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DIGITAL MARKETING BASED ENTREPRENEURSHIP TRAINING TO INCREASE MSMES SALES PERFORMANCE

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ABSTRACT

This community service program aims to enhance the sales performance of Micro, Small, and Medium Enterprises (MSMEs) through digital marketing based entrepreneurship training. MSMEs play a crucial role in local economic development; however, many business owners still face limitations in utilizing digital platforms effectively, resulting in restricted market reach and low sales growth. This program was conducted on Sunday, 26 October 2025, at RPTRA Rambutan, West Jakarta, and involved 20 local women MSME owners from the surrounding community. The implementation employed a structured and participatory approach consisting of entrepreneurship orientation, digital marketing training, hands-on practice, mentoring, and evaluation. The training materials focused on digital branding, social media marketing, content creation, and basic utilization of online marketplaces. The results indicate a significant improvement in participants' understanding of digital marketing concepts, increased confidence in managing digital promotional channels, and enhanced ability to create simple digital content for business purposes. Participants also demonstrated greater awareness of digital sales opportunities and the strategic role of digital marketing in supporting business sustainability. The findings suggest that digital marketing based entrepreneurship training is an effective community empowerment strategy to strengthen MSME competitiveness and support sustainable business development in the digital era. Continuous mentoring and follow-up programs are recommended to ensure long-term impact and consistent implementation of digital marketing practices among MSMEs.

Keywords: *Entrepreneurship Training; Digital Marketing; MSMEs; Sales Performance; Community Empowerment*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in economic development by contributing significantly to employment creation, income distribution, and local economic resilience (Abdullah et al., 2025). In many developing countries, MSMEs function as the backbone of the national economy, absorbing a large proportion of the workforce and supporting household income stability. The existence of MSMEs is also closely linked to inclusive economic growth, as they provide opportunities for marginalized communities, including women and home-based entrepreneurs, to participate actively in economic activities (Al et al., 2023).

Despite their substantial contribution, MSMEs continue to face various structural and operational challenges that hinder their growth and sustainability. One of the most prominent challenges is limited market access, which directly affects sales performance and business scalability. Many MSMEs still rely heavily on traditional marketing

methods, such as direct selling and word-of-mouth promotion, which restrict their ability to reach broader markets. These challenges have become increasingly critical in the digital era, where consumer behavior has shifted significantly toward online platforms for information search, product comparison, and purchasing decisions (Febrian et al., 2025). As a result, MSMEs that fail to adapt to digital transformation risk losing competitiveness in an increasingly dynamic market environment. The rapid development of digital technology has fundamentally transformed business practices and marketing strategies across industries. Digital marketing provides MSMEs with opportunities to expand market reach, reduce promotional costs, and establish direct interaction with customers through various digital channels, including social media, online marketplaces, and digital content platforms. Digital platforms enable MSMEs to promote products more efficiently, build brand awareness, and respond quickly to changing consumer preferences. However, the potential benefits of digital marketing cannot be fully realized without adequate knowledge, skills, and strategic understanding (Tarmizi et al., 2024).

In practice, many MSME actors still encounter significant barriers in implementing digital marketing effectively. Limited digital literacy, lack of confidence in using technology, and insufficient understanding of digital branding and content creation are common issues faced by small business owners (Al et al., 2024). Inconsistent use of social media, poor-quality promotional content, and low awareness of digital consumer behavior further exacerbate these challenges. Consequently, MSMEs often struggle to optimize digital platforms as tools for increasing sales performance and ensuring business sustainability (Perkasa et al., 2023). Entrepreneurship training has been widely recognized as an effective approach to improving business performance by strengthening entrepreneurial mindset, managerial capabilities, and strategic decision-making skills (Apriani et al., 2023). Entrepreneurship education not only focuses on business management techniques but also emphasizes innovation, opportunity recognition, and adaptability to environmental changes. When entrepreneurship training is integrated with digital marketing competencies, it becomes a powerful instrument for empowering MSME actors to navigate digital transformation and enhance their competitiveness (Purwandani et al., 2024).

