



Easy Steps to Build a Digital Business Showcase by Creating a Simple Website

Muhammad Nasirul Haq¹, Khalisah Hasna Naila Shifa², Agung Firmansyah³, Fadli Indra Guci⁴, Sukmawandana Gilang Nurmawan⁵, Rully Mujiastuti⁶, Sitti Nurbaya Ambo⁷, Popy Meilina⁸, Yana Adharani⁹, Nurvelly Rosanti¹⁰.

1,2,3,4,5,6,7,8,9,10 Teknik Informatika, Teknik, Universitas Muhammadiyah Jakarta, Jakarta Pusat, 10510

✉ 23040700047@student.umj.ac.id

ARTICLE INFO

Article history

Received : 22-1-2026

Revised : 26-3-2026

Accepted : 27-3-2026

Keywords

Digital Divide, Etalase Digital, Website, UMKM, Transformasi Digital.

ABSTRACT

The digital divide phenomenon in the era of the Industrial Revolution 4.0 remains a major barrier to the growth of Micro, Small, and Medium Enterprises (MSMEs). Many business actors still rely on manual showcases or social media platforms that are vulnerable to algorithm changes. This community service activity aims to provide a solution through a Webinar and Workshop program entitled "Rakit Etalase Digitalmu," which introduces websites as professional and independent digital showcases. The program was implemented in two stages: community education (webinar) and technical training (workshop) covering basic HTML, CSS, and JavaScript. Evaluation through pre-tests and post-tests showed an average correct response rate of 86% in the pre-test and 82% in the post-test, which does not yet indicate a quantitative improvement, although participants' understanding remained in the good category. Feedback results revealed a high level of participant satisfaction, with an average rating of approximately 4.2 out of 5, and demonstrated meaningful gains in knowledge and experience in developing websites as digital showcases for MSMEs.

Fenomena kesenjangan digital (digital divide) di era Revolusi Industri 4.0 menjadi hambatan utama bagi Usaha Mikro, Kecil, dan Menengah (UMKM) untuk berkembang. Banyak pelaku usaha masih bergantung pada etalase manual atau media sosial yang rentan terhadap perubahan algoritma. Kegiatan pengabdian masyarakat ini bertujuan memberikan solusi melalui program Webinar dan Workshop "Rakit Etalase Digitalmu" yang memperkenalkan website sebagai etalase digital yang profesional dan independen. Metode pelaksanaan dilakukan melalui dua tahap, yaitu pendidikan masyarakat (webinar) dan pelatihan teknis (workshop) yang mencakup dasar HTML, CSS, dan JavaScript. Evaluasi melalui pre-test dan post-test menunjukkan rata-rata jawaban benar sebesar 86% pada pre-test dan 82% pada post-test, yang belum menunjukkan peningkatan nilai secara kuantitatif, meskipun pemahaman peserta berada pada kategori baik. Hasil feedback menunjukkan tingkat kepuasan peserta yang tinggi dengan rata-rata penilaian sekitar 4,2 dari 5 serta manfaat nyata dalam peningkatan pengetahuan dan pengalaman pembuatan website sebagai etalase digital UMKM.



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A. INTRODUCTION

The rapid development of information and communication technology has disrupted the global economic landscape, fundamentally changing the way people interact and transact. In this era of unlimited connectivity, mastery of technology is no longer just an added value but an absolute prerequisite for survival in the modern business ecosystem. The shift in consumer behavior, which is now highly dependent on access to digital information, requires every business entity to adapt to online infrastructure in order to maintain market relevance (Chaffey & Ellis-Chadwick, 2022). However, the reality on the ground shows the phenomenon of the digital divide, where the rapid pace of technological innovation has not been matched by equitable digital literacy in society. This inequality is the fundamental basis for the team of volunteers to take an active role in bridging the gap. Awareness of the importance of technology democratization encourages initiatives to transfer knowledge, ensuring that technology can be used as a tool for inclusive economic empowerment, not just a barrier for those who are not yet familiar with it.

