



Empowering SMEs: Implementing Generative AI for Enhanced Copywriting in Bantul's Kusuka Ubiku

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ABSTRACT

Micro, Small, and Medium Enterprises (SMEs) play a critical role in bolstering Indonesia's economy. Efficient business management in these business typically encompasses four main areas: Human Resources, Operations, Marketing, and Finance. In Bantul, the SMEs within the Kusuka Ubiku community face significant challenges in effective marketing due to limited resources and expertise in copywriting. To address this, our program offers assistance in implementing generative AI technology to enhance copywriting skills. The initiative is structured in three phases: 1) Problem Identification, where the specific marketing hurdles are assessed; 2) Assistance in Developing a Copywriting, which involves practical sessions on using generative AI tools; and 3) Evaluation and Feedback, to measure improvements in marketing outreach and effectiveness. The outcome of this assistance is a set of SMEs equipped with advanced copywriting tools and techniques, enabling them to produce market-relevant copywriting, expand their reach, and enhance brand recognition. The initiative not only aims to provide technical skills but also seeks to foster innovation, ultimately contributing to the sustainable growth of local businesses. Through this program, we anticipate a transformative impact on the marketing capabilities of SMEs in the region.

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A. INTRODUCTION

Micro, Small, and Medium Enterprises (SMEs) are pivotal to the economic framework of many nations, particularly in developing countries like Indonesia, where they account for a significant share of employment and GDP. Micro-enterprises play a critical role in the Indonesian economy, in which they supply 99.8% of the country's employment and account for more than 95% of all enterprises in Indonesia. However, these firms experience many impediments, including a lack of capital, skills, and technology, which creates poor competitiveness (Maksum et al., 2020). The Kusuka Ubiku in Bantul represents a vibrant



cluster of SMEs that are instrumental in sustaining the local economy. These business, while diverse in their offerings, share common challenges in scaling their operations, particularly in the realms of marketing and digital outreach.

Kusuka Ubiku as shown Figure 1, a known for its agricultural and artisanal products, is emblematic of the resourcefulness and entrepreneurial spirit found in SMEs across Indonesia. Despite their potential, many of these businesses face constraints in accessing advanced marketing tools and strategies that could broaden their customer base and enhance brand visibility. The community thrives on traditional methods of production and marketing, which, while effective locally, struggle to compete in a rapidly globalizing economy. This scenario underscores the need for targeted interventions that leverage technology to enhance operational efficiencies and market competitiveness.



Figure 1. Store of SMEs Kusuka Ubiku

The SMEs Kusuka Ubiku often encounter a bottleneck in marketing capabilities. Limited resources, both in terms of finances and skills, hinder their ability to communicate effectively with potential customers. This is exacerbated by a lack of exposure to modern digital marketing strategies, which are crucial in reaching wider audiences beyond their immediate geographic location. The absence of sophisticated copywriting skills further limits their potential to craft engaging and persuasive content that resonates with contemporary consumer expectations. Therefore, enhancing copywriting abilities through innovative solutions is vital for these business to remain competitive.

Addressing the marketing challenges faced by SMEs is not a new endeavor. Several studies have highlighted the effectiveness of content promotion in enhancing marketing capabilities. Khalil et al., (2023) found that content positively influences purchase decisions, though it doesn't significantly affect brand awareness; whereas, copywriting enhances brand awareness but does not impact purchase decisions. Additionally, Olivia, (2024) revealed that copywriting, content marketing, and social media marketing collectively influence consumer buying interest. Their study showed content marketing and social media marketing significantly affect purchase interest, while copywriting alone is one of the component.

The application of generative AI in enhancing marketing efforts has been gaining traction. Marlinda et al., (2024) demonstrated that participants gained foundational knowledge of generative AI, particularly for administrative tasks like drafting invitations and estimating meeting costs. Skills improved in using ChatGPT, including prompt engineering techniques, aiding operational needs. Furthermore, Ausat et al., (2023) found that ChatGPT helps micro, small, and medium-sized enterprises improve their digital presence and optimize marketing efforts. Its adoption can enhance efficiency and reduce workload, thereby increasing profitability for these businesses.



Despite these advancements, there is a noticeable gap in literature regarding the implementation of AI-driven solutions specifically tailored for SMEs in rural settings like Kusuka Ubiku. Our initiative seeks to fill this gap by providing a model for deploying generative AI tools to enhance copywriting, tailored to the unique challenges and opportunities of rural micro and small enterprises.

