



Utilization of Digital Marketing for Micro, Small and Medium Enterprises in Dandangan Village.

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ABSTRACT

Digital transformation presents a major opportunity for MSMEs to expand markets and improve efficiency. In Dandangan Village, Kediri, many MSMEs use social media and e-commerce platforms, yet market reach remains limited and digital marketing knowledge is lacking. A one-month community service program provided training and outreach to enhance MSMEs' digital literacy, including the use of mind maps as marketing planning tools. Results showed improved digital promotion skills, including public speaking during live selling. The use of mind maps helped MSMEs analyze markets, schedule content, and monitor digital performance. This program demonstrates that targeted assistance can sustainably strengthen MSMEs' digital capabilities.

Transformasi digital menjadi peluang besar bagi UMKM untuk memperluas pasar dan meningkatkan efisiensi. Di Kelurahan Dandangan, Kediri, banyak pelaku UMKM telah memanfaatkan media sosial dan e-commerce, namun jangkauan pasar masih terbatas dan pemahaman terhadap pemasaran digital belum optimal. Melalui program pengabdian masyarakat selama satu bulan, dilakukan pelatihan dan sosialisasi untuk meningkatkan literasi digital UMKM, termasuk penggunaan *mind map* sebagai alat perencanaan pemasaran. Hasil kegiatan menunjukkan peningkatan keterampilan promosi digital, termasuk kemampuan berbicara di depan umum saat melakukan *live selling*. Penggunaan *mind map* terbukti efektif dalam membantu UMKM menganalisis pasar, menjadwalkan konten, serta memantau performa digital. Program ini membuktikan bahwa pendampingan terarah dapat meningkatkan kapasitas digital UMKM secara berkelanjutan.



A. INTRODUCTION

Digital transformation is the key to modern economic growth, including for Micro, Small, and Medium Enterprises (MSMEs). Digitalization opens up opportunities for MSMEs to improve operational efficiency, expand markets, and compete globally. However, this process also presents challenges such as limited infrastructure, market access, and lack of

digital literacy. Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy. With a contribution of more than 60% to Gross Domestic Product (GDP) and absorbing almost 97% of the workforce, this sector is the backbone of the national economy (Kemenkeu, 2025).

One of the economic strengths that has been supporting the Indonesian economy and regional economic strength is the presence of micro, small and medium enterprises (MSMEs). When the world economy and the Indonesian economy experienced a recession, MSMEs were not negatively impacted by the economic recession, in fact most MSMEs were still able to develop their businesses to support the country's economy. MSMEs can maintain and increase their contribution to regional economic growth and increase revenue in the state tax sector, in addition to being supported by large-scale industries, they are also significantly supported by small-scale industrial groups. The large potential of MSMEs is not in line with the low utilization of e-commerce technology, even though this digital technology can help expand the market and increase sales of MSME products (Fitriani et al., 2023).

Based on data from the Kediri City Cooperatives and SMEs Service in 2024, there were 10,676 registered UMKMs, with a fairly large number of UMKM actors in Kediri City, UMKM actors need to develop and promote their businesses, one of which is by using digital marketing. That way, UMKM actors can promote their products at an affordable cost and can be accessed more widely by consumers. One way that UMKM can try to increase product marketing is to use Social Media Marketing. Because in this way UMKM can reach the desired market and can attract consumers more optimally (Fadhilah, 2024).

In one of the villages in Kediri, namely Dandangan village, the community has many MSME products, namely batik, traditional drinks/herbal medicine and culinary dishes from the archipelago. MSME actors in Dandangan village have implemented digital product marketing through the Whatsapp, Instagram, Facebook, and e-commerce applications (Grab, Gojek, Shopee). However, so far the reach of buyers has only been around Kediri. Through observations for 1 month through the Thematic KKN program, it was discovered that there was a lack of understanding and knowledge of MSMEs about the benefits of digital marketing and the maximum use of e-commerce platforms.



Figure 1. MSME products of Dandangan village

Source: primary data

The main problems found during the observation were:

1. Not having a clear and measurable digital marketing strategy planning.
2. Only having a few product photos and unattractive photos, and not having an interesting product promotion video.

3. Product marketing is more often done on Whatsapp, so the reach of buyers is not wide enough.
4. Instagram, Facebook and Shopee platforms are not used optimally for product promotion and have never utilized TikTok, even though currently TikTok is a new platform that has very rapid growth. TikTok's strong recommendation system helps users find content that is relevant to their interests, thereby increasing user engagement. TikTok is also popular among MSMEs who want to sell more widely by utilizing the Live feature.



