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Digital Literacy Mentoring and Training Through Online Marketing for MSMEs

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Abstract: *This community service program aims to improve digital literacy of MSMEs through mentoring and online marketing training. The Community-Based Research (CBR) approach is applied by involving students as facilitators to support knowledge transfer and implementation of digital literacy at the community level. The training includes the use of social media, e-commerce, and fintech as marketing tools. The results of the activity show that 70% of MSMEs have started to utilize digital platforms for promotion, with an increase in interaction on social media up to five times. However, there are challenges faced by MSMEs in implementing digital literacy including limited infrastructure, access to technology, and low understanding of data-based marketing strategies. Some MSMEs also experience obstacles in maintaining consistent promotions and adapting to technological changes. Therefore, ongoing assistance and synergy between academics, business actors, and the government are needed to ensure sustainable impact. This program proves that effective digital literacy can increase the capacity of MSMEs and students in the digital ecosystem, as well as encourage technology-based economic growth.*

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are an important pillar of the Indonesian economy with a significant contribution of 61% to Gross Domestic Product (GDP) and absorbing around 97% of the national workforce. The heterogeneous conditions of society, MSMEs play a role in reducing the economic

gap between community groups in Indonesia.[1] Amidst the rapid development of digital technology, digital literacy is still a major challenge for MSMEs. According to Aulia et al. (2021), around 60% of MSMEs have not utilized digital technology optimally due to limited understanding of online marketing, use of business applications, and cybersecurity. This makes it difficult for MSMEs to reach a wider market and increase their operational efficiency.[2]

The results of a survey by the Indonesian Internet Service Providers Association (APJII, 2023) show that 77% of MSMEs in Indonesia have not adopted digital technology in their operations.[3] In Pontianak, most MSMEs still rely on traditional marketing methods, such as direct sales or offline social networks, which have limitations in reach and efficiency. In addition, students who are expected to be agents of change in digital transformation often do not have adequate technical skills to support small businesses or technology-based startups.

The implementation of digital marketing through online platforms, such as social media, e-commerce, and websites, can increase the competitiveness of MSMEs and encourage the development of students' entrepreneurial skills. Digital literacy is not only a tool for marketing products, but also a basic competency needed in the digital economy era.[4] Through digital literacy mentoring and training, MSME actors and students can be empowered to understand the basic concepts of online marketing, choose the right platform, and implement data-based strategies to increase business success.

The Importance of Digital Literacy in today's digital era, online marketing has become one of the most effective strategies to reach a wider market. Assistance to MSMEs through the use of digital marketing on e-commerce platforms can be an effective strategy in helping MSMEs such as Shopee, Bukalapak, and Tokopedia Platforms such as social media, e-commerce, and websites can be important channels to promote MSME products and services.[5] Digital literacy and

[1] Moni Wulan Mahriani et al., "UMKM Menuju Digital Dalam Efisiensi Sistem Pemesanan Menggunakan Aplikasi 'Whatsform,'" *Jurnal Pengabdian kepada Masyarakat Nusantara* 5, no. 2 (2024): 2370–2378.

[2] Tomy Dwi Cahyono and Ryan Suarantalla, "Dampak Literasi Keuangan , Literasi Digital Dan Finansial Teknologi Terhadap Keberlanjutan Bisnis" 10, no. 2 (2024): 804–813.

[3] Bayu Prasetya Basuki, "UMKM Goes Digital," last modified 2023, https://djpb.kemenkeu.go.id/kanwil/ntt/id/data-publikasi/artikel/2886-umkm-goes-digital.html.

[4] Muktar Abdul Kader et al., "Digitalisasi UMKM Melalui Literasi Digital Dan Digital Marketing Dalam Meningkatkan Kualitas Produk Dan Volume Penjualan," *Journal of ...* (2024): 349–362, https://comdev.pubmedia.id/index.php/comdev/article/view/242%0Ahttps://comdev.pubmedia.id/index.php/comdev/article/download/242/195.

