



Improving Digital Literacy of Sukadarma Village Community in Promoting Products Online

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ABSTRACT

The development of digital technology has created significant opportunities for micro, small, and medium enterprises (MSMEs) to expand their markets through online marketing. However, many MSMEs in Sukadarma Village, Sukatani District, still face challenges in adopting digital marketing strategies due to low digital literacy and limited access to information. This community service activity aims to enhance the understanding and skills of local MSME actors in digital marketing through intensive training and mentoring. The methods used include socialization, hands-on training, and achievement evaluation through pre-tests and post-tests. The results show an improvement in participants' understanding of utilizing social media and marketplaces for product marketing. Additionally, there was an increase in customer interaction with products marketed digitally. Challenges encountered include differences in participants' digital literacy levels and limited internet access in some areas, which were addressed through additional mentoring. The sustainability of this program is expected to be strengthened through the formation of a local digital marketing community and collaboration with e-commerce platforms and internet service providers. Thus, strengthening digital literacy among MSMEs in this village can contribute to enhancing competitiveness and economic growth within the community.

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A. INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including marketing. The utilization of digital media, such as social media, marketplaces, and websites, has become a key factor in enhancing business competitiveness, especially for MSMEs and entrepreneurs in rural areas (Yuwono & Kamilatu Naimah, 2024). However, many people in Sukadarma Village, Sukatani District, Bekasi Regency, still lack

sufficient understanding of digital marketing strategies. This lack of digital literacy hinders them from expanding market reach and increasing income from their products.

Sukadarma Village has considerable economic potential, particularly in the agriculture, handicrafts, and other small business sectors. Unfortunately, limitations in accessing information and digital skills make it difficult for local products to compete in broader markets. Therefore, efforts to improve digital literacy among villagers are necessary to enable them to utilize technology as an effective marketing tool (Tri Rahma et al., 2023).

Based on initial survey data conducted on 50 MSME actors in Sukadarma Village, 70% of them have never used social media or digital platforms as their primary marketing tool. Meanwhile, only 20% have basic knowledge of digital marketing, and less than 10% actively use SEO-based marketing strategies or digital advertising (Budi Dewanto et al., n.d.). This condition indicates that low digital literacy is the main obstacle in developing technology-based businesses in the village.



Figure 1. Jarak Lokasi UBSI Kaliabang ke Desa Sukadarma

Considering the social, economic, and environmental conditions of the Sukadarma Village community, this community service activity aims to enhance digital literacy in online product marketing, provide practical training on the use of social media and marketplaces as marketing tools, assist MSME actors in formulating effective digital marketing strategies, and encourage the use of digital technology as a means to increase the competitiveness of local products (Ekonomi & dan Bisnis, n.d.).



Figure 2. Sukadarma Village Head Office

Literature studies show that the use of social media has a significant impact on the development of Micro, Small, and Medium Enterprises (MSMEs)(Putu & Wirayanti, 2024). Previous research revealed that promotion through social media can positively enhance the marketing and growth of MSMEs(Yasin et al., 2024). Additionally, social media helps increase marketing efficiency, strengthen customer relationships, and reduce operational costs, which positively impacts business performance(Siregar, 2024). However, some studies indicate that before training or mentoring, many MSME actors only use social media for personal purposes and have not optimized it as an effective marketing tool. Therefore, efforts are needed to improve digital literacy and online marketing skills for MSME actors to fully utilize the potential of social media(Urmila Urmila et al., 2023).



Figure 3. Activities at the Sukadarma Village Head Office



Literature review

A community service program in Gunung Anyar Village highlighted the branding challenges faced by MSMEs, particularly the lack of visual identity and low awareness of branding strategies. Through logo design assistance using Canva for Sambal Pecel "Lima Dua," the program demonstrated how simple branding efforts can enhance product identity and competitiveness(Sulistyo et al., 2024).

Batik Mangklek MSME in Kendal faced branding challenges, particularly in visual identity for online marketing. A community service initiative addressed this by designing a culturally-rooted logo to strengthen brand identity and support digital promotion. The resulting logo reflected local values and improved product recognition(Andreas Tigor Oktaga et al., 2025).

B. METHODS

The method used in this community service activity is systematically designed to improve the digital literacy of the Sukadarma Village community in promoting products online. This activity involves various stages, including socialization, training, mentoring, and evaluation to ensure the achievement of goals.

