

## Empowering Village MSMEs through E-Commerce-Based Digital Marketing Assistance to Strengthen the Local Economy

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| ARTICLE INFO                                                                                                   | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p><b>Keywords:</b><br/><i>MSMEs; e-commerce; digital marketing; community empowerment; local economy.</i></p> | <p>The development of digital technology has driven significant changes in marketing patterns, including for Micro, Small, and Medium Enterprises (MSMEs) at the village level. However, many MSME actors still face limitations in utilizing digital technology, resulting in conventional marketing practices and limited market reach. This community service activity aimed to improve the capacity of MSME actors in Sindangheula Village in implementing e-commerce-based digital marketing as an effort to strengthen the local economy. The method applied in this activity was a participatory approach consisting of socialization, technical assistance, and direct implementation of e-commerce platform utilization. The activity included the creation of e-commerce accounts, product management, and the development of digital promotional media involving MSME actors and village officials as partners. The results of the activity indicate an improvement in MSME actors' understanding of digital marketing and their basic ability to manage products online. Furthermore, the establishment of a collective marketing system managed by village officials serves as an initial step in supporting the sustainability of digital transformation at the local level. Overall, this activity demonstrates that e-commerce-based assistance can become an effective strategy in encouraging changes in MSME marketing patterns toward a more adaptive and sustainable system.</p> |

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## Introduction

The development of digital technology has brought significant changes across various sectors of life, including the economic and marketing sectors. Digitalization not only creates new opportunities for market expansion but also encourages business actors to adapt to more efficient and technology-based trading systems. One form of this transformation is the implementation of e-commerce-based marketing, which enables businesses to reach consumers more broadly without being limited by geographical boundaries and time constraints (Nurdiansyah et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the village economy because they serve as one of the main drivers of local economic development and providers of employment opportunities for communities (Zahroh et al., 2025). Sindangheula Village itself has diverse economic potential, ranging from the agricultural sector, local trade activities, to MSMEs engaged in processed food, beverages, and handicraft products. However, many MSME actors still face limitations in utilizing digital technology, particularly in conducting online product marketing.

Based on the identification of local economic conditions, Sindangheula Village has various economic institutions, including farmer groups, microfinance institutions, and village-owned enterprises. The existence of these institutions indicates strong potential for local economic development. Nevertheless, the utilization of digital technology in business activities remains suboptimal, as reflected in limited market access and the continued dominance of conventional marketing methods.

The development of digital technology has created new opportunities for strengthening community-based economies, particularly through the utilization of e-commerce platforms. Digital transformation is no longer limited to urban areas but has also begun to reach rural areas with local economic potential such as MSMEs (Maksum & Wijaya, 2021). In this context, the use of digital media enables village products to access broader markets without being restricted by space and time, thereby significantly improving the competitiveness of local products.

The low utilization of e-commerce among MSME actors is influenced by several factors, including limited human resource capacity in technology utilization, lack of digital marketing assistance, and insufficient understanding of digital marketing strategies (Setiaji & Puspaningtyas, 2024). These conditions prevent MSMEs from maximizing digitalization opportunities, even though digital platforms provide considerable potential for business development.

The gap between local economic potential and digital adaptation capacity indicates the need for practical and sustainable interventions. Assistance is required to improve MSME actors' digital literacy, particularly in utilizing e-commerce as a marketing medium, thereby increasing business capacity and expanding market reach more effectively (Putri & Nababan, 2025).

Based on these problems, this community service activity focuses on e-commerce-based MSME marketing assistance as an effort to improve business actors' capacity in utilizing digital technology. The program includes the creation of e-commerce accounts for MSMEs, digital marketing management, and the development of product promotional media. This assistance is also directed toward establishing a collective marketing system that can be sustainably managed by the village government.

This activity aims to improve MSME market access, strengthen local product branding, and encourage digital transformation in village economic activities. The expected social changes include increased MSME capacity in utilizing digital platforms, the establishment of a more modern marketing system, and improved local economic competitiveness in Sindangheula Village.

## **Method**

This community service activity used a participatory approach based on community empowerment by involving Micro, Small, and Medium Enterprises (MSMEs) and the Sindangheula Village government as the main partners. This approach was selected to ensure that the mentoring process was not only a form of knowledge transfer but also involved active participation from partners in implementing e-commerce-based digital marketing (Umami et al., 2024).

The subjects of this activity were MSME actors in Sindangheula Village, Banjarharjo District, Brebes Regency, who operate in the fields of processed food, beverages, and other local products. The selection of subjects was based on the results of the initial identification, which indicated that most MSMEs still relied on conventional marketing methods and had not optimally utilized digital technology.

The implementation method was carried out through socialization and technical assistance. The socialization included an introduction to the concepts of digital marketing and e-commerce, while the mentoring process focused on creating e-commerce accounts, managing products, and creating digital promotional media such as product photos and videos (Fatmawati et al., 2025).