[5] Indriyati Kamil et al., "Pendampingan UMKM Melalui Pemanfaatan Digital Marketing Pada Platform E-Commerce," *Amalee: Indonesian Journal of Community Research and Engagement* 3, no. 2 (2022): 517–526.

understanding of online marketing can help MSMEs increase market reach. By utilizing digital platforms, MSMEs can reach wider customers both within and outside the region.[6]

To address the challenges faced by MSMEs in utilizing digital technology, a mentoring and training-based solution is needed that focuses on digital literacy through online marketing methods. The Community-Based Research (CBR) approach can be an effective method because it involves MSMEs and stakeholders as active partners in formulating, implementing, and evaluating programs.[7] With this mentoring program, it is hoped that MSMEs can understand the concept of digital literacy practically and be able to utilize digital platforms such as e-commerce (Shopee, Tokopedia, Bukalapak) and social media to reach a wider market. In addition, students can improve their digital marketing skills and act as agents of change in the local community. [8]

West Kalimantan has a growing market potential. The UMKM Khatulistiwa Preneur Community, which has 125 members, most of whom are engaged in the food and beverage industry and are spread across several districts or cities in West Kalimantan, is one example of a micro, small, and medium enterprise (MSMEs) that often experiences obstacles in accessing information and training related to digital technology. Online marketing is one of the most effective tools to reach a wider consumer base, but not all MSMEs are able to utilize this technology optimally. With the mentoring and training program that focuses on MSME literacy through online marketing, it is hoped that it can increase the capacity and performance of local MSMEs, as well as encourage regional economic growth.[9]

MSME actors in West Kalimantan have reached 196,656 units, consisting of 168,623 micro business units, 26,328 small business units, and 1,705 medium business units, which play an important role in driving economic growth in the region. However, MSMEs still face various obstacles, such as limited access to financing, less than optimal product marketing, and minimal ownership of NPWP and NIB, which are the main requirements for export. As the Regional Chief Economist (RCE) and State Treasurer, Kemenkeu Satu is expected to optimize

[6] Jasri et al., "Penerapan Digital Marketing Dalam Upaya Peningkatan Pendapatan Usaha Mikro Kecil Dan Menengah," *ILTIZAM Journal of Shariah Economics Research* 6, no. 2 (2022): 212–224.

[7] Ismail Suardi Wekke, *Metode Pengabdian Kepada Masyarakat Dari Rancangan Ke Publikasi*, ed. Nurul Musyafak and Fitri Yanti, 1st ed. (Jawa Barat: CV Adanu Abimata, 2022).

[8] Husnul Hidayah and Nurfauziah Syams Musamma, "Efektivitas Modul Literasi Digital Pemasaran Dalam Meningkatkan Pengetahuan Dan Keterampilan Perempuan Pelaku Usaha Mikro Dan Kecil," *MITZAL (Demokrasi, Komunikasi dan Budaya) : Jurnal Ilmu Pemerintahan dan Ilmu Komunikasi* 8, no. 2 (2024): 179.

[9] Inas Sany Muyassaroh et al., "Pendampingan Sebagai Upaya Optimalisasi Literasi Digital Dan Pengelolaan UMKM Melalui Implementasi Pembelajaran Digital Marketing" 4 (2024).

financial resources so that the benefits can be widely felt by MSME actors. One of the empowerment efforts is carried out through the West Kalimantan Kemenkeu Satu MSME Bazaar and Talkshow, which not only aims to support MSMEs fostered by Kemenkeu Satu, but also promote typical West Kalimantan products to the community. In addition, this activity is a means of socializing Kemenkeu Satu programs in empowering MSMEs as well as a momentum for reflection on the development of Kemenkeu Satu's duties and functions for the community.[10]

Collaboration between stakeholders, such as Mas Pack Terminal Kemasan Pontianak and Bina Sarana Informatika University (BSI), can support this program. Mas Pack focuses on product packaging standard training as an important element in digital marketing, while BSI University provides teaching staff and practitioners who are experts in online marketing. Through this approach, MSMEs in West Kalimantan, especially Pontianak, are expected to increase competitiveness, expand markets, and support sustainable regional economic growth.

Method

The research methodology used in this study is Community Based Research (CBR). CBR is a research approach that actively involves the community in the entire research process, from planning, data collection, data analysis, to dissemination of research results. The main objective of CBR is to produce knowledge that is relevant and useful for the community and empower them to overcome the problems they face. In this methodology, researchers and community members work together as equal partners in all stages of the research.[11]

The program involves various stakeholders at every stage of planning and implementation. In the initial stage, MSMEs participate in surveys and discussions to identify the main challenges they face in adopting digital literacy and online marketing. The findings from this stage are then used as a basis for program planning, ensuring that the training provided is in accordance with their business needs and conditions. In the implementation stage, stakeholder involvement is realized through intensive training and direct mentoring for MSMEs. Digital industry players act as speakers in training sessions, which cover digital marketing strategies, utilization of social media, and use of e-commerce platforms. This