In response to these identified challenges, our initiative proposes the deployment of generative AI technology to transform copywriting practices among the SMEs in Kusuka Ubiku. This involves the integration of AI tools that can assist in the creation of compelling marketing content with minimal manual intervention, thus streamlining their marketing processes.

Through workshops, hands-on training sessions, and continuous support, this program aims to empower SMEs with the necessary skills and tools to harness the potential of generative AI. By improving their marketing capabilities, these business can increase their competitiveness, not only within the local market but also on a national and international scale.

In conclusion, while SMEs Kusuka Ubiku face significant challenges in marketing due to resource and skill limitations, the strategic implementation of generative AI offers a viable path to overcome these barriers. By focusing on skill development, resource optimization, and market expansion, this initiative aims to transform the marketing landscape for SMEs, enabling them to thrive in a competitive global environment. The successful realization of this project could serve as a model for similar interventions in other rural SME communities, fostering economic growth and innovation across the region.

B. LITERATURE REVIEW

Small and Medium Enterprises (SMEs)

Small and Medium Enterprises (SMEs) are businesses with smaller operational scopes compared to larger corporations. Usually managed by individual owners or small groups, these enterprises often operate with constrained resources (Sutrisno, 2023). SMEs are characterized by having a limited workforce, moderate revenue streams, and a focus on local market areas (Yani et al., 2023). Despite their size, they significantly impact the economy by generating employment, boosting local economic development, and aiding community growth (Sutrisno et al., 2023). Additionally, SMEs are often hubs of innovation and creativity, prized for their ability to adapt swiftly to changing market conditions and dynamic business landscapes (Ohara et al., 2024)

Copywriting

Copywriting is a fundamental component of content creation, serving as the art and science of crafting persuasive and engaging text. It plays a crucial role in conveying messages effectively, influencing audiences, and driving action. Incorporating emotional components into content can strengthen the audience's engagement. Varying content types can elicit diverse customer reactions. Content that is entertaining, such as humorous material, often appeals to customers' emotions (Shahbaznezhad et al., 2022). By tapping into viewers' emotions and experiences, emotional content can significantly build trust and encourage interaction, making it both relatable and memorable (Wiyono & Windasari, 2024).

Generative AI in Marketing

The impact of AI on marketing has been a prominent topic for at least five years, gaining substantial attention since the release of ChatGPT on November 30, 2022. AI is now widely implemented in digital marketing, especially for creating content on websites and social



media. Its use is driven by key advantages, such as facilitating customized sales management and improving cost efficiency in marketing. Many believe AI reduces the need to focus extensively on segmentation, behavior analysis, funnel marketing, or customer journeys. This is because AI processes large volumes of data and provides significant insights for marketing strategies. (Nirwana et al., 2023)

C. METHODS

The method employs a participatory approach, actively involving from Kusuka Ubiku throughout the entire process. This approach ensures that participant can directly contribute to the learning and decision-making regarding the implementation of generative AI in copywriting for their businesses. By engaging participants directly, the training becomes more relevant to the needs and characteristics of the products and services offered by the local SMEs. The method used in the community engagement activities consists of three stages: 1) Problem Identification, 2) Assistance in Developing a Copywriting with Generative AI, and 3) Evaluation, as shown Figure 2 below

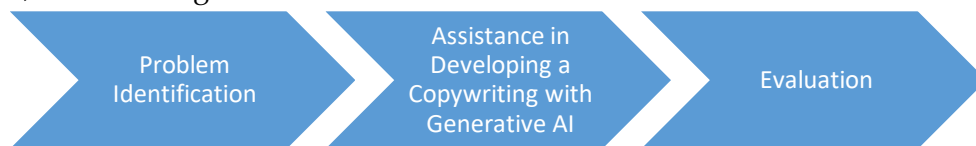


Figure 2. Community Development Method

The initial stage involves a comprehensive assessment at Kusuka Ubiku, a SMEs. This begins with preliminary visits aimed at identifying the primary challenges faced by the business. The team conducts a detailed observation of the business operations and engages in in-depth interviews with the owner to gain insights into the issues impacting their performance. This systematic approach ensures a thorough understanding of the challenges from various perspectives.

The second phase focuses on enhancing the business marketing efforts through the use of generative AI for copywriting. Author's gathers crucial data concerning the business's products and target market. With this information, they collaboratively develop AI-driven copywriting strategies tailored to the business's specific needs. This approach aims to improve the quality and effectiveness of the marketing content, helping the business reach a broader audience and enhance brand visibility.