Digital marketing based entrepreneurship training emphasizes not only technical skills, such as operating social media platforms or online marketplaces, but also strategic thinking, creativity, and innovation in responding to market dynamics. Through structured training and mentoring, MSMEs can learn how to design effective digital marketing strategies, develop engaging promotional content, and utilize digital platforms to support sales growth and customer engagement (Mahendra & Utami, 2024). This integrated approach enables MSMEs to shift from passive digital presence toward more strategic and goal-oriented digital marketing practices. Community service programs focused on MSME empowerment play a crucial role in bridging the gap between theoretical knowledge and practical business implementation. Such programs provide direct assistance, hands-on practice, and continuous mentoring tailored to the real needs and capacities of MSME actors. Community-based interventions are particularly important for MSMEs managed by women and home-based entrepreneurs, who often face additional constraints related to time, resources, and access to formal training. Therefore, community service initiatives that emphasize practical learning and participatory approaches are essential to ensure meaningful and sustainable impact (Sitorus & Nesneri, 2024).

Based on these considerations, this community service activity was designed to provide digital marketing based entrepreneurship training aimed at improving MSMEs' sales performance. The program focuses on enhancing participants' understanding of entrepreneurship concepts, strengthening digital marketing skills, and encouraging the practical application of digital strategies in their daily business operations. The training was structured to accommodate participants' digital literacy levels and business characteristics, ensuring that the learning process remained accessible and relevant (Perkasa et al., 2024). The objective of this community service program is to increase MSMEs' sales performance by improving their capacity to implement digital marketing strategies effectively. Specifically, the program aims to enhance entrepreneurial awareness, develop digital marketing competencies, and support MSMEs in applying digital tools for promotion and sales activities. Through this initiative, MSME actors are expected to become more adaptive, competitive, and sustainable in the digital business environment, thereby contributing to local economic development and community empowerment.

METHOD OF IMPLEMENTATION

This community service program was implemented using a structured, systematic, and participatory approach to ensure effective knowledge transfer and practical application of digital marketing strategies among Micro, Small, and Medium Enterprise (MSME) actors. The participatory approach was chosen to actively involve participants throughout the program, enabling them not only to receive information but also to directly practice and reflect on the digital marketing strategies relevant to their business activities.

The activity was conducted on Sunday, 26 October 2025, at RPTRA Rambutan, located at Jl. Tj. Duren Bar. 2 No.17, RT.6/RW.4, Tanjung Duren Utara, Grogol Petamburan District, West Jakarta, Special Capital Region of Jakarta 11470. This location was selected due to its accessibility for local residents and its function as a community-based public space that supports social and economic empowerment activities.



Figure 1. Interactive Discussion and Mentoring Session with Women MSME Owners during the Training Program

The participants involved in this program consisted of 20 local women residents who actively manage home-based or small-scale MSME businesses in the surrounding

area. Most participants operate micro-businesses in sectors such as culinary products, home industries, and small retail trading. Participants were selected based on several criteria, including business ownership status, willingness to participate actively throughout the training process, and interest in improving business performance through digital marketing utilization. The implementation process was designed in several sequential stages, starting from preparation to evaluation. This staged approach aimed to gradually enhance participants' entrepreneurial awareness, digital marketing knowledge, and practical skills, while ensuring that each stage supported the next stage in a logical and sustainable manner.

The preparation stage focused on coordinating with local community representatives and identifying the specific needs and characteristics of MSME participants. Initial observations and informal discussions were conducted to understand participants' business conditions, current marketing practices, and level of digital literacy. Based on this assessment, training materials were developed to match participants' capabilities and business contexts. This stage ensured that the program content was relevant, practical, and directly applicable to participants' daily business activities. The entrepreneurship orientation stage aimed to strengthen participants' understanding of entrepreneurship and the importance of adapting to digital transformation. During this stage, participants were introduced to fundamental entrepreneurship concepts, including opportunity recognition, innovation, and business sustainability. Emphasis was placed on the changing behavior of consumers in the digital era and how digital marketing can serve as a strategic tool to expand market reach and improve sales performance. Interactive discussions were encouraged to allow participants to share their experiences and challenges in running their businesses.



Figure 2. Implementation Timeline and Stages

The digital marketing training stage provided participants with essential knowledge related to digital branding, social media marketing, content creation, and basic utilization of online marketplaces. Training materials were delivered using simple language and real business examples to ensure comprehension among participants with diverse educational backgrounds. This stage emphasized practical and easily applicable strategies, such as creating attractive product photos, writing simple promotional captions, and understanding the basic functions of social media platforms for business promotion.