The Micro, Small, and Medium Enterprises (MSME) sector plays a vital role in the national economy, but still faces significant obstacles in adopting technology. Many MSME players still rely on “manual storefronts” or conventional marketing methods that have limited reach in terms of space and time. Low digital literacy makes it difficult for businesses to adapt to changes in consumer behavior, which now tends to seek product information online (Firly, 2024). Digital transformation has become an urgent necessity, as it has been proven to increase operational efficiency and massively expand market access in the post-pandemic era (Zahiroh, 2022). Without proper digitalization, MSMEs are vulnerable to falling behind in an increasingly competitive global market.

As a solution to these limitations, the concept of a “Digital Storefront” is a crucial aspect to implement. In modern marketing, a digital storefront is defined as a representation of products and brand values displayed through online media channels to facilitate visual communication with consumers (Rizky & Judijanto, 2025). Although social media is often used as an initial promotional tool, complete dependence on third-party platforms carries high risks, such as algorithm changes that can suddenly reduce audience reach (Albani, Pata, Hidayat, & Sanjaya, 2024). Therefore, websites are a more professional, stable, and independent digital storefront solution. A website allows business actors to have full control over their digital assets, enhance brand credibility (branding), and provide a structured product catalog that can be accessed at any time (Chaffey & Ellis-Chadwick, 2022). So we carry out community empowerment activities to go digital online via zoom, which is located at the Faculty of Engineering, Muhammadiyah University, Jakarta, Cempaka Putih, Central Jakarta City, DKI Jakarta.



Today's society, especially MSMEs, still make business menu lists manually, for example in written form on paper. Based on this analysis of the situation, the Community Service Team from the Information Technology Study Program, Faculty of Engineering, Muhammadiyah Jakarta, carried out community service activities through a webinar and workshop themed "Build Your Digital Storefront." In this activity, the community service team acted as a bridge to close the technical competency gap between MSME players and the latest technology. Through intensive training, the team assisted participants in transforming their manual storefronts into digital ones. This intervention is expected to not only provide technical skills in website creation but also build participants' independence in managing their digital assets to enhance the sustainable competitiveness of their businesses (Rahmawati, et al., 2025).

B. METHODS

To realize the activities described above, the author and the team developed structured steps for implementing the activities. These activities were carried out in two main stages, namely Community Education in the form of Webinars and Training in the form of Workshops. The stages of implementation of the activities are as follows: (Maulana, 2024)

Stage 1- Activity Socialization

At this stage, the team socialized the activities to the community through social media. The socialization was carried out by distributing flyers and registration links for the Webinar and Workshop via Google Form at the address: <https://bit.ly/49dYXFg>. The activity poster was published on Instagram and LinkedIn social media, and disseminated through broadcast messages on WhatsApp groups targeting MSME actors and the general public. (Muhammad Imam Najib et al., 2025)

Stage 2- Activity Material Preparation

At this stage, the team compiled the activity materials to be presented at the webinar and workshop. The materials were presented in the form of presentation slides and were arranged in a simple manner so that they could be easily understood by the general public. The materials focused on introducing digital storefronts, the role of websites as a business promotion medium, and an introduction to the basic concepts of HTML, CSS, and JavaScript in creating a simple digital storefront website.

Stage 3- Participant Pre-Test Completion

Before the activity begins, participants are asked to complete a pre-test via the link: <https://bit.ly/4jjEDHp>. The pre-test contains basic questions related to participants' understanding of websites, digital storefronts, and the use of digital technology in business promotion. This pre-test aims to determine the initial level of understanding of participants before participating in the activity.

Stage 4- Community Education through Webinars

At this stage, the community service team conducts webinars as a form of community education. The webinars contain basic material on the importance of digital storefronts for MSMEs, as well as the basics of HTML, CSS, and JavaScript, which serve as the foundation of websites. The outcome of this stage is an increase in participants' understanding of the concept of digital storefront websites and the role of web technology in supporting businesses.

