



MSME Assistance through the Utilization of Digital Marketing on the E-Commerce Platform in Indramayu Regency

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in driving Indonesia's economic growth. However, many MSMEs still face challenges in adapting to digital technology, particularly in marketing. This community service project aimed to assist MSME actors in Indramayu Regency through training and the implementation of digital marketing strategies on e-commerce platforms such as Google My Business, Shopee, and Tokopedia. The approach used was Participatory Action Research (PAR), involving training sessions, discussions, and hands-on practice. The results showed improved understanding among MSMEs regarding the use of digital marketing, optimization of e-commerce platform features, and increased visibility and potential sales of their products. With proper guidance, MSMEs can expand their market reach, enhance competitiveness, and strengthen their role in the digital economy. This program is recommended for replication in other regions to accelerate the digital transformation of MSMEs.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are key contributors to Indonesia's economic development, particularly in the context of the Industrial Revolution 4.0 and the transition toward Society 5.0. Despite their significant role, many MSMEs still encounter several challenges, especially limited market access and a lack of digital skills to grow their businesses and increase revenue (Hanim et al., 2021). In response to the digital era's rapid expansion, leveraging digital technology and e-commerce platforms can provide strategic solutions to enhance the competitiveness of MSMEs and broaden their market reach. However, many MSMEs are yet to effectively utilize digital technologies, especially digital marketing tools within e-commerce environments (Anugrah, 2020; Wibowo & Darsono, 2022). This highlights the need for initiatives focused on mentoring MSMEs in using digital marketing through e-commerce platforms to bolster their market performance.

MSMEs contribute significantly to Indonesia's economy by supporting economic growth, job creation, and poverty reduction (Bhegawati et al., 2022). Nevertheless, they continue to struggle with digital transformation, particularly in marketing strategies. Proper guidance in digital marketing can help MSMEs increase product visibility and sales in the expanding digital marketplace and remain competitive within e-commerce ecosystems.

As noted by Naimah et al. (2020), traditional marketing strategies have gradually merged with digital methods. By early 2017, 46% of Indonesians engaged in online shopping, with 48% of internet users active on Facebook and 49% on YouTube making these platforms dominant for digital outreach. Other widely used platforms include Instagram, Twitter, WhatsApp, and Google (Sulaksono, 2020). Awali (2020) emphasized that MSMEs must fully utilize digital tools to remain competitive. Khairunnisa et al. (2022) identified challenges faced by MSMEs, including low education levels among human resources, limited banking access, and the lack of business legality. MSMEs are generally categorized into agribusiness, fashion, and culinary sectors.

A situational analysis reveals two key problems:

1. A lack of digital marketing skills needed to effectively engage customers.
2. A need for better capabilities in business and marketing management to scale up product sales.

To address these challenges, the following solutions are proposed:

1. Delivering digital marketing training tailored to the e-commerce and social media era.
2. Educating MSME participants in marketing and entrepreneurial management.

The primary goals of this community engagement initiative include enhancing understanding of Google My Business and helping MSMEs expand their operations. Expected outcomes include the creation of promotional Google My Business accounts for MSMEs, scientific journal publications, and detailed activity reports.

Past studies support the impact of digital marketing mentoring for MSMEs. For example:

1. Nekoto et al. (2020) found a 36.9% sales increase and a 15.2% reduction in promotional expenses among Nigerian MSMEs.
2. Kusuma et al. (2022) observed a 42.5% increase in sales and a 34.7% rise in customer numbers among Indonesian MSMEs.
3. Alamsyah & Hasan (2022) reported a 36.2% improvement in product quality and a 32.6% boost in customer loyalty.

These findings underscore the importance of mentoring MSMEs in digital marketing to enhance sales, competitiveness, product quality, and customer retention. Strategic support is therefore essential for enabling MSMEs to adopt digital technologies and thrive in e-commerce markets.

The objectives of this community service project are to:

1. Provide hands-on training and mentoring for developing e-commerce digital marketing strategies.
2. Improve MSMEs' knowledge of digital technologies to grow their customer base and revenue.
3. Equip MSMEs with the ability to utilize digital tools and features across e-commerce platforms.
4. Increase online visibility and sales of MSME products.

Achieving these objectives is expected to help MSMEs become more competitive in the digital marketplace and contribute more robustly to national economic growth.

Proposed Solutions and Targeted Outcomes:

1. Conducting public workshops on how to assist MSMEs through digital marketing strategies using e-commerce platforms in Indramayu Regency.
2. Raising public awareness of effective digital marketing support for MSMEs in the region.
3. Guiding communities and MSME actors on practical approaches to using digital tools for business promotion and growth.

