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Build your Business Website without Coding Experience, A Practical Guide for UMKM

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ABSTRACT

In the era of Industrial Revolution 4.0, Small and Medium Enterprises (SMEs) face significant pressure to adapt to digital transformation. However, a major problem persists: many business owners lack the technical skills to build websites and perceive the process as costly and complex, leaving them reliant solely on social media algorithms. To address this gap, a community service program titled "Build Your Business Website Without Coding Experience" was implemented to assist SMEs in establishing a professional digital presence. The solution offered was a comprehensive training program combining a webinar on the urgency of frontend design with a technical workshop on template-based website management using Visual Studio Code, GitHub, and Vercel. This method allowed participants to modify and deploy websites without extensive programming knowledge. The outcomes were significant; participants showed a marked improvement in digital literacy, with average understanding scores increasing from 82.95 in the pre-test to 92.4 in the post-test. Furthermore, participants successfully deployed their own business websites, proving that this practical approach effectively lowers technical barriers and enhances SME competitiveness in the digital ecosystem.

Di era Revolusi Industri 4.0, Usaha Mikro, Kecil, dan Menengah (UMKM) menghadapi tekanan signifikan untuk beradaptasi dengan transformasi digital. Namun, masalah utama masih bertahan: banyak pelaku usaha tidak memiliki keterampilan teknis untuk membangun situs web dan menganggap prosesnya mahal serta rumit, sehingga mereka hanya bergantung pada algoritma media sosial. Untuk mengatasi kesenjangan ini, program pengabdian masyarakat berjudul "Membangun Website Bisnis Tanpa Pengalaman Coding" dilaksanakan guna membantu UMKM membangun kehadiran digital yang profesional. Solusi yang ditawarkan adalah program pelatihan komprehensif yang menggabungkan webinar mengenai urgensi desain frontend dengan lokakarya teknis manajemen situs web berbasis templat menggunakan Visual Studio Code, GitHub, dan Vercel. Metode ini memungkinkan peserta untuk memodifikasi dan mempublikasikan situs web tanpa pengetahuan pemrograman yang mendalam. Hasil kegiatan menunjukkan peningkatan signifikan dalam literasi digital, dengan skor pemahaman rata-rata meningkat

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dari 82,95 pada pre-test menjadi 92,4 pada post-test. Lebih lanjut, peserta berhasil mempublikasikan situs web bisnis mereka sendiri, membuktikan bahwa pendekatan praktis ini efektif menurunkan hambatan teknis dan meningkatkan daya saing UMKM dalam ekosistem digital.

A. INTRODUCTION

The rapid advancement of information and communication technology in the era of the Industrial Revolution 4.0 has compelled business actors to adapt to digital transformation. Small and Medium Enterprises (SMEs) play a vital role in national economic development; however, empirical conditions indicate a significant gap in technology adoption among SMEs. Data published by the Ministry of Cooperatives and SMEs in the *Journal of Economics and Regional Science* (2024) show that 70.2% of SME actors face major obstacles in product marketing, while 30.9% experience difficulties in adopting digital technology. This condition is further reinforced by data from the Ministry of Communication and Digital Affairs (2024), which reveal that out of approximately 64 million SMEs in Indonesia, only about 26% have transitioned into the digital ecosystem. Therefore, there is a critical urgency to immediately bridge this digital divide. If left unaddressed, the majority of SMEs risk losing their competitive edge and facing business stagnation, making practical technological interventions highly urgent to ensure their survival in a digital-first economy. Therefore, there is a critical urgency to immediately bridge this digital divide. If left unaddressed, the majority of SMEs risk losing their competitive edge and facing business stagnation, making practical technological interventions highly urgent to ensure their survival in a digital-first economy.

This technological gap has a direct impact on business competitiveness. The utilization of digital technology has become a crucial solution to improve operational efficiency and enhance the competitiveness of SMEs in the global market (Pratama & Wijaya, 2024). Research published in *Advances in Research* (2025) reports that digitalization can increase SME operational revenue by 25% to 30% through more efficient market access expansion. One of the primary instruments supporting business digitalization is the use of websites. Unlike social media platforms, which are highly dependent on continuously changing algorithms, websites provide business owners with full control over brand identity and customer data. The existence of a business website enables SMEs to expand their marketing reach beyond geographical limitations (Setiawati, Wahyono, & Pratiwi, 2024).