**Stage 5- Training through Workshops**

Workshops serve as the implementation stage of the webinar material that has previously been delivered. At this stage, participants are guided to understand examples of simple digital storefront websites. Participants are introduced to the basic structure of HTML, the application of CSS for responsive display, and the use of simple JavaScript to enhance user experience.

The workshop focuses on conceptual understanding and light practical exercises, enabling participants to follow the activities even without an in-depth technical background.

Stage 6- Feedback and Post-Test by Participants

At the end of the activity, participants were asked to complete a feedback form and a post-test through the following link: <https://bit.ly/48XcHp9>. The feedback form was used to evaluate participants' satisfaction with the implementation of the activity, including the clarity of the material, the delivery of the presenter, and the usefulness of the training.

The activity evaluation was conducted by analyzing participants' responses to identify strengths and aspects that need improvement for future programs.

Meanwhile, the post-test aimed to measure the improvement in participants' understanding after attending the webinar and workshop. The post-test results were then compared with the pre-test results to determine the effectiveness of the activity in improving participants' understanding of the material presented (Nugroho et al., 2025).

C. RESULTS AND DISCUSSION

The Community Service Program (KKN) activity in the form of a webinar and workshop with the theme "Build Your Digital Storefront" was held on Monday, January 5, from 8:00 a.m. to 11:45 a.m. WIB online via Zoom Meeting Conference. This activity was attended by 40 participants from various backgrounds. The activity ran smoothly and according to the predetermined plan.

Generally, this activity aimed to provide education and training to participants on the importance of digitalization, particularly in creating a simple website as a digital showcase using HTML, CSS, and JavaScript, which can be utilized as a promotional and business development medium, especially for MSME players. The schedule of events can be seen in the following table:

Table 1 Webinar and Workshop Agenda

No	Time	Activity	PIC
1	07.00 - 08.00	Preparation	All committee
2	08.00 - 08.10	Opening Remarks	S. Gilang Nurmawan
3	08.10 - 08.15	Welcoming Speech by Chief of the Committee	M. Nasirul Haq
4	08.15 - 08.20	National Anthem	S. Gilang Nurmawan
5	08.20 - 08.30	Pre Test Completion	S. Gilang Nurmawan
6	08.30 - 09.30	Webinar Session	Fadli Indra Guci
7	09.30 - 09.45	Ice Breaking	S. Gilang Nurmawan
8	09.45 - 11.00	Workshop Session	Agung Firmansyah
9	11.00 - 11.15	Q&A Session	S. Gilang Nurmawan
10	11.15 - 11.30	Post-Test, Feedback, and Attendance Completion	S. Gilang Nurmawan
11	11.30 - 11.35	Group Photo	S. Gilang Nurmawan

12	11.35 - 11.40	Closing Session	S. Gilang Nurmawan
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Stage 1- Activity Socialization

The initial stage of the activity began with an information session on the objectives, benefits, and implementation process of the webinar and workshop. At this stage, participants were given an overview of the theme of the activity, the material to be presented, and the expected outcomes after participating in the entire series of events. This stage aimed to attract potential participants by distributing specially designed promotional posters, as shown in Figure 1.



Figure 1 Activity Flyer

Stage 2- Preparation and Delivery of Activity Materials

At this stage, the team prepared webinar and workshop materials in the form of presentation slides (PowerPoint) that were organized systematically and simply so that they could be easily understood by participants from various backgrounds. The webinar material focused on introducing digital storefronts, the role of websites in the digitization of MSMEs, and an introduction to the basics of HTML, CSS, and JavaScript. Meanwhile, the workshop material was designed to support hands-on practice in creating simple websites.

Stage 3- Pre-Test Completion

To measure participants' level of understanding of the material to be presented, a pre-test consisting of 10 questions was administered before the activity. Based on the pre-test results, out of 29 participants who took the test, 16 participants demonstrated an excellent level of understanding. The list of pre-test questions can be seen in Table 2.

