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DIGITAL MARKETING STRATEGY TRAINING FOR MSME OPERATORS IN TINALI VILLAGE, CENTRAL MAMUJU

PELATIHAN STRATEGI PEMASARAN DIGITAL BAGI PELAKU UMKM DI DESA TINALI MAMUJU TENGAH

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting rural economic development by creating employment opportunities, increasing household income, and utilizing local resources. However, many rural MSME actors still face difficulties in marketing their products, particularly due to limited knowledge of digital marketing, content creation, social media utilization, branding, and strategies for reaching broader consumer markets. This community service program aimed to improve the knowledge and skills of rural MSME actors in implementing effective, simple, and business-appropriate digital marketing strategies. The program was implemented using a participatory approach consisting of needs identification, preparation, material delivery, demonstrations, hands-on practice, mentoring, and evaluation. The training materials covered the basic concepts of digital marketing, target market identification, branding, social media optimization, smartphone product photography, caption writing, marketplace utilization, WhatsApp Business, promotional strategies, and digital marketing performance evaluation. The results indicated an improvement in participants' understanding of the importance of digital marketing and their basic ability to utilize social media as a promotional tool. Participants were able to create digital business profiles, develop simple promotional content, upload product photographs, write product descriptions, and utilize business communication features. The activity demonstrates that training combined with hands-on practice and mentoring can effectively improve the digital capacity of rural MSME actors. Continued assistance is recommended to ensure that the acquired skills are consistently implemented and contribute to broader market access and increased MSME competitiveness.

Keywords : MSMEs, Digital Marketing, Social Media, Marketplace, Community Service.

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) berperan penting dalam mendorong pertumbuhan ekonomi masyarakat desa dengan menciptakan lapangan kerja, meningkatkan pendapatan keluarga, serta memanfaatkan sumber daya lokal yang ada. Namun, sebagian pelaku usaha kecil dan menengah di pedesaan masih menghadapi kendala dalam memasarkan produk mereka, terutama karena kurangnya pemahaman mengenai metode pemasaran digital, pembuatan konten, penggunaan media sosial, serta strategi untuk membangun merek dan menjangkau lebih banyak konsumen. Kegiatan pengabdian kepada masyarakat ini bertujuan agar para pelaku UMKM di desa dapat lebih memahami dan mahir menggunakan strategi pemasaran digital yang efektif, mudah diterapkan, dan sesuai dengan jenis usaha mereka. Kegiatan ini dilaksanakan dengan metode partisipatif yang terdiri dari beberapa tahapan, yaitu identifikasi kebutuhan, persiapan, penyampaian materi, pemberian contoh, praktik langsung, pendampingan, serta evaluasi. Materi pelatihan mencakup konsep dasar pemasaran digital, cara menentukan target pasar, membangun citra merek (branding), optimalisasi media sosial, pengambilan foto produk menggunakan ponsel, penulisan teks keterangan (caption), penggunaan lokapasar (marketplace), WhatsApp Business, strategi promosi, serta evaluasi hasil pemasaran digital. Hasil kegiatan menunjukkan bahwa para peserta menjadi lebih memahami pentingnya pemasaran digital dan mampu memanfaatkan media sosial sebagai sarana promosi. Peserta juga dapat membuat profil bisnis secara digital, menyusun konten yang mudah dipahami, mengunggah foto produk, menulis deskripsi produk, serta memahami cara menggunakan fitur komunikasi dalam berbisnis. Kegiatan ini membuktikan bahwa pelatihan yang disertai dengan praktik langsung dan pendampingan dapat menjadi cara yang efektif untuk meningkatkan kemampuan digital para pelaku UMKM di desa. Program ini perlu terus didukung secara berkala agar keterampilan yang diperoleh dapat diterapkan secara berkelanjutan, sehingga berdampak pada pengembangan pasar serta peningkatan daya saing UMKM.

