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Exploring the Adoption of Generative Artificial Intelligence in a Livestock MSME: A Case Study of BBS Farm Bekasi

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Abstract: The rapid development of Generative Artificial Intelligence (GenAI) has created new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to improve business efficiency and competitiveness. However, studies on GenAI adoption in Indonesia's livestock MSMEs remain limited. This study aims to explore the adoption of Generative AI in BBS Farm Bekasi, focusing on its use in marketing, financial administration, and business management. A qualitative case study approach was employed using semi-structured interviews, observations, and document analysis. The findings indicate that Google Gemini supports promotional brochure development, while AI-assisted financial reporting and spreadsheet-based administration improve operational efficiency and digital capability. Nevertheless, challenges such as limited digital literacy and the need to verify AI-generated outputs remain. This study provides practical insights into how affordable Generative AI tools can support digital transformation and business development in livestock MSMEs.

Keywords: Generative Artificial Intelligence; Digital Transformation; Case Study.

A. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are widely recognized as a key driver of economic growth, employment creation, and innovation in Indonesia (Laksmono et al., 2025). Despite their significant contribution to the national economy, many MSMEs continue to face challenges related to digital transformation, including limited technological capabilities, inefficient administrative processes, and constraints in marketing activities (González-

Varona et al., 2021). Previous studies also indicate that digital innovation and technology-based financial services have become important enablers for improving MSME competitiveness and business sustainability (Yahya et al., 2020, 2024). These challenges are particularly evident in the livestock sector, where business operations often rely on conventional management practices and manual record-keeping. As digital technologies continue to evolve, the adoption of Artificial Intelligence (AI), particularly



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Generative Artificial Intelligence (GenAI), has emerged as a promising solution for improving business productivity and competitiveness (González-Varona et al., 2021).

Recent advancements in Generative AI have enabled MSMEs to access affordable digital tools capable of generating marketing content, assisting business administration, producing financial reports, and supporting decision-making processes (Usman & Harto, 2024). According to (Saputro, 2025) applications such as Google Gemini and ChatGPT have reduced technological barriers that previously limited AI adoption among small businesses. Unlike traditional AI systems that require specialized technical expertise, Generative AI offers user-friendly interfaces that enable entrepreneurs to integrate AI into their daily business activities with relatively low investment (Dinul Khaq et al., 2024). Consequently, many MSMEs have begun exploring AI as a strategic resource for enhancing operational efficiency and customer engagement. Recent evidence also suggests that AI-driven digital marketing strategies enable MSMEs to improve customer engagement, promotional effectiveness, and entrepreneurial competitiveness. (Arfah, 2025). This finding is consistent with (Junaedi & Adibah Yahya, 2023) who emphasized that entrepreneurial competence and digital marketing capability are important drivers of MSME business performance.

Although AI adoption in MSMEs has received growing scholarly attention, previous studies have predominantly focused on retail, manufacturing, e-commerce, and service industries (Le Dinh et al., 2025a), (Yahya et al., 2025). These studies mainly investigate technological readiness, organizational factors, and business performance using quantitative approaches. Consequently, they provide limited understanding of how Generative Artificial Intelligence is practically integrated into the daily operations of traditional sectors such as livestock MSMEs.

Furthermore, previous research has generally examined AI as an independent technological innovation without considering its integration with complementary digital tools that support business transformation (Badghish & Soomro, 2024a). In livestock MSMEs, empirical evidence

regarding the combined utilization of Generative AI and spreadsheet-based administration remains scarce, despite their potential to improve marketing activities, financial administration, and operational efficiency. Therefore, a significant research gap remains regarding how affordable Generative AI is integrated with simple digital management tools, such as spreadsheet-based administration, to support operational activities in livestock MSMEs, particularly in developing countries such as Indonesia.

BBS Farm Bekasi (Berkah Bersama Sejahtera), a livestock MSME located in Bekasi, Indonesia, provides an appropriate context for exploring this phenomenon. The enterprise has begun incorporating Generative AI into several business activities, including designing promotional brochures using Google Gemini, assisting financial reporting, and improving administrative management through spreadsheet utilization. These practices represent an early stage of digital transformation in a traditional livestock business and offer valuable insights into the opportunities and challenges associated with AI adoption in the agricultural sector.

Therefore, this study explores the adoption of Generative Artificial Intelligence in BBS Farm Bekasi, a livestock MSME in Indonesia. Unlike previous studies that mainly investigate AI adoption determinants or organizational readiness, this study explains how Generative AI is integrated with spreadsheet-based administration to support marketing, financial management, and business documentation in a livestock MSME. This integrated perspective represents the primary contribution of the study by providing empirical evidence from the livestock sector and extending the current literature on AI-driven digital transformation in traditional agricultural enterprises. (Proietti & Magnani, 2025).

