

INTRODUCTION TO DIGITAL MARKETING FOR MSME ENTREPRENEURS IN TANJUNG RAYA DISTRICT

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting local economic development and creating employment opportunities. However, many MSME entrepreneurs in Tanjung Raya District still face challenges in utilizing digital technology for marketing activities. Limited knowledge and skills in digital marketing have reduced their ability to reach wider markets and compete effectively in the digital business environment. Therefore, a community service program entitled "Introduction to Digital Marketing for MSME Entrepreneurs in Tanjung Raya District" was conducted to improve participants' understanding and practical skills in digital marketing.

The program was implemented through several stages, including preparation, training, mentoring, and evaluation. The training covered digital marketing concepts, social media utilization, content creation, online branding, customer engagement, and the use of digital platforms such as Facebook, Instagram, TikTok, WhatsApp Business, and online marketplaces. Interactive methods, including lectures, discussions, demonstrations, and hands-on practice, were employed to enhance participants' learning experiences.

The results of the program showed that participants experienced significant improvements in their understanding of digital marketing concepts and their ability to utilize digital platforms for business promotion. Participants demonstrated increased confidence in creating promotional content, managing social media accounts, and implementing digital marketing strategies. The mentoring activities further supported the practical application of the knowledge and skills acquired during the training.

In conclusion, the program successfully enhanced digital marketing literacy among MSME entrepreneurs in Tanjung Raya District and encouraged the adoption of digital technologies in business operations. The initiative is expected to contribute to improved business competitiveness, expanded market access, and sustainable economic development within the local community.

Keywords: *Digital Marketing, MSMEs, Social Media, Business Promotion, Community Service, Tanjung Raya District.*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting local economic growth, creating employment opportunities, and improving community welfare. In Tanjung Raya District, MSMEs contribute significantly to economic activities through various business sectors, including culinary products, agriculture, trade, handicrafts, and home-based industries. However, the rapid advancement of information technology and changing consumer behavior have created new challenges for MSME owners in marketing their products and services.

Today, consumers increasingly rely on digital platforms to search for information, compare products, and make purchasing decisions. Social media, online marketplaces, websites, and mobile applications have become important channels for business promotion and customer engagement. As a result, businesses that effectively utilize digital technology are more likely to expand their market reach and improve their competitiveness.

Despite these opportunities, many MSME owners in Tanjung Raya District still rely on conventional marketing methods such as direct selling and word-of-mouth promotion. Limited knowledge of digital marketing, lack of technological skills, and insufficient access to training programs often hinder their ability to utilize digital platforms effectively.

Consequently, many local businesses face difficulties in reaching broader markets and maximizing their sales potential.

Digital marketing offers various advantages for MSMEs, including cost-effective promotion, wider market coverage, improved customer interaction, and better brand visibility. Through platforms such as Facebook, Instagram, TikTok, WhatsApp Business, and online marketplaces, MSME owners can promote their products more efficiently and communicate directly with potential customers. Therefore, increasing digital marketing literacy among MSME actors is essential to support business growth and sustainability.

Based on these conditions, a community service program entitled "Introduction to Digital Marketing for MSME Entrepreneurs in Tanjung Raya District" was conducted. The program aimed to provide participants with fundamental knowledge and practical skills related to digital marketing, social media utilization, content creation, online branding, and digital business promotion strategies.

Through this activity, MSME entrepreneurs are expected to gain a better understanding of digital marketing concepts and develop the ability to apply digital technologies in their business operations. Ultimately, the program is intended to enhance the competitiveness of MSMEs, expand market access, increase sales opportunities, and contribute to sustainable economic development in Tanjung Raya District.

METHODS

The implementation method of this Community Service Program (PKM) was designed to improve the knowledge and skills of MSME entrepreneurs in Tanjung Raya District regarding digital marketing. The program focused on introducing digital marketing concepts and practical applications that can help MSMEs expand market reach, improve product promotion, and enhance business competitiveness in the digital era.

The implementation of the program consisted of four stages: preparation, training implementation, mentoring, and evaluation. Each stage actively involved participants to ensure the effectiveness and sustainability of the program.

1. Preparation Stage

The preparation stage was conducted to identify the needs and challenges faced by MSME entrepreneurs

in Tanjung Raya District regarding digital marketing practices. The implementation team carried out observations, interviews, and discussions with MSME owners to gather information about their current marketing methods, digital literacy levels, and business development challenges.

Based on the results of the needs assessment, the team prepared training materials and supporting resources. The training materials included basic concepts of digital marketing, social media utilization, content creation strategies, online branding, marketplace introduction, and the use of digital business applications.