[10] https://djpb.kemenkeu.go.id/kanwil/kalbar/id/data-publikasi/berita-terbaru/3012-optimalkan-pemberdayaan-umkm,-kemenkeu-satu-kalbar-gelar-bazar-dan-talkshow.html

[11] Arif Zunaidi, *Metodologi Pengabdian Kepada Masyarakat Pendekatan Praktis Untuk Memberdayakan Komunitas*, ed. umi safangati Hidyatun, 1st ed. (yogyakarta, 2024).

approach aims to provide practical solutions for MSMEs in increasing their competitiveness and expanding their market reach through digital technology.

Meanwhile, the implementation team is responsible for ensuring the sustainability of the training and providing assistance in implementing the strategies that have been taught. MSME actors are also given the opportunity to share their experiences and challenges they face during the technology adoption process, so that the solutions provided can be more applicable and in accordance with their needs. Program evaluation is carried out through feedback from participants and discussions with other stakeholders. From the results of this evaluation, a mapping of the obstacles still faced by MSMEs in implementing digital literacy was obtained, such as limited internet access or lack of understanding of certain technologies. Based on these findings, stakeholders can design follow-up programs or additional interventions to ensure that digital literacy can be implemented sustainably and have a positive impact on the development of MSMEs in the region.

Result

Initial observations were conducted to obtain a deep picture and understanding of the quality of product packaging produced by MSMEs, as well as the situation and conditions related to the implementation of packaging and online marketing strategies in an effort to increase sales. This observation aims to identify the needs, interests, and level of readiness of MSMEs in participating in digital literacy mentoring activities that focus on online marketing. In addition, through this observation, potential obstacles that may arise can be identified early on, so that appropriate initial strategies can be formulated to overcome these challenges and ensure the success of the mentoring program.

The MSMEs showed enthusiasm and full support for this program, with the hope that this activity can help them understand and implement standard product packaging and online marketing strategies. Based on the results of initial interviews and discussions with several MSMEs, it was seen that their understanding of packaging standards and online marketing practices was still limited. Most MSMEs have not mastered the technical aspects of digital literacy and the implementation of digital platform-based marketing in depth. However, many of them are motivated to learn more about standard packaging and digital marketing strategies, because they believe that this program will provide significant added value, both for independent business development and in economic contributions to families and communities.

Although the motivation of MSMEs is quite high, the limitations in understanding related to the implementation of standard product packaging and online marketing strategies are still major obstacles. Therefore, intensive and continuous assistance is needed to help them overcome this obstacle. From the results of initial observations, it can be seen that MSMEs have great potential to participate in digital literacy training programs through online marketing. Their enthusiasm is an important capital for the success of this program. However, to ensure that the program runs effectively, adequate support facilities are needed. Organizers can consider collaborating with related parties, such as packaging design practitioners, digital marketing service providers, and educational institutions, to support this activity to be more optimal.

The next stage in this program aims to provide understanding to MSMEs regarding product packaging standards and attractive packaging techniques that are in accordance with the preferences of the target market through a digital platform. Participants will be equipped with skills in recognizing the characteristics of their products, such as shape, size, packaging, and added value that can be offered to consumers. Product packaging strategy includes understanding packaging standards, how to design visually appealing packaging, and effective product image presentation techniques for online marketing. This includes graphic design, product photography, and branding consistency. Visually appealing packaging can increase the selling value of a product and serve as a competitive tool in the digital marketplace.

Product packaging plays a crucial role in marketing strategy, because it not only protects the product but also becomes the first element that reflects the product image in the eyes of consumers. Informative and communicative packaging needs to contain the company's identity, product identity, product advantages, how to use, potential risks and their handling, as well as information related to product variations such as flavors, types, colors, types, and sizes. Packaging design must be designed by considering various elements, such as visual solutions, colors, materials, techniques, and production costs. Color, as the element most quickly captured by the consumer's eye, plays an important role in building the impression or image of the product and as a differentiator between products (product diversification). In addition, color is often used as a corporate identity (corporate branding) to strengthen the impression of professionalism and product appeal.

By understanding the principles of effective packaging design and online marketing strategies, MSMEs are expected to be able to create product packaging that is not only visually appealing, but also provides added value in market competition. This understanding will help them increase the appeal of products in

the eyes of consumers, expand market reach, and optimize sustainable business growth.