B. Literature Review

1. Generative Artificial Intelligence

Generative Artificial Intelligence (GenAI) refers to artificial intelligence systems capable of producing new content, including text, images, code, audio, and business documents, based on user prompts and learned patterns (Banh &

Strobel, 2023). Unlike conventional Artificial Intelligence, which mainly performs prediction or classification tasks, Generative AI is designed to generate original outputs that support creativity, communication, and business decision-making (Mardiah & Fikriando, 2025).

The rapid development of Large Language Models (LLMs), such as ChatGPT and Google Gemini, has accelerated the adoption of AI across various industries. These technologies provide user-friendly interfaces that enable individuals and organizations to utilize AI without requiring advanced programming skills (Cao et al., 2023). Consequently, MSMEs can employ Generative AI to produce promotional materials, prepare business reports, generate marketing strategies, and improve administrative efficiency with relatively low implementation costs.

Recent studies indicate that Generative AI enhances productivity, creativity, and operational efficiency among MSMEs by supporting routine business activities and improving communication with customers (Badghish & Soomro, 2024). However, researchers also emphasize that AI-generated outputs require human verification to ensure accuracy, reliability, transparency, and ethical use before being implemented in business practices (Dwivedi et al., 2023). Therefore, successful GenAI adoption depends not only on technological availability but also on entrepreneurs' digital competencies and responsible AI governance.

2. AI Adoption in MSMEs

Artificial Intelligence adoption has become an important component of digital transformation among Micro, Small, and Medium Enterprises. Previous studies demonstrate that AI contributes to operational efficiency, organizational innovation, customer engagement, and competitive advantage by automating repetitive tasks and supporting managerial decision-making (Le Dinh et al., 2025).

The Technology-Organization-Environment (TOE) framework, introduced by Tornatzky and Fleischer (1990), explains that technology adoption is influenced by three dimensions: technological readiness, organizational capability, and environmental conditions. Within MSMEs, AI adoption is determined by the

availability of technological infrastructure, leadership commitment, employee digital literacy, organizational readiness, and external support such as government policies and digital ecosystems (Sánchez et al., 2025). Prompt engineering has emerged as a new digital competence that enables entrepreneurs to maximize the benefits of Generative AI (Korzynski et al., 2023).

The emergence of affordable Generative AI applications has significantly reduced technological barriers previously faced by MSMEs. Applications such as Google Gemini and ChatGPT enable entrepreneurs to develop marketing content, prepare financial documentation, improve customer communication, and simplify administrative work without requiring advanced technical expertise (Le Dinh et al., 2025). Nevertheless, several challenges remain, including limited AI literacy, data privacy concerns, organizational readiness, and the need to validate AI-generated outputs before they are incorporated into business operations (Badghish & Soomro, 2024).

3. Research Gap

Previous studies have extensively investigated AI adoption among MSMEs operating in retail, manufacturing, e-commerce, and service industries (Le Dinh et al., 2025b). Most studies employ quantitative approaches to identify factors influencing AI adoption using theoretical frameworks such as the Technology-Organization-Environment (TOE) framework. Although these studies successfully explain AI adoption determinants, they provide limited insights into the practical implementation of Generative AI within traditional business sectors. Furthermore, existing studies rarely examine the integration of Generative AI with complementary digital tools, such as spreadsheet-based administration, to support daily business operations. Empirical evidence from livestock MSMEs is particularly limited, despite the growing availability of affordable AI technologies.

Therefore, this study addresses these gaps by conducting a qualitative case study of BBS Farm Bekasi. The research focuses on how Generative AI and spreadsheet-based administration are integrated to support marketing, financial

management, and business documentation within a livestock MSME.

C. Methods

This study employed a qualitative case study approach to explore the adoption of Generative Artificial Intelligence (GenAI) in a livestock Micro, Small, and Medium Enterprise (MSME). A qualitative case study was considered appropriate because it enables researchers to obtain an in-depth understanding of a contemporary phenomenon within its real-life context, particularly when the boundaries between the phenomenon and its context are not clearly defined (Yin,).

The research was conducted at BBS Farm Bekasi (Berkah Bersama Sejahtera), a livestock MSME located in Bekasi, Indonesia. The research site was selected using purposive sampling because BBS Farm has implemented several digital technologies, including Google Gemini for developing promotional brochures, AI-assisted financial reporting, and spreadsheet-based administrative management introduced through previous community engagement activities. These characteristics make BBS Farm an appropriate case for examining the practical implementation of Generative AI in the livestock sector.

The primary informant in this study was Mr. Madinah, the owner of BBS Farm Bekasi. He was selected because he is directly responsible for business management and actively utilizes Generative AI and spreadsheet-based administration in daily business operations. His experience and decision-making role provided comprehensive information regarding the implementation, benefits, and challenges of AI adoption within the enterprise.