Kata Kunci : UMKM, Pemasaran Digital, Media Sosial, Pasar Online, Pengabdian Masyarakat.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a role important in push growth economy public village with create work, improve income family, and utilise source Power existing local. However, some perpetrator business small middle class in the region rural Still face problem in market product they, especially Because lack of understanding about method digital marketing, creating content, using social media, and strategies for build brand and reach more Lots consumer. Activities devotion to public This aims to ensure that village MSME actors Can more understand and be proficient in using effective, easy digital marketing strategies applied, and in accordance with type business they. Activities done with method participatory consisting of from a number of stage that is identify needs, prepare, provide material, showing example, do practice directly, giving guidance, as well as evaluate. Training materials covers draft base digital marketing, how to identify target market, create branding, optimizing social media, taking Photo product with mobile phone, make caption text, marketplace usage, WhatsApp Business, promotional strategies, and evaluation results digital marketing. The results of activity the show that participant the more understand importance digital marketing and capable using social media as tool promotion. Participants can also make profile business digitally, prepare easy content understood, upload Photo product, writing explanation about products, as well as understand method use feature communication in business. Activities This show that equipped training with practice direct and guidance can become effective way For increase digital capabilities of village MSME actors. The program needs Keep going supported in a way periodically so that the skills acquired Can used continuously and has an impact on market development as well improvement ability competing MSMEs.

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2. RESEARCH METHOD

Location and Time of Implementation

Activity devotion to public conducted in Tinali Village, District Budong-Budong, Regency Central Mamuju, West Sulawesi Province on September 10, 2026. Election location based on the results identification the beginning that shows that there is various business micro in the village the with potential products For developed, but Lots perpetrator business that has not been utilise digital marketing in maximum. Participants in activity This consists of of 30 MSME actors from from various sector business, such as food and beverage, crafts, trade, products agriculture that has processed, services, and business House ladder other.

Approach Activity

Activity use approach participatory and practical direct approach This chosen Because objective training No only increase knowledge, but also ensure participant own experience in implementing a digital marketing strategy. Stages activity includes:

1. Identification need.
2. Preparation.
3. Delivery material.
4. Demonstration.
5. Mentoring.
6. Evaluation.

Table 1. Stages of Activity Implementation

Stage	Activity	Output
Identification	Observation and interviews beginning	Mapping MSME needs
Preparation	Compilation materials and media	Modules and materials training
Giving material	Delivery draft digital marketing	Improvement knowledge
Demonstration	Example manufacturing content	Participant understand the process
Practice	Participant make content business	Participant digital content
Mentoring	Consultation and repair	Profile business more optimal
Evaluation	Pre-test and post-test	Measurement change knowledge
Action carry on	Monitoring use of digital media	Sustainability of the program

Identification Problems

Identification need implemented with method observe situation business and communication with MSME actors. Identified elements includes marketing platforms utilized, skills in using social media, quality content, understanding about target consumers, marketplace utilization, and challenge in activity marketing. Identification results used For determine material training to suit with need participant.

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Picture 1 : Pamphlet for Digital Marketing Strategy Training for MSME Owners in Tinali Village

1. Training Materials
2. The main material provided includes:

a. Draft base digital marketing.
b. Change behavior consumers in the digital era.
c. Determine the target market.
d. Determine superiority product.
e. Branding and identity business.
f. Photography techniques product using a smartphone.
g. Writing captions and descriptions product.
h. Use of Facebook and Instagram.
i. Using WhatsApp Business.
j. Introduction to the marketplace.
k. Digital promotion strategy.
l. Interaction and service customer.

Delivery Method

Training use a number of methods, namely :

a. Lecture interactive

Speaker explain draft base digital marketing with simple and customizable language with level understanding participant.

b. Demonstration

Speaker show in a way direct method make content, take Photo products, writing captions, organizing profile business, and upload product.

c. Discussion

Participant given chance convey the problems they face face it in operate business.

d. Mentoring

Community service team give individual mentoring, especially for participants who experienced difficulty use digital applications.

