ability in the market.

1.3. Innovation

Innovation is the process of creating and implementing new ideas that result in significant improvements or changes in products, services, processes, or business models [10]. Innovation not only involves the development of new technologies but also the application of new ways to increase the efficiency, effectiveness, and competitiveness of an organization [11]. Innovation can arise from individual or team creativity, research and development, and collaboration with external parties such as customers, suppliers, and business partners. Through innovation, organizations can meet the evolving needs of the market, improve customer satisfaction, and achieve competitive advantage [12].

1.4. MSME Performance

MSME performance refers to the effectiveness and efficiency of micro, small, and medium enterprises in achieving their business goals, including revenue growth, profitability, productivity, and customer satisfaction [13]. MSME performance encompasses various aspects such as operational management, product or service quality, marketing strategies, innovation, and the ability to adapt to market changes. Performance assessment of MSMEs often involves measuring financial health, such as cash flow and net profit, as well as non-financial indicators, such as reputation and customer relationships [14]. Good performance indicates that MSMEs can compete, grow, and contribute significantly to the local and national economy.

2. Method

This research is a literature review with a qualitative approach aimed at exploring the role of ChatGPT in knowledge management and its impact on innovation and the performance of micro, small, and medium enterprises (MSMEs). Data for this study were sourced from Google Scholar, one of the leading academic databases, with a literature search conducted for the period 2007-2024 to ensure the relevance and currency of the information obtained. Initially, 42 articles related to the research topic were found. These articles were selected based on keywords including "ChatGPT," "knowledge management," "MSME innovation," and "MSME performance." After a rigorous selection process involving the assessment of relevance,

methodological quality, and contribution to the research topic, the number of articles used was narrowed down to 28. This selection was made to ensure that only the most relevant and high-quality literature was further analyzed. Descriptive analysis was used to interpret the collected data. This approach allowed the researchers to describe the main findings from the selected literature, identifying patterns, themes, and relationships that emerged from the literature review. Each selected article was analyzed in-depth to identify how ChatGPT is used in knowledge management within MSMEs, its impact on innovation, and business performance. The analysis results are presented in a narrative form, describing the main findings, supported by relevant quotes from the reviewed articles. The articles included in this review were selected based on several criteria, including relevance to the research topic, clarity of the methodology used in the study, and theoretical and practical contributions to understanding the role of ChatGPT in knowledge management and MSME performance. The selected articles must be published in reputable journals and have undergone a peer-review process to ensure the quality and reliability of the information presented. With this method, the research is expected to provide comprehensive and in-depth insights into the role of ChatGPT in supporting MSME innovation and performance through effective knowledge management.

3. Result and Discussion

Knowledge management is a crucial factor in enhancing the competitiveness and performance of micro, small, and medium enterprises (MSMEs). In an increasingly complex business environment, the ability to manage knowledge is key to success [15]. With technological advancements, ChatGPT has emerged as a significant tool in helping MSMEs manage their knowledge. This technology can assist MSMEs in quickly accessing important information, providing strategic recommendations, and improving operational efficiency. ChatGPT enables MSMEs to respond to market changes more swiftly, identify new opportunities, and enhance customer engagement through more personalized and responsive communication. The integration of ChatGPT in MSME knowledge management provides a significant competitive advantage, helping them to survive and thrive in a competitive market.

One relevant example of ChatGPT implementation is in sole proprietorships in the food sector, where the restaurant Nasi Goreng Ria successfully utilized this technology to enhance its business. The restaurant uses ChatGPT to analyze the latest trends in consumer preferences, including data on popular flavors, demand for healthy menu options, and peak customer visit times. ChatGPT's real-time data collection and analysis capabilities allow Nasi Goreng Ria to adjust their menu based on the latest food trends. For instance, they can add variations of fried rice with organic ingredients or more vegetarian options in response to increasing market demand. Additionally, ChatGPT helps design targeted promotions, such as offering discounts on favorite customer dishes or special lunch packages to attract more visitors during specific hours [16]. The data-driven strategies supported by ChatGPT have led to increased customer satisfaction and significantly boosted sales volume, demonstrating how technology can be effectively integrated into MSME businesses to achieve a competitive edge.