Data were collected through semi-structured interviews, direct observation, and document analysis. A face-to-face semi-structured interview was conducted with Mr. Madinah for approximately 20 minutes. The interview focused on several topics, including: (1) the use of Generative AI in daily business activities, (2) the benefits obtained from AI implementation, (3) challenges encountered during AI adoption, (4) the utilization of spreadsheet-based administration, and (5) expectations for future AI implementation. The interview was documented

through written notes and supported by field observations.

To complement the interview findings, direct observation was conducted to examine the implementation of Generative AI and spreadsheet-based administration in routine business activities. Supporting documents, including AI-generated promotional brochures and spreadsheet-based financial records, were also analyzed to provide additional evidence and enrich the research findings.

The analysis began with familiarization through repeated reading of interview notes and observation records. Subsequently, important statements related to AI adoption were identified and coded (open coding). Similar codes were then grouped into broader categories to develop meaningful themes (axial coding). Finally, the themes were interpreted by comparing the empirical findings with previous studies on Generative AI adoption in MSMEs.

To ensure the credibility of the research findings, data triangulation was applied by comparing information obtained from interviews, direct observations, and supporting documents. The combination of multiple data sources helped strengthen the consistency and trustworthiness of the findings while reducing potential researcher bias.

D. Result and Discussion

Table. 1 Profile BBS Farm

Aspect	Description
Business Name	BBS Farm (Berkah Bersama Sejahtera)
Location	Rawa Semut, Bekasi, Indonesia
Business Type	Livestock MSME
Main Business	Cattle Farming
AI Tools Used	Google Gemini
Digital Tools	Microsoft Excel/Google Sheets

1. Adoption of Generative AI in BBS Farm

The findings indicate that BBS Farm Bekasi has gradually adopted Generative Artificial Intelligence (GenAI) as part of its digital transformation strategy, particularly in marketing activities. Although operating as a

livestock MSME, the business has begun utilizing Google Gemini to create promotional brochures, generate marketing content, and improve communication with potential customers. This adoption was driven by the need to simplify promotional activities while improving the visual quality of marketing materials. According to the owner, Mr. Madinah, promotional brochures were previously designed manually, requiring more than three days to complete. The resulting brochures were often considered less attractive because the business had limited design experience and relied solely on manual editing.

"Previously, creating a brochure could take more than three days, and the results were often unattractive. After using Google Gemini, we only need to provide instructions, and the AI generates brochure ideas that are much more appealing and easier to modify." (Informant 1)

Table. 2 Comparison of Promotional Activities Before and After AI Adoption

Before AI Adoption	After AI Adoption
Brochure preparation required more than 3 days	Promotional materials can be prepared in a much shorter time with AI assistance
Manual design process	AI-assisted content generation
Limited design quality	More attractive and professional promotional materials
Depended entirely on personal creativity	AI provides ideas, layouts, and promotional content suggestions

These findings support the study of (Dwivedi et al., 2023), which suggests that Generative AI reduces technological barriers by enabling users with limited technical expertise to create high-quality digital content. Likewise, (Le Dinh et al., 2025) reported that AI adoption improves productivity and operational efficiency among MSMEs. Viewed through the Technology–Organization–Environment (TOE) Framework, the adoption of Google Gemini at BBS Farm demonstrates that affordable and

accessible technology can facilitate digital transformation even in traditional livestock businesses with limited resources.



Figure. 1 Interview Session with the Owner of BBS Farm Bekasi



Figure. 2 AI-Assisted Promotional Brochure Developed Using Google Gemini

2. Generative AI for Business Administration

In addition to marketing activities, Generative AI has also been utilized to support administrative processes at BBS Farm Bekasi. The interview revealed that AI assists the owner in organizing financial reports, preparing business documents, and providing guidance for administrative tasks. Meanwhile, spreadsheet applications introduced

through previous community engagement programs have been integrated with AI to improve financial record management. *"We use AI to help organize financial reports, while spreadsheets make it easier to record transactions systematically."* (Informant 1).

Before implementing spreadsheet-based administration, business transactions were recorded manually, making it difficult to organize financial information and review previous records. The adoption of spreadsheet applications has improved data organization by allowing financial transactions to be recorded more systematically, thereby simplifying monitoring and reporting activities. These findings also support (Nisha & Nair, 2025), who found that AI usage strengthens digital entrepreneurial self-efficacy and accelerates digital transformation among MSME entrepreneurs. Recent studies explain that Generative AI is capable of producing meaningful content and supporting business decision-making across various industries (Feuerriegel et al., 2024).

