ENHANCING MARKET REACH OF SMEs IN SLEMAN THROUGH DIGITAL MARKETING DEVELOPMENT

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ABSTRACT

Digital marketing represents an essential digital capability that entrepreneurs, including micro, small, and medium enterprises (MSMEs), are required to develop in response to increasing market digitalization. This marketing strategy utilizes digital platforms to promote products to the general public. This community service program aims to provide understanding and training related to digital marketing to the Sekar Sari Mandiri MSME in Turi, Sleman, and to develop a marketing website with partners to expand their marketing reach. The training teaches the use of digital marketing in managing marketing through platforms such as Instagram, TikTok, Facebook, and WhatsApp. This training uses creative applications such as Canva, CapCut, and ChatGpt to support the effectiveness and efficiency of marketing planning. This community service method uses a participatory approach, placing the community as active subjects in every stage, from planning to evaluation. The results of the community service program show that partners who were initially unable to conduct digital marketing are now able to create marketing content and conduct marketing through the website. This includes filling in product descriptions with attractive product photos and operating the website developed with the community service team.

Keywords   : *digital marketing, UMKM, website internet, media*

1. INTRODUCTION

Developments in technology and information have made human work easier in various fields, including improving company management and performance (Setiawan, 2017). These changes have also impacted the business world, including the introduction of digital marketing, which has also influenced micro, small, and medium enterprises (MSMEs) in running their businesses (Sundaram et al., 2020). With this digital marketing, MSMEs can introduce their products more widely in cyberspace, which means that more and more consumers are seeing products no longer in store windows, but rather through TikTok, Instagram, or other similar applications.

Digital marketing involves the use of digital platforms to promote products to the general public (Indrapura & Fadli, 2023). This technology can help promote goods and services quickly, effectively, and measurably to a wider audience. For MSMEs, digital product marketing not only expands market reach without geographic boundaries but also reduces marketing costs, provides a space for direct interaction with consumers quickly, and facilitates real-time measurement of marketing campaign effectiveness, thereby increasing competitive advantage (Azmi Fadhilah & Pratiwi, 2021; Nel & Julita, 2016; Winarti, 2021). One important aspect of digital marketing is the use of data and tools to understand consumer behavior and desires (Bermeo-Giraldo et al., 2022; Coman et al., 2020).

This community service is different from previous ones, because it not only provides knowledge related to digital marketing through training/seminars, but also helps MSMEs in developing marketing websites which is a form of digital marketing, so that MSMEs have a medium that can be used to market their products more optimally.

The role of digital marketing for MSMEs in Indonesia is increasingly crucial in facing current challenges and opportunities. Data collected by the Ministry of Cooperatives and MSMEs in 2025 shows that, despite digital transformation being a primary focus in MSME development, more than 60% of MSMEs in Indonesia are still not utilizing digital platforms to their full potential. MSMEs still face several challenges in using social media, including limited digital skills, a poor understanding of digital marketing strategies, and unequal distribution of internet infrastructure (Papageorgiou et al., 2021). This suggests there is still room to accelerate MSME digitalization as a strategy for survival and growth.

Evidence suggests that the use of social media and digital platforms can expand the market reach of MSMEs, reduce operational costs, and facilitate the analysis and measurement of marketing effectiveness (Sugiyanti et al., 2022). For example, approximately 70% of buyers are more likely to make a purchase after seeing a product on social media. Consequently, it is crucial for MSMEs to remain active and consistent in managing their social media accounts. Research by Wibowo & Haryokusumo (2020) shows that the use of social media and digital marketing has an impact on product purchases, especially among millennials.

This community service program aims to improve the digital marketing

capabilities of Sekar Sari Mandiri SMEs, enabling them to better introduce their products online and expand their marketing reach. This community service program differs from previous ones because, in addition to introducing and training SMEs on digital marketing, it also develops a marketing website that can be used to introduce their products and facilitate online ordering, thus expanding their marketing reach. This program not only reaches the local level but also the national, or even international, level. The results of this community service program demonstrate positive developments in the marketing management of Sekar Sari Mandiri SME products.

