

International Proceedings Community Services

Going Digital : Empowering Local MSMEs Through Training Digital Marketing and E-Commerce Adoption

Ade Setiawati¹, Muhammad I'zaaz Al-Farisi², Markonah Markonah³

^{1,2,3}) Faculty of Economics and Business. Perbanas Institute

¹²³) Email: ade.setiawati97@perbanas.id; muhammad.izaaz88@perbanas.id; markonah@perbanas.id

ABSTRACT

Keyword: MSMEs, digital marketing, e-commerce, community service, digital transformation, digital literacy

Accepted : 30 May 2026
Approved : 3 June 2026
Published : 29 June 2026

Publisher:
Perbanas Institute

International. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, yet the majority of them still face serious obstacles in digital transformation. This community service activity aims to accelerate the adoption of digital technology through an interactive training program that includes social media optimization, marketing content creation, and direct assistance in opening online stores on e-commerce platforms. The activity was carried out using an action-based qualitative descriptive approach (QAD) with five local MSMEs around Jl. Wahidin, Central Jakarta. The results showed that the hands-on mentoring method was effective in overcoming technical barriers to digital transformation: two participants successfully activated Instagram accounts and Canva content, and three participants successfully opened online stores on the GoFood/ShopeeFood platforms. These findings confirm that practical mentoring—not just theoretical education—is key to breaking technological deadlocks at the micro-business level and expanding local MSMEs' market access to the digital ecosystem.

I. INTRODUCTION

The massive development of digital technology in recent years has fundamentally changed the global business landscape, forcing all business actors to adapt to survive and thrive. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role as a main pillar of the economy in various developing countries, including Indonesia. According to a report by the Indonesian Chamber of Commerce and Industry (Kadin), by 2023 the number of MSMEs in Indonesia will reach 66 million business units, contributing 61% to the national Gross Domestic Product (GDP) of IDR 9,580 trillion, while absorbing approximately 117 million workers, or approximately 97% of the total national workforce (Kadin, 2023). These figures confirm that MSMEs are not only drivers of economic growth but also the foundation of the economic resilience of the wider community.

Various empirical studies have shown that the adoption of digital technology—particularly digital marketing and e-commerce—has a significant impact on improving sales performance, operational efficiency, and expanding the market reach of MSMEs. Sibarani (2025) stated that social media platforms, e-commerce, and various digital tools enable MSMEs to connect with customers more effectively and expand their market reach beyond traditional geographic boundaries. Meanwhile, a systematic review study conducted by Setiyawan et al. (2025) confirmed that integration into the digital ecosystem has been shown to provide opportunities for local businesses to compete on a broader scale, which in turn supports inclusive and sustainable economic growth.

Despite the enormous potential for utilizing digital technology, the reality on the ground shows a wide digital divide among local businesses. Various studies have identified the main obstacles faced by MSMEs, including: low digital literacy, limitations in utilizing digital media for marketing, limited access to technological infrastructure, and financial constraints for investing in the latest technology (Setiyawan et al., 2025; Mutiara, 2025). Furthermore, resistance to change and a lack of understanding of the benefits of digital technology are also significant obstacles (Rauf et al., 2024). Without interventions in the form of education and practical training, local MSMEs risk becoming increasingly isolated from the increasingly digitalized market.

Given the urgency of these issues, community service programs focused on interactive training are crucial. These activities are designed not only to provide theoretical understanding but also to provide practical interventions in the form of social media optimization techniques, creating engaging marketing content, and most importantly, hands-on mentoring in creating e-commerce accounts. Purnomo et al. (2024) in their community service study in Majalengka Regency emphasized that the direct mentoring method has proven effective in significantly and measurably improving the digital skills of MSMEs. Based on this background, the main question to be answered through this community service activity is: how can the implementation of *digital marketing training* and e-commerce adoption accelerate digital transformation and expand market access for local MSMEs? The purpose of this paper is to analyze the effectiveness of community capacity building programs in equipping MSMEs with practical digital skills to increase their business competitiveness in the digital era.

II. METHODS

Action-based qualitative descriptive design. This approach was chosen because it aligns with the nature of the activity, which provides direct educational interventions and aims to observe changes in the practical skills of MSMEs in adopting digital technology. The activity implementation procedures were structured and applicable so that they can be replicated by other program implementers in similar business communities.