1.1. Activity Stages

This community service activity consists of several main stages, namely:

a. Identification and Needs Analysis

The initial stage of this activity begins with observation and surveys of the Sukadarma Village community, especially MSME actors and individuals interested in developing their businesses digitally. This analysis aims to understand the level of digital literacy, challenges faced in online marketing, and the platforms previously used. Data is collected through questionnaires and direct interviews with target participants.

b. Training Material Preparation

After identifying community needs, training materials are prepared according to participants' levels of understanding. The provided materials include:

1. Introduction to Digital Marketing and its benefits for MSMEs
2. Utilizing social media such as Facebook, Instagram, and TikTok for promotion
3. Content creation strategies (photos, videos, and copywriting)
4. Using marketplaces like Shopee and Tokopedia
5. Logo creation
6. Basic SEO optimization techniques and the use of digital advertising (Facebook Ads & Google Ads)

These materials are created in the form of modules and tutorial videos that participants can access anytime after training.



1.2. Training and Workshop Implementation

The training is conducted face-to-face for one day and is divided into three sessions at the Sukadarma Village Hall, using lectures, interactive discussions, and hands-on practice with digital devices such as smartphones and laptops. Each session covers:

- a. First Session: Introduction to Digital Marketing and creating business accounts on social media.
- b. Second Session: Digital content creation strategies and marketplace management.
- c. Third Session: Practical use of SEO, paid advertising, and evaluation of participants' content.

The workshop also features a digital marketing practitioner as a guest speaker to share experiences and provide additional insights.

1.3. Mentoring and Monitoring

After training, participants receive one-month mentoring to ensure the implementation of the digital marketing strategies they have learned. Mentoring is conducted through WhatsApp groups and weekly consultation sessions at the village hall. Participants are encouraged to upload content and actively use social media and marketplaces, while the mentoring team provides feedback and technical guidance.

1.4. Evaluation and Success Measurement

Evaluation is carried out to measure the program's effectiveness through several indicators:

- a. Knowledge Aspect: Pre-test and post-test are conducted to assess the increase in participants' understanding of digital marketing.
- b. Practical Aspect: Analysis of the number of participants who successfully create business accounts, upload content, and use marketplaces after training.
- c. Economic Impact Aspect: Follow-up interviews and surveys to observe changes in sales turnover and market reach of participants' businesses after the program.
- d. Evaluation data is collected in both quantitative and qualitative forms to gain insights into changes in attitudes, social culture, and the economic impact on the Sukadarma Village community.

1.5. Location, Time, and Participants

The activity is carried out at the Sukadarma Village Hall, Sukatani District, Bekasi Regency. The program duration is three months, consisting of one month of preparation, one month of training, and one month of mentoring. The participants include local MSME actors, village youth, and housewives with home businesses, targeting 15 people. Participant criteria are determined based on interest in online marketing and active involvement in the village's economic activities.

C. RESULTS AND DISCUSSION

The community service activities carried out in Sukadarma Village have had a tangible impact on improving the community's digital literacy, particularly in online product marketing. From the beginning of the program, participants showed great enthusiasm for understanding and applying digital marketing strategies. This program not only enhanced their technical skills but also shifted their mindset regarding the importance of digital marketing in business development.

In the short term, the implementation of this program has resulted in increased participant understanding of digital marketing concepts and their application in business. Before the training, most participants still relied on conventional marketing methods, such as word-of-mouth promotion or displaying banners around the village. The pre-test results conducted before the training showed that more than 60% of participants did not have basic knowledge of digital marketing, while the rest had limited understanding, primarily using social media for personal purposes. After the training, the post-test results indicated a 75% increase in understanding, with most participants beginning to grasp key digital marketing concepts, such as using social media for business, copywriting techniques, and strategies to boost customer engagement.



Figure 3. Digital Marketing Socialization Workshop Activities at the Sukadarma Village Head Office

In addition to the increase in understanding, another short-term impact observed was the rise in the number of participants who began utilizing social media and marketplaces to promote their products. Approximately 80% of participants successfully created and optimized their business accounts on platforms such as Facebook, Instagram, and TikTok. Previously, only about 30% of participants had business accounts, and those accounts were not yet used optimally. With mentoring support, participants started uploading promotional content more systematically and applied marketing techniques taught during the training, such as crafting engaging captions and utilizing social media features like Instagram Stories and Facebook Marketplace.



