

## Strengthening Digital Entrepreneurial Mindsets And Affiliate Marketing Practices Toward Women Economic Independence In Kebumen

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### Abstract

**Purpose:** This community service aims to enhance women's digital literacy and entrepreneurial mindset through affiliate marketing training to foster economic independence.

**Method:** A participatory approach was employed at the PKK Building, Kebumen, involving counseling, interactive discussions, and hands-on practice with affiliate platforms and social media promotion.

**Practical Applications:** Findings demonstrate that affiliate marketing offers accessible income opportunities for women and MSMEs with minimal capital, enabling flexible home-based enterprises through digital platforms.

**Conclusion:** Participants exhibited improved understanding of digital entrepreneurship, increased self-confidence, and practical skills in affiliate marketing, indicating that targeted digital literacy interventions can effectively empower women economically in the digital transformation era.

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## Introduction

The rapid advancement of digital technology in the modern era has precipitated significant transformations across various dimensions of societal life, particularly within the economic and entrepreneurial sectors. Innovations in internet infrastructure, social media platforms, digital marketplaces, and other technological ecosystems have generated novel business opportunities characterized by enhanced flexibility, accessibility, and reduced capital requirements. Economic digitalization enables individuals to conduct entrepreneurial activities without temporal or spatial constraints, thereby expanding avenues for income generation and household welfare improvement (Chaffey, 2019). This technological shift concurrently creates substantial opportunities for women to engage actively in productive, digital-based economic endeavors.

Women, particularly homemakers and micro, small, and medium enterprise (MSME) actors, possess considerable potential for contributing to digital economic development. Their roles extend beyond domestic management to encompass functioning as drivers of family economics who can meaningfully enhance household income. Digital technologies offer flexible business alternatives that can be operated concurrently with daily domestic responsibilities. By leveraging social media and digital platforms, women can manage enterprises from home, promote products, develop marketing networks, and generate supplementary income independently (Kotler & Keller, 2016).

Despite the abundance of such opportunities, many women remain unable to optimally harness digital technological advancements. Low digital literacy constitutes a primary barrier hindering women's entry into technology-based entrepreneurship. Significant segments of the population continue to experience limitations in comprehending the utilization of digital media as instruments for business development and marketing. Furthermore, restricted access to information, insufficient digital skills training, and limited adaptability to technological evolution collectively impede the development of digital enterprises (Ratten, 2020).

Beyond technical competencies, entrepreneurial mindset represents another critical challenge in digital business development. Many women continue to experience fear of failure, diminished self-confidence, and hesitation regarding business initiation. A prevalent perception persists that digital businesses necessitate substantial capital, advanced technological expertise, and extensive entrepreneurial experience. Such perceptions foster passivity and reluctance to capitalize on genuinely promising digital economic opportunities.

According to Nambisan (2017), a digital entrepreneurial mindset constitutes a foundational element for business success in the era of digital transformation, as individuals are required to demonstrate adaptability, creativity, and courage in navigating technological change. Strengthening entrepreneurial mindsets represents a pivotal factor in cultivating innovative individuals capable of sustaining competitiveness within an increasingly dynamic digital economy.

Concurrently, the proliferation of social media and digital platforms has introduced various accessible business models, among which affiliate marketing emerges as particularly noteworthy. Affiliate marketing represents a digital business model wherein individuals earn commissions by promoting third-party products or services through digital channels. This system is relatively accessible, as it eliminates requirements for inventory management, physical storefronts, or substantial capital investment. Affiliate marketers need only utilize social media or digital platforms to promote products and derive benefits from transactions completed through their unique affiliate links (Chaffey, 2019).

Affiliate marketing constitutes a particularly relevant business opportunity for women and MSME actors due to its inherent flexibility. Promotional activities can be conducted at any time and location using only a smartphone and internet connectivity. Moreover, this business model is well-suited for beginners, as its processes are comparatively straightforward and can be self-taught through digital platforms. The growth of affiliate marketing further demonstrates that the digital economy can generate inclusive employment opportunities for broader society,

including women facing constraints in time and business capital (Ryan, 2017).

Given these circumstances, educational and mentoring interventions targeting communities, particularly women, are essential to facilitate optimal understanding and utilization of digital economic opportunities. Community service initiatives focused on enhancing digital literacy and strengthening women's entrepreneurial mindsets represent one viable approach. Such interventions are crucial for helping communities recognize that digital business opportunities can be initiated with modest capabilities and resources, yet yield significant economic potential when executed consistently and creatively.

Accordingly, this community service initiative pursues four interconnected objectives: first, to enhance women's understanding of the significance of digital entrepreneurial mindsets in navigating technology-based economic development; second, to introduce affiliate marketing as an accessible digital business alternative with demonstrable economic potential; third, to equip participants with foundational skills for utilizing digital platforms in product promotion and marketing activities; and fourth, to strengthen participants' motivation and self-confidence in independently initiating digital-based enterprises. Through this initiative, participants are expected to comprehend the importance of leveraging digital technology for business development and family welfare enhancement, while simultaneously taking initial steps toward becoming more independent, creative, adaptive, and productive contributors to the digital economy.

