



Enhancing Womenpreneurs' Digital Marketing Skills in Purutreja Village, Purworejo District, Pasuruan

Wiwin Ainis Rohtih, Shidqi Saifuddin Hamzah, Lailatul Sakdiyah

Universitas Yudharta Pasuruan

ainis@yudharta.ac.id, shidqisaifuddin@gmail.com, sakdeyahlely@gmail.com

Article History:

Received: July 19th 2023

Revised: Sept 28th 2023

Accepted: Nov 30th 2023

Abstract: Assistance in Utilizing Digital Marketing for Womenpreneurs in the Purutreja Village is a strategy for female entrepreneurs to expand their market reach and enhance their product sales. This support takes place in the Purutreja Village using the Participatory Action Research (PAR) method, involving active participation of all stakeholders in planning, implementing, and evaluating actions or changes within their business environment. The outcome of this assistance is the acquisition of knowledge and skills necessary for womenpreneurs to confront the challenges and opportunities presented by the dynamic digital market. The mentored womenpreneurs also share their outcomes and learning with the PKK (Family Welfare Movement) and KRPL (Sustainable Food House Area) communities, as well as other mothers, through discussions, thereby facilitating the exchange of knowledge and inspiration among womenpreneurs.

Keywords: womenpreneur, digital, marketing, benefits, mentoring, Purutreja

Introduction

In the continuously evolving digital era, the utilization of technology and the internet has become a crucial key to business development. Business actors have a significant opportunity to achieve success through digital marketing. Digital marketing is not only a tool for expanding market reach, as demonstrated in previous assistance by Marta et al.,¹ Shally et al.,² but also for building or rejuvenating a brand^{3,4}, increasing

¹ Martha KN Pasaribu et al., "Upaya Peningkatan Penjualan Pada UMKM Tahu Sumedang Putri Deli Medan Melalui Kemasan Ramah Lingkungan Dan Strategi Digital Marketing," *Bima Abdi: Jurnal Pengabdian Masyarakat* 3, no. 1 (2023): 57-67.

² Shally Urfa Ramadhania et al., "Upaya Peningkatan Angka Penjualan Di Kelurahan Rungkut Menanggal Melalui Program Pendampingan Digital Marketing UMKM Pengrajin Kain Batik," *Jurnal Pengabdian Masyarakat Indonesia* 2, no. 5 (2022): 531-536.

³ Rizal Boy Oktavian and Nurkholish Majid, "Implementasi Digital Content Marketing Dalam Membangun Brand Awareness Gardiano Pada UD Al Athyyah," *Zadama: Jurnal Pengabdian Masyarakat* 1, no. 2 (2022): 166-174.

⁴ Irene Melia Puspita, "Marketing Public Relation Peremajaan Merek Sebagai Strategi Pemasaran Dalam Membangun Citra Produk Baru," *Warta ISKI* 2, no. 01 (2019): 19-26.

sales⁵⁶ and establishing stronger relationships with customers.⁷

Kelurahan Purutrejo is one of the subdistricts in Purworejo District, Pasuruan City, categorized as a Central Business District (CBD) in the trade and services sector. Most of the business actors there are women entrepreneurs, commonly referred to as womenpreneurs. However, not all business actors in Kelurahan Purutrejo understand or master digital marketing, especially home-based business owners among housewives. If womenpreneurs have proficiency in digital marketing, there are many aspects that can be reached to develop their businesses, including: first, Global Reach: Digital marketing enables womenpreneurs to reach a global audience without geographical limitations. With the right strategy, products or services offered can be recognized by diverse audiences worldwide.⁸ Second, Cost-Effectiveness: One significant advantage of digital marketing is lower costs compared to traditional marketing.⁹ Third, Precise Targeting: Through digital marketing, womenpreneurs can direct their messages and campaigns to a highly specific and relevant audience. This helps increase conversion opportunities and maximize resource utilization. Fourth, In-Depth Analysis: Digital marketing allows womenpreneurs to track and analyze campaign performance in real-time. With data generated, they can identify successful strategies and make adjustments for further improvement.

Considering the benefits of digital marketing for business actors, especially womenpreneurs in Kelurahan Purutrejo, guidance in utilizing digital marketing is expected to provide a significant boost to the success of womenpreneurs. This guidance aims to provide a strong foundation in digital marketing basics, strategy development, platform selection, content optimization, and analysis and adjustment to identify trends, customer behavior, and areas for improvement.

Numerous community and university initiatives, such as those by Ivantan¹⁰ Vivin

⁵ Ivantan, Aris Ariyanto, and Zelin Ferdias Capriati, "Optimalisasi Digital Marketing Sebagai Strategi Peningkatan Penjualan Umkm Anggota Majelis Taklim An-Nisaa," *Jurnal Penelitian dan Pengabdian Masyarakat Jotika* 2, no. 1 (2022): 22–25.

⁶ Nur Ika Effendi et al., "Peningkatan Penjualan Produk Umkm Masa Pandemi Covid-19 Melalui Pelatihan Digital Marketing Dengan Graphic Designer Software Canva," *JMM (Jurnal Masyarakat Mandiri)* 6, no. 1 (2022): 643.