2. LITERATURE REVIEW

Government efforts to increase the empowerment of MSMEs include launching the "MSMEs Go Digital" program, targeting 30 million MSMEs to enter the digital ecosystem by 2024-2025. By the end of 2023, approximately 22 million small and medium enterprises (MSMEs) had used various digital platforms, including e-commerce, marketplaces, and social media. However, several obstacles related to achieving this program include the relatively low level of digital literacy among MSMEs, limited access to infrastructure, and the inability to use digital technology effectively (Ministry of Communication and Digital, 2024). Therefore, there is a need for training related to understanding digital marketing, training and mentoring on how to create marketing content and develop and use internet websites as a means to market their business products.

Resorce-Based View Approach

Several studies have demonstrated the relationship between the resource-based view (RBV) and a company's marketing capabilities (Srivastava et al., 2001; Wernerfelt, 2013). RBV theory states that companies must leverage their strengths to survive and outperform their competitors, by maximizing performance and differentiation efforts (Sipos et al., 2025). When MSMEs implement digital marketing, based on the RBV perspective, they will utilize their internal resources and invest in efforts to achieve a competitive advantage for their business, which resources are valuable, rare, difficult to imitate, and effectively organized.

Meanwhile, the main problem faced by MSMEs is a lack of resources to implement digital marketing. MSMEs lack the skills to create marketing content or develop marketing media. Therefore, training and mentoring in digital marketing are needed to optimally manage their businesses. Human resources in MSMEs who master digital technology will be an advantage for their businesses, as they can market their products with a wide reach. Creative content creation, along with strong branding, will become a unique strength for an MSME, making it difficult for others to imitate. Therefore, MSMEs must utilize existing information technology by developing digital marketing processes, followed by good data management, then analyzing their business performance digitally, and evaluating with a feedback system so that digital marketing is integrated into their business model to maintain their survival.

Sekar Sari Mandiri MSME and Digital Marketing

In practice, social media platforms such as Instagram, TikTok, Facebook,

and WhatsApp have become essential tools for marketing products for small and medium-sized enterprises (Siahaan et al., 2025). Businesses can use these platforms to showcase their products in more innovative, engaging, and interactive ways. Supporting applications such as Canva for graphic design, CapCut for video editing, and ChatGPT for creating marketing content scripts make the work of MSMEs in promoting on social media easier. These applications help them create high-quality promotional materials that align with current digital trends. One MSME that needs digital media for its development and marketing is Sekar Sari Mandiri.

Sekar Sari Mandiri is a small and medium-sized enterprise (SME) located in Turi, Sleman. It develops handmade cosmetic products based on goat's milk. The resulting products have significant market potential due to their safe, high-quality, natural ingredients. However, this MSME faces limitations in its comprehensive digital marketing skills, particularly in selecting appropriate digital marketing strategies and creating creative and engaging marketing content.

Sekar Sari Mandiri is a small and medium enterprise (UMKM) engaged in the processing of goat's milk. It was founded and managed by Mrs. Marmasari, who received training and guidance from the PPK (Village Empowerment and Child Protection) women of Nganggring Village from Baik Indonesia Yogyakarta and BPTBA LIPI Gunung Kidul. This UMKM is also assisted by local residents and student interns involved in the production, packaging, and marketing processes. This UMKM focuses on processing goat's milk into various cosmetic and skincare products. These products are handmade and use goat's milk as the main ingredient,

which is known to be safer and more skin-friendly. These products include body lotion, body scrub, sunscreen, body wash, day cream, and night cream. Sekar Sari Mandiri produces high-quality products with broad market potential, especially in the natural-based cosmetics and skincare industry. Etawa goat's milk contains iodine, fluorine, and phosphorus which help treat allergies, improve digestion, increase skin elasticity, and brighten and moisturize the skin.

Sekar Sari Mandiri, a small and medium enterprise (SME), has been operating since 2019. They face challenges in digital marketing, as advertising management through platforms like Instagram, TikTok, Facebook, and WhatsApp remains limited, resulting in suboptimal online market reach. Furthermore, Ms. Marmasari struggles to create engaging marketing content, including engaging graphic designs, short videos, and effective captions. This is because she is unfamiliar with and has never used creative applications like Canva, CapCut, and ChatGPT. Furthermore, Sekar Sari Mandiri does not yet have a website that can be used to expand its product marketing reach. Therefore, the SME needs to receive training in digital marketing and develop a website as a medium for marketing.

