

**PESONA: Commercial Platform of Jember Fashion Carnival to Augment
Economic Transformation Inclusivity and Diversity**

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ABSTRACT

Inclusive Economic Transformation initiates dialogue among tourism stakeholders and MSMEs, disseminating opportunities to the community, inspiring a journey towards Indonesia's pinnacle of success. The World Economic Forum (WEF) elaborates that inclusive economics encompasses high economic growth, income distribution, poverty reduction, as well as expanded access and opportunities. The Jember Fashion Carnival (JFC) serves as a tangible implementation of this concept, combining fashion creativity with local tourism to support MSME growth in Jember. The accounting activities within the JFC costume business are unique due to the need for a costume carnival booking and sales system requiring adjustments and facing challenges from existing marketplace systems. This research employs a mixed-method approach, employing system development mechanisms to provide solutions to these issues. The system design is crafted through a sequential linear or classic life cycle analysis procedure, encompassing software requirement analysis, application design, program coding, and application testing. The outcome of this process yields the design blueprint of the PESONA Application (Platform for Exclusive Stylish Authentic Nusantara), in the form of a marketplace, to address strategic needs in developing applicable solutions for JFC entrepreneurs. This research contributes to strengthening inclusive economics in the tourism and MSME sectors, opening doors for sustainable economic growth.

Keywords: *Inclusive Economic Transformation, Tourism Sector, SMEs, Integrated Marketplaces, World Economic*