Figure 2. Digital Marketing Socialization in MSMEs in Dandangan Village

Source: primary data

This community service activity aims to provide socialization to MSMEs in Dandangan village in utilizing digital marketing by providing training in digital marketing strategy planning, content creation and management, digital marketing campaign implementation, customer service, and measurement and analysis. With this socialization, it is hoped that MSMEs in Dandangan village can understand digital marketing more broadly and can utilize its features optimally to increase sales.

B. METHODS

The method used is Participatory Action Research (PAR), an action research approach that emphasizes participation and action by community members affected by the research. This approach seeks to understand the world by trying to change it, collaboratively and through reflection. PAR emphasizes collective inquiry and experimentation based on experience and social history (Reason & Bradbury, 2012). This community service activity was carried out in Dandangan Village, Kediri City for 1 month from January to February 2025, with the following stages:

1. The preparation stage was carried out with FGD and coordination with related parties, namely Dandangan Village.
2. Furthermore, the socialization team considered the preparation of a socialization program regarding the needs and input from Dandangan Village MSMEs from the previous FGD.
3. The socialization stage was carried out by conducting socialization of the use of digital marketing platforms for Dandangan Village MSMEs. Then the community was directed to directly practice selling their products using the Live feature on the Instagram, Tiktok and Shopee platforms.

The following are the steps taken so that the goals of the service can be achieved:

1. Conducting socialization in every meeting of Dandangan Village residents. This can be done because the majority of the Dandangan Village community are MSME actors.

2. Training and assisting in taking pictures and videos of products to be promoted to many e-commerce platforms.
3. Training and assisting MSMEs in public speaking when selling Live on the Instagram, Tiktok and Shopee platforms.

C. RESULTS AND DISCUSSION

From the results of the FGD, the community service team has created a digital business management mind map for the development of digital marketing for Dandangan Village MSMEs as follows:

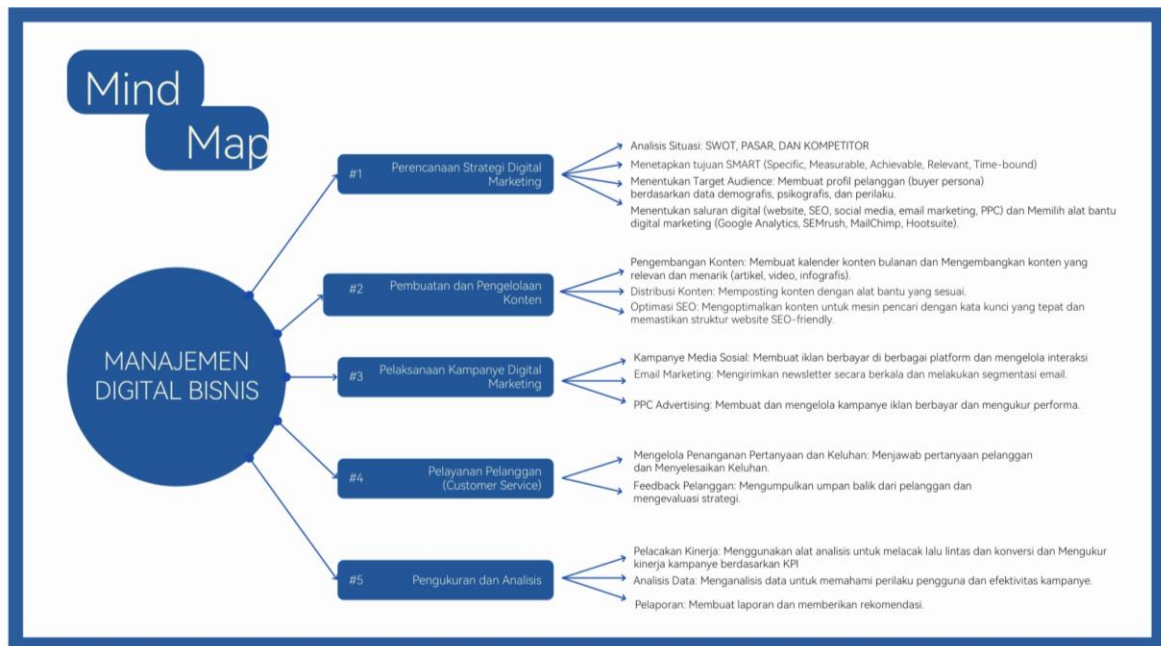


Figure 3. Mind Map of Digital Business Management

Source: primary data

1.1 Digital Marketing Strategy Planning

This planning can be done in the following ways:

- a. SWOT, Market and Competitor Analysis. SWOT, market and competitor analysis are three important tools that are interrelated in business strategy planning. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis helps MSMEs understand their internal and external position. Market analysis focuses on size, segmentation, trends, and competition. Competitor analysis, which is often integrated with SWOT, helps understand competitors' strengths, weaknesses, opportunities and threats.
- b. Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.
- c. Determine the target audience: create a customer profile (buyer persona) based on demographic, psychographic and behavioral data. Customer profiles will optimize resources, SMEs can design more effective marketing strategies, and develop products that suit consumer needs.
- d. Determine digital channels (website, SEO, social media, email marketing, PPC) and choose digital marketing tools (Google Analytics, SEMrush, MailChimp, Hootsuite). Effective digital channels can reach a wider audience, target them more precisely, and interact directly with customers to build stronger relationships. In addition, the



right digital tools help SMEs track and analyze the performance of paid advertising campaigns.