The hands-on practice stage allowed participants to directly apply the knowledge gained during the training sessions. Participants were guided step by step in creating or optimizing business social media accounts, designing simple digital promotional content, and understanding how to manage digital marketing activities effectively. Direct assistance was provided by the facilitators to address individual difficulties encountered by participants. This practical session played a crucial role in building participants' confidence and reducing their hesitation in using digital platforms for business purposes. The mentoring and assistance stage was conducted through interactive discussions and individual guidance to help participants adapt digital marketing strategies to their respective business contexts. During this stage, facilitators provided feedback on participants' digital content and promotional strategies, while encouraging participants to continuously improve their digital presence. This mentoring process aimed to ensure that participants could sustain the implementation of digital marketing strategies beyond the training session.

Finally, the evaluation stage was carried out through observation, participant feedback, and simple post-training assessments. Evaluation focused on changes in participants' understanding, skills, and readiness to implement digital marketing strategies in their businesses. The evaluation results were used to assess the effectiveness of the program and to formulate recommendations for future community service activities with similar objectives.

RESULTS AND DISCUSSION

This community service program was conducted at RPTRA Rambutan and involved 20 women MSME owners from the surrounding area. The implementation of digital marketing based entrepreneurship training produced several measurable and observable outcomes related to participants' knowledge, skills, and business practices. The implementation of the digital marketing based entrepreneurship training program produced several significant outcomes related to participants' knowledge, skills, attitudes, and readiness to apply digital marketing strategies in their businesses. The results were obtained through observation, participant feedback, and pre- and post-training evaluations conducted during the activity.

General Improvement in Participants' Competencies

Prior to the training, most participants relied primarily on conventional selling methods, such as word-of-mouth promotion, direct selling within the neighborhood, and offline transactions. Only a small number of participants had attempted to use social media platforms for business purposes, and even then, usage was inconsistent and not supported by clear marketing strategies. Participants generally perceived digital

marketing as complex and difficult to implement due to limited digital literacy and lack of confidence. After participating in the training, hands-on practice, and mentoring sessions, participants demonstrated a notable improvement in their understanding of entrepreneurship and digital marketing concepts. They showed increased awareness of the strategic role of digital platforms in expanding market reach, attracting new customers, and supporting sales performance. Participants were also more motivated to explore digital opportunities and integrate digital marketing into their daily business activities.

Changes in Digital Marketing Competencies

The improvement in participants' competencies before and after the training is summarized in Table 1. The table shows a clear positive shift across all evaluated aspects. Participants' understanding of digital marketing concepts improved from a generally low level to a moderate-to-high level.

Table 1. Changes in Participants' Digital Marketing Competencies

Aspect Evaluated	Before Training	After Training
Understanding of digital marketing concepts	Low	Moderate to High
Ability to use social media for business	Limited	Improved
Digital content creation skills	Very limited	Basic to Moderate
Confidence in online promotion	Low	Increased
Awareness of digital sales opportunities	Low	High

Similarly, their ability to use social media for business purposes increased, particularly in terms of posting promotional content and interacting with potential customers. Although participants were still at a basic level in digital content creation, they demonstrated improved skills compared to their initial condition.

Pre- and Post-Training Evaluation Results

To further assess the effectiveness of the program, a simple pre- and post-training evaluation was conducted focusing on participants' self-assessed knowledge and readiness to apply digital marketing strategies. The evaluation results are presented in Table 2.

Table 2. Pre- and Post-Training Evaluation Results

Evaluation Indicator	Pre-Training (%)	Post-Training (%)
Understanding of entrepreneurship concepts	45	80
Understanding of digital marketing strategies	40	85
Ability to create digital promotional content	30	75
Confidence in using social media for business	35	82
Readiness to implement digital marketing	38	88

The pre-training evaluation results indicate that participants' initial understanding and readiness were relatively low, particularly in digital marketing strategy and content creation. After the training, there was a substantial increase across all indicators. The most

significant improvements were observed in participants' readiness to implement digital marketing strategies and their confidence in using social media for business purposes.

Observed Behavioral Changes and Practical Outcomes

During the hands-on practice sessions, several participants successfully created or optimized their business social media profiles, including improving profile descriptions, uploading product photos, and drafting simple promotional captions. Participants also demonstrated increased engagement during discussions and mentoring sessions, actively asking questions and sharing ideas related to their business challenges.