⁷ Febrian Fadel et al., "Strategi Marketing Public Relations Dalam Membangun Brand Image Dan Brand Trust Mie Kiro" (2000).

⁸ Hassan Ali Al-Ababneh, "Researching Global Digital E-Marketing Trends," *Eastern-European Journal of Enterprise Technologies* 1, no. 13–115 (2022): 26–38.

⁹ Putri Lestari and Muchammad Saifuddin, "Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19," *Jurnal Manajemen dan Inovasi (MANOVA)* 3, no. 2 (2020): 23–31.

¹⁰ Ivantan, Ariyanto, and Capriati, "Optimalisasi Digital Marketing Sebagai Strategi Peningkatan Penjualan Umkm Anggota Majelis Taklim An-Nisaa."

et all ¹¹Joko Hadi et all ¹²mudrifah et all ,¹³ have conducted assistance for SME actors without limiting the subjects of assistance. Specific guidance for womenpreneurs is also widespread. For instance Muhammad Arifin et all ¹⁴ conducted guidance for womenpreneurs through the utilization of social capital and personal branding to build business trust. In contrast, the assistance provided by the PKM Team of Yudharta University in Kelurahan Pururtejo primarily emphasizes digital marketing utilization, starting from strengthening digital marketing skills to applying the AIDA (Awareness, Interest, Desire, and Action) principles in creating product content. Moreover, this guidance is specifically designed for womenpreneurs considered to lack digital literacy skills, distinguishing it from other initiatives.

Method

This community service activity employs a Participatory Action Research (PAR) approach.¹⁵ The PAR method is highly relevant in the context of assisting womenpreneurs in Kelurahan Purutrejo because this assistance is a partnership that gives them an active role in the learning and development process. It helps promote the sustainable and positive utilization of digital marketing.¹⁶ In this process, womenpreneurs, the village government, and other community members are directly involved in planning, implementing, and evaluating actions or changes in their business environment.

The choice of using the PAR Approach in Womenpreneur Assistance is based on the following principles:

1. Active Empowerment: Womenpreneurs play a central role in every stage, allowing them to feel more empowered and engaged in the development of their businesses.
2. Customized Solutions: Womenpreneurs' involvement ensures that the solutions developed align with their unique needs and business environments.

¹¹ Vivin Zulfa Atina et al., "Pelatihan Dan Pendampingan Digital Marketing Pada Umkm Sebagai Upaya Peningkatan Omset," *Abdi Masya* 1, no. 4 (2022): 164–171.

¹² Joko Hadi Susilo et al., "Pendampingan Digital Marketing Dan Legalitas Usaha Untuk Meningkatkan Kuantitas Penjualan Umkm," *Jurnal Abdi Masyarakat* 6, no. 1 (2022): 93–110.

¹³ Mudrifah Mudrifah and Risky Angga Pramuja, "PENDAMPINGAN DIGITAL MARKETING PADA UMKM PKK KARANGPLOSLO VIEW-NGENEP (PROGRAM BEMO 'Belajar Marketing Online')," *Studi Kasus Inovasi Ekonomi* 6, no. 01 (2022): 51–58.

¹⁴ Muhammad Arifin et al., "Pendampingan Business Trust Pada Womenpreneur Melalui Pemanfaatan Modal Sosial Dan Personal Branding Di Kelurahan Wonocolo Taman Sidoarjo," *Soeropati* 3, no. 2 (2021): 161–169.

¹⁵ dkk. Afandi, Agus, *Modul Participatory Action Research (PAR) Untuk Pengorganisasian Masyarakat (Community Organizing)* (Surabaya: LPPM UIN Sunan Ampel, 2015).

¹⁶ Afandi, Agus, *Modul Participatory Action Research (PAR) Untuk Pengorganisasian Masyarakat (Community Organizing)*.

3. Collaborative Learning: Womenpreneurs and mentors learn together, collectively building knowledge and skills.
4. Continuous Improvement: Reflection and replanning cycles ensure that digital marketing strategies are continuously enhanced based on experiences and outcomes.
5. Greater Impact: This approach not only influences individual womenpreneurs but also has the potential for a broader positive impact on the community and their business environment.

Through mentoring with the PAR approach, womenpreneurs can gain deeper and sustainable benefits from digital marketing utilization while also building strong leadership and collaboration skills.

During the implementation phase of the community service program, the Community Organizer (CO) approach is implemented. According to the definition by Beckwith & Cristina Lopez (1997), as cited by Wicaksono & Darusman (2001), CO, or Community Organizing, can be interpreted as a process of building potential by involving as many community members as possible in jointly identifying existing problems, recognizing desired solutions, identifying individuals, structures, bureaucracies, and relevant resources to enable the implementation of selected solutions, formulating goals to be achieved, and overseeing the change process while still paying attention to the issues, solutions, and potentials they possess.¹⁷

More specifically, community organizing in this context is about enabling involved groups to identify existing problems, recognize resources/potentials, and strategize to achieve positive change. The essential elements in this organization include (1) the presence of problems and solution opportunities, (2) interventions for making changes, and (3) the involvement of all groups in the assisted community.