Table 2 List of pre-tests and participants' answers

No	Questions	Participants' Responses	
		Correct Answers	Incorrect Answers
1.	The main function of a website for MSME players is	27	2
2	The HTML tag used to create the main title is	27	2
3	HTML in website creation is used to	26	3
4	CSS functions to	27	2
5	The CSS property used to change the background color is	26	3
6	JavaScript is used on websites to	26	3
7	An example of JavaScript usage on an MSME website is	26	3
8	An example of JavaScript usage on an MSME website is	19	10
9	Information that should be available on the MSME website includes	27	2
10	The advantages of having your own website for MSMEs are	27	2

Based on the table, the majority of participants were able to answer questions correctly on almost all materials. Correct answers were more dominant than incorrect answers, although there were still errors in some technical aspects. The next graph shows the average pre-test scores as an overview of the participants' overall level of understanding.

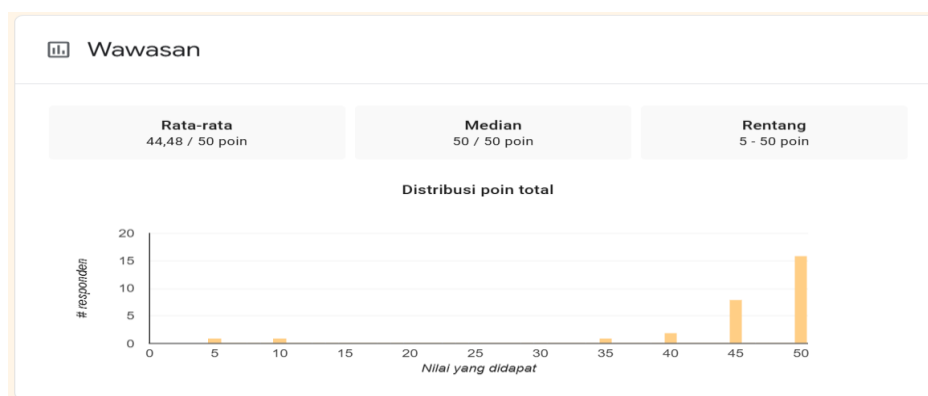


Figure 2 average pretest percentage

Based on Figure 2, 88% of participants already understand the importance of using websites for their businesses.

Stage 4: Community Education through Webinars

This stage was conducted in the form of a webinar discussing the importance of digitization and the use of technology, particularly websites, for MSME players.

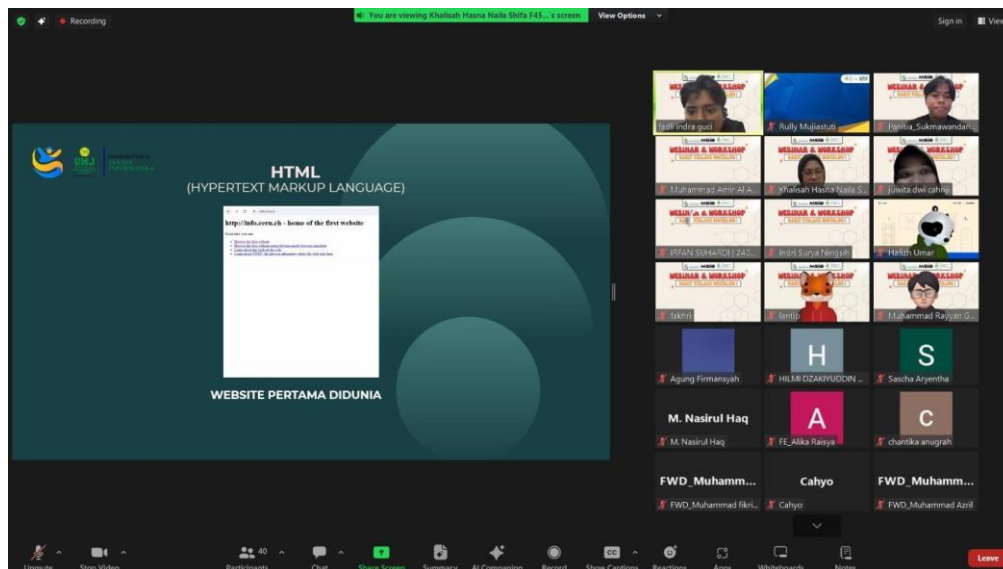


Figure 3 Webinar on Understanding Digital Storefronts

The material emphasizes the role of digital storefronts in increasing business visibility, expanding marketing reach, and enhancing competitiveness in the digital age.



