

MARKETPLACE TRAINING USING SHOPEE AND TOKOPEDIA FOR MSMEs IN MESUJI REGENCY

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Abstract

The rapid development of information and communication technology has transformed marketing practices from conventional methods to digital-based approaches. Marketplaces such as Shopee and Tokopedia have become effective platforms for Micro, Small, and Medium Enterprises (MSMEs) to expand market reach and enhance product competitiveness. However, many MSME owners in Mesuji Regency still lack adequate knowledge and skills in utilizing marketplace platforms as digital marketing tools. Therefore, a marketplace training program was conducted to improve digital literacy and online marketing capabilities among MSME entrepreneurs.

This community service activity aimed to enhance the knowledge and skills of MSME participants in creating, managing, and optimizing online stores on Shopee and Tokopedia platforms. The implementation methods included lectures, demonstrations, hands-on practice, discussions, and mentoring sessions. The training materials covered marketplace introduction, online store registration, product listing, transaction management, and digital promotion strategies.

The results showed that the training successfully improved participants' understanding and skills in utilizing marketplaces as digital marketing channels. Most participants were able to create online store accounts, upload products, manage transactions, and utilize promotional features available on the platforms. Furthermore, participants gained a better understanding of the importance of digital transformation in business development and market expansion at regional and national levels.

The marketplace training program for MSMEs in Mesuji Regency had a positive impact on improving digital literacy, online marketing capabilities, and business readiness to compete in the digital economy era. This activity is expected to serve as an initial step in accelerating the digital transformation of MSMEs, enabling them to increase productivity, competitiveness, and business sustainability in the long term.

Keywords: *MSMEs, Marketplace, Shopee, Tokopedia, Digital Marketing, Digital Transformation*

I. INTRODUCTION

The rapid development of information and communication technology has brought significant changes to various aspects of life, including business and trade. Digitalization has become one of the key factors driving the transformation of marketing practices from conventional methods to technology-based digital marketing. Today, marketplaces have become one of the most widely used platforms by business owners to market their products more broadly, effectively, and efficiently. The presence of marketplaces such as Shopee and Tokopedia provides substantial opportunities for Micro, Small, and Medium Enterprises

(MSMEs) to reach consumers beyond geographical boundaries.

MSMEs play a crucial role in supporting both regional and national economic growth. In addition to creating employment opportunities, MSMEs contribute significantly to increasing community income and strengthening the people's economy. In Mesuji Regency, MSMEs operate in various sectors, including culinary businesses, handicrafts, agriculture, livestock farming, and trade. However, many MSME owners still face challenges in developing their businesses, particularly in product marketing. Most MSMEs continue to rely on traditional marketing methods, resulting in limited market

reach and reduced competitiveness in the digital era.

The growth of marketplaces in Indonesia offers a solution to many of the marketing challenges faced by MSMEs. Through marketplace platforms, business owners can promote products, interact with customers, manage transactions, and analyze sales performance more easily. Nevertheless, the effective utilization of marketplaces requires adequate knowledge and skills. Limited digital literacy, insufficient understanding of marketplace features, and inadequate capabilities in managing online stores remain significant obstacles among MSME owners in Mesuji Regency.

Considering these conditions, efforts to enhance the capacity of MSME entrepreneurs through marketplace training programs are highly necessary. This training aims to provide practical knowledge and skills for MSME owners in creating online store accounts, uploading products, managing transactions, utilizing promotional features, and improving customer service through Shopee and Tokopedia platforms. Through this training, MSME entrepreneurs are expected to maximize the use of digital technology to expand market reach and increase the competitiveness of their products.