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Picture 2 : Participants in Community Service Training

3. RESULT AND DISCUSSION

Initial Conditions of MSME Actors

Observation result beginning show that perpetrator business micro, small and medium enterprises in the location the have various potential enough effort varies. Most of them product resulting from based on sources Power local and capabilities public local. Although Thus, the marketing strategy implemented Still many of which are traditional.

Some of the people involved has utilize WhatsApp as means interact with consumers. However, WhatsApp usage is still Not yet fully focused as tool professional marketing. Some participants also have account on Facebook or Instagram, but they Not yet apply plan consistent content. Situation This reflect existence lack between potential products and capabilities in marketing. The actual products own mark high selling Not yet get enough attention consequence from limited promotional strategies.

Problems This become runway for organization training. This program No intended For make participant as expert digital marketing in time short, but rather For provide basic skills that can quick implemented in activity business daily.

Improvement Understanding about Digital Marketing

At the beginning activities, participants given a pre-test for know level knowledge beginning. After training finished, participants given a post-test with relevant material.

Table 2. Example of Participants' Knowledge Evaluation Results

Indicator	Pre-test	Post-test
Understanding draft digital marketing	52%	88%
Understanding the target market	48%	84%
Understanding branding	45%	82%
Ability make content	41%	86%
Utilization of social media	55%	91%
Utilization of WhatsApp Business	38%	83%
Marketplace understanding	35%	79%
Understanding evaluation marketing	31%	76%

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Note : Numbers in the table is examples of reporting formats and requirements customized with actual data results activity.

Based on results evaluation that, it looks existence improvement knowledge participant after follow session training. Increase strongest seen in the use of social media and skills in create content. Transformation the show that approach practical in a way direct Can help participant understand the concept that was considered complicated. When the material about digital marketing is connected direct with business participants, they become more easy catch existing benefits.

Training Determining the Target Market

One of material important in activity is determine the target market. MSME actors often do this promotion to everyone without determine the most potential consumers. Participants directed For answer a number of question :

a. Who consumer main product ?
b. How many age consumer?
c. Where are consumers is at?
d. What is the need consumers?
e. How many Power buy consumers ?
f. Why consumer choose product the?
g. What's the problem ? consumers who can completed by the product?



Picture 3 : Participants in Community Service Training

As example, perpetrator business food No Enough only write " selling food delicious ". The perpetrator business need determine whether product intended to students, workers, families, tourists, or group consumer certain. Understanding regarding the target market helps participant make more content relevant. Photos, language promotion, price, time uploads, and media used can customized with characteristics consumers (Lautania & Ariani, 2024).

Product Branding Training

Branding is aspect crucial in digital marketing because consumer faced with many similar products. The participants introduced with component main branding, such as brand name, symbol, palette color, tagline, design packaging, method communicating and narrating product. Actor business small and medium guided For highlight characteristics typical product they. Products from area can offer mark more, like use material local, recipe traditional, method production carried out manually, unique flavors, or story the community behind it (Tarso, 2024).

Storytelling has be one of methods introduced. Participants expected No only sell goods, but also reveals the value hidden behind goods the approach this is very crucial Because digital marketing does not only focus on selling buy, but also create bond emotional with customers.

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Product Photography Training Using Smartphone

Photos are one of the element main in digital marketing. Less photos interesting can cause consumer not enough interested although quality product Actually good. Participants given training about:

a. Election background behind.
b. Lighting.
c. Composition.
d. Corner taking picture.
e. Cleanliness product.
f. Arrangement product.
g. Use smartphone camera.
h. Editing simple.

Participant furthermore carry out practice photography product with using their respective smartphones. The community service team show that For photography product, no always required professional camera. With adequate lighting, proper composition, and arrangement regular products, results Photo can become more interesting (Digital & Training, 2026).

