

Socialization of Digital Marketing as an Effort to Enhance the Capacity and Competitiveness of MSMEs in Jambangan Village

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Abstract

Purpose: This study aims to enhance the capacity and competitiveness of MSMEs in Desa Jambangan, Malang, through digital marketing socialization, addressing limited digital literacy and restricted market access.

Method: The study employed an applied research approach using a community service method conducted in three stages: preparation, implementation, and evaluation. Data were collected through observations, interviews, and documentation involving 10 MSME participants selected using purposive sampling.

Practical Applications: The program introduced practical digital marketing tools such as social media, content creation applications, and online marketplaces. The results demonstrate that MSMEs were able to improve their understanding and initial skills in utilizing digital platforms for business promotion and market expansion.

Conclusion: The findings indicate that digital marketing socialization effectively improves MSME capacity and supports business competitiveness. This study contributes to a practical and community-based approach to MSME digital transformation in rural areas.



Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in strengthening regional and national economies, particularly in developing countries such as Indonesia. Their contributions include job creation, income distribution, and enhanced local economic resilience. However, the rapid development of digital technology has created new challenges for MSMEs, especially in adapting to digital-based marketing systems. Limited digital literacy, inadequate access to technology, and insufficient understanding of online marketing strategies continue to constrain MSMEs in expanding market reach and improving competitiveness (Pratama & Paransa, 2024; Sari & Hariri, 2024). At the local level, these challenges are clearly reflected in MSMEs located in Kabupaten Malang, particularly in Desa Jambangan. The village is characterized by economic activities dominated by small-scale businesses such as culinary enterprises, home industries, and micro-trading sectors. Most MSME actors still rely on conventional marketing approaches, including direct selling and limited word-of-mouth promotion. Lack of digital marketing utilization has led to restricted market access and limited business growth. This condition indicates a gap between the rapid advancement of digital technology and the readiness of MSMEs at the rural level to adopt such innovations (Hendrawan et al., 2024)

Digital marketing has become an essential instrument for business development in the modern era. The use of digital platforms, including social media, e-commerce, and search engines, enables businesses to reach wider audiences and engage more effectively with customers. Empirical studies indicate that the adoption of digital marketing contributes positively to MSME performance, particularly in increasing sales, strengthening customer relationships, and enhancing competitive advantage (Faturahman et al., 2025; Murtiningsih & Caroline, 2024; Rachmawati, 2024). In addition, digital marketing supports business sustainability by facilitating innovation and market adaptation in dynamic environments (Multhazam et al., 2025). Despite these advantages, the level of digital marketing adoption among MSMEs at the village level remains relatively low. This condition is primarily influenced by limited knowledge and a lack of exposure to digital technologies. In this regard, socialization activities serve as an important initial approach to introduce digital marketing concepts. Socialization involves the dissemination of knowledge, awareness building, and basic training to improve understanding of digital tools and strategies (Tiago & Verissimo, 2014; Wijaya et al., 2024). Previous community service studies demonstrate that socialization and training programs significantly enhance MSME readiness to adopt digital marketing practices (Salsabilla et al., 2024).

However, existing studies predominantly focus on training or implementation aspects of digital marketing, with limited emphasis on structured socialization as an initial intervention, particularly in rural contexts. Furthermore, there is still a lack of empirical evidence examining how socialization activities specifically contribute to improving MSME capacity and competitiveness in village-based economies. This indicates a research gap in understanding the role of early-stage digital literacy interventions tailored to local community characteristics. Therefore, this study offers novelty by emphasizing a structured digital marketing socialization approach as a foundational strategy for MSME empowerment in Desa Jambangan, Malang. Unlike previous studies that primarily focus on advanced implementation or technological adoption, this research highlights the importance of awareness-building and knowledge transfer as the first step toward digital transformation. Additionally, this study integrates community engagement methods with practical digital marketing exposure, aiming to provide a contextual and sustainable model for improving MSME capacity and competitiveness at the village level (Wanda et al., 2024)

This study aims to implement a digital marketing socialization program for MSMEs in Desa Jambangan, Malang, and to evaluate its impact on improving their capacity and competitiveness. The expected outcomes include increased knowledge, awareness, and initial skills in utilizing digital marketing tools (De et al., 2024; Sudrajat et al., 2024). This study

specifically focuses on how structured digital marketing socialization contributes to improving MSME capacity at the village level, which remains underexplored in previous studies.