In terms of innovation, ChatGPT can serve as a highly effective tool in designing marketing strategies [17]. For example, the startup Makanan Sehat Nusantara successfully used ChatGPT to develop more effective and efficient digital marketing campaigns. Advanced market data analysis capabilities enable ChatGPT to help the startup identify the latest health trends and consumption habits among their target audience. ChatGPT provides suggestions on the most engaging content types, such as articles on nutritional benefits, recipe videos, or positive customer testimonials. Additionally, ChatGPT assists in more precise audience segmentation, allowing the startup to deliver more personalized and relevant marketing messages to various customer groups. The marketing campaigns designed with ChatGPT's assistance not only attract more attention but also significantly increase customer engagement levels. As a result, Makanan Sehat Nusantara saw an increase in social media interactions, more new customers trying their products, and an overall expansion of market reach. ChatGPT has become a vital tool in supporting data-driven marketing innovation and enhancing the business performance of startups in a competitive market.

The operational performance of MSMEs can also be significantly improved through the use of ChatGPT [18]. For instance, Toko Elektronik Jaya successfully leveraged ChatGPT to manage their supply chain more effectively. ChatGPT's ability to monitor purchasing patterns and make accurate demand forecasts enables the store to identify the most popular products among customers and peak sales periods. ChatGPT also helps anticipate seasonal demand trends and changes in consumer preferences, allowing Toko Elektronik Jaya to make timely stock adjustments. This prevents the store from overstocking, which leads to high storage costs, and from understocking, which can disappoint customers. Moreover, ChatGPT provides recommendations on the best suppliers based on previous performance data analysis, enabling the store to choose the most reliable and cost-

effective partners. Automating the reordering process and real-time inventory monitoring allows Toko Elektronik Jaya to reduce human errors and enhance overall operational efficiency. The impact of implementing this technology includes reduced operational costs, faster service delivery, and increased customer satisfaction, all contributing to healthier and more sustainable business growth.

In the customer service sector, ChatGPT plays a crucial role in providing significant automated support for various types of businesses [19]. A concrete example of this technology's application is at Bank Mikro Sejahtera, which has utilized ChatGPT as a virtual assistant active 24/7. ChatGPT is used to answer various customer queries quickly and accurately, ranging from basic information about the bank's products and services to complex questions about loan application procedures and interest rate policies. ChatGPT's ability to provide instant and personalized responses ensures that customers no longer have to wait long for the information they need, significantly enhancing their satisfaction. Additionally, ChatGPT assists in the loan application process by guiding customers through each step, explaining the required documents, and ensuring that submitted applications are complete and accurate. This reduces the workload of bank staff and speeds up the loan approval process, providing a better experience for customers. ChatGPT can also recognize common patterns in customer questions and issues, enabling the bank to proactively improve the quality of their services. All these capabilities help Bank Mikro Sejahtera enhance service efficiency, reduce operational costs, and provide more responsive and satisfactory services, ultimately strengthening customer loyalty and improving the bank's reputation in the market.

However, the adoption of ChatGPT in MSMEs is not without challenges. One of the main obstacles is the limited technological understanding among MSME players, which often hinders the integration process [20]. For example, Koperasi Kecil Maju struggled to understand how to integrate ChatGPT into their daily operations. Cooperative members often felt confused by technical terminology and complex implementation steps. Without adequate understanding, the full potential of ChatGPT cannot be optimally utilized, leading to frustration and distrust of new technology. To overcome this barrier, proper training and education are essential. Training programs specifically designed for MSMEs, explaining the benefits and usage of ChatGPT in simple language with practical application examples, can help increase adoption rates. Additionally, ongoing mentorship and technical support from technology experts can provide MSME players with the confidence to integrate ChatGPT into their systems. They can leverage this technology to enhance operational efficiency, customer service, and product innovation. Effective training should also cover data security and privacy aspects to ensure that MSMEs understand the importance of keeping sensitive information secure. This comprehensive approach allows the challenges of ChatGPT adoption in MSMEs to be overcome, paving the way for broader digital transformation and increased competitiveness in the market.