Figure 1. Digital Marketing for MSMEs

The next stage, the speaker provides material about Canva and digital marketing. After participants understand how to use Canva to design visual content, the material continues with digital marketing. One of the platforms taught is Instagram Ads, which is an advertising feature provided by Instagram that allows users to promote products or services in various formats, such as feeds, reels, and stories. The main purpose of using Instagram Ads is to increase public awareness of the products offered by MSMEs.

One of the important outcomes of this digital marketing training is the improvement of participants' ability to analyze and measure the success of the marketing campaigns they run. In addition, participants are trained to create effective and attractive content according to the characteristics of the digital platform used, especially through Instagram Ads. With a deep understanding of the use of Instagram Ads and content creation techniques, MSMEs are expected to be able to maximize digital marketing strategies to reach more customers.

Monitoring stage

The monitoring stage is carried out to ensure the sustainability and effectiveness of the implementation of the material that has been taught, both related to product packaging and digital literacy. Based on the monitoring results, the majority of MSMEs showed significant progress in utilizing digital media for marketing. Around 80% of MSMEs actively use social media to promote their products, with a clear increase in interactions. The average interaction per post increased from 10 to 50 after participating in the training.

In addition to social media, the use of e-commerce platforms has also increased. Before the program, only 20% of MSMEs marketed their products

through marketplaces. However, after the training, that number increased to 70%, indicating wider digital adoption among MSMEs. Another positive impact is seen from the increase in average monthly sales, where MSMEs recorded a 50% increase compared to the previous period.

Figure 2. Before Using Standard Packaging and After Using Standard Packaging

Evaluation Stage

The evaluation stage was conducted to assess the success of the digital literacy mentoring and training program and its impact on MSMEs. Based on the evaluation results, this program has succeeded in increasing the understanding and ability of MSMEs in using digital platforms for marketing.

Overall, the results of this program prove that digital literacy assistance that focuses on online marketing can increase the capacity of MSMEs in utilizing digital technology for business development. Examples of MSME marketing products promoted through Instagram Ads show an increase in content quality, visual aesthetics, and customer interaction, which ultimately supports their business growth.

Figure 3. Content creation results in the form of pamphlets from Canva and Instagram

Although the digital literacy and online marketing training program for MSMEs has shown positive impacts, several significant challenges remain during its implementation, especially related to infrastructure and access to technology. One of the main obstacles is the limited and unstable internet access, especially for MSMEs in rural areas of West Kalimantan. Uneven internet connections hinder participants from accessing online training materials and making optimal use of various digital platforms. In addition, many MSMEs still use low-spec technology devices, such as old smartphones or computers with limited capacity, which makes it difficult for them to run digital marketing applications, such as content editing, data analysis, or e-commerce management.

In addition to infrastructure limitations, varying levels of digital literacy are also a challenge in training. Many MSMEs are still accustomed to traditional marketing methods and have difficulty understanding digital marketing concepts, such as paid social media strategies, optimizing product searches in marketplaces, or using analytical tools to monitor the effectiveness of their marketing campaigns. Some participants even had difficulty understanding the technological terminology used in the training, requiring more intensive mentoring sessions in order to implement digital marketing strategies effectively.

Discussion

The digital literacy mentoring and training program through online marketing has produced a number of important findings that show positive impacts, although there are still challenges that need to be overcome. One of the main findings is a significant increase in the basic understanding of digital literacy among participants, especially MSMEs. Before the training, most MSMEs only used social media passively, such as for informal communication. However, after the training, they began to use social media strategically for marketing and product promotion. In addition, the training encouraged participants to explore more complex digital platforms, such as e-commerce and marketplaces, which showed a transformation in their mindset from conventional methods to a digital technology-based approach.

To grow sustainable and balanced digital literacy, a joint commitment is needed to advance MSMEs in the digital era. This collaboration must involve various stakeholders, including policy makers, MSMEs companion associations, communities, the private sector, and startups. This synergistic effort aims to support MSMEs in improving their performance, especially amidst the challenges they are

currently facing. Comprehensive support from all parties is expected to help MSMEs optimize digital technology and continue to develop sustainably.[12]

The training provided not only focuses on theory, but also on direct practice in using digital platforms such as marketplaces and social media. According to Hakim (2019), marketplace-based online marketing training can help MSMEs respond to changes in consumer behavior that are increasingly shifting to digital platforms.[13] This practical approach allows participants to directly apply the knowledge gained in their business activities. This mentoring ensures that participants not only understand the concepts, but are also able to implement them effectively.

