

## Social Media is a Marketing Tool for MSMEs in Tegal Parang for Business Sustainability and Environmental Preservation

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### Abstract

**Purpose:** This research focuses on the role of social media in business development to realize MSME Marketing in Tegal Parang, Tegal Parang Village, Mampang Prapatan for business sustainability and environmental sustainability

**Method:** This research uses a community service approach to achieve its objectives. This activity includes training sessions in the form of providing theory, examples, discussion forums and mentoring to improve social media skills.

**Practical Application:** The results of this study are useful for members of the MSMEs and the community in developing product designs and marketing.

**Conclusion:** This research underlines the importance of providing training to MSME members and the community which can improve product design and increase product sales volume. This has practical implications for increasing the volume of MSME products which has an impact on improving the welfare of MSME members.



## **Introduction**

Economics is the science that studies human activities in fulfilling daily needs and addressing scarcity (Jonsson et al., 2019). The role of economics is crucial in determining how resources are allocated, decisions are made, and lives are improved, both at individual, community, and national levels (Costanza et al., 2007). The limitations of resources amidst infinite human desires create choices and trade-offs, emphasizing the importance of innovation, productivity, and strategic economic policies. In this context, business plays a vital role as a primary driver of economic growth (Alamad, 2024). Businesses not only create jobs but also drive innovation and promote equitable prosperity (Bhidé, 2008). Governments often rely on the private sector to reduce unemployment by encouraging entrepreneurship and creating new business opportunities (Minniti, 2008). This dynamic positions business as a key solution to addressing global economic challenges (Tallman et al., 2018).

Technological advancements have transformed the way businesses operate and interact with their environments. As science and technology evolve, human desires grow beyond basic needs to include diverse and complex wants, requiring businesses to adapt and innovate continually. The rapid development of internet technology has significantly reshaped business processes, making consumer interactions more seamless and efficient. As Khandare & Kasisomayajula (2022) highlights, the internet facilitates direct engagement between businesses and customers, revolutionizing marketing strategies and expanding audience reach.

Social media has emerged as an indispensable tool in the digital era, transforming traditional marketing into dynamic, interactive, and cost-effective approaches (Nesterenko et al., 2023). Platforms such as Facebook, Instagram, and YouTube enable businesses to expand their market reach, engage customers, and enhance brand visibility (Macarthy, 2021). Social media serves multiple business functions, including identifying customer preferences, fostering two-way communication, disseminating information, building brand presence, and managing company reputation (Shin et al., 2015). Additionally, it supports product distribution, enabling businesses to reach even the most remote markets effectively, further driven by the accessibility of mobile devices.

The Covid-19 pandemic marked a turning point for businesses, disrupting traditional operations and underscoring the need for adaptability (Moşteanu, 2024). Many businesses turned to digital platforms to sustain operations, with online business models such as food delivery, e-commerce, and social media-based trade thriving (Latif, 2023). Platforms became virtual marketplaces, and the integration of delivery systems and convenient payment methods, like cash-on-delivery, made shopping more accessible, allowing businesses to meet consumer needs amid restrictions (Anjum & Chai, 2020).

For businesses in Jakarta and beyond, the strategic use of social media offers immense opportunities. Effective strategies include creating engaging content, fostering interactive campaigns, leveraging targeted advertising, and integrating e-commerce to streamline customer experiences. Building loyal customer communities through social media interaction can further enhance brand trust and market reach. By understanding evolving consumer needs and effectively leveraging technology, businesses can remain competitive, drive innovation, and contribute to economic growth, particularly in a rapidly changing digital landscape.

## **Method**

The targets of this training activity are MSMEs (Micro, Small, and Medium Enterprises) in Tegal Parang Village, Mampang Prapatan, Jakarta, along with the local community and government. The training aims to empower these groups by enhancing their business capabilities and is coordinated with business management leaders and local government authorities to ensure the program runs smoothly and receives official recognition. The

identified challenges faced by MSMEs in Tegal Parang Village necessitate structured solutions to ensure effective assistance. The proposed solutions involve a classical approach to training, focusing on key areas such as social media utilization, marketing management, business continuity, and environmental sustainability. This approach includes the application of theoretical knowledge and direct examples, enabling participants to grasp essential concepts quickly and effectively. Combining theoretical frameworks with practical examples ensures that a significant amount of material is covered in a concise and accessible manner.

The training incorporates both theoretical instruction and field practice, emphasizing several key areas: enhancing skills in leveraging social media for business growth, improving marketing management strategies, strengthening business continuity and environmental sustainability practices, and fostering the development of MSMEs as crucial drivers of the local economy. A comprehensive schedule has been developed to organize the training activities in stages, ensuring that each aspect is thoroughly covered. These stages are designed to provide participants with a structured learning experience, equipping them with the tools needed to address their business challenges and contribute to the economic advancement of the Tegal Parang Village community.