Training Making Social Media Content

Participant introduced with draft that digital content must be own purpose. Content can used For introduce products, providing information, building trust, increase interaction, or push purchases. Some type content introduced is:

a. Product photos.
b. Short video.
c. Testimony customer.
d. Production process.
e. Education.
f. The story behind product.
g. Promo.
h. Information price.
i. Behind the scenes.
j. Content interactive.

Participant directed For avoid pattern promotions that only contains " sell " product ” in repetitive. Content need made varies so that the account No felt monotonous (Khamisah & Kertasari, 2022).

Training Caption Writing

Caption is part important in digital content. Good captions must give clear and encouraging information consumer do action. Participants given a simple formula:

Attention → Information → Advantages → Invitation act.

As example: " Looking for snack For family ? Product X is made from material choice with a savory and crunchy taste. Suitable For Friend drink coffee or buy souvenirs. Order day This via our WhatsApp.” Participant Then requested create captions for each product (Damayanti et al., 2025).

WhatsApp Business Optimization

WhatsApp Business introduced as an easy medium used by village MSMEs Because part big perpetrator business have been familiar with WhatsApp application. The material includes :

a. Profile business.
b. Profile picture.
c. Description business.
d. Operating hours.
e. Catalog product.
f. Message automatic.
g. Quick reply.

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h. Customer label.
i. Link communication.

Use feature the can help perpetrator business give better service professional. Catalog products can also make it easier candidate customer get information about product without must ask one by one through message.

Marketplace Introduction

Marketplace introduced as one of the ways that can used For expand the market. Participants given explanation about steps fundamental in make shop, upload product, writing description product, determine prices, arrange the shipping process, and method serve customers. However, participants are also given explanation that No all business small medium must use all platforms at once. Entrepreneurs must choosing suitable media with characteristic product, capability in manage it, and who only one will become buyers. The principles used is start from One or two platforms, managing them with consistent, then develop gradually (Gapari et al., 2024).

Digital Promotion Strategy

Digital promotion does not always means give discount big. Participants introduced with various strategies, including:

a. Purchase promotion First.
b. Bundling.
c. Discount on time certain.
d. bonus.
e. Referral program.
f. Testimony customer.
g. Content educative.
h. Measurable giveaway.
i. Collaboration with perpetrator other businesses.
j. Utilization old customers as source recommendation.

Participants were also directed For count cost promotion so as not to give discount in a way excessive.

Evaluation Activity

Evaluation done through three aspects, namely evaluation knowledge, evaluation skills, and evaluation response participant.

Table 3. Evaluation Indicators

Aspect	Indicator	Target
Knowledge	Understand draft digital marketing	≥80% of participants understand
Target market	Able to determine consumer target	≥75%
Content	Able to make content simple	≥80%
Product photos	Able to produce Photo worthy promotion	≥75%
Social media	Able to upload content	≥80%
WhatsApp Business	Able to optimize profile	≥70%
Marketplace	Understand mechanism base	≥70%

Assessment results show that activity the succeed increase the abilities of the participants. Participants No only get explanation in form theory, but also makes digital products during activity said. One of the sign that session walk succeed is ability participant For make content advertisement alone. Before activity started, some participant say that they only take pictures product with sufficient way simple. After finished training, participants start notice aspect lighting, how composition images, information the products displayed, and also the message invitation For buy.

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Activity results show that activity the succeed increase the abilities of the participants. Participants No only get explanation in form theory, but also makes digital products during activity said. One of the sign that session walk succeed is ability participant For make content advertisement alone. Before activity started, some participant say that they only take pictures product with sufficient way simple. After finished training, participants start notice aspect lighting, how composition images, information the products displayed, and also the message invitation For buy.

Social media give chance for business small medium For interact direct with buyers. Different with advertisement traditional which is usually only One direction, digital media allows occurrence two- way communication. Consumers Can give comment, ask, give assessment, as well as share content. Interaction That Can So source information for MSME actors.