The steps of the mentoring are as follows:

¹⁷ Wazir Wicaksono and Taryono Darusman, *Pengalaman Belajar Praktek Pengorganisasian Masyarakat Di Simpul Belajar* (Bogor: Yayasan Putera, 2001).

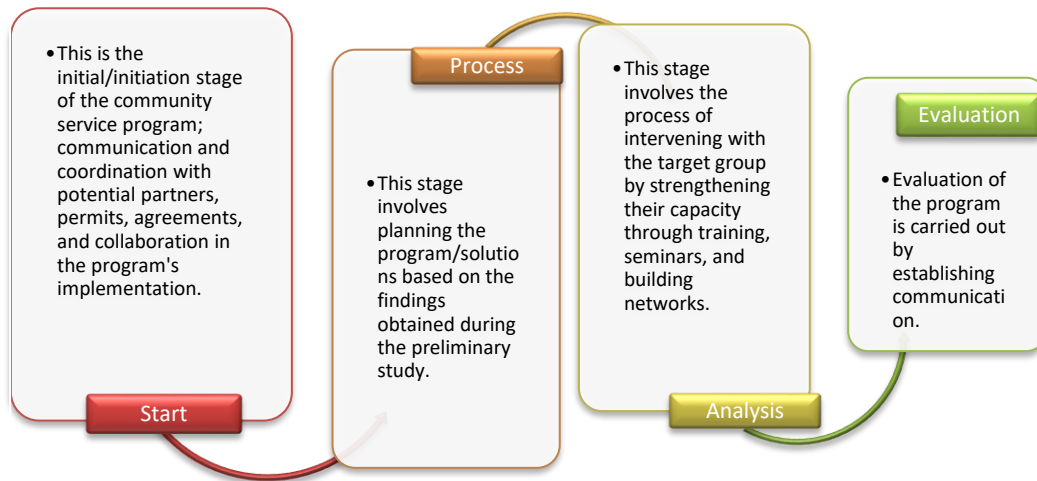


Figure 1. Flowchart of the mentoring process by the Yudharta Pasuruan PKM Team

Hasil

Practically, the community service team, consisting of lecturers and students who are also Purwa Kominfo digital guides, play a role as facilitators accompanying the subjects of assistance, in this case, womenpreneurs in Kelurahan Purutreja.

Initiation of the utilization of digital marketing for womenpreneurs in Kelurahan Purutreja

The initiation program is designed after the team conducted a preliminary study on the conditions and potentials in Kelurahan Purutreja. If we look at the Results of the Analysis and Review of the RPJPD, RPJMD, and RTRW of Pasuruan City. Then, Kelurahan Purutreja falls into the category of trade and services areas. The direction of regional trade development is prioritized along secondary arterial roads. This is directed to support Kelurahan Purutreja as a central business district (CBD) in the Pasuruan region. To understand Purutreja in relation to digital literacy, as the theme of the 2023 Yudharta University community service. The PKM team communicated with the village authorities, to the local RT/RW to obtain population data and sort various problems that require assistance. The data obtained by the community service team shows that the main income of Kelurahan Purutreja based on the population by type of work is as entrepreneurs and service providers. However, its potential for development is considered suboptimal due to uneven knowledge and marketing skills. By conducting surveys and direct discussions with several business actors in Kelurahan Purutreja, Pasuruan Regency, this step was then followed by a direct meeting at the village hall on July 11, 2023, inviting several

officials and community figures. Participants in the meeting consisted of representatives from the Mosque Youth, Youth Organization, PKK, and representatives of the village administration at each RT and RW. In this focus group discussion (FGD), all participants were involved in developing a schedule for activities. The result of this activity is a timeline design of the program activities during the assistance, specifically focused on womenpreneurs, especially home-based/IRT business actors. This is in line with the assistance program that focuses on digital literacy, namely the utilization of digital marketing to develop their businesses.



Figure 2. FGD of PKM Team with the community of Kelurahan Purutreja

Digital marketing literacy in Purutreja village

Digital marketing literacy is part of the agreement in the previously conducted FGD. The activity was also utilized to cross-check data and re-identify the assisted subjects, which had been done through interviews in each RT in Kelurahan Purutreja. The interview results produced significant data, including data on MSME actors throughout 2023 and the presence of business actors in each RT.