Despite the high urgency, many SMEs still do not own business websites due to the perception that website development requires complex programming skills and high costs. This issue is also commonly found among target business actors, who tend to rely heavily on limited promotional channels without possessing independent digital assets. In fact, the emergence of low-code and no-code technologies has enabled website development to be

conducted visually and efficiently. Training on the utilization of such technologies has been proven to improve SMEs' knowledge and practical skills in digital product promotion (Septarina, Hakim, Febriani, & Azim, 2023).

Beyond technical accessibility, the quality of the user interface (UI) is a determining factor in the success of a business website. An intuitive and user-friendly UI significantly facilitates customer interaction with product information systems, which ultimately enhances sales performance (Putra, Kurniawan, Yusman, & Alvin, 2024). Furthermore, website quality and the clarity of information presented have a significant influence on buyer trust and consumer purchasing decisions (Banusetyo, Putra, & Digdowiseiso, 2023).

In response to the need for digital transformation and to bridge the limited technical skills of SMEs, an educational initiative in the form of a webinar and workshop was conducted under the title "*Build Your Business Website Without Coding Experience, A Practical Guide for UMKM.*" The program was implemented on January 7, 2026, involving approximately 37–40 participants. The activities consisted of a webinar session discussing the urgency of frontend design as a foundation for digital business credibility, followed by a technical workshop on website management using Visual Studio Code, GitHub integration, and template modification based on HTML, CSS, and JavaScript. Through the integration of visual insights and hands-on practice, the program was expected to accelerate SMEs' independence in developing professional, informative, and competitive digital business assets.

B. METHODS

To implement the community service program, the authors structured the activities into several sequential stages. The first stage was registration and promotion, where digital flyers and registration links (http://bit.ly/3YvVTj3) were distributed through various online platforms to reach a broad audience of UMKM actors and the general public.

The second stage involved preparation of educational materials, including webinar presentation slides and practical workshop modules. These materials were designed to introduce the importance of digital transformation for UMKM, frontend website concepts, and template-based website customization using simple HTML and CSS.

Prior to the main activities, participants were required to complete a pre-test (https://forms.gle/51zmMMg3trWdihcf6) to assess their initial understanding of website development and digital business concepts. This stage aimed to establish a baseline of participants' knowledge before receiving the training materials.

The fourth stage was the webinar session, which focused on theoretical discussions regarding the role of frontend design in building business credibility, improving user experience, and supporting digital marketing strategies for UMKM.

Subsequently, the fifth stage was a hands-on workshop, where participants practiced customizing ready-to-use website templates. Activities included editing text content, replacing images, adjusting color schemes according to business branding, and deploying websites so they could be accessed online. The workshop was delivered through live demonstrations and step-by-step guidance.

After completing the webinar and workshop sessions, participants filled out a post-test (https://forms.gle/NXRD3DXeY9JXtchWA) to measure improvements in knowledge and technical skills. Participants were also required to complete an online attendance and feedback form (https://forms.gle/uDRewopF2jjdFumq8) to evaluate satisfaction with the content, speakers, and technical implementation. The results of the pre-test and post-test comparisons, along with participant feedback, were used to assess the effectiveness of the community service program.

Therefore, an educational initiative that introduces practical and accessible website development methods without requiring coding experience is urgently needed. This initiative aims to help UMKM overcome technical barriers, improve digital literacy, and encourage greater participation in the digital business ecosystem.

C. RESULTS AND DISCUSSION

The activity titled "*Build Your Business Website Without Coding Experience*" was successfully conducted on January 7, 2026, involving approximately 37–40 participants comprised of MSME (UMKM) owners and students. The program was divided into two strategic sessions: a webinar focusing on the theoretical framework of frontend design and a workshop emphasizing practical skills in website deployment.

To ensure smooth execution, the event followed a structured rundown, as outlined in Table 1 below:

Table 1. Schedule of webinars and workshops

Time (WIB)	Activity	PIC
08.30 – 08.35	Opening Ceremony	Muhammad Ghifari
08.35 – 08.45	Singing the National Anthem "Indonesia Raya" & "Mars Muhammadiyah"	Muhammad Sayyid Farhan
08.45 – 08.50	Opening Remarks by the Chairperson	Elsa Mundi Raswati
08.50 – 08.55	Pre-test Completion	Muhammad Sayyid Farhan
08.55 – 09.55	Webinar Session	Elsa Mundi Raswati
09.55 – 10.05	Q&A Session	Lantip Nurohman
10.05 – 10.10	Break	Muhammad Sayyid Farhan
10.10 - 11.10	Workshop Session	Muhammad Azizsyah Putra
11.10 - 11.20	Q&A Session	Lantip Nurohman
11.20 - 11.25	Post-test Completion & Attendance	Muhammad Sayyid Farhan
11.25 – 11.30	Closing & Group Photo Session	All Committee & Participants

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1.1. Stage 1 (Activity socialization)

At this stage, the author and the team carried out public outreach through social media and disseminated the prepared flyers to reach and attract prospective participants, as illustrated in Figure 1.