Table 1. Implementation Schedule

No	Name of Activity	Time (Month)
1	Submission of proposals and presentations	
2	Initial survey	
3	Preparation for implementation	
4	Implementation	
5	Evaluation	
6	Progress Report	

Source: Author Creation, 2024

## Result

The activity is themed Social Media as a Marketing Tool for MSMEs in Tegal Parang for Business Sustainability and Environmental Preservation and is designed to empower local entrepreneurs while promoting environmentally conscious business practices. The implementation involves collaboration between lecturers and students from Mercu Buana University, Jakarta, and Pelita Bangsa University, Bekasi, alongside the community and local government of Tegal Parang Village, Mampang Prapatan, South Jakarta. Scheduled for December 19, 2023, the activity will take place at the Tegal Parang Village Hall and will host 30 MSME participants aged between 20 and 65 years.

Figure 1. UMB and UMB Lecturers and Tegal Parang Village Head



Source: Private Documentation, 2023.

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Participants will benefit from the provision of necessary support tools, including laptops, projectors, sound systems, and guided questionnaires. The training aims to provide a blend of theoretical knowledge and practical examples, fostering discussions and interactive forums to enhance learning. In addition, participants will receive souvenirs, and the program will culminate in ongoing guidance for MSME members to ensure the continuity of their growth and development.

The program includes a series of activities designed to maximize participant engagement and learning outcomes. The event will commence with participant registration and an opening prayer led by the Master of Ceremonies, followed by welcome addresses from the Tegal Parang Village Head, Lurah Narip Arifin, SH, M.Tr.IP, and Mercu Buana University representative, Dr. Shinta. A certificate presentation ceremony by Dr. Taviprios will follow, along with a photo session with the Village Head.

Expert presentations form the core of the event, with four sessions covering marketing strategies (led by Dr. Sonny Indrajaya, Dr. Taviprios, Mas Wibi, Ph.D., Dr. Robert, and Dr. Shinta), business process improvement (Prof. Retno), human resource management (Dr. Rizki and Dinar Nur, MM), and financial strategies (Luna, ME, Yuhasril, ME, and Dr. Irwan). These sessions aim to provide participants with comprehensive insights into essential business components. Additionally, a discussion and Q&A session facilitated by students will enable participants to address specific challenges and gain practical solutions. The program concludes with an explanation of the mentorship phase, a closing ceremony, a photo session with all participants, and the distribution of souvenirs.

No	Name of Activity	PIC
1	Registration	Mahasiswa
2	Opening Ceremony	MC
3	Welcoming Speech 1	Lurah NaripArifin, SH, M.Tr. IP
4	Welcoming Speech 2	Dr. Shinta
5	Certificate Presentation	Dr. Taviprios
6	Photo 1	Mahasiswa
7	Speaker Presentation 1 (Marketing)	Dr. Sonny Indrajaya Dr. Taviprios Mas Wibi. Ph. d Dr. Robert Dr. Shinta
8	Speaker Presentation 2 (UPB)	Prof. Retno
9	Speaker Presentation 3 (SDM)	Dr. Rizki Dinar Nur. MM
10	Speaker Presentation (Keuangan)	Luna, ME Yuhasril, ME Dr. Irwan
11	Discussion	Students
12	Guidance Explanation	Students
13	Closing	Students
14	Photo 2	Media
15	Souvenir	Students

Source: Author Creation, 2023.

The activity is documented through photos and videos featuring participants and officials, with news coverage published in online media to enhance visibility and impact. This program not only equips Tegal Parang MSME members with valuable knowledge and tools for leveraging social media as a marketing tool but also fosters sustainable practices, ensuring

long-term business viability and community development.

*Figure 2. Tegal Prang MSMEs Member*



Source: Private Documentation, 2023.

## **Discussion**

The program Social Media Activities Created as a Marketing Means for MSMEs in Tegal Parang for Business Sustainability and Environmental Sustainability was developed to address and overcome the various challenges faced by MSMEs (Micro, Small, and Medium Enterprises) in Tegal Parang Village, Mampang Prapatan, Jakarta. This initiative was designed to tackle the following key issues: many local businesses in the area suffer from outdated or inappropriate business ideas that have not kept up with current market trends, a lack of understanding of modern marketing management techniques, limited awareness of social media platforms and how they can be effectively used for business growth, and a general absence of knowledge about achieving both business sustainability and environmental sustainability.