In addition, coordination was conducted with local stakeholders regarding the training schedule, venue, participant recruitment, and supporting facilities. Training modules, presentation materials, and evaluation instruments were also prepared.

Participant Involvement in the Preparation Stage

Participants contributed by:

- a) Providing information regarding their business conditions and marketing challenges.
- b) Registering and confirming participation in the training program.
- c) Coordinating with the organizing team regarding training schedules and requirements.

2. Training Implementation Stage

The training implementation stage was the core activity of the program. The training was delivered using lectures, discussions, demonstrations, and hands-on practice to ensure that participants gained both theoretical understanding and practical experience.

The training topics included:

- a) Introduction to digital marketing and its benefits for MSMEs.
- b) Utilization of social media platforms such as Facebook, Instagram, TikTok, and WhatsApp Business.
- c) Basic techniques for creating attractive promotional content.

d) Introduction to online marketplaces and digital branding strategies.

e) Customer engagement and online communication strategies.

During the training sessions, participants practiced creating business social media accounts, designing simple promotional content, writing marketing captions, and developing digital promotion plans for their businesses.

Participant Involvement in the Training Stage

Participants actively:

- a) Attended all training sessions.
- b) Participated in discussions and question-and-answer sessions.
- c) Practiced digital marketing techniques directly.
- d) Shared experiences and challenges related to business promotion.

3. Mentoring Stage

Following the training, participants received mentoring support to assist them in implementing the acquired knowledge and skills in their business activities. Mentoring was conducted both directly and through digital communication platforms such as WhatsApp groups.

The implementation team provided guidance on social media management, content development, customer communication, and the application of digital marketing strategies. Participants were encouraged to consult with mentors regarding technical and operational challenges encountered during implementation.

Participant Involvement in the Mentoring Stage

Participants were expected to:

- a) Apply the digital marketing knowledge gained from the training.
- b) Actively consult with mentors when facing challenges.

c) Develop and maintain their digital marketing platforms independently.

d) Regularly create and publish promotional content.

4. Evaluation Stage

The evaluation stage was conducted to assess the effectiveness of the training program and measure improvements in participants' knowledge and skills regarding digital marketing. Evaluation methods included observations, discussions, participant feedback, and assessments conducted before and after the training activities.

The evaluation indicators included:

- a) Understanding of digital marketing concepts.
- b) Ability to use social media for business promotion.
- c) Ability to create simple digital promotional content.
- d) Participants' satisfaction with the training activities.
- e) Willingness to apply digital marketing strategies in business operations.

The evaluation results were used to identify program achievements and provide recommendations for future community service activities.

Participant Involvement in the Evaluation Stage

Participants contributed by:

- a) Completing evaluation forms and assessments.
- b) Providing feedback regarding the training activities.
- c) Demonstrating the application of digital marketing techniques learned during the program.
- d) Sharing suggestions for future training and mentoring activities.

5. Participatory Approach

This community service program employed a participatory approach that actively involved

participants throughout all stages of the activity, from problem identification and training implementation to mentoring and evaluation. This approach ensured that the program addressed the actual needs of MSME entrepreneurs and provided practical solutions that could be directly applied in their businesses.

Through a systematic and participatory implementation process, the program was expected to improve digital marketing literacy among MSME entrepreneurs in Tanjung Raya District, enhance business competitiveness, expand market opportunities, and contribute to local economic development.

RESULTS AND DISCUSSION

Results

The community service program entitled "Introduction to Digital Marketing for MSME Entrepreneurs in Tanjung Raya District" was successfully implemented with the participation of MSME owners from various business sectors, including culinary products, retail trade, agriculture, handicrafts, and home industries. The program aimed to improve participants' understanding and practical skills in utilizing digital marketing as a tool to promote products and expand market reach.

During the initial assessment, it was found that most participants had limited knowledge of digital marketing concepts. The majority of MSME owners relied on conventional marketing methods, such as direct selling and word-of-mouth promotion. Although some participants already used social media platforms, their utilization was generally limited to personal communication rather than business promotion.

The training activities provided participants with knowledge about digital marketing strategies, social media management, online branding, content creation, and customer engagement. Participants showed strong enthusiasm throughout the training sessions, actively engaging in discussions, practical exercises, and question-and-answer activities.

At the end of the training program, participants demonstrated improved understanding of digital marketing concepts and greater confidence in using digital platforms for business promotion. Many participants successfully created or optimized their business social media accounts, developed promotional content, and learned how to interact more effectively with potential customers through digital channels.

Furthermore, participants gained practical experience in creating marketing content using simple digital tools and applications. They learned how to design promotional images, write attractive captions, and schedule content for social media publication. These skills are expected to support their future marketing activities and contribute to business growth.