The cost of implementation is also a major issue faced by many MSMEs when considering the adoption of ChatGPT [21]. For example, Berkas Automotive Workshop found that the initial costs for adopting ChatGPT, including hardware, software, and employee training, were quite high. These costs cover the purchase and installation of necessary technology, adjustments to existing systems, and regular maintenance and updates. Additionally, there are hidden costs such as ongoing training to ensure staff can effectively utilize the new technology. Given limited budgets, this cost burden can be a significant barrier for many MSMEs. To address this issue, Berkas Automotive Workshop sought financing solutions or subsidies from third parties. They applied for various government funding programs designed to support the digitalization of MSMEs. Moreover, they explored partnerships with financial institutions offering low-interest loans or flexible payment schemes for new technologies. Subsidies or grants from non-profit organizations or large corporations with corporate social responsibility (CSR) programs were also considered as alternatives. This approach allowed Berkas Automotive Workshop to implement ChatGPT without significantly straining their budget. This financial assistance enabled them to leverage ChatGPT to improve operational efficiency, provide better customer service, and ultimately enhance their market competitiveness. This initiative also demonstrated that with the right support, MSMEs can overcome cost barriers and successfully undertake the digital transformation needed for long-term growth.

Data security concerns are also a major consideration for MSMEs when contemplating the use of technologies like ChatGPT [22]. For instance, Stylish Clothing Store had to ensure that their customer data, including personal information and transaction details, remained secure while using ChatGPT. This is because data breaches can result in financial losses and damage the company's reputation. To address this issue, Stylish Clothing Store implemented strict data security policies and advanced encryption technology to protect sensitive information from unauthorized access. These security measures included the use of end-to-end encryption to ensure that data could only be read by authorized parties and the implementation of dual authentication protocols to secure access to their internal systems. Additionally, they regularly conducted cybersecurity training for employees to raise awareness about best practices for maintaining data security. Stylish Clothing Store also partnered with reputable technology service providers and ensured that software updates were

performed regularly to close security gaps. They also adopted continuous monitoring systems to detect and respond to potential threats in real time. These measures helped Stylish Clothing Store build a secure digital environment for their customers, enhancing customer trust and loyalty. Effective data security management protected them from legal and financial risks and strengthened their position as a responsible and trustworthy business in the market.

Jaya Textile Company in the manufacturing sector utilizes ChatGPT to manage employee knowledge in an innovative and efficient manner. The use of ChatGPT enables the company to centrally store and access technical documentation and training guides, making information easily accessible to employees at all levels. This system allows employees to quickly and easily search for technical information such as machine manuals, standard operating procedures, and maintenance guides, both during and outside of working hours. Additionally, ChatGPT functions as an interactive training tool, providing instant answers to questions related to work procedures or equipment use, ensuring that all employees have access to the necessary knowledge. The integration of ChatGPT helps maintain production consistency and quality standards by ensuring that the information provided is always accurate and up-to-date, and allows for proactive identification and correction of problem patterns [23]. The use of ChatGPT at Jaya Textile Company not only enhances operational efficiency but also supports product quality improvement and employee skills development, creating a more responsive and skilled work environment.

ChatGPT also supports team collaboration in MSMEs significantly, as demonstrated by Gaya Baru Creative Company in the product research and development sector. This company utilizes ChatGPT to assist the team in designing new products by providing quick access to up-to-date information on the latest technologies and innovative materials. The use of ChatGPT allows the research team to easily obtain data on industry trends, technological advancements, and materials not widely used in the market [24]. This technology enables team members to discuss more productively by accessing relevant references and analyses in real time and delving into new topics that can enhance creativity and product design quality. Moreover, ChatGPT supports the brainstorming process by offering new ideas and data-based suggestions, broadening the team's perspectives and helping them overcome design challenges with innovative solutions. This integration of ChatGPT into the collaboration process accelerates product development and improves communication efficiency among team members, reducing the time spent searching for information and minimizing the risk of errors or duplicated efforts. The use of ChatGPT at Gaya Baru Creative Company enhances their ability to produce superior products that meet market needs and strengthens their position in the industry with a more informed and collaborative approach.

For market expansion strategies, Ceria Children's Toy Company leverages ChatGPT as a strategic tool to evaluate international market potential more thoroughly. In this process, ChatGPT analyzes various global market data, including consumer trends, cultural preferences, and economic conditions in different countries. The analytical capabilities of ChatGPT allow the company to gain valuable insights into the demand for toys in international markets and understand market dynamics that may differ from their domestic market. ChatGPT helps the company plan more targeted expansion strategies by identifying opportunities that may not be immediately apparent, such as emerging market segments or gaps in current product offerings [25]. Additionally, ChatGPT provides information on potential risks during expansion, such as regulatory challenges, local competition, and the need for product adaptation to meet local standards. This information allows Ceria Children's Toy Company to make more informed decisions and develop marketing strategies tailored to specific market conditions. The use of ChatGPT in international expansion planning expands their market reach and minimizes the risks associated with global expansion, increasing the likelihood of success and growth in the competitive international market.