Figure 4 CSS introduction webinar

Stage 5: Training through Workshops

The next stage consists of practical workshops, where participants receive direct guidance on creating simple websites using HTML, CSS, and JavaScript. In this session,

participants are invited to practice the basic steps of creating a digital storefront so that they can apply what they have learned independently according to their individual needs.

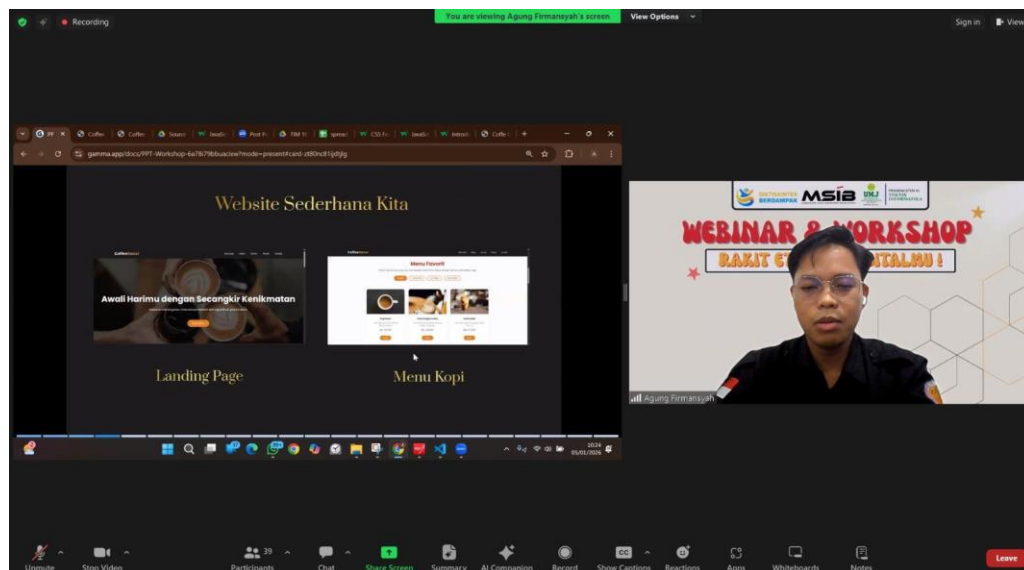


Figure 4 Workshop on Building a Simple Coffee Shop Website Showcase

Stage 6: Post-Test and Feedback

At this stage, participants were asked to fill out a form that included confirmation of attendance, feedback, and a post-test of the activities, all of which were collected through a single Google Form. The post-test was designed to assess the extent to which participants' understanding had improved after participating in the entire series of activities. In addition, participants' perceptions of the activities are also measured using a five-point scale. Participants respond to questions related to the relevance of the material, clarity of delivery, and ease of understanding in each activity session, with the following details:

Table 2 List of feedback and participants' answers

Number	Questions	Participants' Responses		
		Strongly Agree	Agree	Moderately Agree
1	To what extent has your understanding improved after attending this event?	15	13	3
2	I can apply the material I have learned in my studies/work/business	17	9	5
3	Is this activity beneficial for me?	21	10	-
4	To what extent did this event help you achieve your expected learning goals?	15	10	6



5	Is the material relevant to the webinar and workshop theme?	21	7	3
6	Was the material presented by the speaker clear and easy to understand?	16	9	4
7	Are the examples and practices provided relevant to the participants' needs?	16	13	2
8	Is the depth of the material appropriate for the participants' level of understanding?	13	13	4
9	Are the event flow and timing going well?	17	11	3
10	Is the technical quality (audio, visual, and online platform) adequate?	17	10	4
11	Was the interaction between the presenter and participants effective?	19	10	2
12	Overall, how satisfied are you with this event?	17	11	3

Based on participant feedback, this webinar and workshop received positive reviews. The majority of participants agreed to strongly agreed that this activity was useful, improved their understanding, and had material that was relevant to the theme. The following graph shows the increase in participants' understanding after participating in the activity.