Discussion

The results of this community service program indicate that digital marketing training can significantly improve the digital literacy and marketing capabilities of MSME entrepreneurs. The findings support previous studies that emphasize the importance of digital technology adoption in enhancing business competitiveness and market expansion among MSMEs.

One of the most notable findings was the participants' increased awareness of the importance of maintaining an online presence. Before the training, many MSME owners perceived digital marketing as complex and difficult to implement. However, after receiving practical guidance and hands-on experience, participants realized that digital marketing can be applied using simple and accessible tools such as Facebook, Instagram, TikTok, and WhatsApp Business.

Social media emerged as the most relevant digital marketing platform for MSME entrepreneurs in Tanjung Raya District. Participants considered these platforms easy to use, affordable, and effective for reaching potential customers. In particular, WhatsApp Business and Facebook were identified as the most preferred platforms due to their familiarity among local communities and their ability to facilitate direct communication with customers.

Another important outcome of the program was the improvement of participants' content creation skills. Effective promotional content plays a crucial role in attracting customer attention and building brand awareness. Through practical exercises, participants learned how to create visually appealing content and communicate product value more effectively. These competencies are expected to strengthen their marketing performance in the future.

The mentoring activities also contributed significantly to the success of the program. Continuous support enabled participants to overcome technical challenges and apply digital marketing strategies more confidently. This finding highlights the importance of combining training with

follow-up mentoring to ensure sustainable learning outcomes and practical implementation.

Despite the positive results, several challenges were identified during the program. Differences in participants' educational backgrounds, digital literacy levels, and access to technology affected the pace of learning. Some participants required additional assistance to understand digital tools and applications. Therefore, future programs should provide more intensive mentoring and advanced training sessions tailored to participants' varying levels of digital competence.

Overall, the program demonstrated that introducing digital marketing to MSME entrepreneurs can enhance their knowledge, skills, and readiness to adopt digital technologies. The training not only improved participants' understanding of digital marketing but also encouraged them to integrate digital strategies into their business operations. Consequently, digital marketing can serve as an effective instrument for strengthening MSME competitiveness, expanding market opportunities, and supporting sustainable economic development in Tanjung Raya District.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The community service program entitled "Introduction to Digital Marketing for MSME Entrepreneurs in Tanjung Raya District" was successfully implemented and achieved its primary objective of improving participants' understanding and skills in digital marketing. The program demonstrated that digital marketing plays a significant role in supporting business development, expanding market reach, and enhancing the competitiveness of Micro, Small, and Medium Enterprises (MSMEs).

Prior to the training, most participants had limited knowledge of digital marketing and relied mainly on conventional promotional methods. Following the training activities, participants showed a better understanding of digital marketing concepts and increased confidence in utilizing digital platforms such as Facebook, Instagram, TikTok, WhatsApp Business, and online marketplaces for business promotion.

The training also improved participants' practical skills in creating digital promotional content, managing social media accounts, and communicating effectively with customers through online platforms. These competencies are essential for helping MSMEs adapt to the rapidly changing business environment and consumer behavior in the digital era.

The findings indicate that simple and accessible digital platforms are highly suitable for MSME entrepreneurs in Tanjung Raya District. Social media platforms, particularly WhatsApp Business and Facebook, were identified as effective marketing tools due to their ease of use, affordability, and popularity among local communities.

Overall, the program successfully increased digital marketing awareness among participants and encouraged them to adopt digital technologies in their business activities. The combination of training and mentoring proved effective in supporting participants' learning processes and strengthening their ability to apply digital marketing strategies in practice.

Recommendations

Based on the results of this community service program, several recommendations can be proposed for stakeholders involved in MSME development.

For MSME entrepreneurs, it is recommended that they continue to improve their digital marketing knowledge and skills by actively utilizing social media, online marketplaces, and other digital platforms for business promotion. Consistent content creation, customer engagement, and online branding efforts are necessary to maximize the benefits of digital marketing.

For local government institutions, greater support should be provided through regular digital marketing training programs, mentoring activities, and the development of supporting digital infrastructure. Expanding access to digital literacy programs will help MSMEs become more competitive and adaptive to technological changes.

For higher education institutions, community service programs related to digital transformation should be conducted continuously to support MSME development. Universities can contribute by providing training, consultation services, mentoring programs, and technology-based business solutions that address the needs of local entrepreneurs.

For future community service initiatives, it is recommended to involve a larger number of participants from various business sectors and to extend the mentoring period. Long-term assistance will help ensure the sustainable implementation of digital marketing practices and provide a better understanding of their impact on business performance.

Finally, future studies and community service programs may explore the effectiveness of specific digital marketing platforms, customer behavior in online environments, and the long-term impact of digital marketing adoption on sales growth, customer loyalty, and business sustainability among MSMEs.

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