Method

This study employed an applied research approach through a community service method aimed at enhancing the digital marketing capabilities of MSMEs in Desa Jambangan, Malang. The research was conducted in three stages: preparation, implementation, and evaluation to ensure program effectiveness. The participants consisted of 10 MSME actors selected using purposive sampling based on criteria such as active business operations and limited experience in digital marketing, representing various sectors including culinary and retail, such as snack/opak sellers, cookware traders, and bonsai sellers.

Data collection involved both primary and secondary data. Primary data were obtained through observations, interviews, and documentation during the program implementation, while secondary data were gathered from relevant literature. The implementation process included an initial assessment, delivery of materials through presentations and discussions, and practical demonstrations of digital marketing tools. The digital marketing tools introduced in this program included social media platforms (Instagram, Facebook, and WhatsApp Business), content creation tools (Canva and CapCut), marketplace platforms (Shopee and Tokopedia), and Google-based tools such as Google Maps for business visibility.

Furthermore, the implementation was tailored to the characteristics of each MSME sector. Snack/opak sellers were guided to create attractive product visuals and promotional content to highlight taste and packaging. Cookware traders focused on informative content demonstrating product functionality and durability, while bonsai sellers emphasized aesthetic visual content and storytelling to enhance product appeal. All activities were systematically designed to ensure clarity, effectiveness, and active participant engagement. The use of digital marketing tools is considered effective in improving MSME performance and market reach (Manongga et al., 2026; Purwanti et al., 2022). Additionally, social media and marketplace platforms have been widely utilized by MSMEs as key marketing channels (Karundeng & Suyanto, 2025; Laurensia Santoso et al., 2022).

Table 1. Activity Implementation

Initial (Preparation)	Implementation	Evaluation
1. Conducting initial observations and interviews with MSME actors in Desa Jambangan to identify needs and challenges in digital marketing.	1. Delivering digital marketing materials through presentations and interactive discussions.	1. Evaluating participant understanding and engagement during the program through observation and interviews.
2. Selecting 10 MSME participants (snack/opak sellers, cookware traders, bonsai sellers) using purposive sampling based on active business criteria and limited digital marketing experience.	2. Conducting practical demonstrations on the use of digital marketing tools.	

Initial (Preparation)	Implementation	Evaluation
3. Preparing training materials and digital marketing tools for the socialization program.	3. Assisting and mentoring MSME actors during the implementation process to ensure understanding and application.	

Source: Author's Works, 2025.

Result

The community service program was implemented in Desa Jambangan, Malang, involving 10 MSME participants from various sectors, including culinary and retail, such as snack/opak sellers, cookware traders, and bonsai sellers. The activities were conducted through stages of initial assessment, delivery of digital marketing materials, and practical demonstrations. The program was carried out as planned, with active engagement from participants throughout the sessions.

The outputs of the program included the successful implementation of digital marketing socialization activities and increased participant understanding of digital platforms, particularly social media and online marketplaces. Participants were able to identify suitable platforms for their businesses and demonstrated initial ability to apply digital marketing practices. This finding is consistent with previous studies which state that digital marketing training can improve MSME capabilities in business development (Arista & Hermawan, 2025; Multhazam et al., 2025; Omar et al., 2020).