The marketplace training program for MSMEs in Mesuji Regency is also aligned with government initiatives to promote digital economic transformation within society. By improving the digital competencies of business owners, it is expected that a more adaptive MSME ecosystem will be established, enabling businesses to respond effectively to technological advancements and contribute to sustainable regional economic growth. Therefore, marketplace training utilizing platforms such as Shopee and Tokopedia represents a strategic step in supporting the development of modern, innovative, and competitive MSMEs in Mesuji Regency

II. METOD

The implementation method of the **Marketplace Training Program Using Shopee and Tokopedia for MSMEs in Mesuji Regency** was designed to provide participants with both theoretical understanding and practical skills in utilizing marketplaces as

digital marketing tools. The activity was carried out through several stages as follows:

1. Preparation Stage

The preparation stage involved various activities to ensure the successful implementation of the training program, including:

- a. Identifying the needs and challenges faced by MSMEs related to digital marketing.
- b. Coordinating with the Office of Cooperatives, MSMEs, Industry, and Trade of Mesuji Regency and other relevant stakeholders.
- c. Selecting training participants from MSME entrepreneurs in Mesuji Regency.
- d. Preparing training materials and mentoring modules.
- e. Arranging training facilities and infrastructure, including training venues, presentation equipment, internet access, and other supporting facilities.
- f. Developing the training schedule.

2. Training Implementation Stage

The training employed a participatory approach and hands-on learning (learning by doing), enabling participants not only to gain knowledge but also to apply it independently.

a. Lecture Method

The lecture method was used to deliver materials on:

- 1) Digital marketing concepts.
- 2) The definition and benefits of marketplaces.
- 3) Business opportunities through Shopee and Tokopedia.
- 4) Online marketing strategies for MSMEs.

b. Demonstration Method

The trainers provided direct demonstrations on:

- 1) Creating marketplace accounts.
- 2) Setting up store profiles.
- 3) Uploading products.
- 4) Managing transactions and product deliveries.
- 5) Utilizing marketplace promotional features.

c. Hands-on Practice Method

Participants practiced independently using smartphones or laptops under the

guidance of facilitators. Activities included:

- 1) Registering Shopee and Tokopedia accounts.
- 2) Creating online stores.
- 3) Uploading product photos.
- 4) Writing product descriptions.
- 5) Simulating sales transactions.

d. Discussion and Question-and-Answer Method

Participants were given opportunities to discuss challenges encountered in product marketing and receive direct solutions from trainers and facilitators.

3. Mentoring Stage

After the completion of the training, participants received mentoring to ensure the effective implementation of marketplace utilization. Mentoring activities included:

- a. Monitoring the development of participants' online stores.
- b. Providing consultations regarding marketplace management.
- c. Assisting with product promotion strategies.
- d. Supporting improvements in product content quality.

Mentoring was conducted both directly and through digital communication platforms such as WhatsApp groups.

4. Monitoring and Evaluation Stage

Monitoring and evaluation were conducted to assess the effectiveness of the training program through the following methods:

- a. Pre-test and Post-test
These assessments were used to measure participants' understanding of marketplaces before and after the training.
- b. Practical Observation
Participants' abilities were evaluated based on their competence in:
 - 1) Creating marketplace accounts.
 - 2) Uploading products.
 - 3) Managing online stores.
 - 4) Utilizing promotional features.
- c. Participant Satisfaction Questionnaire
Questionnaires were distributed to assess participants' satisfaction with the training materials, trainers, methods, and facilities provided.

5. Success Indicators

The success of the program was measured using the following indicators:

No	Indicator	Target
1	Participants completing the training program	≥ 90%
2	Participants successfully creating marketplace accounts	≥ 90%
3	Participants successfully uploading products to marketplaces	≥ 80%
4	Participants able to manage online stores independently	≥ 75%
5	Improvement in participants' understanding based on post-test results	≥ 80%

6. Activity Implementation Flow

Preparation → Socialization and Participant Recruitment → Training Implementation → Hands-on Practice → Mentoring → Monitoring and Evaluation → Activity Reporting

Through this implementation method, MSME entrepreneurs in Mesuji Regency are expected to effectively utilize Shopee and Tokopedia marketplaces as digital marketing platforms, thereby increasing market reach, sales volume, and the competitiveness of MSME products at both regional and national levels.