The program is the result of a fruitful collaboration between the faculty and students of Mercu Buana University, Jakarta, and Pelita Bangsa University, Bekasi, along with the support of the Tegal Parang Village Government. By leveraging the combined expertise in social media strategies, sustainable business practices, and environmental awareness, the program was designed to provide MSME entrepreneurs with the tools, knowledge, and strategies needed to overcome their challenges. The ultimate goal was to enable these businesses to thrive in the digital era while adopting practices that are sustainable both economically and environmentally.

The training initiative follows a structured approach, which begins with the submission of proposals and presentations to ensure that all stakeholders are aligned with the program's objectives. This is followed by an initial survey to gather data and better understand the specific challenges faced by the MSMEs. The survey results helped in tailoring the training content to directly address the most pressing issues. Once the training content was developed, preparations were made for the actual implementation, which involved organizing resources,

setting the training schedule, and confirming the participation of local MSMEs.

The training itself was conducted with a hands-on approach, where participants were introduced to relevant theories about social media marketing, business sustainability, and environmental responsibility. Practical sessions were designed to demonstrate how social media can be effectively utilized for marketing purposes, including creating engaging content, building an online presence, and connecting with potential customers. The sustainability module provided MSMEs with insights into how they can build long-term business strategies that are both profitable and environmentally responsible, which is essential for the growing market demand for green and sustainable products.

Following the training activities, an evaluation phase was carried out to assess the effectiveness of the program and determine how well the participants were able to absorb and apply the knowledge shared during the sessions. This evaluation not only helped in gauging the success of the training but also provided useful feedback for future initiatives. A progress report was then compiled to document the outcomes of the program, which will be shared with all stakeholders to ensure accountability and to highlight the program's impact.

From the initial survey, it was clear that the MSMEs in Tegal Parang Village had several areas of improvement. The majority of the businesses were still relying on traditional methods, with little understanding of how to adapt to the rapidly changing digital landscape. Their business ideas were often not aligned with modern consumer preferences, and their marketing strategies were outdated. Additionally, there was a lack of awareness about the importance of sustainability, both in terms of environmental practices and the long-term viability of their businesses.

Through this comprehensive training, MSME members were not only educated on modern marketing strategies but were also empowered to use social media effectively as a marketing tool. This shift toward digital marketing allows local businesses to reach a wider audience, enhance customer engagement, and increase brand visibility. Furthermore, the training emphasized the importance of adapting business models to current trends and consumer demands, focusing on the integration of sustainability in their operations. Participants were introduced to practical techniques for incorporating eco-friendly practices into their business models, which would not only contribute to environmental preservation but also enhance their competitiveness in an increasingly eco-conscious market.

Overall, this training program serves as a pivotal moment for the MSMEs of Tegal Parang Village, enabling them to move beyond traditional business practices and embrace modern, sustainable, and profitable business strategies. The integration of social media marketing and sustainable practices is expected to empower these businesses to achieve long-term growth, expand their market reach, and contribute positively to both the local economy and the environment. As the MSMEs begin to implement the knowledge gained from the training, they will have the opportunity to adapt to current business demands, thrive in the competitive digital market, and secure their position as responsible contributors to the broader community's economic and environmental well-being.

Empirical studies consistently show that social media platforms are powerful tools for business growth, especially for small and medium-sized enterprises (SMEs). Social media platforms such as Facebook, Instagram, and Twitter provide SMEs with an affordable and scalable way to increase brand visibility and customer engagement (Anjum & Chai, 2020). These platforms allow businesses to reach a global audience, create personalized marketing content, and foster direct interaction with customers, which in turn can drive sales and customer loyalty (Nesterenko et al., 2023). In the context of MSMEs in Tegal Parang Village, adopting social media marketing strategies can allow local businesses to overcome the barriers of limited physical market reach, which has traditionally hindered their growth.

A study by Shin et al. (2015) also emphasized the importance of building a strategic social media presence to create customer-centric experiences. For MSMEs in Tegal Parang, learning how to use social media tools effectively can enable them to better connect with local

and regional customers. Social media marketing has been shown to increase business profitability by creating more cost-effective marketing campaigns and providing instant feedback from consumers (Jones et al., 2015). By using social media to communicate promotions, product launches, and even local events, MSMEs in Tegal Parang can enhance brand recognition and, ultimately, increase their sales revenue.