Table 1. Pre-Test & Post-Test Results

No	Assessment Indicator	Pre-Test (%)	Post-Test (%)	Improvement (%)
1	Basic understanding of digital marketing	40	75	35
2	Use of social media for business	80	50	50
3	Utilization of marketplaces for sales	70	50	50
4	Creation and management of online business accounts	30	80	50
5	Application of copywriting techniques and engagement	25	70	45

In the long term, this activity is expected to create greater changes in the local business ecosystem in Sukadarma Village. One of the emerging impacts is the increased awareness among participants about the importance of building a professional business image in the digital world. Some participants who previously relied solely on offline sales have now begun actively offering their products through digital platforms (Andivas & Maharani, n.d.). Several participants also reported an increase in the number of customers contacting them via social media after they started applying the digital marketing techniques taught during the training. With continued encouragement of digitalization in marketing, it is hoped that there will be an increase in turnover for MSME actors in the village in the coming months.

The success indicators of this program can be seen from several key aspects, both quantitative and qualitative. Quantitatively, success is measured by the number of participants actively engaged in training and mentoring, as well as the improvement in their digital skills demonstrated through pre-test and post-test results. Additionally, other indicators include the number of participants who successfully implement digital marketing strategies in their businesses, the volume of online transactions initiated by participants after training, and the increased level of customer interaction on social media and marketplaces compared to before the program began.

Qualitatively, changes in participants' attitudes toward digital marketing are an important indicator in assessing the program's success. Before the training, many participants were hesitant to switch to digital marketing because they found it difficult or were unfamiliar with the technology. However, after gaining a better understanding, they began showing greater interest in continuing to learn and applying digital marketing strategies in their businesses. Furthermore, testimonials from participants indicate that this program has provided tangible benefits for them, both in terms of skill enhancement and market expansion for the products they sell.

Despite the relatively positive results, there are several challenges faced during implementation. One major obstacle is the varying levels of participants' understanding of digital technology. Some older participants or those not accustomed to using smartphones experienced difficulties during the training, especially in practical sessions involving the creation of business accounts or the use of marketplaces. To overcome this, a more personalized approach was adopted through additional mentoring sessions, where



participants facing difficulties received more intensive guidance from the implementation team.

Moreover, limited internet access in some areas of Sukadarma Village also posed a barrier to the optimal application of digital marketing strategies. Some participants who wanted to try selling through marketplaces encountered difficulties uploading products due to unstable internet connections. Therefore, one of the future recommendations is to collaborate with local internet service providers to improve network infrastructure in the village, so that access to digital technology can be more evenly distributed and better support the development of digital-based businesses.



Figure 4. Logo creation process at one of the MSMEs in Sukadarma Village

Seeing the positive impact generated, this program has great potential for further development in the future. One step that can be taken is to establish a local digital marketing community in Sukadarma Village, which serves as a platform for MSME actors to continuously learn and exchange experiences in implementing digital marketing strategies. With this community, participants who have completed the training can continue to receive support and guidance in developing their businesses digitally (Tesalonika Devvany Nugoro et al., 2024).

In addition, collaboration with e-commerce platforms such as Shopee and Tokopedia can be a strategic step to increase market access for MSME actors in the village. Through advanced training facilitated by these platforms, participants can better understand how to optimize the available marketplace features to boost their sales.

Furthermore, the development of a local application or platform managed by the Sukadarma Village MSME community can also be an alternative to strengthen digital marketing at the village level. With this dedicated platform, local products can be more easily discovered by consumers, thereby helping to enhance the competitiveness of MSME actors in the digital era.

With a sustainable approach and synergy among various stakeholders, it is hoped that this program will not only provide short-term benefits but also create lasting changes in the local business ecosystem in Sukadarma Village. The growing digitalization of marketing will open new opportunities for the village community to improve their economic welfare through more optimal utilization of digital technology.



D. CONCLUSION

The community service activity in Sukadarma Village has improved participants' digital literacy in online product marketing. This training helped them transition from conventional marketing methods to utilizing social media and marketplaces, which proved effective in increasing customer engagement. Although challenges such as varying levels of digital literacy and limited internet access existed, additional mentoring helped participants overcome these difficulties. Moving forward, the program can be strengthened by establishing a local digital marketing community and collaborating with e-commerce platforms to support the sustainability of digital marketing for the village's MSMEs.

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F. AUTHOR CONTRIBUTIONS

Amelia Agustianingsih contributed to the conceptualization and project administration of the study. Andini Julia Rahayu was responsible for methodology design and data collection. Fatimahtuz Zahro handled the literature review and data analysis. Adit Cahyadi contributed to the development of training materials and workshop facilitation. Riky Chandra Saputra managed the monitoring and evaluation process. Miftah Farok Santoso oversaw the overall supervision and manuscript writing. All authors reviewed and approved the final manuscript.

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