Figure 1 Flyer activity

1.2. Stage 2 (Preparation of Activity Material)

At this stage, the presenter prepared the learning materials to be delivered during the community education program, including the webinar and workshop sessions. The materials were designed in the form of presentation slides to support clear, structured, and easily understandable delivery, particularly for UMKM participants with limited technical backgrounds. The content of the activity material consisted of the following topics:

A. Introduction to Business Websites for UMKM: An overview of the role and benefits of business websites in supporting UMKM branding, building customer trust, and facilitating digital promotion.
B. Basic Concepts of Frontend and Website Structure: A concise introduction to frontend components, including HTML for content structure, CSS for visual presentation, and JavaScript for basic interactivity, explained conceptually without coding requirements.
C. Understanding Editable Components: An explanation of website elements that can be customized, such as text, images, colors, and product sections, to help participants adapt website content to their business needs.
D. Branding-Oriented Website Customization: A brief discussion on how consistent use of colors, typography, layout, and visuals contributes to brand identity and enhances the professional appearance of UMKM websites.
E. Website Publishing Workflow Without Coding Experience: An overview of the end-to-end process of publishing a website, including editing templates in Visual Studio

Code, previewing changes, uploading files to GitHub, and deploying the website using Vercel.

All prepared materials were visually presented through structured presentation slides that combined textual explanations, diagrams, and website interface screenshots. These slides served as the primary instructional media during the webinar session and as a reference guide for participants during the workshop activities.

1.3. Stage 3 (Webinar Session)

Stage 3 was conducted in the form of a webinar session entitled "Build Your Business Website Without Coding Experience, A Practical Guide for UMKM", held on January 7, 2026. This webinar session aimed to provide conceptual education to UMKM participants regarding frontend websites as a key element in building a professional digital business presence. The session emphasized the role of frontend design in enhancing user experience, strengthening business credibility, and supporting UMKM digital development.

Details of Webinar Material:

a. Introduction to Frontend Websites for UMKM

The webinar session began with an introduction to the concept of frontend websites, which refer to the visual and interactive components of a website directly accessed by users. These components include layout structure, color schemes, typography, images, and interactive elements such as navigation menus and contact buttons. Frontend design was introduced as a fundamental aspect of website development, as it directly affects how business information is perceived and understood by users. Previous studies have shown that user interface (UI) and user experience (UX) elements significantly influence user satisfaction and engagement in digital platforms (Talmera, 2025).

Figure 2 Webinar session introducing frontend website concepts for UMKM

In Figure 2, the speaker explains the basic concept of frontend websites to UMKM participants. The explanation focuses on frontend as the visible part of a website that presents business information through visual elements such as text, images, and layout. This session aims to build participants' foundational understanding of frontend websites as the starting point for creating effective digital business representations.

b. Importance of Frontend Design for UMKM Digital Presence

This session highlighted the importance of frontend design in strengthening UMKM digital presence. Participants were informed that customers often assess the credibility of a business based on the visual quality and usability of its website. A clear and well-structured frontend allows users to easily locate essential information, such as product descriptions and contact details, which contributes to increased trust and positive perceptions of the business. Usability and user experience evaluation frameworks emphasize that intuitive interfaces improve user engagement and task performance in digital systems (Ntoa, 2024).

Figure 3 Explanation of the importance of frontend design for UMKM digital presence

In Figure 3, the speaker explains how frontend design influences customer trust and business credibility. The presentation highlights the relationship between visual clarity, ease of navigation, and user comfort when accessing a business website. This explanation reinforces the idea that frontend quality plays a strategic role in building a strong digital presence for UMKM.

c. Frontend as the Digital Face of UMKM Businesses

The webinar further explained that a website functions as the digital face or storefront of an UMKM business. Similar to physical stores, the appearance and organization of a website shape first impressions and influence customer interest. A clean and visually appealing frontend encourages visitors to explore products or services and reduces the likelihood of users leaving the website prematurely. Research on digital user experience indicates that professional website presentation contributes to stronger brand perception and customer loyalty (Susilawati et al., 2024).