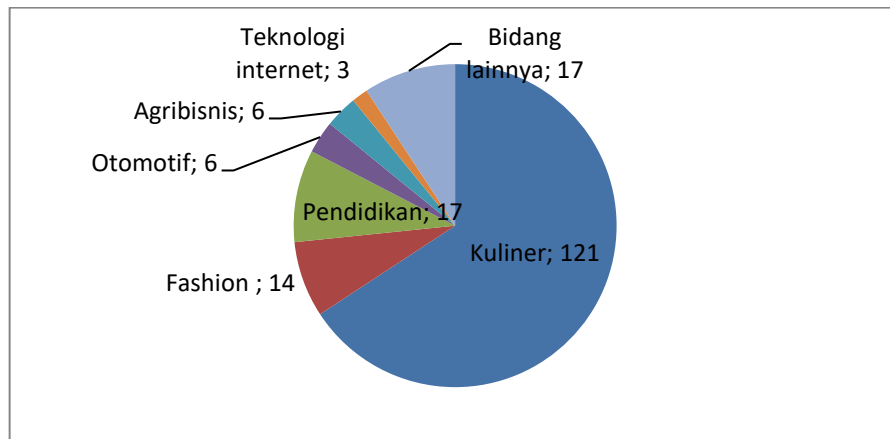


Figure 3. Diagram of the Number Division of MSME Sectors by the Yudharta PKM Team

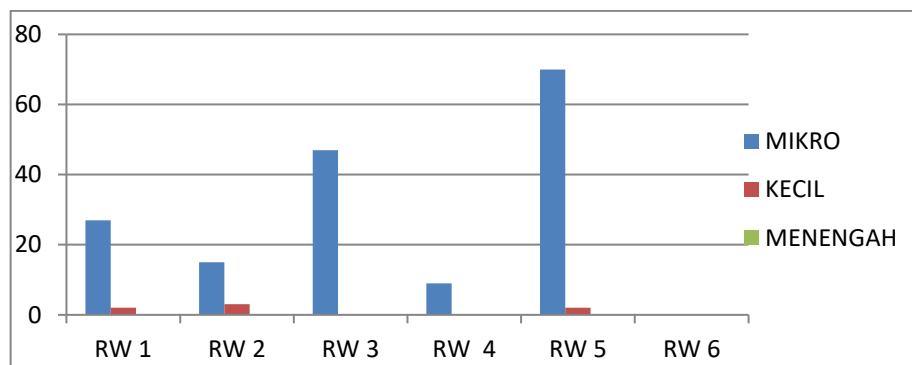


Figure 4. Location of MSME actors in RW in Kelurahan Purutrejo

The data obtained by the PKM Team shows that businesses undertaken by the Purutrejo community are mostly on a micro and small scale, with small-scale businesses including grocery stores being most prevalent in RW 1, furniture businesses in RW 1 and RW 2, goat trading and pearl accessory businesses in RW 5. Meanwhile, micro-scale businesses include various culinary and grocery businesses in 5 RWs, two of which are processed milkfish in RW 3, and fruit chips in RW 4. Looking at the diagram and labels above, the economic sector that is mostly engaged in by the residents of Kelurahan Purutrejo is in the culinary center. The largest scale of business is in the micro-scale. Referring to the criteria according to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs). Thus, the micro-scale here is a productive business owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law, with a maximum asset value of IDR 50,000,000 (Fifty Million Rupiah) and a maximum turnover of IDR 300,000,000 (Three Hundred Million Rupiah). Meanwhile, small businesses have criteria for Small Businesses as intended in this

Law, with a maximum asset value of > IDR 50,000,000 (Fifty Million Rupiah) up to IDR 500,000,000 (Five Hundred Million Rupiah) and a maximum turnover of > IDR 300,000,000 (Three Hundred Million Rupiah) up to IDR 2,500,000,000 (Two Billion Five Hundred Million Rupiah). Looking at the data obtained, the team, along with the RW chairman, discussed eligible assisted subjects to participate in digital marketing seminars and training.

Table 1. Seminar and digital marketing training participants

No.	Nama	Instansi/Usaha	RW
1	Hidayah s	camilan	RW 5
2	Dian K	IRT/sembako	RW 5
3	Khoiriyah	kuliner	RW 5
4	Dian S. A	IRT/makanan	RW 3
5	Miena	Makanan	RW 3
6	Latifah	Makanan	RW 5
7	Safiyah	Pracangan	RW 5
8	Luluk Istiqomah	Burjo	RW 3
9	Afli Fatonah	Makanan	RW 4
10	Hany Nuryanti	Salon	RW 5
11	Nur Saidah	Olahan bandeng	RW 4
12	Aisyah	Kue basah	RW 5
13	Lisna	Toko	RW 3
14	Satini	Pengelola KRPL	RW 5
15	Jubaidah	Pengelola KRPL	RW 2
16	Siswati mariani	Pengelola KRPL	RW 2
17	Suprpti Ningsih	Makanan dan Minuman	RT 6/RW 1
18	Titik Hartatik	makanan	RT 7/RW 3
19	Hidayan WN	Kuliner	RT 2/RW 5
20	Sulastri	kuliner	RT 2/RW 2
21	Diana	kuliner	RT 4/RW 1
22	Ilmiah	PKK	Kelurahan
23	Kunti Indayani	KRPL	Kelurahan
24	Rini M	KRPL	Kelurahan
25	Suci Lestari	PKK	RT 5/RW 1
26	Umi Kulsum	PKK	RW 1
27	Lailatus Su'ud	Pakaian	RT 5/RW 1
28	Rida	IRT/sembako	RT 3/ RW 6
29	Nita	Kuliner	RW 3/RT 2

Assistance involving the village authorities such as KRPL and PKK members there. This aims to ensure that this assistance can be sustainable.