The impact of the program was reflected in changes in participants knowledge, awareness, and attitudes toward digital marketing. Based on observations and interviews, participants showed a stronger understanding of the importance of digital marketing in expanding market reach and improving competitiveness. Some participants also expressed readiness to adopt digital strategies in their business operations. These results support the findings that digital literacy and marketing adoption significantly influence MSME performance and sustainability (Pratama & Paransa, 2024; Tri Meidita et al., 2025).

Supporting evidence was obtained from documentation and participant testimonials, which indicated positive responses and perceived benefits of the program. Participants highlighted that the activities were practical, relevant, and applicable to their business needs. This is in line with community-based empowerment studies emphasizing that digital marketing socialization can effectively increase MSME readiness in facing digital transformation (Salsabilla et al., 2024)

Overall, the program demonstrated a positive contribution to strengthening MSME capacity in digital marketing. These findings imply that continuous assistance and follow-up programs are necessary to ensure the sustainability of digital adoption among MSMEs. Several participants were able to create and upload promotional content on social media platforms after the training sessions.

Discussion

The implementation of this community service program demonstrates a positive impact on improving the digital marketing capabilities of MSME actors in Desa Jambangan. Based on observations, interviews, and direct involvement during the activities, participants showed increased understanding and awareness of the importance of utilizing digital platforms for business development. The use of social media, content creation tools, and marketplace platforms enabled MSMEs to expand their market reach beyond traditional offline methods.

The results indicate that the mentoring approach played a crucial role in enhancing participants' skills. Through interactive discussions and hands-on practice, MSME actors were able to directly apply digital marketing strategies according to their business characteristics. For instance, snack/opak sellers focused on improving product visualization and promotional content, cookware traders emphasized product functionality through informative content, while bonsai sellers utilized aesthetic presentation and storytelling to attract potential customers. This tailored approach contributed to more effective learning outcomes. From a socio-economic perspective, this program has the potential to contribute to increased business competitiveness and income generation among MSME actors. This indicates a potential positive impact on local economic development through increased market access and business sustainability. The adoption of digital marketing tools allows businesses to operate more efficiently and reach wider audiences. However, several challenges were identified, including limited digital literacy among participants and constraints in consistent content creation. These challenges highlight the need for continuous assistance and follow-up programs.

In terms of sustainability, the program shows strong potential for replication in other rural areas with similar MSME characteristics. The simple and accessible tools introduced in this program make it adaptable and scalable. However, some participants faced difficulties in consistently applying digital marketing strategies due to limited time and technological familiarity. Furthermore, active participation and enthusiasm from the community were key factors supporting the success of this initiative.

Despite its positive outcomes, this study has limitations, particularly in the short duration of assistance and the limited number of participants. Future community service programs are recommended to include longer mentoring periods, more intensive training sessions, and continuous evaluation to ensure long-term impact. Additionally, collaboration with local stakeholders and institutions is suggested to strengthen program sustainability.

Figure 1. Socialization Digital Marketing Activities for MSMEs in Desa Jambangan



Source: Private Documentation, 2025

Overall, this community service activity provides valuable insights into the effectiveness of digital marketing training for MSMEs. It highlights the importance of practical, participatory, and context-based approaches in empowering local businesses and supporting their adaptation to the digital economy. These findings are consistent with previous studies indicating that digital marketing adoption improves MSME performance (Murtiningsih & Caroline, 2024; Purwanti et al., 2022).

Conclusion

This study aimed to improve MSME capabilities in digital marketing through a community service program in Desa Jambangan, Malang. The results show that the program effectively increased participants' knowledge, awareness, and initial skills in utilizing digital platforms. The findings imply that digital marketing socialization can support MSME competitiveness and business development. However, the study is limited by the small number of participants and

short implementation period. Therefore, further programs are recommended to include continuous mentoring to ensure sustainable impact. Overall, this study contributes to strengthening MSME capacity through practical digital marketing initiatives. This study contributes to the development of a community-based digital marketing socialization model for MSMEs in rural areas.

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