The series of procedures for implementing this program is divided into three main stages, as follows:

1. *Preparation Stage* . At this stage, field observations and initial mapping of product characteristics and marketing constraints faced by MSME partners around Jl. Wahidin, Central Jakarta were conducted. This step aims to align training materials to suit the profiles and real needs of participants, as recommended by Samsinar et al. (2024) that mapping participant needs before training is a key factor in program effectiveness.
2. *Implementation Phase* : Provides material presentations and interactive teaching on digital marketing concepts and e-commerce operational mechanisms. The activity continues with a guided practice session (*hands-on mentoring*), where participants are taught step-by-step how to optimize social media for business, create visual promotional content using the Canva application, and open online stores on the GoFood and ShopeeFood platforms. During this process, the implementer accompanies participants personally to ensure each business owner understands the technical aspects of the platform used.
3. *Monitoring Phase (Follow-up)* . Conduct qualitative evaluations and post-training monitoring to assess the sustainability of technology adoption by MSMEs. This phase focuses on assessing whether the digital platforms taught are actively being used by participants as new marketing channels.

To ensure the validity *and* reliability of the qualitative data presented, data were collected through three techniques: (1) direct observation during the training process, (2) documentation of the results of work in the form of digital store accounts and promotional content drafts successfully created by participants, and (3) a short interview at the end of the session. The author also conducted direct verification (*on-site validation*) of each social media account link and online store created by participants before the activity closed. Triangulation between the results of observation, documentation, and interviews ensured that the recorded outputs were truly functional and ready to be used for market expansion operations. The qualitative data were then summarized, categorized, and analyzed descriptively.

III. RESULTS AND DISCUSSION

3.1 Technical Achievements of Digital Platform Adoption

The community service activities proceeded according to the planned methodological stages. Key success indicators were measured qualitatively and objectively through the level of active participation, the technical success of creating new marketing media, and the diversification of market channels accessed by partners. Data regarding the technical outputs generated by participants during the hands-on mentoring sessions are summarized in Table 1 below.

3.2 Analysis of Success and Obstacles

Based on Table 1, e-commerce adoption on the GoFood and ShopeeFood platforms recorded the highest number of successful participants, namely three out of five MSMEs. This can be explained by the stronger motivation of local culinary entrepreneurs to expand their reach digitally. On the other hand, the successful adoption of digital marketing through Instagram and Canva content by two participants reflects the need for a longer adaptation period to the concept of visual branding and consistent content management.

Table 1. Technical Achievements of Digital Platform Adoption by MSME Participants

Digital Platform Categories	Account / Channel Type	Successful Participants
Digital Marketing	Instagram / Canva Content	2 out of 5 MSMEs
E-Commerce Adoption	Online Store (GoFood/ShopeeFood)	3 out of 5 MSMEs



Figure 1. Coffee Shop Mentoring Activities around Jl. Wahidin



Figure 2. Assistance activities for fried food sellers around Jl. Wahidin

The most frequently encountered technical barriers during the mentoring sessions were the business identity verification procedures required for registering on e-commerce platforms, as well as the participants' initial unfamiliarity with the application interface ecosystem. These findings align with Setiyawan et al.'s (2025) identification that digital literacy and limited technical skills are real obstacles faced by MSMEs, particularly in suburban areas. However, these obstacles were successfully overcome through intensive personal mentoring during the sessions.

IV. CONCLUSION

This community service activity has successfully answered the research question regarding how practical training interventions can accelerate the digital transformation of MSMEs. It can be concluded that interactive teaching methods combined with direct mentoring (*hands-on mentoring*) have proven effective in identifying technical barriers and equipping local MSMEs with real-world digital skills. Through the creation of digital marketing accounts and the adoption of e-commerce platforms, this activity successfully opened access to new marketing infrastructure for participants, which directly expanded their market reach from a conventional ecosystem to a more inclusive and competitive digital ecosystem.