Figure 3. Digital Marketing Based Entrepreneurship Training Activities with MSME Participants at RPTRA Rambutan

Furthermore, participants expressed greater confidence in communicating with customers through digital platforms and showed willingness to consistently apply digital marketing strategies after the program. Although the program was conducted in a limited time frame, these behavioral changes indicate the potential for long-term improvement in sales performance if digital marketing practices are implemented consistently. Overall, the results of this community service program confirm that digital marketing based entrepreneurship training can effectively enhance MSME actors' competencies, strengthen their confidence, and increase their readiness to adapt to the digital business environment.

DISCUSSION

The findings of this community service program demonstrate that digital marketing based entrepreneurship training is an effective approach to strengthening MSMEs' capacity to adapt to the digital business environment. The observed improvements in participants' knowledge, skills, and confidence are consistent with previous studies emphasizing the role of entrepreneurship training in enhancing business performance and competitiveness among small enterprises (Aminatu Zuhria, 2025). By integrating entrepreneurship concepts with digital marketing competencies, the program addressed both strategic and operational challenges faced by MSMEs in the digital era.

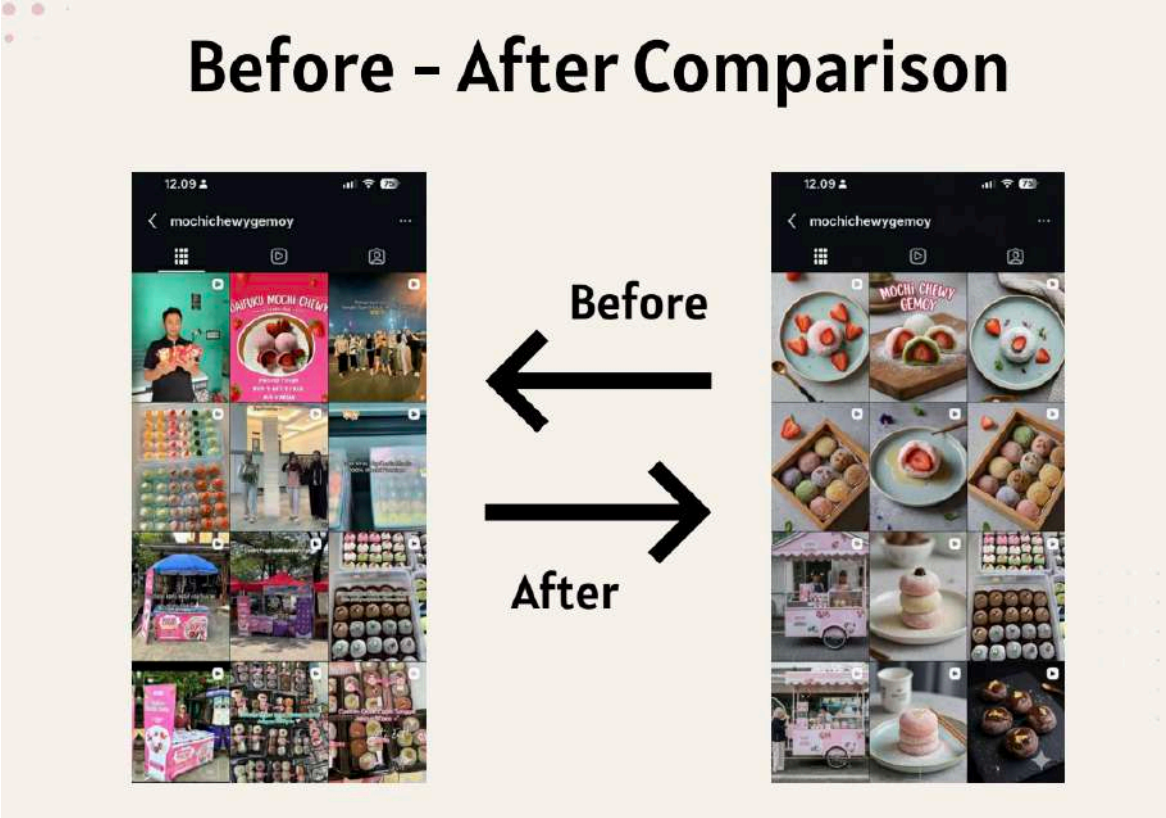


Figure 4. Improvement in Visual Branding and Content Strategy of MSME Instagram Accounts After Training