The final phase is the evaluation, focusing on assessing the newly acquired knowledge and skills in generative AI for copywriting. This period emphasizes measuring time savings in marketing efforts and the versatility of the tailored copywriting across various channels. Over several days, the team and the business owner collaboratively test and refine the AI-driven strategies. This approach ensures that the new methods are effective, adaptable, and well-integrated into the business marketing operations.

D. RESULTS AND DISCUSSION

Problem Identification

The primary challenge faced by the SMEs Kusuka Ubiku is their limited resources, both financially and skill-wise, which impedes effective communication with potential customers. This issue aligns with the difficulties experienced by many SMEs, including a lack of digital marketing strategies and inadequate copywriting skills. Several factors contribute to these challenges: 1) A reliance on traditional marketing methods with limited reach; 2)



Insufficient exposure to advanced digital tools; and 3) The absence of training in crafting compelling content.

Business owners acknowledge that while they continue to operate, these issues hinder their ability to compete in a broader market. Although they manage to sustain their businesses locally, the lack of sophisticated marketing strategies gradually leads to inefficiencies, especially when attempting to expand their audience reach.

These inefficiencies include the inability to attract a wider customer base and create engaging content that resonates with modern consumers. The lack of advanced marketing skills limits their potential, making it crucial to adopt innovative solutions, such as generative AI, to enhance their copywriting capabilities and remain competitive in a rapidly digitalizing world.

Assistance in Developing a Copywriting with Generative AI

Identifying the challenges faced by the SMEs in Kusuka Ubiku highlighted critical issues, such as limited resources and inadequate marketing skills. These constraints impeded their ability to engage effectively with a broader audience. To address these challenges, the assistance with generative AI copywriting was structured through a step-by-step approach. Initial training sessions introduced participants to AI tools, providing a foundation to overcome marketing bottlenecks. Through hands-on practice, SMEs gained practical experience in crafting compelling content, addressing the identified skill gaps. Regular feedback sessions allowed for refinement and adjustment, ensuring relevance and effectiveness. Advanced workshops empowered businesses to leverage AI for specific content needs, enhancing their ability to tailor messaging across various channels. This structured guidance enabled Kusuka Ubiku's SMEs to transform their copywriting processes, improving reach and competitiveness in the digital marketplace.



Figure 3. SMEs Kusuka Ubiku Explore Generative AI with ChatGPT

The implementation phase focused on enhancing the copywriting capabilities of the SMEs in Kusuka Ubiku using generative AI technology as shown on Figure 3. This phase produced several notable outcomes that have significantly impacted the enterprises' marketing efforts.

Evaluation

One of the most significant results was the marked improvement in the participants' copywriting skills. Through training sessions and workshops, SMEs gained hands-on experience with AI tools designed to streamline the content creation process. This exposure enabled them to produce high-quality, engaging, and persuasive marketing materials that align with contemporary consumer expectations. The AI tools provided templates and suggestions, allowing the business owners to craft personalized and impactful content efficiently.



The integration of generative AI drastically reduced the time required for developing marketing content. Prior to implementing AI, creating marketing materials was a time-consuming process that diverted attention from other critical business operations. With AI assistance, SMEs can now generate effective copy rapidly, enabling them to respond swiftly to market trends and customer feedback. This increased efficiency translates to more agile marketing strategies, better positioning the businesses in competitive markets.

A notable advantage of using generative AI is the ability to tailor content for various marketing channels effortlessly. The SMEs have successfully adapted their copy for use across social media platforms, email campaigns, and websites, ensuring consistency and coherence in their messaging. This versatility is essential for reaching different segments of their target audience and expanding their customer base.

Overall, the adoption of generative AI in copywriting has empowered the SMEs in Kusuka Ubiku with the tools and skills necessary to enhance their marketing efforts significantly. By embracing innovative solutions, these businesses are better equipped to navigate the challenges of a digital marketplace and achieve sustainable growth.

E.CONCLUSION

In conclusion, the community engagement activities at Kusuka Ubiku successfully addressed the marketing challenges faced by SMEs through the implementation of generative AI for copywriting. By enhancing participants' skills and providing tools to streamline copywriting creation, the activities aligned with the objectives of improving marketing efficiency and expanding market reach. The structured approach enabled SMEs to adapt quickly to modern digital marketing demands, enhancing their competitiveness.

The impact was evident in increased productivity, better engagement with diverse audiences, and improved brand visibility. However, limitations include the initial learning curve associated with adopting new technologies and the need for ongoing support to optimize AI usage fully. Future recommendations include establishing a continuous training program and exploring further technological integrations to sustain growth and innovation.

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