## **Method**

This community service initiative was conducted at the PKK Building of Kebumen Regency, targeting PKK women members and local micro, small, and medium enterprise (MSME) actors. The selection of participants was grounded in the community's demonstrated need for enhanced digital literacy and strengthened entrepreneurial competencies amid ongoing technological transformation. Women, particularly homemakers and MSME practitioners, are recognized as possessing significant potential for digital business development when provided with appropriate education and mentoring. Consequently, this program was designed to deliver both conceptual understanding and practical skills related to the utilization of digital technologies in entrepreneurial activities.

The implementation employed a participatory approach, actively engaging participants throughout the program process. This methodology was selected to ensure that participants not only received theoretical instruction but also engaged directly in learning, discussion, and hands-on practice with digital platforms. Such an approach was anticipated to facilitate deeper comprehension and enable participants to apply acquired knowledge in both daily life and business contexts.

The program commenced with a preparation phase, during which the service team coordinated with Kebumen Regency PKK officials regarding venue logistics, participant numbers, and technical requirements. Training materials, presentation media, supporting equipment, and simplified modules on digital entrepreneurial mindsets and affiliate marketing were also developed during this stage. Following preparation, an educational counseling session introduced participants to the evolution of the digital economy, the significance of digital literacy, and contemporary entrepreneurial mindsets. Content was delivered in accessible, communicative language to ensure broad comprehension. Participants were additionally introduced to affiliate marketing as an entry-level digital business model, with coverage of its operational mechanisms, benefits, social media promotion strategies, and examples of widely used affiliate platforms.

Subsequent to the counseling session, an interactive discussion segment provided participants with opportunities to pose questions, share perspectives, and recount challenges encountered in initiating digital enterprises. Discussions proceeded actively, with several participants expressing limited confidence in utilizing digital technologies and unfamiliarity with online marketing strategies. Through this dialogue, the service team offered targeted solutions

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and motivational support to encourage greater willingness to leverage digital media for entrepreneurial purposes. This interactive format fostered a participatory learning environment, enhancing participant comfort and engagement while enabling the team to better assess participants' digital competencies and educational needs.

The direct practice phase engaged participants in hands-on utilization of affiliate marketing platforms. Using their personal smartphones, participants were guided step-by-step through account creation, product selection, and generation of affiliate links. Complementary training focused on creating promotional content across social media channels such as WhatsApp, Facebook, Instagram, and TikTok. Participants learned techniques for crafting engaging promotional captions, foundational digital marketing practices, and strategies for selecting products aligned with market demands. This experiential component ensured that participants acquired not only theoretical knowledge but also practical experience in executing digital business activities.

The final phase involved program evaluation to assess the initiative's effectiveness. Evaluation was conducted descriptively through observational data on participant engagement, practical task performance, and comprehension levels derived from discussion contributions and feedback. Success indicators encompassed participant attendance and activity levels, enthusiasm during discussion and practice sessions, understanding of affiliate marketing fundamentals, ability to complete affiliate registration and create basic promotional content, and increased motivation and self-confidence toward initiating digital-based enterprises. Through this participatory and practice-oriented methodology, the program aimed to enhance digital literacy among women and MSME actors, thereby enabling them to harness digital technologies as viable, sustainable avenues for entrepreneurial development.

#### **Result**

The community service initiative was implemented on April 17, 2026, at the PKK Building of Kebumen Regency. Participants predominantly comprised PKK women members and local micro, small, and medium enterprise (MSME) actors who demonstrated interest in developing digital-based entrepreneurial ventures. The activity proceeded in an interactive, communicative, and participatory atmosphere, with participant enthusiasm evident from the outset, particularly when presented materials addressed digital business opportunities that could be flexibly operated from home.

The program commenced with an opening session during which the service team articulated the activity's objectives. Participants received an explanation regarding the importance of adapting to digital technological advancements in navigating contemporary economic transformations. In this initial segment, the team provided motivational guidance emphasizing the critical role women play in supporting family economies through the strategic utilization of digital technologies.

The first substantive session focused on cultivating a digital entrepreneurial mindset. This material underscored that entrepreneurial success is determined not solely by financial capital but also by cognitive orientation, willingness to initiate ventures, adaptive capacity, creativity, and commitment to continuous learning. Participants were guided to understand that digital technological progress has unlocked business opportunities requiring relatively modest initial investment yet offering substantial profit potential when managed with consistency and strategic intent.

Within this session, participants received encouragement to overcome apprehension regarding new business ventures, even in the absence of prior digital business experience. The instructional approach emphasized that digital entrepreneurship is accessible to individuals across varying levels of technological familiarity, provided they possess the motivation to learn and adapt to evolving digital ecosystems.