The participatory approach applied in this program, which combined lectures, interactive discussions, hands-on practice, and mentoring, proved effective in bridging the gap between theoretical knowledge and real business implementation (Podkalicka & Campbell, 2022). This finding aligns with the experiential learning perspective, which highlights that learning-by-doing enables participants to internalize knowledge more effectively and build confidence in applying new skills (Purwanto et al., 2025). Hands-on practice played a crucial role in increasing participants' self-efficacy, as MSME actors were able to directly create digital content, manage social media accounts, and experiment with digital marketing strategies relevant to their businesses. The improvement in participants' digital marketing competencies observed in this program also supports existing research that emphasizes digital marketing as a key driver of MSME growth and market expansion (Lestari & Hikmah Perkasa, 2025).

Increased awareness of digital sales opportunities and improved ability to use social media for business purposes indicate that MSME actors are more prepared to engage with digital consumers and respond to changing market dynamics. These findings suggest that digital marketing literacy is not merely a technical skill but a strategic capability that influences long-term business sustainability (Mahendra & Utami, 2024).

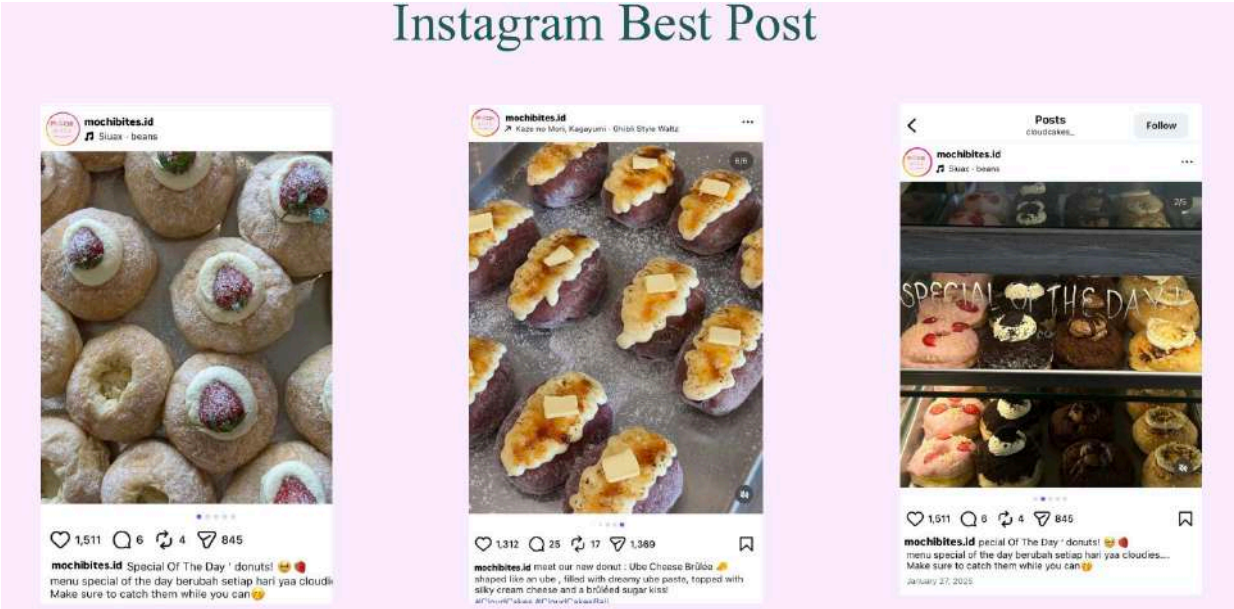


Figure 5. Increased Engagement Indicators Through Optimized Instagram Content Among MSMEs