In human resource development, Smart Education Academy optimizes the use of ChatGPT to provide efficient and effective online training for new employees. The use of ChatGPT allows the academy to offer personalized training modules tailored to the needs and backgrounds of each employee, making the learning experience more relevant and comprehensive. ChatGPT presents training materials covering various topics, from technical skills to soft skills, and offers simulations of work situations and specific case studies to test and reinforce newly learned knowledge [26]. This technology also allows employees to interact directly with the chatbot, ask questions, and receive instant feedback on their progress. Additionally, ChatGPT analyzes training data to assess strengths and areas needing improvement and provides recommendations for additional training if necessary. This approach ensures that new employees acquire the necessary skills and are thoroughly prepared to face job challenges confidently. Personalized training programs help accelerate employee adaptation processes, increase productivity more quickly, and ensure they can contribute maximally to the company. The use of ChatGPT enables the academy to create a more dynamic and responsive training experience, contributing to more effective human resource development and advancing the organization's long-term goals.

ChatGPT also supports sustainability initiatives significantly, as implemented by Sejahtera Organic Farm in their efforts to adopt sustainable farming practices. This farm uses ChatGPT to access the latest information on environmentally friendly farming techniques, such as sustainable soil management methods, organic pesticide use, and efficient irrigation systems. With ChatGPT, the farm can learn about best practices from around the world and adapt them to their local conditions, such as livestock waste management and cover crop planting to improve soil fertility. ChatGPT also provides guidance on sustainability certifications and environmental standards that need to be met [27], ensuring Sejahtera Organic Farm complies with regulations and achieves their sustainability goals. Additionally, ChatGPT helps monitor the environmental impact of farm operations by providing valuable data analysis, allowing the farm to identify areas needing improvement and implement more efficient solutions. By utilizing this technology, Sejahtera Organic Farm can reduce their carbon footprint, conserve natural resources, and improve overall product quality. Implementing these practices contributes to environmental preservation and enhances the company's image as a leader in sustainable organic farming, attracting customers increasingly concerned about sustainability and the environmental impact of the products they consume.

To maximize the benefits of ChatGPT, Modern Retail Company designs and implements a well-planned and comprehensive adoption strategy. This process begins with an in-depth assessment of their business needs, including identifying areas that can benefit from the application of ChatGPT, such as customer service, inventory management, and sales data analysis. After determining specific needs, the company proceeds with intensive training for employees, ensuring they understand how to use ChatGPT and can maximize its features within the context of their daily work. This training program is designed to enhance employees' technical skills and problem-solving abilities and equip them with knowledge on how ChatGPT can improve efficiency and productivity. Additionally, Modern Retail Company implements regular evaluation systems to assess ChatGPT's performance, gather user feedback, and analyze data related to the technology's effectiveness in achieving business goals. Regular evaluations allow the company to identify areas needing improvement or adjustment and make updates or strategy adjustments as needed [28]. This approach ensures that the integration of ChatGPT is effective and adaptable to market dynamics and changing business needs, maximizing the benefits of this technology. A structured and sustainable adoption strategy allows Modern Retail Company to leverage ChatGPT to enhance customer service, optimize internal operations, and gain a competitive edge in an increasingly competitive market.

Overall, the use of ChatGPT in MSMEs offers various opportunities to significantly improve knowledge management, innovation, and performance. This technology allows MSMEs to manage information more efficiently, facilitate the innovation process by providing data-based insights and creative suggestions, and enhance operational performance through automation and in-depth analysis. However, the successful adoption of ChatGPT depends on several key factors, including the organization's readiness to adapt to new technology, adequate training support to ensure employees can effectively utilize all ChatGPT features, and strict data security policies to protect sensitive information from potential risks. Organizational readiness includes appropriate technology infrastructure and a culture that supports digital transformation. Training support involves programs specifically designed to teach the skills necessary for using and integrating this technology into work processes. Data security policies, on the other hand, involve implementing protective measures such as data encryption, regular monitoring, and compliance with privacy standards to ensure data security and customer trust. Considering these aspects allows MSMEs to fully leverage ChatGPT to achieve sustainable growth, improve service quality, and gain a competitive edge in the ever-evolving business landscape. Through a careful and strategic approach to technology adoption, MSMEs can ensure that ChatGPT becomes a valuable tool to support their long-term success and adaptability in a competitive and dynamic market environment.