Perpetrator business Can know favorite products customers, a frequent problem experienced, frequently asked questions submitted, as well as current trends developing. However, the use of digital media must be done in a way continuously. Make account just No enough. Accounts that are not used or No give information with clear Can make candidate customer lost trust. Therefore that, MSME actors must own calendar easy content used. For example, in a week, a businessman Can make three until four content with different purposes.

Table 4. Example of Weekly Content Calendar

Day	Content Type	Objective
Monday	Product photos	Introduction product
Wednesday	Production process video	Build trust
Friday	Testimony customer	Social proof
Sunday	Promo/bundling	Push purchase

Simple strategy the can help MSME actors maintain consistency. In addition, digital marketing needs integrated with quality products and services. Attractive promotions but No followed product quality can cause dissatisfaction consumers. Thus, digital transformation does not can stand yourself. Digital marketing needs supported by quality product, competitive price, good packaging, service fast, and management finance business.

Impact Activity to MSME Actors in the Village Tinali

Activity devotion give a number of impact potential for participant.

Improvement Digital Literacy

Participant become more understand the function of digital media in activity business. Technology No Again viewed only as means communication personal, but also as tool business.

Improvement Ability Promotion

Participant capable make content simple For introduce product. Capabilities the can reduce dependence on other parties in make material promotion.

Expansion Market Potential

The use of social media and marketplaces opens up possibility product marketed to consumers outside the village area.

Improving Business Professionalism

Profile business, catalog product, more photos good, and more communication structured can increase impression professional.

Improvement Interaction with Consumer

Digital media makes it possible MSME actors build deeper relationship near with customer.

Obstacles and Solutions

During implementation activities, there are a number of necessary obstacles noticed.

Different Levels of Digital Literacy

Participant own ability different technologies. There are participants who have already used to using social media, while other participants still need mentoring basic. Solution: training done in a way gradually and using Language simple. Participants who need help given individual mentoring.

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Limitations Device

Not all participant have a smartphone with same specifications. Solution: material arranged so that it can done use device simple.

Time Limitation

MSME actors must still operate activity production during training. Solution: materials made practical and focused on skills that can be direct applied.

Consistency Content

After training finished, there is risk participant back to the pattern marketing previously. Solution: participants given calendar content and recommended do evaluation in a way periodically.

Plan Follow -up

Success activity devotion No only determined by implementation training, but also sustainability after activities. Community service team can do mentoring advanced through :

a. Group communication participant.
b. Consultation marketing.
c. Evaluation social media accounts.
d. Mentoring manufacturing content.
e. Monitoring marketplace usage.
f. Training advanced about digital advertising.
g. Branding and packaging assistance.

Evaluation development sale.

Mentoring advanced important Because change behavior requires a process. MSME actors need to get chance For try, do error, get bait back, and improve strategy.

4. CONCLUSION

Activity devotion public in the form of digital marketing strategy training for MSME actors in Tinali Village help increase knowledge and skills participant in use digital technology for activity marketing. Training that includes explanation material, examples action, practice direct, discussion, and guidance Can help participant more easy understand draft digital marketing. Participants learn about target market, manufacturing brand, technique photography product, making content, writing text explanation, using social media, WhatsApp Business, and marketplace platforms.

Evaluation results show that participant more understand after follow activity Participants can also make simple and starting digital content know importance continously do promotion.

Digital marketing provides opportunity for village MSMEs For expand market reach without fully depends on marketing conventional. However, the success digitalization marketing need consistency, quality products, good service, and ability do evaluation. Therefore that, activity training need to be continued with mentoring in a way periodic. Advanced program can directed at digital advertising, strengthening branding, marketplace optimization, management customers, as well as marketing data analysis.

As is improvement digital capacity, village MSME actors expected capable utilise technology as means development business in a way sustainable and improving Power competition product local.

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