Figure 5. Socialization of assistance programs in RT/RW Kelurahan Purutreja

Capacity building through seminars and accompanying strengthening of digital utilization skills.

The intervention phase takes the form of capacity building, comprising a seminar for womenpreneurs and economic self-reliance in the digital era, conducted on July 25, 2023, at the Purutreja village hall. This activity, not limited to the seminar, also involves providing assistance related to digital marketing skills, strategies to enhance brand awareness, brand image, and hard selling. This event was attended by 29 womenpreneur participants with various issues, including technological hesitancy, requiring assistance ranging from email marketing usage to leveraging Google Business for business development.



Image 6. Documentation of the seminar event and mentoring by the Community Service Team (Tim PKM), lecturers, and students who serve as digital guides from the Ministry of Communication and Information (Kominfo).

Several post-seminar mentoring activities include: First, Direct mentoring for each womenpreneur in creating business accounts and email creation for those who do not have them yet, as well as marking the business location on Google Maps. Marking on Google Maps is expected to make businesses that are being developed or started known to more consumers. This also expands consumer outreach without the need for door-to-door approaches. This marking is only done for Micro, Small, and Medium Enterprises (UMKM) that have not yet been detected on Google Maps, such as one of the egg agent businesses owned by Mrs. Lailatul Fitriyah in RT 6 RW 1. This is done to facilitate consumers in reaching the production site. Creating business accounts on social media with a more attractive appearance.

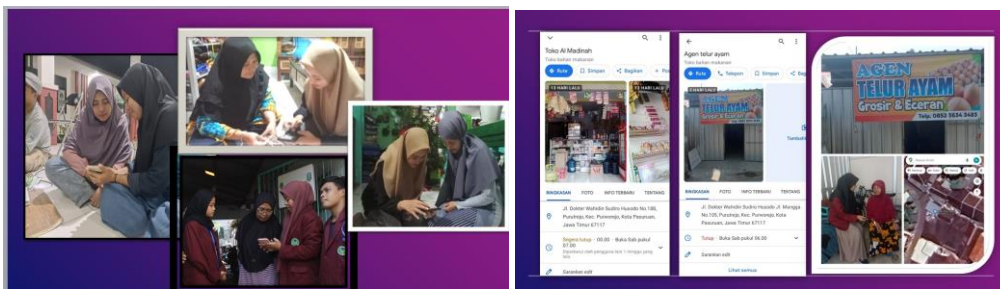


Figure 7. Assistance in creating accounts and marking business locations in Purutrejo on Google Maps

Second, mentoring on product photography and product branding on social media. In addition to providing hard-selling strategies for Micro, Small, and Medium Enterprises (UMKM) actors, the PKM Team also provides mentoring to business actors on how to take good product photos and create a brand image on social media.

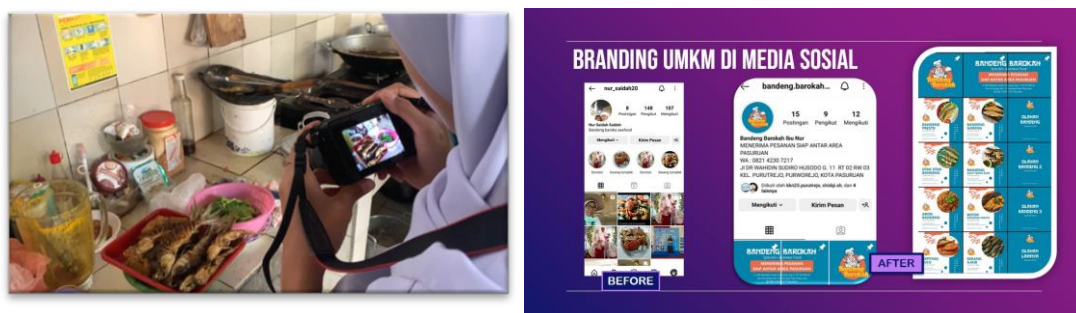


Figure 8. Product photos for branding and the creation of business accounts on social media with a more attractive appearance

Evaluation and Follow-up Plan

Evaluation is the final stage to determine how successful the program has been. It serves as a form of monitoring and reflection on the outcomes of the seminar and the capacity-building assistance in utilizing digital skills. Some participants have already practiced the AIDA principle (Awareness, Interest, Desire, and Action) in creating product content. Additionally, the mentored womenpreneurs share their results and learnings with communities or groups such as the PKK (Family Welfare Empowerment) and KRPL (Sustainable Home Food Area) managers, as well as other mothers, through discussions and presentations. This aids in supporting the exchange of knowledge and inspiration among womenpreneurs in Kelurahan Purutreja.