The program subsequently transitioned to a second session dedicated to introducing affiliate marketing as an accessible digital business model suitable for beginners. The service

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team explained the foundational concepts of affiliate marketing, the operational mechanisms of affiliate systems, and the potential benefits derivable from online product promotion. Participants were acquainted with several digital platforms offering affiliate programs and were provided illustrative examples of straightforward marketing strategies applicable across social media channels such as WhatsApp, Facebook, Instagram, and TikTok.

Beyond didactic content delivery, the activity incorporated an interactive discussion segment. During this phase, participants actively posed questions concerning digital business initiation, customer acquisition strategies, and challenges associated with utilizing social media as a marketing instrument. Several participants expressed lingering reservations regarding their confidence in employing digital technologies and uncertainties about crafting compelling promotional content.

In response to these concerns, the service team provided targeted explanations and motivational support to encourage participants to more confidently leverage digital technologies as entrepreneurial tools. This dialogic format fostered a collaborative learning environment, enabling participants to voice their experiences while receiving practical guidance tailored to their specific needs and competency levels.

The hands-on practice phase engaged participants in directly attempting the affiliate program registration process using their personal smartphones. The service team provided step-by-step mentoring, guiding participants through account creation, product selection for promotion, and methods for sharing affiliate links via social media platforms. This experiential component ensured that theoretical knowledge was reinforced through practical application.

Participants also received introductory training on techniques for crafting engaging promotional captions that are easily comprehensible to prospective consumers. This instruction encompassed fundamental principles of digital marketing communication, audience targeting considerations, and strategies for aligning promotional content with platform-specific conventions. The practical exercises facilitated deeper comprehension by enabling participants to interact directly with digital platforms in a supported learning context.

Overall, the activity implementation proceeded smoothly and effectively. Participants demonstrated high levels of engagement throughout all program segments, encompassing both instructional and practical components. The active interaction between participants and the service team indicated that the program design aligned well with community needs, particularly among women and MSME actors seeking to understand digital-based entrepreneurial opportunities.

The community service initiative yielded several positive outcomes for participants, notably in enhancing comprehension of digital entrepreneurship and the utilization of technology as a business instrument. Based on observational and evaluative data collected during the activity, key achievements emerged. First, participants developed a clearer understanding of the significance of a digital entrepreneurial mindset in navigating technology-based economic development; prior to the program, many harbored reservations about initiating digital ventures due to perceived technological or experiential limitations, yet subsequently recognized that initiative, learning orientation, and adaptability constitute pivotal factors in digital business development. Second, participants gained the ability to identify affiliate marketing as a viable business alternative requiring relatively modest capital, recognizing its potential as a supplementary income source that does not necessitate inventory management or physical commercial premises.

Third, participants demonstrated the capacity to practically execute affiliate program registration and create basic promotional content via social media platforms, with the majority successfully completing the guided procedural steps from account creation to link sharing; this outcome suggests that experiential learning methods effectively support comprehension of digital technology applications in entrepreneurial contexts. Fourth, the activity contributed to heightened participant motivation and self-confidence regarding the initiation of digital-based enterprises, with participants exhibiting increased enthusiasm and optimism about leveraging



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explore new business opportunities following enhanced understanding of the digital economy's potential. This observation corroborates Nambisan's (2017) perspective that adaptive, creative, and innovative cognitive orientations constitute critical determinants of success in digital entrepreneurship amid ongoing technological transformation.

Notwithstanding these positive outcomes, several challenges emerged during program implementation. A primary constraint involved the heterogeneous levels of digital competency among participants; individuals with limited prior exposure to social media platforms required more intensive mentoring to effectively engage with affiliate marketing practices. Additionally, disparities in device availability and internet connectivity among participants presented logistical barriers during the hands-on practice sessions.

Another notable challenge pertained to participants' lingering lack of confidence in developing digital promotional content. Several participants expressed difficulties in formulating marketing strategies and selecting products appropriate for promotion within their target markets. Consequently, sustained mentoring and follow-up support are recommended to ensure that participants' digital entrepreneurial competencies continue to develop optimally beyond the initial intervention.

Overall, this community service initiative yielded positive impacts in advancing digital literacy, entrepreneurial motivation, and participants' understanding of affiliate marketing opportunities. The program is envisioned as a foundational step toward promoting technology-based economic empowerment for women and enhancing community capacity to navigate the rapidly evolving digital economy. Future iterations of similar initiatives should incorporate more intensive and sustained engagement strategies to foster broader and more enduring economic independence among women participants.

### **Conclusion**

This community service initiative successfully enhanced participants' understanding and awareness regarding the significance of a digital entrepreneurial mindset and the potential of affiliate marketing as a viable business alternative. Participants acquired not only theoretical knowledge but also practical experience that can serve as a foundational step toward initiating digital-based enterprises. Nevertheless, sustained mentoring and follow-up support are necessary to ensure that the competencies developed during the program continue to evolve optimally. Moving forward, similar initiatives should be expanded through more intensive and sustainable approaches to foster broader economic independence among women and strengthen their capacity to thrive within the evolving digital economy.

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