Figure 4 Illustration of frontend websites as the digital face of UMKM businesses

In Figure 4, the presenter illustrates the concept of websites as digital storefronts for UMKM. The figure demonstrates how website appearance can influence customer perception in the same way as physical store displays. This explanation emphasizes that frontend design is a critical factor in maintaining visitor engagement and supporting business growth.

1.4. Stage 4 (Workshop Training)

Stage 4 was conducted as a hands-on workshop aimed at providing UMKM participants with practical experience in editing and publishing a business website independently. The workshop focused on direct practice using ready-to-use website templates, enabling participants to customize frontend elements without prior coding experience. This stage emphasized skill development through guided demonstrations and participant practice.

Details of Workshop Activities:

a. Introduction to Workshop Tools and Workflow

The workshop began with an introduction to the tools used during the training, including Visual Studio Code as the main code editor, GitHub as a platform for storing website files, and Vercel as a deployment service. Participants were also introduced to the overall workflow of the workshop, starting from opening a website template, editing content, uploading files to GitHub, and publishing the website online.

Figure 5. Introduction to workshop tools and workflow.

In Figure 5, the facilitator explains the tools used during the workshop and outlines the step-by-step workflow from website editing to online publication. This explanation helps participants understand the sequence of activities before entering the practical session.

b. Exploring Website Template Structure

Participants were guided to open and explore a ready-to-use website template using Visual Studio Code. The facilitator explained the basic structure of the template, including HTML files for content, CSS files for visual styling, and JavaScript files for simple interactivity. The explanation focused on identifying which sections could be edited to customize business information without altering the main structure.

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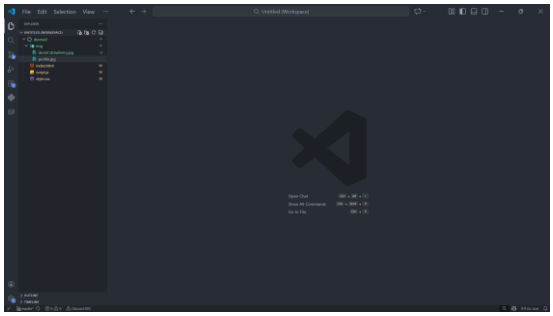

Figure 6 Website template structure displayed in Visual Studio Code

Figure 6 shows the website template opened in Visual Studio Code, highlighting the folder structure and main frontend files. The facilitator explains the role of each file and how participants can safely modify content sections.

c. Editing Frontend Elements for Business Branding

This session represented the core activity of the workshop, where participants practiced editing frontend elements to match their business branding. Participants modified text content such as business names, descriptions, and product information, adjusted color schemes, and replaced default images with product photos. The facilitator emphasized that all modifications were performed by editing existing code without creating new code from scratch.

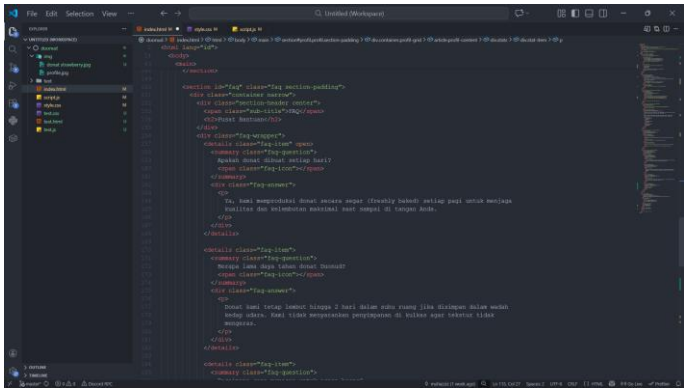

Figure 7 Live demonstration of editing frontend elements for branding

In Figure 7, the facilitator demonstrates how to edit text, colors, and images within the website template. The figure illustrates how simple changes can significantly improve the visual identity of a business website.

d. Uploading Website Files to GitHub and Deployment Using Vercel

In this session, participants practiced uploading their edited website files to personal GitHub repositories using a manual upload method. The facilitator explained the function of GitHub as a platform for storing and managing website files, enabling participants to keep their project organized and accessible.