It's not only PKK that benefits; KRPL also becomes a collaborative partner for the PKM Team since the KRPL location, situated behind Kelurahan Purutreja, serves as one of the platforms for mothers to discuss the economic developments in their respective areas. Furthermore, the sustainable food house serves as a facility for economic self-reliance in Purutreja, where the produce from the garden is distributed for sale every day. Various other activities are carried out there to enable the women of Purutreja to be more creative and innovative in increasing their family income.



Image 9. Recycling Activities at KRPL Kelurahan Purutreja

Discussion

The Role of Womenpreneurs and Family Economic Improvement

In the ever-evolving landscape of business and economics, the role of women as business players is increasingly crucial and acknowledged. The term "womenpreneur" is an acronym for "women entrepreneur," referring to women actively involved in founding and running businesses. Their primary goals are, of course, financial profit and social impact. In this context, womenpreneurs can be founders of small, medium, or large businesses in various economic sectors, including technology, creative industries, healthcare, education, and more.

They not only function as consumers but also as entrepreneurs who significantly contribute to family and community economies. However, on the flip side, when women engage in the business world, they have the opportunity to take control of their own finances, enabling them to make better financial decisions for the family.

If continued and developed, womenpreneurs can create not only business opportunities for themselves but also for others by opening new job opportunities in various fields, ultimately contributing to reducing unemployment rates in society. This can happen when driven by creative ideas and innovative solutions originating from the women business players themselves.

The impacts of the presence of womenpreneurs include, firstly, reducing the family's dependence on a single source of income and enhancing family economic stability, thereby reducing financial risks as the family is not solely reliant on one income source. Secondly, with the increased income generated by womenpreneurs, families can more easily access better education and healthcare services, positively affecting the well-being and development of family members. Thirdly, women involved in business as womenpreneurs inspire other women to take similar steps. This triggers broader social change and encourages women to take a more proactive role in the economy overall.

Utilization of Digital Marketing as an Effort by Womenpreneurs in Purutrejo Sub-District to Develop Businesses

Purutrejo is a sub-district in the Purworejo District of Pasuruan City, East Java Province. Its proximity, being only 2 km from the central government of Pasuruan City, makes Purutrejo a prosperous area with economic development centered on the trade sector, including culinary, fashion, internet technology, automotive, education, and various services. Data obtained by the PKM Team shows that the majority of the livelihoods in Purutrejo Sub-District are entrepreneurial or trade-related, conducted at home, in marketplaces, around strategic areas in Purutrejo Sub-District (around GOR Untung Suropati, Taman Lansia), for export, and in several areas within Pasuruan City.

The number of Micro, Small, and Medium Enterprises (MSMEs) recorded throughout 2023 in Purutrejo Sub-District, Pasuruan City, amounts to 175, mostly managed by women or housewives. Unfortunately, their entrepreneurial skills are not complemented by appropriate branding and marketing that aligns with current developments. This becomes a constraint on its own, as businesses stagnate and, if left unattended, will eventually affect financial stability. Furthermore, it also affects the community's well-being because the stability and development of the regional economy can be seen from the stability/affluence of family economies.

Recognizing these issues, the PKM Team from Yudharta University Pasuruan provides assistance in the Utilization of Digital Marketing specifically for lower-middle-class Womenpreneurs. The assistance that can be provided to Womenpreneurs in Purutrejo Sub-District includes:

First, Digital Marketing Education: Womenpreneurs need to understand the basics of digital marketing, including social media platforms, email marketing, SEO (Search Engine Optimization), and online advertising. Training, seminars, or online courses can help improve their understanding. In this regard, the PKM Team, as Digital Pandu Purwa Kominfo, plays a strategic role. The identification of subjects for assistance and FGD conducted before the program implementation makes this digital skill strengthening appropriate. An example of a partner's issue, for instance, is a complete lack of understanding of the role of social media in this digital era. Even though business owners have children or grandchildren who understand technology, the lack of involvement of family members makes the business stagnant and only known within limited circles. To support the success of digital marketing education with these issues, the PKM Team not only provides digital marketing materials to business owners but also involves family members of business actors to provide support and assistance when business actors—who happen to be quite old—need help.

Second, Strategy Development: Digital marketing assistance can help Womenpreneurs in designing digital marketing strategies that are suitable for their business types and target markets. This includes choosing the right platform and creating engaging content. For grocery businesses, egg agents, for example, the PKM Team assists in creating business location points on Google Maps. Of course, the team also acts by providing advice on good photos that can be shared on social media. This is different when providing assistance to Mrs. Lailatus Su'ud, who is in RT 5/RW 1; the PKM Team provides assistance related to story branding or personal branding to improve the sales of the clothing business she is engaged in.

Third, Selection of the Right Platform: Not all platforms are suitable for all types of businesses. Assistants can help Womenpreneurs choose the most relevant platform for their business, such as Instagram for visual products or LinkedIn for professional services. For example, the PKM Team advises Mrs. Nur—owner of the jetak milkfish

business—to use a business account to promote her business. In addition, the PKM Team also suggests taking more attractive product photos than previous ones, which seemed too simple so that consumers never grew, only stagnant at the same figure for the past few years. Moreover, it was only known to the community around Purutrejo Sub-District.