Table. 3 Comparison of Administrative Practices

Before Digital Administration	After AI and Spreadsheet Implementation
Manual transaction recording	Digital transaction recording
Difficult to organize financial data	Financial records become more systematic
High risk of missing records	Easier monitoring and document management
Manual report preparation	AI assists in preparing reports and administrative documents

The integration of Generative AI and spreadsheet applications illustrates that digital transformation in MSMEs does not necessarily require sophisticated enterprise information systems. Instead, combining affordable AI applications with commonly available digital tools can substantially improve administrative

quality while maintaining relatively low implementation costs.

This finding is consistent with (Sánchez et al., 2025), who emphasized that technological accessibility and organizational readiness are important determinants of successful AI adoption. However, unlike previous quantitative studies, the present research provides qualitative evidence demonstrating how AI and spreadsheets are practically integrated into routine administrative activities within a livestock MSME.

Figure. 3 Spreadsheet-Based Financial Administration at BBS Farm Bekasi

Similar evidence was reported by (Fatimah & Puspitasari, 2026), who found that operational efficiency serves as the primary mechanism through which AI contributes to MSME performance

3. Benefits and Challenges of AI Adoption

The findings indicate that the implementation of Generative AI has generated several practical benefits for BBS Farm Bekasi. The owner explained that AI has improved the efficiency of promotional activities, simplified administrative work, enhanced the visual quality of marketing materials, and increased confidence in utilizing digital technologies for business development.

"AI helps us work faster and gives us many ideas that we did not have before. Even though we still review the results, it makes our work much easier." (Informant 1)

Despite these benefits, several challenges remain. The owner stated that AI-generated content occasionally requires manual revision because it does not always accurately represent business conditions or specific product characteristics. Consequently, AI is considered a supporting tool rather than a replacement for human decision-

making. The owner also acknowledged that limited experience in using AI initially created uncertainty regarding prompt writing and output evaluation.

These findings reinforce the argument of (Dwivedi et al., 2023) that AI should be viewed as a decision-support technology rather than a substitute for human expertise. Interestingly, while many previous studies identify technological infrastructure as the primary barrier to AI adoption, this study found that the main challenge lies in the user's ability to evaluate and adapt AI-generated outputs to the specific context of a livestock business. This suggests that digital literacy and user capability remain critical factors in ensuring the effective implementation of Generative AI among MSMEs.

E. Conclusion and Recommendation

1. Conclusion

This study explored the adoption of Generative Artificial Intelligence (GenAI) in BBS Farm Bekasi, a livestock MSME in Bekasi, Indonesia, using a qualitative case study approach. The findings indicate that Generative AI has been integrated into several business activities, particularly in developing promotional brochures through Google Gemini, supporting financial administration, and improving business documentation through spreadsheet-based management. The adoption of these technologies has contributed to faster promotional content creation, more systematic administrative processes, and increased confidence in utilizing digital technologies for business development.

The findings also demonstrate that Generative AI should be viewed as a decision-support technology rather than a replacement for human expertise. Although AI significantly improves business efficiency, the owner remains responsible for reviewing and validating AI-generated outputs before they are applied in business operations. This highlights the importance of digital literacy and critical evaluation skills in ensuring the effective implementation of AI within MSMEs.

From a theoretical perspective, this study extends the literature on AI adoption by demonstrating that the integration of Generative AI with simple digital management tools, such as

spreadsheet-based administration, can support digital transformation in traditional livestock MSMEs. Unlike previous studies that primarily focus on the determinants of AI adoption, this research provides qualitative empirical evidence regarding how affordable AI technologies are practically implemented in daily business activities. The findings also enrich the literature on digital transformation among MSMEs by illustrating that successful digitalization does not necessarily require sophisticated technologies but can be achieved through accessible and low-cost digital solutions.

From a practical perspective, the findings suggest that livestock MSMEs can utilize affordable Generative AI applications to improve marketing, administrative management, and business productivity. Business owners, however, should combine AI utilization with adequate digital literacy to ensure that AI-generated information remains accurate, relevant, and aligned with business objectives.

2. Limitations and Future Research

This study has several limitations. First, the research was conducted as a single case study involving only one livestock MSME, namely BBS Farm Bekasi. Therefore, the findings cannot be generalized to all MSMEs or livestock businesses in Indonesia. Second, the study relied on a single key informant, which may limit the diversity of perspectives regarding AI adoption. Third, this research focused on exploring the implementation of Generative AI and did not quantitatively measure its economic impact, such as cost reduction, productivity improvement, or business performance.

Future research is recommended to involve multiple MSMEs from different business sectors and geographical locations to provide broader empirical evidence. Researchers may also adopt mixed-methods or quantitative approaches to examine the relationship between Generative AI adoption, digital transformation, and business performance. Furthermore, future studies could investigate the long-term economic impact of AI implementation and identify strategies that support sustainable digital transformation among MSMEs.

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