The stages of the activity included joint planning with partners, implementation of socialization and mentoring activities, as well as a simple evaluation of MSME actors' ability to operate e-commerce platforms (Pahrijal et al., 2024). During the implementation process, village officials also played a role in managing the collective e-commerce account as an effort to ensure program sustainability.

Through this method, the activity is expected to improve the digital literacy of MSME actors, expand market access, and encourage marketing transformation toward a more effective and sustainable digital system.

## Results and Discussion

The implementation of digital marketing assistance activities in Sindangheula Village was not only carried out through socialization forums but also through direct approaches to the business locations of each MSME actor. This approach was conducted to obtain a more realistic overview of business conditions and to assist the process of producing digital content directly at the production sites. Thus, the mentoring process was not only theoretical but also based on practical field activities according to the characteristics of each business (Aisha et al., 2024).

At the initial stage, the introduction of digital marketing concepts and e-commerce was conducted for MSME actors as an effort to broaden their understanding regarding changes in marketing patterns in the digital era. Although some business actors were already familiar with online selling, their understanding of content management and product branding was still limited. This became the basis for the need for more intensive and personalized assistance.



*Figure 1 and 2. Introduction of digital marketing and e-commerce concepts to MSME actors as an effort to improve awareness of changes in marketing patterns in the digital era*

Furthermore, the activity continued with direct visits to several MSME locations in Sindangheula Village. At this stage, product documentation activities were carried out directly through photography and video production at production sites. This activity provided new experiences for MSME actors because their products were presented more professionally for digital marketing needs (Fatmawati et al., 2025). In addition, this process also created opportunities for deeper discussions regarding how to present products attractively on e-commerce platforms.

During the field mentoring process, positive responses were observed from MSME actors. They began to understand that product visual appearance plays an important role in attracting consumer interest. Several business owners actively provided input regarding photography angles, production processes, and stories behind the products that could be used as added value in digital promotion. This interaction indicates increased awareness of the importance of branding in modern marketing.



Figure 3, 4, 5, and 6. Direct visits to MSME locations for product documentation as materials for creating digital marketing content

Dari From the entire series of activities, an e-commerce-based marketing system was then developed by gathering Sindangheula Village MSME products into one digital platform. This system was designed to be managed collectively by village officials as a form of program sustainability. Through this system, MSME products are no longer marketed separately but have a shared identity as village superior products.

This mentoring activity demonstrates a gradual change in the perspective of MSME actors toward marketing. Previously, marketing activities were carried out conventionally without considering visual and digital aspects; however, after the mentoring process, awareness began to emerge regarding the importance of digital media as a promotional tool. This change occurred not only in technical aspects but also in the mindset of business actors in viewing broader market opportunities (Aziizah et al., 2025).

Along with these changes, there is potential to strengthen the role of village officials as a bridge between MSME actors and the developed digital marketing system. Village officials began to take a strategic role in coordinating the management of collective e-commerce accounts and assisting in ensuring the sustainability of digital marketing activities (Yovana et al., 2024). In the context of community empowerment, this condition indicates the emergence of local leaders who act as local drivers in supporting digital-based village economic transformation.



*Figure 7 and 8. Coordination with village officials as a form of collaboration in supporting the sustainability of village MSME digital marketing programs*

Theoretically, this process is in line with the concept of community empowerment, which emphasizes capacity building through direct experience (learning by doing). In the context of MSMEs, a field practice-based approach has proven to be more effective in improving digital literacy because business actors can directly observe the results of the processes being carried out (Herli et al., 2023). This strengthens that digital transformation cannot be achieved only through socialization but requires intensive, contextual, and sustainable assistance (Kiromah & Nuryami, 2024).

Thus, the results of the activity show that e-commerce-based marketing assistance not only improves the technical abilities of MSME actors but also builds a new perspective in recognizing digital economic opportunities. The transformation that occurs is still at an early stage; however, it has shown a direction toward a more collaborative, adaptive, and sustainable marketing system at the village level.

## **Conclusion**

The e-commerce-based digital marketing assistance activity in Sindangheula Village demonstrates that the transformation of the village economy does not only depend on the availability of technology but also on the readiness and active involvement of business actors in utilizing it. At the beginning of the activity, most MSME actors still applied conventional marketing patterns; however, through the process of socialization and direct assistance, changes began to emerge in their perspectives regarding product marketing strategies.

The most significant changes were reflected in the emergence of an understanding regarding the importance of digital marketing and the development of basic abilities in utilizing e-commerce platforms. In addition, the existence of a collective marketing system managed by village officials became one of the innovations with potential to support program sustainability, particularly in expanding market access for MSME products in a more structured manner.

Overall, this activity shows that digital assistance-based empowerment can become an initial step in encouraging the strengthening of the local economy. Although the changes that have occurred are still gradual, there has been a visible

direction toward a marketing system that is more adaptive, collaborative, and sustainable at the village level.

The sustainability of this program highly depends on the consistency of village e-commerce account management and the improvement of MSME actors' digital literacy. With continuous support from village officials and business actors, it is expected that digital marketing transformation can continue to develop and provide broader impacts on the community economy.

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