Fourth, Content Optimization: Assistance also includes training on how to create content that is interesting, informative, and valuable to the audience. High-quality content is key to attracting attention and building credibility.

Fifth, Analysis and Adjustment: Womenpreneurs need to understand how to read and analyze data generated from digital marketing campaigns. Assistance can help them identify trends, customer behaviors, and areas that need improvement. At this stage, the involvement of family members who are digitally literate is necessary so that the innovations that have been made can continue to develop better.

At this stage, the PKM team also collaborates with PKK and KRPL members of Purutrejo Sub-District so that the assistance provided can continue sustainably. Womenpreneurs who have attended seminars and training can share their knowledge with other women in Purutrejo Sub-District through discussions and exchanging ideas during routine KRPL activities and scheduled PKK activities in Purutrejo Sub-District.

Of course, challenges faced by Womenpreneurs will always exist, including difficulties in accessing capital and funding, gaps in business networks, balancing work and family responsibilities, and gender stereotypes that still exist in the business world. However, optimism about significant opportunities accessible to Womenpreneurs, including support from women empowerment programs, entrepreneurship training and education, such as the program conducted by the PKM Team from Yudharta University Pasuruan, can increase awareness of the importance of women's roles in the business world.

Conclusion

Mentoring in the utilization of digital marketing is a crucial step for womenpreneurs to achieve business success in the digital era. By understanding the potential and benefits of digital marketing and implementing appropriate strategies, womenpreneurs can expand their business reach, increase sales, and build a strong brand. Through mentoring, they can acquire the knowledge and skills necessary to face the challenges and opportunities offered by the dynamic digital market.

Acknowledgment

Appreciation is conveyed to the LPPM (Institute for Research and Community Service) of Yudharta University Pasuruan, all staff, and the community of Purutrejo Village who facilitated the realization of this community service project successfully. Additionally, gratitude is extended to the UMKM (Micro, Small, and Medium Enterprises) community of Purutrejo, especially all the remarkable womenpreneurs and the KRPL (Sustainable Food Area) of Purutrejo Village who enthusiastically and actively participated in this mentoring program.

References

- Afandi, Agus, dkk. *Modul Participatory Action Research (PAR) Untuk Pengorganisasian Masyarakat (Community Organizing)*. Surabaya: LPPM UIN Sunan Ampel, 2015.
- Al-Ababneh, Hassan Ali. "Researching Global Digital E-Marketing Trends." *Eastern-European Journal of Enterprise Technologies* 1, no. 13-115 (2022): 26-38.
- Atina, Vivin Zulfa, Faizal Setiawan, Anas Yusuf Mahmudi, W. B. A. Shevalinzi, and Akhmad Nurdin. "Pelatihan Dan Pendampingan Digital Marketing Pada Umkm Sebagai Upaya Peningkatan Omset." *Abdi Masya* 1, no. 4 (2022): 164-171.
- Effendi, Nur Ika, Gita Suliska, Laula Dwi Marthika, Tommy Ferdian, and Sri Wineh. "Peningkatan Penjualan Produk Umkm Masa Pandemi Covid-19 Melalui Pelatihan Digital Marketing Dengan Graphic Designer Software Canva." *JMM (Jurnal Masyarakat Mandiri)* 6, no. 1 (2022): 643.
- Fadel, Febrian, Sabrina Shafwan¹, Pangaribuan² ¹ Gloria, Hubungan Masyarakat, Universitas Pembangunan, Nasional " Veteran, " Yogyakarta, Jalan Babarsari, and Tambak Bayan. "Strategi Marketing Public Relations Dalam Membangun Brand Image Dan Brand Trust Mie Kiro" (2000).
- Febriyantoro, Mohamad Trio, and Debby Arisandi. "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean." *JMD: Jurnal Riset Manajemen & Bisnis Dewantara* 1, no. 2 (2018): 61-76.
- Ginanjar, Rikip, Rosalina Rosalina, and Aldo Wijaya. "Aplikasi Pemantauan Media Sosial Untuk Analisa Merek." *Ultimatics Jurnal Teknik Informatika* (2021).
- Harahap, Hamida S, and Nita K Dewi. "Edukasi Digital Marketing: Pembuatan Konten Dan Caption Pada Instagram Bisnis Bagi Pelaku UMKM Di FKRW Teluk Pucung, Bekasi." *Surya Abdimas* (2022).
- Ivantan, Aris Ariyanto, and Zelin Ferdias Capriati. "Optimalisasi Digital Marketing Sebagai Strategi Peningkatan Penjualan Umkm Anggota Majelis Taklim An-Nisaa." *Jurnal Penelitian dan Pengabdian Masyarakat Jotika* 2, no. 1 (2022): 22-25.
- Kumari, Ms. Mansi, Ms. Ashwati Patthey, and Nilesh Anute. "Search Engine Optimization (Seo) and Social Media Marketing Techniques and Its Impact as a Marketing Tool With Special Reference to Luxury Brands." *International Journal of Research*

Publication and Reviews (2022).