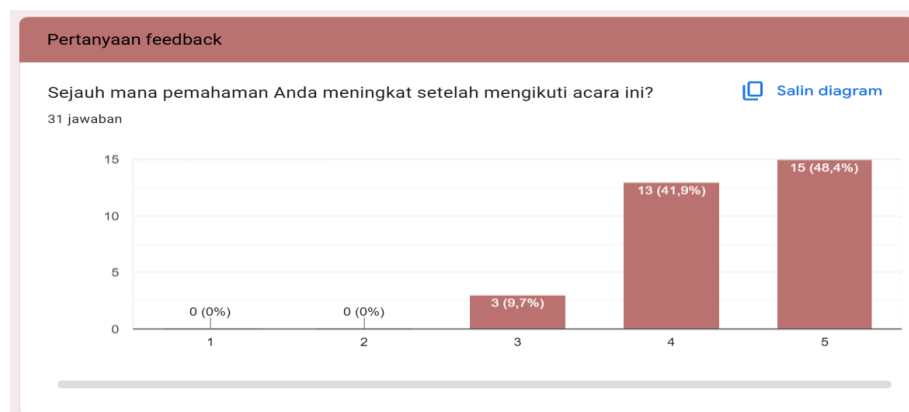


Figure 5 Feedback to Measure Participant Understanding



Based on Figure 5, participants' understanding of digital storefronts improved significantly. A total of 48.4% of respondents stated that the material was very easy to understand, while 41.9% rated the material as easy to understand. These results indicate that the material was delivered clearly and effectively. The post-test contained questions similar to those in the pre-test, allowing for a comparison of participants' level of understanding before and after the webinar and workshop. The post-test results and participant feedback were collected through a form distributed at the end of the activity.

Table 2 Post Test and participants' answers

Number	Questions	Participants' Responses	
		Correct Answers	Incorrect Answers
1	Apa yang dimaksud dengan etalase digital?	25	3
2	Mengapa website penting bagi pelaku UMKM?	26	2
3	Salah satu kelemahan bisnis yang tidak memiliki website adalah...	24	4
4	Website dan media sosial memiliki hubungan yang tepat sebagai berikut:	26	2
5	Berikut ini yang <i>bukan</i> termasuk komponen utama website etalase adalah...	22	6
6	Peran HTML dalam pembuatan website adalah untuk...	25	3
7	CSS digunakan dalam website untuk...	26	2
8	JavaScript pada website sederhana berfungsi untuk...	23	5
9	Ciri utama website etalase sederhana adalah...	25	3
10	Tujuan utama pembuatan website etalase untuk coffee shop pada studi kasus adalah...	25	3

Based on the post-test results, the majority of participants were able to answer most of the questions correctly, demonstrating a good understanding of digital storefronts and simple website creation. The average graph shown below illustrates the average post-test scores of participants, reflecting their level of understanding after the activity.