III. RESULTS AND DISCUSSION

1. RESULTS

The **Marketplace Training Program Using Shopee and Tokopedia for MSMEs in Mesuji Regency** was conducted as an effort to enhance the capacity of MSME entrepreneurs in utilizing digital technology for product marketing. The activity involved participants from various business sectors, including food and beverages, handicrafts, agriculture, livestock farming, and trading businesses across Mesuji Regency.

The training was implemented through lectures, demonstrations, hands-on practice, discussions, and mentoring sessions. The materials covered marketplace introduction, online store creation, product uploading techniques, transaction

management, digital promotion strategies, and the optimization of features available on Shopee and Tokopedia platforms.

Based on the implementation results, participants demonstrated a high level of enthusiasm throughout the training program. This was reflected in the attendance rate, which met the predetermined targets, as well as active participation during discussion and practice sessions. Most participants admitted that prior to the training, they had limited knowledge of how to utilize marketplaces as digital marketing platforms and still relied on direct selling methods or basic social media marketing.

During the practical sessions, participants successfully created online store accounts on both Shopee and Tokopedia. In addition, they were able to upload products complete with photos, descriptions, prices, and other supporting information. Several participants also began to understand the use of promotional features such as discount vouchers, free shipping programs, and product keyword optimization to improve store visibility.

Overall, the training results indicated a significant improvement in participants' knowledge and skills regarding the use of marketplaces as digital marketing tools. This improvement was evident from their ability to independently operate marketplace applications after receiving guidance and assistance throughout the program.

2. DISCUSSION

a. Improvement of Digital Literacy Among MSME Entrepreneurs

One of the primary outcomes of this training program was the improvement of digital literacy among MSME entrepreneurs in Mesuji Regency. Prior to the training, most participants had limited knowledge of digital marketing concepts and marketplace utilization. After completing the training, participants gained a better understanding of the importance of digital transformation in facing increasingly competitive business environments.

This improvement in digital literacy serves as an important asset for MSMEs to adapt to technological advancements.

With a better understanding of marketplace platforms, MSME entrepreneurs can utilize various digital features to expand their market reach and improve business efficiency.

b. Ability to Create and Manage Online Stores

The training provided participants with direct experience in creating and managing online stores. The step-by-step practical activities enabled participants to understand each process involved, from account registration to store profile management.

The success of participants in creating online stores demonstrates that hands-on training is highly effective in improving digital skills. This capability represents an essential first step in digital business development, as online stores serve as the primary channel for reaching a broader customer base.

c. Improvement of Product Marketing Skills

Through this training, participants also gained knowledge of effective product marketing techniques within marketplace platforms. They were taught how to create attractive product photographs, write informative product descriptions, determine competitive pricing, and utilize available promotional features.

These skills helped MSME entrepreneurs improve the presentation quality of their products, making them more appealing to potential customers. The better the product presentation on a marketplace platform, the greater the opportunity for the product to be viewed and purchased by consumers.

d. Expansion of Market Access for MSMEs

Marketplaces provide MSMEs with opportunities to reach broader markets without geographical limitations. Before participating in the training, most participants marketed their products only within their local communities or through limited customer networks.

After understanding how to utilize marketplace platforms, participants realized that their products could be marketed at regional and national levels.

This opportunity opens the possibility of increased sales and broader customer networks that were previously difficult to achieve through conventional marketing methods.

e. Challenges in Marketplace Implementation

Although the training produced positive outcomes, several challenges remain in the effective implementation of marketplace utilization. These challenges include:

- 1) Limited internet access in certain areas.
- 2) Low information technology skills among some older MSME entrepreneurs.
- 3) Limited availability of supporting devices such as smartphones with adequate specifications.
- 4) Lack of skills in creating attractive promotional content.
- 5) High competition from products originating from other regions.

These challenges indicate the need for continuous mentoring programs to ensure that the knowledge and skills acquired during the training can be consistently applied in business operations.