IMPLEMENTATION AND METHOD

The mentoring approach employed in this program adopts the Participatory Action Research (PAR) model. According to Lewaherilla, Ralahallo, and Loppies (2022), PAR serves a dual role—as both an analytical tool and a framework for developing models. This method emphasizes a more in-depth and structured engagement process. Within this framework, community members—specifically, the program's partners—can utilize PAR to guide, improve, and assess their decisions and actions through critical reflection on the issues they face. This inclusive strategy encourages the active involvement of all stakeholders throughout the mentoring process. Such participation ensures the mentoring runs effectively and helps clarify the challenges MSMEs face, particularly in administrative and marketing areas related to the use of e-commerce tools.

E-Commerce training assistance: through presentation methods, lectures, discussions, and direct practice of using E-Commerce features. Community service partners are MSME actors. The assistance process includes providing

training support to partners to improve their understanding of E-Commerce marketing. Wiwi Perkasa Hotel is where training and mentoring are practiced. On July 8, 2024, the stages of community service related to mentoring MSMEs through the use of digital marketing on e-commerce platforms in Indramayu Regency were carried out as follows:

1. Preparation Phase (from 5 – 15 November 2023)

The activity commitment team will work together with MSME business owners. Between May 27, 2024 and May 31, 2024, three meetings were held to discuss and prepare the creation of materials. After the training, the service team created a questionnaire to measure understanding.

2. Implementation Stage

On June 03, 2024, there are instructions and practices for preparing an E-Commerce digital marketing account. Practitioner speakers delivered a presentation of the material that took place on July 08, 2024. A total of 25 MSME business owners attended this workshop. The commitment team will also discuss the benefits of MSME digitalization using several digital marketing used during the training.

3. Evaluation Stage

After the exercise, the evaluation stage questionnaire was given as a post-test. The post-test results were categorized into three categories: Good (score 80-100).

College Eligibility

LPPM Universitas YPIB Majalengka is an organic institution tasked with managing all research and community service activities, all activities and community service. LPPM Universitas YPIB Majalengka facilitates all forms of research and community service collaboration activities, both between sciences and between institutions. LPPM Universitas YPIB Majalengka has long participated in community service activities organized by DP2M Dirjen Dikti, Ministry of Research and Technology, LIPI Center, Department of Agriculture, other Government Institutions and the results of collaboration with research institutions/governments abroad.

Implementation Team Expertise Qualifications

The implementing team of PPM activities are lecturers in the field of International Trade science consisting of Lecturers of YPIB Majalengka University. To carry out this service, the implementing team is competent enough with what is expected.

No	Name	Position	Areas of expertise
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Figure 1, 2, 3. Activity Implementation

RESULTS AND DISCUSSION

To grow their businesses in the digital landscape, MSMEs can take advantage of established e-commerce platforms such as Tokopedia, Shopee, and Bukalapak, as well as develop their own digital marketing channels like Google My Business. These platforms enable MSMEs to reach wider audiences and attract new customers. Additionally, implementing digital marketing techniques such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media promotion, and email campaigns can significantly boost product visibility and sales within e-commerce platforms. To achieve this, MSMEs require structured training and guidance to fully grasp and effectively apply these strategies. Support services of this nature can contribute to strengthening the local economy by enhancing the quality of products and increasing the competitiveness of MSMEs in today's rapidly evolving digital marketplace.

Providing support to MSMEs through the implementation of digital marketing strategies on e-commerce platforms is an effective approach to improving product visibility and sales in the digital era. Digital marketing offers a powerful tool to connect with online consumers and expand market reach. Mentoring MSMEs in this area involves several key components, including (Purbantina et al., 2022):

1. Choosing the right e-commerce platform
MSMEs can choose an e-commerce platform that suits the type of product and target market they have. Some popular e-commerce platforms in Indonesia include Tokopedia, Shopee, Bukalapak, and Google My Business.
2. Improve product quality
To be able to compete in the e-commerce market, MSMEs must pay attention to the quality of the products offered. MSMEs must ensure that their products have good quality, competitive prices, and provide added value to customers.
3. Optimizing the use of features on e-commerce platforms
E-commerce platforms provide various features that can be utilized by MSMEs to increase visibility and sales of their products, such as SEO, SEM, social media, and email marketing. MSMEs must understand how to optimize these features so that their products can be more easily found by potential customers.
2. Improve customer service
Good customer service is an important factor in retaining customers and increasing consumer loyalty. MSMEs must pay attention to good and responsive customer service, both through e-commerce platforms and through social media.
3. Conducting promotions effectively
To expand the market and increase sales, MSMEs must promote effectively. Promotion can be done through features available on e-commerce platforms, social media, or through discount or gift programs for customers.

In this case, mentoring MSMEs through the use of digital marketing on e-commerce platforms can help MSMEs to understand and implement these strategies correctly and effectively. Thus, MSMEs can strengthen their competitiveness in the digital market and increase their income significantly.