Recent studies have shown that structured digital marketing training can help improve MSMEs' understanding and competence in marketing their products online (Muttaqien et al., 2025). Training covering social media usage, visual and video content creation, and digital marketing strategies has been shown to significantly boost MSMEs' confidence and expand their market reach. In fact, similar training in various regions has driven increased sales and developed MSME marketing capabilities (Sifwah et

al., 2024).

Thus, the community service provider held a Digital Marketing Training to meet the basic needs of Sekar Sari Mandiri Turi Sleman MSMEs on how to optimize cosmetic product marketing through social media and creative content applications. In addition, the partner MSMEs, along with the community service provider, also developed an easy-to-use website according to the needs of these MSME partners to expand their product marketing network. Through the implementation of targeted digital technology, this training is expected to open new opportunities for MSMEs to expand their market, increase sales, and encourage business independence. With organized training and mentoring, Sekar Sari Mandiri MSMEs are expected to adopt sustainable and effective digital marketing strategies. This is expected to increase the MSMEs' ability to compete and thrive amidst the ever-changing dynamics of the digital market. The competence of MSME resources is a crucial factor in determining MSME performance (Indiasari & Kusuma, 2022).

Understanding Digital Marketing Strategies and Creative Content Creation

Sekar Sari Mandiri still faces limitations in utilizing digital marketing and creating creative content to market its products online. Marketing management through platforms like Instagram, TikTok, Facebook, and WhatsApp is suboptimal, limited to simple posts without a structured marketing strategy. This results in limited and ineffective online market reach for Sekar Sari Mandiri's products.

One reason for this limitation is the lack of knowledge among business owners regarding effective digital marketing strategies, the use of similar

information across platforms, creating a neat and eye-catching social media presence, selecting the appropriate platform, timing posts, creating engaging visual and video content, and writing appropriate captions to reach a wider audience. Furthermore, skills in using content creation support applications such as Canva, CapCut, and ChatGPT are also still limited, resulting in promotional materials often lacking consumer interest.

The impact of these limitations is evident in the lack of product introduction to a wider market, low consumer interaction through social media, and limited potential for increasing online engagement. Just as financial record-keeping in other MSMEs requires a robust system to generate critical information, mastery of digital marketing and adequate creative content is essential for Sekar Sari Mandiri to maximize its product potential, expand its market, and improve overall business performance.

3. METHODOLOGY

In efforts to empower MSMEs, the implementation method to address the problem of inadequate digital marketing strategy knowledge and creative content creation is to use a participatory approach. A participatory approach is a development model that positions the community as an active participant in every stage, from planning to evaluation.

Through this participatory approach, MSMEs and community service providers actively identify problems, seek appropriate solutions, and take action to address them collectively. Therefore, conducting observations using the community service method involves the following steps:

1. Potential identification stage. This stage involves identifying the

platforms and applications to be used for digital marketing. The platforms used are Instagram, TikTok, Facebook, and WhatsApp, as well as applications to support creative content creation such as Canva, CapCut, and ChatGPT.

2. Needs analysis stage. This stage involves analyzing the most pressing needs and tailoring them to the MSME's capabilities.

3. Planning stage. At this stage, a work plan is created that will be implemented in the program. The work plan includes activity preparation, including the development of training materials and scheduling, as well as activity implementation, including material delivery, hands-on practice using digital marketing applications, and mentoring for business owners.

4. Training. At this stage, training and mentoring will be provided. The training will cover how to manage social media platforms, how to create content using creative apps, and how to create effective captions using digital apps. In addition to training, mentoring will also be provided so that entrepreneurs can directly practice the skills they have acquired.

5. Monitoring and Evaluation. At this stage, the success of the mentoring and training is evaluated by assessing the extent to which business owners are able to implement the acquired skills. Evaluation is conducted through direct observation of social media management activities, the quality of the content produced, and the effectiveness of the captions used.

In the evaluation process, the success of this community service program is assessed by the MSMEs' ability to implement the training provided by

the community service providers. In the case of digital content creation training, after being shown the process and results of content creation, the MSMEs are asked to create content independently, assisted by community service providers, who in this case are students. The community service providers then provide feedback on the content created by the MSMEs, resulting in engaging marketing content. Based on this feedback, the community service providers can assess the success of the training.

