

Training on Digital Marketing Strategies for Palintang Hamlet MSMEs

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Abstract

This community service project aims to educate Palintang Hamlet MSMEs on digital marketing. This course focuses on basic digital marketing techniques that can enhance the business operations of MSMEs in Palintang Hamlet. Palintang Hamlet hosted this training on April 15 and 29, 2025, with 25 participants. This community service uses counselling and discussion techniques. A discussion session with the trainees followed the speaker's presentation of digital marketing-related content. It can be said that after this training, Palintang Hamlet MSME actors are better aware of digital marketing strategies.

Keywords: digital; marketing; MSMEs

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in speeding economic growth. This was discovered using Ministry of Cooperatives and Small and Medium Enterprises data. There are 65.5 million MSMEs in Indonesia, accounting for 99% of all business entities. In 2023, the number of micro, small, and medium enterprises (MSMEs) will reach 66 million, contributing to the employment of many individuals and accounting for around 117 million (97%) of Indonesia's total labor force. Micro, Small, and Medium Enterprises (MSMEs) in Indonesia account for around 61% of Gross Domestic Income (GDP), or Rp 9.580 trillion (Kurniawan et al., 2024).

MSMEs include households, groups, people, and trade or small companies. As a developing nation, Indonesia relies heavily on small and medium-sized businesses (SMEs) to support its economy. The objective is to make the community more economically self-sufficient (Aditya & Rusdianto, 2023).

Technological advancements, particularly the internet and digital world, allow MSME owners to market the products and services they sell. Digital marketing is one of the marketing tactics that works well in the

current economic climate (Harahap et al., 2021).

To raise customer knowledge of these MSME services, MSME actors nowadays need to be able to market their products via digital media. Still, many small and medium-sized company players lack access to information technology, particularly digital media, and are unaware of the advantages and significance of this type of media (Aditya & Rusdianto, 2023). MSMEs confront obstacles such as limited digital technology adoption, preparing digital accounting reports, and meeting export product standards (Kurniawan et al., 2024).

Maulani D *et al.* (2023) stated that MSMEs must continue to develop their skills and knowledge. Participating in training and seminars or joining the entrepreneurial community can bring fresh perspectives on business management, marketing methods, and product development. In the digital age, utilizing technology such as e-commerce platforms or social media is an excellent way to broaden market reach and increase revenue (Maulani & Ananda, 2025).

As previously mentioned, the Accounting Study Program at Maranatha Christian University's Faculty of Digital Business and Law trained MSME actors in

Palintang Hamlet in Digital Marketing Strategy. Following this training, it is envisaged that Palintang Hamlet MSME actors can create and expand their digital product advertising, such as using social media. MSMEs have been obliged to adapt their product marketing strategy through social media due to the shift from traditional to digital marketing to meet the demands of the 5.0 age (Harahap et al., 2021). This can undoubtedly broaden the pool of possible MSME customers, which could eventually boost MSME revenue.

B. IMPLEMENTATION AND METHODS

This community service project employs discussion and counseling techniques (Hidayat et al., 2025) (Wulandari & Utami, 2020).

The speaker began by presenting information about digital marketing, emphasizing internet marketing and promotion. The phrase “digital marketing” is frequently used to refer to marketing strategies that use new developments in digital technology. Interactions between producers, market intermediaries, and potential customers are facilitated by interactive and integrated digital marketing (Aditya & Rusdianto, 2023).

The ability to connect businesspeople with consumers online, generate high sales, save marketing expenses, activate services in real-time, connect with consumers using mobile devices, maintain a competitive edge, assist in the business world when competing with large companies, and prepare for the internet of things era are just a few of the uses of digital marketing (Harahap et al., 2021).

A discussion and question-and-answer period with the training participants concerning the presented content were conducted following the conclusion of the material session. The committee distributed documents with training materials and examples of how MSMEs might use social media for promotions before the start of the material session. The procedures for performing this community service are as follows.

The Stage of Preparation

As the initial phase of this activity, the community service committee interviewed potential participants to administer a survey. The interview aims to learn more about the prospective participant’s needs and preferences. The reason for this is to ensure that the activities are suitable and applicable to the business operations of the MSME stakeholders. Following that, the committee established a community service team and proposed activities. Each team’s task distribution is specified in this section.

The Stage of Implementation

Activities related to community service were conducted in Palintang Hamlet. The lecturer began by introducing a subject: digital marketing tactics for MSMEs. A discussion and question-and-answer period with the attendees followed the conclusion of the content session. This phase includes the pre-test and post-test. This is to see if participants’ comprehension of digital marketing improves due to the training.

The Stage of Evaluation

A questionnaire for evaluation of the entire training was given to the participants. This covers the training’s timeliness, the speaker’s question and answer session, the content’s quality and appropriateness, and the advantages that attendees receive. The committee responsible for community service activities evaluates the activities. The group deliberated on the general trajectory of the event, the challenges encountered, and the necessary answers. The effectiveness of the subsequent community service project depends on this.