There are several limitations that need to be acknowledged: the number of MSME partners involved is still limited (n=5) and the relatively short duration of post-training monitoring does not yet allow for the measurement of long-term impacts on real sales volumes. Based on the findings of this program, further research or community service is recommended to focus on: (1) measuring the longitudinal impact of technology adoption on MSME income and cash flow, (2) developing digital training modules that can be independently replicated by MSME communities, and (3) exploring community-based mentoring models that enable the sustainability of digital transformation without dependence on external facilitators.

THANK YOU NOTE

We extend our deepest gratitude to all those who participated and fully supported this *community service activity* . We sincerely appreciate the hard work, time, and tangible contributions made by the committee and volunteers, ensuring the smooth, orderly running of this program and achieving the desired results.

LIST OF PARTICIPANTS

This community service activity was attended by five active participants, all of whom are vendors operating daily around Jl. Wahidin, Central Jakarta. The presence of these local business owners is a primary focus of our program.

REFERENCES

- Dewi, N. C., & Nst, D. A. (2023). Pentingnya penerapan e-commerce bagi UMKM sebagai salah satu bentuk pemasaran digital dalam menghadapi Revolusi Industri 4.0. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 4(4). <https://doi.org/10.55606/cemerlang.v4i4.3277>
- Kadin Indonesia. (2023). *UMKM Indonesia: Data dan statistik*. Kamar Dagang dan Industri Indonesia. <https://kadin.id/en/data-dan-statistik/umkm-indonesia/>
- Karmila, & Arban, R. (2025). Pemberdayaan UMKM melalui pelatihan digital marketing untuk meningkatkan nilai jual produk di Desa Dukuh Menanggal Surabaya. *Jurnal Masyarakat Madani Indonesia*, 4(4), 1104–1116. <https://doi.org/10.59025/4ayrzd91>
- Mutiara: Multidisciplinary Scientific Journal. (2025). Transformasi digital dan keadilan sosial: Analisis dampaknya terhadap UMKM dan regulasi di Indonesia. *Mutiara: Multidisciplinary Scientific Journal*. <https://mutiara.al-makkipublisher.com/index.php/al/article/view/442>
- Purnomo, D., Lesmana, J., & Ovtiani, A. N. (2024). Pemberdayaan UMKM melalui pelatihan e-commerce dan digital marketing di Desa Sidamukti Kabupaten Majalengka. *Jurnal Pengabdian Masyarakat Bangsa*, 2(3), 496–501. <https://doi.org/10.59837/jpmmba.v2i3.848>
- Putri, N., Syukerti, A. I., Mulyadi, H., Puspita, & Zuliansyah, M. A. (2024). Optimalisasi digital marketing dalam pemanfaatan Canva bagi pelaku UMKM di 26 Ilir Kota Palembang. *Jurnal Pengabdian UntukMu NegeRI*, 8(3), 516–528. <https://doi.org/10.37859/jpumri.v8i3.7586>
- Rauf, R., Syam, A., & Randy, M. F. (2024). Optimalisasi transformasi digital dalam mendorong pertumbuhan usaha mikro, kecil, dan menengah di Indonesia. *ResearchGate*. <https://www.researchgate.net/publication/387306991>
- Samsinar, S., Sinaga, R., Afriany, R., & Frangky, F. (2024). Digital marketing training to expand market reach for MSME in Kuala Jambi. *Community Empowerment*, 9(2), 242–247. <https://doi.org/10.31603/ce.10541>
- Setiawan, A., Fanani, G. P. I., & Ramadhan, N. F. (2025). Transformasi digital UMKM: Analisis implikasi kinerja melalui adopsi teknologi berbasis TOE. *Journal of Management and Digital Business*, 5(3), 949–965. <https://journal.nurscienceinstitute.id/index.php/jmdb/article/view/2197>
- Sibarani, R. (2025). Digital marketing strategies to accelerate the development of micro, small, and medium-sized enterprises (MSMEs) in Indonesia. *Proceeding of the International Conference on Management, Entrepreneurship, and Business*, 1(2), 505–514. <https://doi.org/10.61132/icmeb.v1i2.151>
- Widiastuti, W., et al. (2025). Strategi digital UMKM: Meningkatkan keberlangsungan usaha di era e-commerce. *Jurnal Pengabdian Masyarakat (ABDIRA)*. <https://abdira.org/index.php/abdira/article/view/694>