A critical aspect of business success in the modern world is the integration of sustainability into business models. Several studies have demonstrated that businesses that embrace sustainable practices not only contribute to environmental conservation but also gain a competitive edge in the market (Eyadat et al., 2024). Piercy & Lane (2009) highlights that sustainability is no longer a mere corporate social responsibility initiative; it is an essential factor in attracting customers, securing investments, and enhancing brand reputation. MSMEs that align themselves with green and eco-friendly practices can tap into the growing market demand for sustainable products and services, which has been consistently growing in recent years.

In the case of Tegal Parang, many MSMEs lack knowledge of how to integrate sustainability into their business practices. Businesses that effectively integrate sustainability into their operations can reduce waste, improve energy efficiency, and appeal to the environmentally conscious consumer (Naidoo & Gasparatos, 2018). Through the program's focus on sustainability, MSMEs are encouraged to rethink their operations and find ways to minimize their environmental footprint, whether it be through the use of renewable resources, sustainable sourcing, or waste reduction initiatives.

Moreover, Global Sustainability Report found that 66% of global consumers are willing to spend more on products and services from companies that are committed to sustainability (Benromdhane, 2015). This indicates that the adoption of sustainable practices not only benefits the environment but also presents a significant opportunity for MSMEs to expand their customer base and boost sales. For MSMEs in Tegal Parang, the integration of social media and sustainability can be a potent combination, allowing businesses to reach a broader audience while promoting their commitment to sustainability.

Empirical evidence also supports the effectiveness of targeted training programs in improving the performance and growth of MSMEs. A study by Kuckertz et al. (2017) examined the effects of business development programs for small businesses, finding that proper training and mentorship can significantly enhance entrepreneurial capabilities (Sullivan, 2000). Training in areas such as marketing management, social media use, and sustainability practices empowers business owners with the skills needed to adapt to evolving market demands, compete effectively, and foster long-term growth. This directly correlates with the objectives of the Tegal Parang program, which aims to equip MSME owners with practical knowledge in these areas.

In another study by Sawang et al. (2016), it was found that small businesses that participated in training programs experienced improved decision-making processes, greater innovation, and increased competitiveness. These findings suggest that the targeted training in Tegal Parang will not only help business owners understand the value of social media marketing but will also encourage them to innovate and adapt their businesses to changing market conditions. The ability to implement modern marketing strategies, coupled with sustainable practices, will empower MSMEs to become more resilient in the face of economic challenges and enhance their long-term viability.

The empirical literature clearly supports the program's approach to addressing the challenges faced by MSMEs in Tegal Parang Village. By incorporating social media as a marketing tool and focusing on business and environmental sustainability, the training program is well-aligned with current trends that have been shown to drive success for small businesses. The combination of these two elements is particularly powerful, as it allows MSMEs to not only improve their market visibility and customer engagement but also to adopt sustainable practices that are increasingly demanded by consumers. Empirical research



highlights the effectiveness of digital marketing strategies, the growing importance of sustainability, and the positive impact of training programs on business performance. With these insights, the Tegal Parang MSME program is poised to provide a comprehensive, practical, and forward-thinking solution to the challenges local businesses face. Through continuous guidance, education, and application of best practices, the MSMEs in Tegal Parang will be empowered to thrive in an increasingly competitive and eco-conscious marketplace.

## **Conclusion**

The community service program, which involves training activities for MSMEs in Tegal Parang Subdistrict, directly addresses the pressing needs of local business owners. The primary goal of this initiative is to equip MSME members with the tools and knowledge necessary to revitalize their businesses. This includes developing more innovative and appealing product designs that can attract a wider range of customers. By introducing contemporary design ideas, businesses can stand out in a competitive market, capturing the attention of both existing and potential buyers. In addition to product innovation, the training focuses heavily on leveraging social media marketing, which has proven to be a highly effective tool for reaching a broader audience. Social media platforms enable MSMEs to connect with a larger pool of consumers, breaking geographical barriers and making it easier for local businesses to tap into regional, national, or even global markets. By adopting social media marketing strategies, MSMEs can enhance their brand visibility, engage with customers in real-time, and create targeted promotional campaigns that resonate with specific customer segments. The integration of social media into marketing efforts provides MSMEs with an invaluable opportunity to not only increase their consumer base but also to improve customer engagement. As the number of consumers grows, the corresponding increase in sales directly contributes to the economic well-being of MSME members, leading to greater financial stability and improved livelihoods. This, in turn, boosts the overall prosperity of the community, creating a positive cycle of growth and development. The long-term impact of this program extends beyond immediate business gains, fostering a culture of innovation, sustainability, and entrepreneurship within Tegal Parang Subdistrict. By addressing both product design and marketing strategy, this training equips MSMEs with the ability to stay competitive in a rapidly evolving market, ensuring that they can thrive in the digital age while improving their economic position and contributing to the broader local economy.

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