3. IMPACT OF THE PROGRAM

The implementation of marketplace training generated several positive impacts for MSME entrepreneurs in Mesuji Regency, including:

- a. Increased digital knowledge and skills among participants.
- b. Growth in the number of MSMEs operating online stores.
- c. Improved ability to market products through digital platforms.
- d. Expanded opportunities to access national markets.
- e. Increased motivation among MSME entrepreneurs to develop technology-based businesses.
- f. Strengthened communication networks and collaboration among MSMEs in digital marketing development.

4. PROGRAM EVALUATION

Based on evaluations conducted through observations, discussions, and participant feedback, the training program was considered successful and aligned with its intended objectives. Most participants expressed satisfaction with the materials delivered and expected further training programs covering digital marketing, product branding, product photography, social media content creation, and digital advertising strategies.

Therefore, the marketplace training program utilizing Shopee and Tokopedia for MSMEs in Mesuji Regency can be considered successful in enhancing the capacity of MSME entrepreneurs to utilize digital technology as a tool for product marketing and sustainable business development.

IV. CONCLUSION AND RECOMMENDATIONS

1. Conclusion

Based on the implementation of the **Marketplace Training Program Using Shopee and Tokopedia for MSMEs in Mesuji Regency**, it can be concluded that the program was successfully conducted and provided significant benefits to the participants. The training effectively improved the knowledge, understanding, and skills of MSME entrepreneurs in utilizing marketplace platforms as efficient and effective digital marketing tools.

Through this training, participants gained the ability to create marketplace accounts, manage online stores, upload products, handle transactions, and utilize various promotional features available on Shopee and Tokopedia platforms. In addition, participants developed a better understanding of the importance of digital transformation in business development and enhancing product competitiveness in the digital economy era.

The training program also broadened participants' perspectives regarding wider market opportunities through online marketing. While product marketing was previously limited to local communities, the utilization of marketplace

platforms now enables MSME products from Mesuji Regency to reach consumers at regional and national levels.

Overall, the training successfully contributed to improving the digital literacy of MSME entrepreneurs and encouraged the utilization of information technology as a sustainable business development strategy. With these enhanced capabilities, MSMEs in Mesuji Regency are expected to increase productivity, expand market reach, and improve business income.

2. Recommendations

Based on the results of the program implementation, the following recommendations are proposed:

a. For MSME Entrepreneurs

MSME entrepreneurs are encouraged to continuously develop their skills in managing marketplace platforms independently and consistently. In addition, they should actively utilize available promotional features and improve the quality of product photos, descriptions, and customer service to enhance product competitiveness.

b. For Local Government

The Government of Mesuji Regency, through relevant agencies, is expected to organize advanced training programs on digital marketing, product branding, product photography, digital business management, and online marketing strategies. Furthermore, continuous mentoring programs should be provided to ensure the optimal implementation of marketplace utilization.

c. For MSME Mentors and Facilitators

MSME mentors and facilitators are expected to provide regular consultation and assistance to business owners, particularly in addressing technical challenges related to marketplace utilization, online store management, and the development of effective digital marketing strategies.

d. For Universities and Academics

Higher education institutions can play an active role through community service programs, research activities, and technology-based MSME mentoring

initiatives. Collaboration among universities, local governments, and business actors should be strengthened to accelerate the digital transformation of MSMEs in Mesuji Regency.

e. For Future Program Organizers

Future training programs are recommended to be conducted gradually and continuously with more advanced practical materials, including online store optimization, marketplace advertising, sales data analysis, digital promotional content creation, and the integration of social media and marketplace marketing strategies.

Through continuous follow-up programs and sustainable mentoring, MSMEs in Mesuji Regency are expected to develop further, enhance their competitiveness, and contribute more significantly to regional economic growth and community welfare.

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The authors hope that this training program will provide sustainable benefits for MSME entrepreneurs in Mesuji Regency by enhancing their digital marketing capabilities, expanding market reach, and improving the competitiveness of local products. It is also hoped that the cooperation and synergy established through this program will continue to support MSME development and regional economic growth.

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