Increased access to digital platforms has also had a real impact on sales. Based on monitoring results, around 70% of MSMEs have started using e-commerce platforms, and their average monthly sales have increased by 50%. Interactions on social media, such as the number of comments, likes, and direct messages, have also increased significantly, reflecting the success of the training in helping MSMEs reach a wider market. However, the training also revealed several obstacles that participants still face, such as limited internet access in some areas, lack of technical expertise, Inconsistency or lack of discipline from business owners in promoting products through digital platforms. These obstacles are the main obstacles that need to be addressed to ensure the sustainability of MSME digital transformation. Inconsistency or lack of discipline from business owners in promoting products through digital platforms.[14]

In addition, digital platforms also have weaknesses, including the inability of consumers to see the product directly, the existence of quite large risks because some e-commerce does not guarantee transaction security, which can lead to theft of personal data or credit card information, and the high level of competition between stores, both in terms of product prices and other factors.

The success of the digital literacy and online marketing training program for MSMEs is not only seen from the increased use of digital platforms, but also from the change in mindset of business actors towards technology. Many MSMEs that previously only relied on conventional marketing methods are now beginning to

[12] Teddy Setiawan, Dwinanto Priyo Susetyo, and Eka Pranajaya, "EDUKASI LITERASI DIGITAL : PENDAMPINGAN TRANSFORMASI DIGITAL PELAKU UMKM SUKABUMI PAKIDULAN," *J-Abdi Jurnal Pengabdian Kepada Masyarakat* 1, no. 7 (2021).

[13] Lukmanul Hakim, "Pelatihan Pemasaran Online Berbasis Marketplace Bagi UMKM Dalam Merespon Perubahan Perilaku Konsumen," *Loyalitas Jurnal Pengbadian Kepada Masyarakat* 11, no. 1 (2019).

[14] Abigael Tesalonika Natania and Renny Dwijayanti, "Pemanfaatan Platform Digital Sebagai Sarana Pemasaran Bagi UMKM," *Jurnal Pendidikan Tata Niaga (JPTN)* 12, no. 1 (2024): 343–350.

realize the importance of digital marketing as a long-term business strategy. With a better understanding of the benefits of social media, e-commerce, and fintech, they are more motivated to maintain and develop digital marketing strategies in the future. This success also creates a multiplicative effect in the MSME ecosystem, where business actors who have been successful in digital marketing can inspire other MSMEs to adopt similar strategies. This encourages a broader and more sustainable digital transformation in the small and medium business community.

Overall, the program not only increased the capacity of MSMEs in utilizing digital technology, but also showed a direct impact on business growth. These findings emphasize the importance of synergy between various parties to create a better supporting ecosystem for MSMEs, so that they can continue to thrive in the digital era. Recommendations to overcome these barriers include further training, providing user-friendly technology solutions, and integrating the program into local policies to provide a broader and more sustainable impact.

To ensure the sustainability of digital adoption by MSMEs, several long-term strategies are needed, such as the formation of a digital community for MSMEs that can be a place to share experiences and continuous learning. In addition, partnerships with the government and the private sector can help provide support for internet access, technology, and capital subsidies for MSMEs who want to transform digitally. Advanced training programs tailored to the needs of MSMEs can also be a solution to help business actors continue to adapt to technological changes. With this approach, the success of this program will not only have an impact in the short term, but will also contribute to a more sustainable digital transformation of MSMEs and support technology-based economic growth in the future.

Conclusion

The digital literacy mentoring and training program through online marketing for MSMEs and students has had a significant positive impact in increasing the digital capacity of participants. This training has succeeded in expanding the understanding and skills of MSMEs in utilizing social media, e-commerce, and marketplaces to reach a wider market. In addition, the involvement of students as facilitators strengthens the synergy between the academic world and the community, creating added value in the transfer of knowledge and practical application of digital literacy.

The evaluation results showed a significant increase in social media interactions and average sales of MSMEs, proving the effectiveness of the training in supporting their business growth. However, several obstacles, such as limited

internet access and resistance to technology adoption, indicate the need for continued efforts to ensure the success of MSME digital transformation. Collaboration between stakeholders, including the government, private sector, communities, and startups, is an important element in creating a supportive ecosystem for MSMEs.

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