They also get information about marketing and digital marketing through presentations, discussions, and Q&A formats, in addition to participating in activities. The actors from MSME companies who participated in the Google My Business digital marketing training mentoring event are also experienced in setting up Google My Business and using its share-boosting features. To boost revenue and encourage more potential clients to order products on their Google Business accounts, MSME companies must also increase advertising for all the goods they sell through digital marketing.

According to Susanto et al. (2021) Digital marketing is the expansion and enhancement of conventional Internet and information technology marketing activities. Google provides MSMEs with a free Google My Business account or application. Because the address can be found using Google Maps (Gmap), it will be easier for potential consumers to confirm that MSMEs are running their businesses by registering them on Google My Business. You can learn about the types of businesses run by MSMEs because there is a free website from Google Business. There is also a telephone button to make it easier to contact potential consumers.

Assistance for MSMEs through the use of digital marketing on e-commerce platforms can help increase the visibility and sales of MSME products in the increasingly growing digital market (Rengganawati & Taufik, 2020). This assistance includes several aspects, including choosing the right e-commerce platform, improving product quality, optimizing the use of features on the e-commerce platform, improving customer service, and conducting promotions effectively.

Through proper mentoring, MSMEs can understand and implement digital marketing strategies well and effectively. In the long term, the use of digital marketing on e-commerce platforms can help strengthen the competitiveness of MSMEs in the digital market and significantly increase their income.

Manfaat e-Commerce

Manfaat bagi perusahaan:

- ☐ Jangkauan global
- ☐ Pengurangan biaya operasi
- ☐ Perbaikan rantai pasokan
- ☐ Penambahan jam buka: 24/7/365
- ☐ Kustomisasi
- ☐ Model bisnis baru
- ☐ Spesialisasi vendor
- ☐ Kecepatan *time-to-market*
- ☐ Biaya komunikasi/koordinasi lebih rendah
- ☐ Efisiensi pengadaan
- ☐ Meningkatkan hubungan dengan konsumen
- ☐ Informasi yang *up-to-date*
- ☐ Tidak harus membayar pajak/biaya usaha fisik
- ☐ Dsb.

Manfaat e-Commerce

Manfaat bagi pembeli

- Beraneka ragam pilihan
- Mengakses info produk terbaru, mempermudah research produk
- Membandingkan harga dan feature produk
- Convenient shopping (Belanja Nyaman)



5 Top Aplikasi E-commerce di Indonesia dan Asia Tenggara, Q3 2019

Peringkat Aplikasi E-commerce berdasarkan Jumlah Pengguna Aktif Bulanan dan Total Download



Metodologi: App Annie Intelligence untuk iPhone & Android berasal dari data penggunaan seluler yang dikumpulkan dari sampel besar pengguna aplikasi dan dikombinasikan dengan set data milik App Annie. Untuk keperluan laporan ini, pengguna aktif didefinisikan sebagai satu pengguna di beberapa perangkat dimana saja dalam periode waktu itu akan dihitung sebagai satu pengguna per perangkat. Pengguna Aktif Bulanan (MAU) & Total Download dalam laporan ini didasarkan pada analisis DNA eksklusif dari App Annie. Dalam penghitungan aplikasi gabungan, versi serupa dari aplikasi yang sama dengan nama & platform berbeda datanya tetap digabungkan.

iprice group APP ANNIE

Tips Menjual Produk Secara Online

1. Miliki web atau blog
2. Lakukan promosi secara Continue
3. Lakukan promosi menggunakan media yang tepat
4. Berikan pelayanan terbaik untuk konsumen
5. Membangun citra sebagai perusahaan yang terpercaya
6. Adakan program-program menarik
7. Tampilkan foto produk Anda secara jelas di web atau blog
8. Selektif memilih perusahaan jasa pengantaran
9. Berikan jaminan

CONCLUSION AND RECOMMENDATIONS

Conclusion

In conclusion, mentoring MSMEs through the use of digital marketing on e-commerce platforms can be an effective strategy in helping MSMEs expand their markets and increase their income in the increasingly developing digital

era. For this reason, it is essential to provide proper support and guidance to help MSMEs adopt digital technologies and enhance their competitiveness in the e-commerce landscape. Equipping MSMEs with training and practical skills in business marketing particularly digital marketing is highly valuable and necessary. With these capabilities, MSME entrepreneurs will be better prepared to manage their operations efficiently and take a proactive role in online marketing efforts, thereby facilitating the growth and expansion of their businesses.

Recommendation

1. It is hoped that this community service program can be followed up in other places to increase knowledge about digital marketing through e-commerce.
2. There needs to be cooperation with other agencies in following up on this activity so that it can be implemented in various circles.

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