1.2. Content Creation and Management

- a. Content development: creating a monthly content calendar and developing relevant and engaging content (articles, videos and infographics)
- b. Content distribution: posting content with appropriate tools
- c. SEO optimization: optimizing content for search engines with the right keywords and ensuring SEO-friendly website structure.

1.3. Implementation of Digital Marketing Campaigns

- a. Social media campaigns: create paid ads on various platforms and manage interactions.
- b. Email marketing: send newsletters regularly and do email segmentation.
- c. PPC advertising: create and manage paid ad campaigns and measure performance.

1.4 Customer Service

- a. Managing inquiries and complaints: answering customer inquiries and resolving complaints.
- b. Customer feedback: collecting feedback from customers and evaluating strategies.

1.5. Measurement and Analysis

- a. Performance tracking: using analytics tools to track traffic and conversions and measure campaign performance with KPIs.
- b. Data analysis: analyzing data to understand user behavior and campaign effectiveness.
- c. Reporting: creating reports and providing recommendations.

1.6 The findings presented in Table 1

- a. The findings presented in Table 1 indicate a substantial transformation in the digital marketing behavior of Dandangan Village's MSMEs following the socialization training. Prior to the intervention, most MSMEs lack a clear understanding or implementation of a digital marketing strategy. Their promotional activities were limited, often relying solely on WhatsApp and using minimal visual content, which was neither appealing nor optimized for wider digital platforms.
- b. After the training, there was a notable shift in both mindset and practice. MSME participants began to understand the importance of structured digital marketing planning. They demonstrated increased capability in creating more attractive product visuals using tools such as Canva and actively produced both photo and video content for promotion. Furthermore, they expanded their marketing channels by leveraging platforms like Instagram, Facebook, TikTok, and Shopee. The use of live features on these platforms also suggests a deeper engagement with digital tools to connect with potential customers in real time.
- c. This behavioral shift underscores the effectiveness of the socialization program in equipping local entrepreneurs with practical digital skills. It also reflects the adaptability of MSMEs when provided with appropriate guidance and resources. By embracing various digital platforms and tools, these businesses are better positioned to increase their visibility, reach broader markets, and enhance their competitiveness in the digital economy.



Table 1. Comparison Before and After Socialization Training

No	Before Socialization	After Socialization
1	Dandangan village UMKM does not have a digital marketing strategy plan.	Dandangan village UMKM understands and implements digital marketing strategy planning.
2	The product photos are few and not very attractive, and there is no product promotional video.	Dandangan village UMKM makes product photos more attractive by editing them using the Canva application, and often creates various photo or video content to be posted on social media and e-commerce.
3	Product marketing more frequently done on WhatsApp.	Dandangan village UMKM are more diligent in creating content on other platforms (Instagram, Facebook, Tiktok, Shopee).
4	Instagram, Facebook, Tiktok, Shopee platforms are not used optimally.	Dandangan village UMKM is more active in promoting products by utilizing the Live feature.

D. CONCLUSION

Through this community activity, the knowledge and skills of the Dandangan village community regarding digital marketing have increased. Through this socialization program, Dandangan village MSMEs can promote their products more widely by utilizing digital marketing through e-commerce and social media. And can improve public speaking skills when promoting products with the Live feature. In order to increase digital marketing more significantly, Dandangan village MSMEs should be able to apply the mind map that has been developed by the community service team, not only can it increase sales but mind maps can help MSMEs plan product marketing in the future. Mind maps also help MSMEs to see data more clearly and accurately, regarding website user behavior, search for relevant keywords, see competitors, track SEO performance, schedule posts, interact with customers, and manage paid advertising.

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F. AUTHOR CONTRIBUTIONS

Activity implementation: Rony Kurniawan, Edy Djoko S, Aji Prasajo, Ike Cindia, Shindy Dwita Nuansari, Article preparation: Rony Kurniawan, Ike Cindia, Impact analysis: Aji Prasajo, Edy Djoko S, Results presentation: Rony Kurniawan, Shindy Dwita Nuansari, Article revision: Ike Cindia, Shindy Dwita Nuansari.

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