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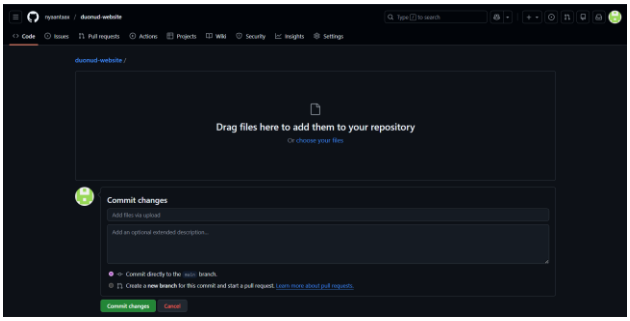

Figure 8 GitHub repository containing participant website files

Figure 8 shows the uploaded website files within a GitHub repository. The facilitator explains how the repository structure helps participants manage their website projects efficiently. The workshop then concentrated on website deployment utilizing the Vercel platform. Participants received guidance on linking their GitHub repositories to Vercel and making their websites publicly accessible. This stage represented the final activity of the workshop.

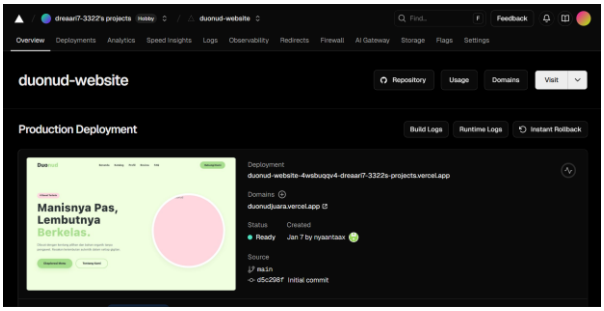

Figure 9 Website successfully deployed using Vercel

In Figure 9, the facilitator shows a website that has been successfully deployed and accessed through a public URL. This figure demonstrates that participants were able to complete the website publishing process independently.

1.5 Stage 5 (Feedback and Post-Test Filling by Participants)

During the activity, participants were asked to complete a pre-test and a post-test containing questions related to the webinar material. This was intended to measure participants' knowledge before and after taking part in the activity. After the activity concluded, participants were also asked to complete a feedback questionnaire in the form of a Google Form to assess and evaluate the implementation of the webinar and workshop activities. The pre-test and post-test were administered via the following links: Pre-Test https://forms.gle/CdH3rfQcbD9YSzXB7 and Post-Test https://forms.gle/CdH3rfQcbD9YSzXB7.

The feedback questionnaire used a 4-point Likert scale with the following criteria: (4) strongly agree, (3) agree, (2) strongly disagree, and (1) disagree. The feedback questions covered several aspects, including:

1. Whether the webinar and workshop materials were aligned with the courses taught in the Informatics Engineering program at FTUMJ.
2. Whether the webinar speakers' expertise was in accordance with their scientific fields.
3. Whether the workshop instructors' expertise was in accordance with their scientific fields.
4. Whether the webinar speakers were able to explain the material clearly.
5. Whether the workshop instructors were able to explain the material clearly.
6. Whether the quality of online services during the workshop (audio and visual) was satisfactory.
7. Whether the online administrative services provided were easy to use.
8. The overall level of participant satisfaction with the activity.

The post-test consisted of eight questions identical to those in the pre-test and was used as a comparative measure to determine participants' levels of understanding before and after attending each webinar and workshop session. Participants demonstrated a high level of enthusiasm for the material delivered by the speakers. This was evident from the feedback questionnaire distributed at the end of the session, which generally showed that participants expressed satisfaction with the webinar and workshop materials provided.

Figure 10 Alignment of Webinar and Workshop Materials with Courses in Informatics Engineering FTUMJ

Figure 10 shows that 65.8% of participants agreed that the webinar and workshop materials were consistent with what is taught in the Informatics Engineering program at FTUMJ, while 31.6% strongly agreed.

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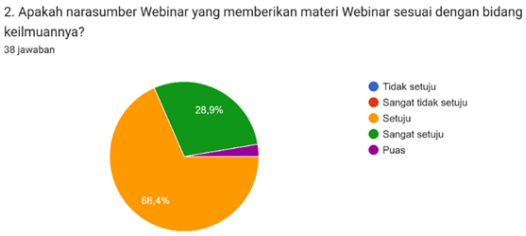

Figure 11 Suitability of Webinar Speakers' Expertise

As shown in Figure 11, 68.4% of participants agreed that the webinar speakers' expertise was in accordance with their scientific fields, and 28.9% strongly agreed.