- Lestari, Putri, and Muchammad Saifuddin. "Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19." *Jurnal Manajemen dan Inovasi (MANOVA)* 3, no. 2 (2020): 23–31.
- Marleny, Finki Dona, Ihdalhubbi Maulida, Rudy Ansari, Ayu Ahadi Ningrum, Muhammad Ziki Elfirman, Windarsyah Windarsyah, Mukhaimy Gazali, Kamarudin Kamarudin, and Mambang Mambang. "Pemanfaatan Media Sosial Untuk Pemasaran Produk Lokal Industri Rumah Tangga Di Kelurahan Sungai Andai." *Jumat Informatika Jurnal Pengabdian Masyarakat* (2022).
- Mudrifah, Mudrifah, and Risky Angga Pramuja. "PENDAMPINGAN DIGITAL MARKETING PADA UMKM PKK KARANGPLOSO VIEW-NGENEP (PROGRAM BEMO 'Belajar Marketing Online')." *Studi Kasus Inovasi Ekonomi* 6, no. 01 (2022): 51–58.
- Muhammad Arifin, Achmad Zainuddin, Dodik Wahyono, Ragil Cahya Satria, and Muhammad Rif'al Rafi. "Pendampingan Business Trust Pada Womenpreneur Melalui Pemanfaatan Modal Sosial Dan Personal Branding Di Kelurahan Wonocolo Taman Sidoarjo." *Soeropati* 3, no. 2 (2021): 161–169.
- Pasaribu, Martha KN, Adinda Nadira Larasati, Daniel Fernando Siahaan, and Berliana Manik. "Upaya Peningkatan Penjualan Pada UMKM Tahu Sumedang Putri Deli Medan Melalui Kemasan Ramah Lingkungan Dan Strategi Digital Marketing." *Bima Abdi: Jurnal Pengabdian Masyarakat* 3, no. 1 (2023): 57–67.
- Puspita, Irene Melia. "Marketing Public Relation Peremajaan Merek Sebagai Strategi Pemasaran Dalam Membangun Citra Produk Baru." *Warta ISKI* 2, no. 01 (2019): 19–26.
- Rahmat, Beni, Donard Games, and Dessy K Sari. "Pengaruh Penerapan Digital Marketing, Customer Relationship Marketing, Kualitas Produk Dan Harga Terhadap Volume Penjualan UMKM Rendang Di Sumatera Barat." *Sang Pencerah Jurnal Ilmiah Universitas Muhammadiyah Buton* (2022).
- Ramadhan, Mochammad Raihanditya, Cantika Eva Dialoka, and Reiga Ritomiea Ariescy. "Implementasi Digital Marketing Sebagai Sarana Pemasaran Umkm Di Kelurahan Wonorejo Kecamatan Tegalsari Kota Surabaya" 2, no. 1 (2022): 127–132.
- Ramadhania, Shally Urfa, Kinanti Resmi Hayati, Supriyono Supriyono, and Sugito Sugito. "Upaya Peningkatan Angka Penjualan Di Kelurahan Rungkut Menanggal Melalui Program Pendampingan Digital Marketing UMKM Pengrajin Kain Batik." *Jurnal Pengabdian Masyarakat Indonesia* 2, no. 5 (2022): 531–536.
- Rizal Boy Oktavian, and Nurkholish Majid. "Implementasi Digital Content Marketing Dalam Membangun Brand Awareness Gardiano Pada UD Al Athyyah." *Zadama: Jurnal Pengabdian Masyarakat* 1, no. 2 (2022): 166–174.
- Susilo, Joko Hadi, Ayu Eliana, Eka Yuliana Putri, and Adelia Putri Fauziah. "Pendampingan Digital Marketing Dan Legalitas Usaha Untuk Meningkatkan Kuantitas Penjualan Umkm." *Jurnal Abdi Masyarakat* 6, no. 1 (2022): 93–110.
- Tinggi, Sekolah, and Multi Media. "Search Engine Optimization (SEO) Based Branding Strategy in Building Brand Awarenessat Sekolah Tinggi Multi Media Yogyakarta"

(2018).

Utari, Tituk. "Strategi Branding Berbasis Search Engine Optimization (SEO) Dalam Membangun Brand Awareness Pada Sekolah Tinggi Multi Media Yogyakarta." *Literatus* (2022).

Wicaksono, Wazir, and Taryono Darusman. *Pengalaman Belajar Praktek Pengorganisasian Masyarakat Di Simpul Belajar*. Bogor: Yayasan Putera, 2001.

Widyastuti, Fikka Kartika, Ayu Chandra Kartika Fitri, and M Sa'dillah. "Aplikasi E-Commerce Untuk Peningkatan Pemasaran Produk Umkm Sambal Kemasan Sambel'in Mah Di Masa Pandemi." *Reswara Jurnal Pengabdian Kepada Masyarakat* (2022).