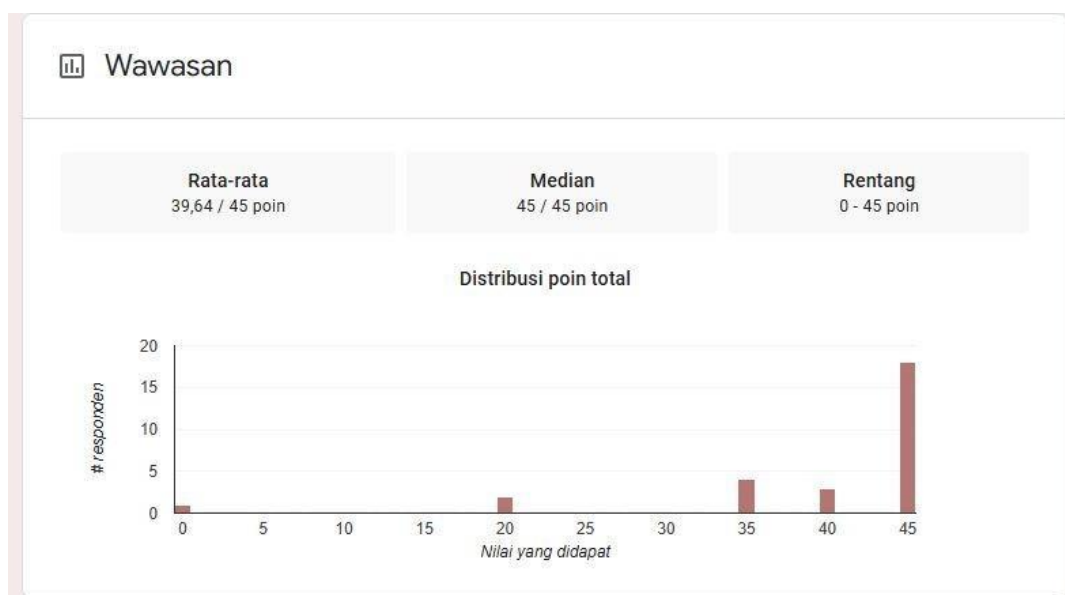


Figure 6 Average Post Test Percentage

Figure 6 shows that participants obtained an average score of 39.64 out of a total of 45 points, which is equivalent to 88.09% correct answers. These results indicate that most participants understood the material well after participating in the series of activities.

D. CONCLUSION

Based on a series of community service activities carried out through stages of socialization, material preparation, pre-testing, webinars, workshops, post-testing, and feedback collection, it can be concluded that these activities ran smoothly and in line with the objectives set. The "Build Your Digital Storefront" Webinar and Workshop program successfully provided education and practical experience to participants on the use of websites as digital storefronts and an introduction to the basics of HTML, CSS, and JavaScript.

Quantitative evaluation results were obtained from calculating the average percentage of correct answers given by participants for all questions. In the pre-test stage, the total correct answers of participants on 10 questions were converted into a percentage, resulting in an average accuracy rate of 86% from 29 respondents. Meanwhile, in the post-test stage, the same calculation was done by comparing the total correct answers to the number of questions, resulting in an average percentage of correct answers of 82% from 28 respondents. Quantitatively, these results did not show an increase in value, but the participants' level of understanding remained in the good category and showed consistency in their mastery of the material that had been presented.

Qualitative data was obtained through a feedback questionnaire using a 1–5 Likert scale, where the average score of 4.45 out of 5 was converted into a percentage, resulting in a satisfaction level of 89%. These results indicate that participants found the activity useful, relevant to their needs, and capable of increasing their knowledge and experience in creating simple websites. Thus, this activity made a positive contribution in equipping participants, especially beginners and MSME actors, with initial understanding and experience in utilizing websites as digital storefronts to support business development.



E. ACKNOWLEDGEMENTS

The Organizing Committee would like to express its deepest gratitude to the Information Technology Study Program, Faculty of Engineering, Muhammadiyah University Jakarta, for its full support and facilities provided during this event.

F. AUTHOR CONTRIBUTIONS

During the webinar and workshop entitled “Easy Steps to Build a Digital Business Showcase with a Simple Website,” the entire team participated actively according to their respective roles. Fadli Indra Guci acted as the speaker for the Website Development session, prepared the material, and wrote the methods in this journal. Muhammad Nasirul Haq developed the pre-test and post-test questions, wrote the results in the journal, and led the writing of the report and journal revisions. Agung Firmansyah acted as the main expert in Website Development, wrote the abstract and introduction in the journal, and created the learning modules. Khalisah Hasna Naila Shifa designed promotional materials and certificates, monitored attendance and feedback, wrote the Conclusion in the journal, and documented activities. Sukmawandana Gilang Nurmawan managed registration, guided the event, and wrote the discussion in the journal. Rully Mujiastuti, M.M.SI, provided academic guidance from the planning stage to the final review. All of these contributions significantly contributed to the success of the event and the successful publication of the article.

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