Furthermore, the involvement of women MSME owners in this program highlights the importance of inclusive community empowerment initiatives. Previous studies have shown that empowering women entrepreneurs through skills development and capacity-building programs contributes significantly to household income stability and local economic resilience (Utami, 2018). By enhancing digital marketing skills among women MSME owners, this program not only supported business performance improvement but also strengthened women's economic participation and decision-making roles at the community level. Despite the positive outcomes, several challenges were identified during the implementation process. Variations in digital literacy levels among participants and limited access to digital devices constrained the pace of learning for some MSME actors. Similar challenges have been reported in other MSME empowerment programs, where technological readiness and resource availability influence the effectiveness of digital transformation initiatives (Udoudom & Martins Nwokeocha, 2023). These limitations indicate that one-time training programs may not be sufficient to ensure sustained behavioral change and consistent application of digital marketing practices. Therefore, continuous mentoring and follow-up programs are essential to reinforce learning outcomes and support MSMEs in overcoming practical barriers. Long-term assistance allows MSME actors to gradually refine their digital marketing strategies, evaluate performance, and adapt to evolving market conditions (Amrinal et al., 2024). Collaboration with local stakeholders, including community organizations and local government institutions, can further enhance program sustainability by providing access to resources, networks, and policy support.

Overall, the discussion confirms that digital marketing based entrepreneurship training serves as a strategic intervention to enhance MSME competitiveness, promote business sustainability, and support local economic development. By combining participatory learning approaches with continuous support mechanisms, community service programs can play a vital role in facilitating MSMEs' digital transformation and fostering inclusive economic growth in the digital era (Alvian Gabriel et al., 2024).

CONCLUSIONS AND SUGGESTIONS

This community service program confirms that digital marketing based entrepreneurship training is an effective and relevant approach to enhancing the capacity of Micro, Small, and Medium Enterprises (MSMEs) in responding to the challenges of the digital business environment. Through a structured implementation consisting of entrepreneurship orientation, digital marketing training, hands-on practice, mentoring, and evaluation, the program successfully improved participants' knowledge, skills, and confidence in utilizing digital platforms for business promotion. The findings indicate that participants experienced significant improvement in their understanding of entrepreneurship concepts and digital marketing strategies. Participants became more aware of the strategic role of digital marketing in expanding market reach, building brand visibility, and supporting sales performance. In addition, the hands-on practice and mentoring activities enabled MSME actors to directly apply digital marketing techniques, such as managing social media accounts and creating simple digital promotional content, which contributed to increased self-confidence and readiness to adopt digital business practices.

Furthermore, the participatory learning approach adopted in this program facilitated active engagement and meaningful learning experiences among participants. This approach proved particularly effective for women MSME owners, who often face limited access to formal training and digital resources. By strengthening digital marketing competencies among women entrepreneurs, the program contributed not only to business performance improvement but also to inclusive community economic empowerment and local economic resilience. Overall, the results demonstrate that digital marketing based entrepreneurship training can strengthen MSME competitiveness, enhance adaptability to digital transformation, and support sustainable business development. The program also highlights the importance of community-based interventions in bridging the gap between theoretical knowledge and practical business implementation, especially for MSMEs operating at the micro and small scales.

Based on the outcomes and reflections of this community service program, several recommendations are proposed. First, continuous mentoring and follow-up programs are strongly recommended to ensure the sustainability and long-term impact of digital marketing implementation among MSMEs. Ongoing assistance will enable MSME actors to refine their digital marketing strategies, address emerging challenges, and adapt to evolving market conditions. Second, future community service programs should expand the scope of training materials to include more advanced digital marketing topics, such as paid digital advertising, marketplace optimization, search engine optimization, and basic digital analytics. These advanced competencies are essential to further enhance MSME competitiveness and enable more data-driven marketing decision-making. Third, collaboration with local government institutions, community organizations, educational institutions, and private sector partners is recommended to strengthen program implementation and scalability. Multi-stakeholder collaboration can provide MSMEs with access to resources, networks, and policy support that extend beyond short-term training interventions. Fourth, future programs should consider adopting longer implementation periods and blended learning approaches, combining face-to-face training with online mentoring and digital learning platforms. This approach can accommodate varying levels of digital literacy and ensure more flexible and continuous learning opportunities for MSME actors. Finally, similar community service initiatives

should be implemented in other communities and regions with diverse MSME characteristics. Replicating and adapting the program to different local contexts will contribute to broader digital entrepreneurship literacy and strengthen MSME resilience in facing increasingly competitive digital markets. Continuous evaluation and documentation of best practices are also recommended to support the development of more effective and sustainable MSME empowerment models in the future.

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