C. RESULTS AND DISCUSSION

Results

The Community Service Activity occurred on April 15 and 29, 2025, in Palintang Hamlet. The engagement started with a lecture on MSMEs’ digital marketing strategies. The content is titled Online Marketing and Promotion. This activity’s presenters were the Faculty of Digital Business and Law’s Community Service Team,

specifically the Accounting Study Program and the Management Study Program. A total of 25 MSME actors were present on April 15 and 29, 2025. Online marketing has been chosen as the issue to meet the needs and demands of MSMEs in Palintang Hamlet. MSMEs haven't used internet marketing to its full potential. In this activity, the material presentation session explains the various forms of social media and how to use them for online promotion. The definition of promotion was presented at the outset of the presentation, which then moved on to discuss the various kinds of promotions, online marketing, how to create marketing content, and examples of promotions using social media (such as Facebook, WhatsApp, and others). (Kristiawan, 2025).



Figure 1. Speakers' Material Presentation

Social media usage is the main topic of this training material because most people already possess and use social media in their everyday lives, and it is a very effective instrument for promoting things sold in this digital age. The training below is one example of additional training exercises that emphasize the usage of social media marketing. Strategies for using social media as a promotional medium were the primary focus of the Social Media Marketing content that the presenters at the Digital Marketing Training presented. According to the presenter, social media marketing is introducing products—directly or indirectly—through social media platforms in the form of commodities or services. The goal is to ensure the branding and product promotion process aligns with the target market. Social media marketing is helpful for bettering brand authority, brand loyalty, and brand exposure, in addition to cost savings

(Syifa et al., 2021). The following is how to begin digital marketing:

1. Keep your attention on traffic (website, Facebook, landing stage) to ensure that people always visit your site.
2. Observe how frequently visitors return to your website, Instagram, Facebook page, or store.
3. Volume: Track the amount that your clients purchase from you. How are purchases being increased? It must also be able to persuade them to buy the given goods (Mariam & Ramli, 2022).

Discussion

The conversation and question-and-answer period went well. The process of producing material for social media to promote their MSME products is met with great enthusiasm by the participants. Questions on social media use, how to post engaging material on social media, and how to run successful social media campaigns are frequently asked by MSME participants.

Activity materials, pre-tests and post-tests, and counseling about actual case studies of the online content creation process on social media are among the results of this activity.

Palintang Hamlet MSMEs gained more information about digital marketing due to this training. As a result of increased awareness of the usage of digital marketing by MSME actors, business competitiveness has naturally increased (Hendratni, 2021). Extensive training and mentorship are conducted to guarantee that MSMEs can use social media as the result of this research to promote the MSME items they manufacture digitally (Sasongko et al., 2021).

The findings of this training are consistent with the research, which indicates that MSME actors have more knowledge and proficiency in using digital marketing to promote their goods after completing the program (Putri et al., 2022). By taking part in the training, MSME actors can use social media as a digital marketing tool, expanding the promotion area and assisting in product sales (Hidayati et al., 2020). This activity is expected to strengthen marketing with

attractive content to enhance sales and increase the skills of business actors in using information technology (Fahdia et al., 2022).

Additionally, the participants knew how to advertise their items on social media. It is envisaged that using social media for online marketing will increase MSMEs' sales in Palintang Hamlet. This is consistent with a study by Sugiyanti et al. (2022), which found that MSMEs that successfully apply digital marketing techniques typically see a notable rise in sales. Elements like a thorough grasp of the target market, innovative content, and the sensible use of digital media increase the exposure and appeal of MSME products.



Figures 2. Distribution and Filling of Pre-Test & Post-Test



Figures 3. Participants

Pre-tests and post-tests about the presented information were conducted to observe an improvement in the participants' comprehension level about using social media for online promotion. Overall, the results showed that the post-test scores were higher than the pre-test scores (10.7%).

D. CLOSING

Conclusion

It is clear from the training that the Palintang Hamlet MSEs' performers are very eager to use social media to promote their goods. Many performers, however, are still unsure how to set up a social media account, develop engaging and pertinent images and videos, post content on social media, use social

media for online marketing, and other related topics. Therefore, this training is highly suitable and advantageous for Palintang Hamlet MSME actors. The rise in post-test results compared to pre-test results indicates that participants' understanding of online marketing improved after the training. Participants are passionate throughout the discussion (question and answer) period and actively participate throughout the entire program.

Suggestion

The MSME actors in Palintang Hamlet require ongoing assistance actions based on the activities that have been conducted. Mentoring may concentrate on assisting with creating a social media account, teaching users how to use social media, creating engaging and qualified product images and videos, and boosting followers and interaction on social media. This is anticipated to increase sales of goods made by Palintang Hamlet MSMEs.

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