Figure 12 Overall Participant Satisfaction

Figure 12 shows that 29.5% of participants agreed and 40.5% strongly agreed that they were satisfied with the activity.

Based on the results of the feedback questionnaire, it can be concluded that participants were satisfied with the materials delivered during both the webinar and workshop.

In addition to the feedback questionnaire, participants were also asked to complete a pre-test and post-test to assess improvements in their understanding. The results showed a significant increase in participant competence, with the average score rising from 85.47 in the pre-test to 92.4 in the post-test.

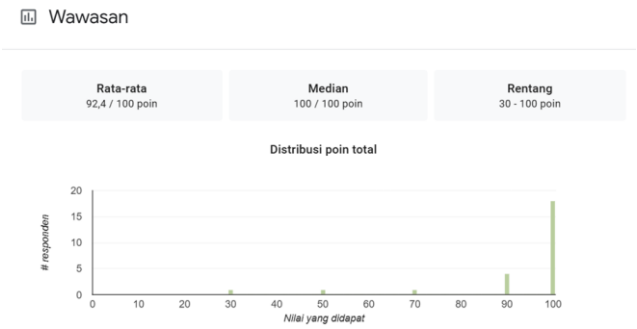

Figure 13. Post-test

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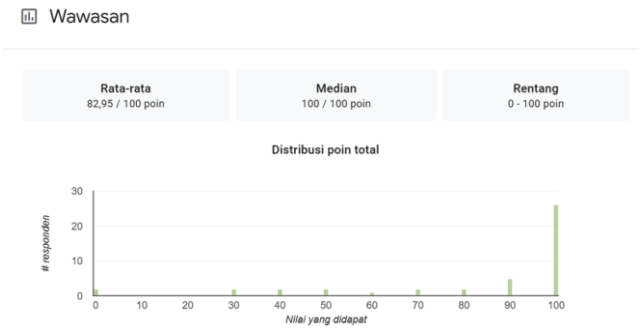

Figure 14. Pre-Test

Based on the analysis shown in Figures 13 and 14, an overview of the participants' Pre-test and Post-test scores can be observed. In the Pre-test, the participants obtained an average score of 82.95 points, with a median score of 100 points and a score range of 0–100 points. The score distribution indicates that although most participants achieved high scores, there were still some participants who obtained low scores, including the minimum score of 0. This suggests that prior to the delivery of the material, participants' level of understanding varied considerably.

Meanwhile, the Post-test results show an improvement in participants' learning outcomes. The average score increased to 92.4 points, with the median remaining at 100 points and the score range narrowing to 30–100 points. The Post-test score distribution demonstrates that the majority of participants achieved very high scores, and no extremely low scores were observed. This indicates that after attending the material presentation, participants' understanding became more uniform and significantly improved.

Therefore, it can be concluded that the material delivered was effective in improving participants' comprehension, as reflected by the increase in the average score, the higher minimum score, and the dominance of high scores in the Post-test. Furthermore, the high overall scores suggest strong participant engagement and enthusiasm throughout the activity

D. CONCLUSION

The community engagement program "Build Your Business Website Without Coding Experience, A Practical Guide for UMKM" was successfully implemented on January 7, 2026, achieving its primary objective of accelerating the digital independence of SMEs. The activities effectively bridged the technological gap by introducing a template-based approach to website development, which eliminated the need for complex coding skills. The evaluation results demonstrated a clear success, evidenced by the increase in participant knowledge scores from an average of 82.95 to 92.4 and the successful deployment of participants' business websites. It can be concluded that practical, hands-on training using accessible tools like Visual Studio Code and Vercel is highly effective in empowering SMEs. For sustainable impact, it is recommended that future programs include follow-up mentoring to assist participants in maintaining and optimizing their digital assets

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F. AUTHOR CONTRIBUTIONS

Activity implementation: EMR, MAP, LN, MG, MSF, Preparation of materials & coordination: EMR, MAP, MG, Participant registration & technical preparation: MSF, Article preparation: EMR, Presentation of results: EMR, MAP, Supervising lecturer: RDR, Article revision: RDR, Other contributions (Facilitator): RM, NR, H, YA..

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