Table 1. Key Findings on the Role of ChatGPT in Knowledge Management, Innovation, and MSMEs Performance

Aspect	Finding	Case Study Examples
Information Access	ChatGPT helps SMEs quickly obtain crucial information	Nasi Goreng Ria adjusts its menu based on consumer trends.
Innovation Support	ChatGPT provides strategic recommendations for designing more effective marketing campaigns	Healthy Food Nusantara Startup improves customer engagement
Operational Performance	ChatGPT aids in managing supply chains and optimizing inventory	Electronic Store Jaya reduces storage costs and increases efficiency.

Customer Service	ChatGPT serves as a 24/7 virtual assistant, enhancing customer experience and service efficiency	Micro Bank Sejahtera offers automated support for applications and customer queries.
Technology Understanding Challenges	Many SMEs face difficulties in understanding and integrating ChatGPT	Small Cooperatives Progress struggles with technology adoption.
Implementation Costs	Initial costs of adopting ChatGPT can be a barrier for SMEs	Automotive Workshop Blessing seeks funding solutions for technology implementation.
Data Security	Need for robust data security policies and encryption technology to protect sensitive information	Stylish Clothing Store implements strict data security policies
Knowledge Management	ChatGPT helps in storing and accessing technical documentation and training guides	Textile Company Jaya facilitates easier access to information for employees.
Team Collaboration	ChatGPT supports team collaboration and discussions in product development	Creative Company New Style uses ChatGPT for research and development.
Market Expansion	ChatGPT provides insights into market expansion opportunities and associated risks	Children's Toy Company Cheerful plans international expansion strategies
Human Resource Development	ChatGPT is used to provide personalized online training for employees	Smart Education Academy enhances skills of new employees.
Sustainability	ChatGPT supports sustainable business practices by providing information on environmentally friendly techniques	Organic Farm Prosperous implements sustainable farming techniques
Technology Adoption Strategy	The importance of a structured adoption strategy to maximize ChatGPT's benefits	Modern Retail Company conducts regular assessments and training for technology integration.

4. Conclusion

Based on the literature review conducted, it can be concluded that ChatGPT has significant potential in improving knowledge management, innovation, and performance of micro, small, and medium enterprises (MSMEs). The technology offers a range of benefits, including quick access to information, strategic recommendations, and support for innovation. The use of ChatGPT helps MSMEs manage knowledge more efficiently, improve customer service quality, and optimise business operations. Case studies from companies such as Nasi Goreng Ria, Healthy Food Startup Nusantara, Toko Elektronik Jaya, Bank Mikro Sejahtera, and others show that ChatGPT can contribute significantly to improving MSME performance and competitiveness. However, there are challenges that need to be overcome to maximise the benefits of ChatGPT. These include limited understanding of technology among MSME entrepreneurs, high implementation costs, and concerns about data security. To overcome these issues, adequate training, financing solutions, and strong data security policies are required. Suggestions that can be made based on the results of this study include:

1. Improved Education and Training: MSMEs should invest time and resources to understand ChatGPT technology and how to effectively integrate it in their operations. Training and workshops on the use of ChatGPT can help entrepreneurs understand the benefits and how to implement this technology.
2. Financing Solution: To overcome implementation cost constraints, MSMEs can seek assistance from the government, financial institutions, or non-profit organisations that may offer subsidies or loans for technology adoption. Funding or incentive programmes designed for MSMEs can help reduce the initial cost burden.

3. Data Security Policy Development: MSMEs should ensure that their data is secure by implementing strict data security policies and using encryption technology. In addition, there is a need for training on best practices in maintaining data privacy and security to avoid potential misuse.
4. Continuous Evaluation and Adaptation: MSMEs are advised to conduct periodic evaluations of the use of ChatGPT in their knowledge management and business operations. This assessment can help in identifying areas for improvement and adjusting strategies to maximise the benefits of the technology.
5. Collaboration and Knowledge Sharing: MSMEs can utilise networks and business communities to share experiences and best practices in using ChatGPT. Collaboration between MSMEs and educational institutions or technology companies can also accelerate technology adoption and application.
6. Innovation Implementation: MSMEs should continue to explore how ChatGPT can be used to support innovation in their products, services and business processes. Identifying opportunities for ChatGPT-driven innovation can help in gaining competitive advantage.

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