Regarding the use of the marketing website developed with partners, community service providers assess the extent to which MSME partners are able to use the website following the training. When MSME partners can effectively use the marketing website, for example, by entering product details clearly and accurately, the community service providers assess that the MSMEs are capable of using the website to market their products.

4.   RESULTS AND ANALYSIS

Based on the issues outlined, Sekar Sari Mandiri's MSME partners and community service providers discussed appropriate digital marketing strategies. This program introduced strategies for managing existing social media platforms such as Instagram, TikTok, Facebook, and WhatsApp, as well as utilizing creative apps like Canva, CapCut, and ChatGPT.

This training was designed with a practical approach, with Ms. Marmasari improving all social media displays by including consistent information across all platforms, such as the use of her business logo, name, and other relevant information. Furthermore, the MSMEs were required to practice

creating posters, short videos, and promotional captions, as well as following trending content and using relevant hashtags to reach consumers. The training program aimed to improve the quality of digital content, increase social media marketing reach, and strengthen the MSMEs' brand reputation. The implementation of these strategies was supported by ongoing guidance and structured direction, enabling Ms. Marmasari to consistently implement the acquired skills in her daily marketing activities.
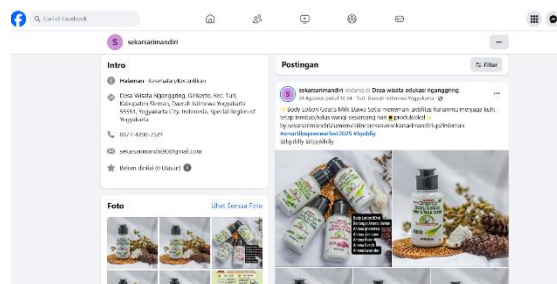

Figure 1. Facebook Display

Sekar Sari Mandiri utilizes Facebook for promotional purposes. The intro includes the business address and phone number, making it easy for potential customers to obtain information and place orders.
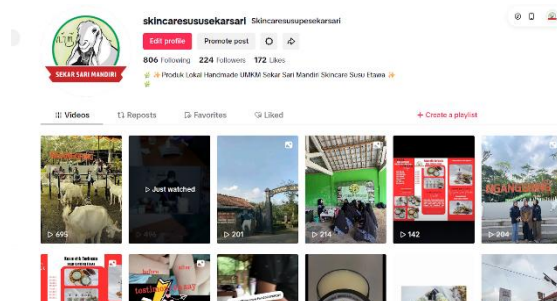
Figure 2. Tiktok Display

Furthermore, TikTok usage after using trending sounds and also the use of relevant captions & hashtags, there is an increase in content views over time.

Figure 3. Training Documentation

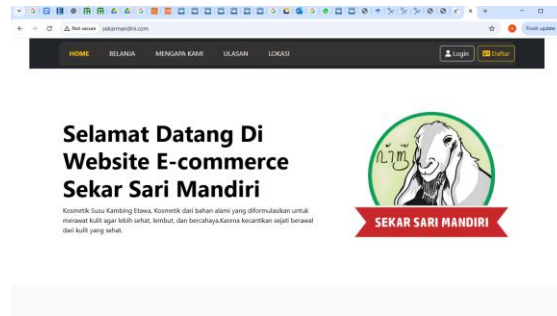Figure 4. Results of the Poster Created and Posted on Instagram

Figure 5. Results of Internet Websites Designed by MSMEs and Community Service Providers

The evaluation of the PKM program demonstrated an increase in the digital marketing skills of the Sekar Sari Mandiri MSME. While the MSME partners initially lacked awareness of the importance of digital marketing strategies and creative content creation, after this community service program, they now have a basic understanding of digital marketing strategies. Following the training:

1. MSME partners are able to manage their social media presence. This success is measured by the increase in content views over time.

2. MSME partners are capable of producing creative content. This is evident in the more engaging content they create.

3. MSME partners are able to compile a content calendar.

4. MSME partners are skilled at using editing applications. This is evident in the content they produce, which has undergone a thorough editing process.

5. MSME partners are able to operate the website they designed in collaboration with their partners. This is evident in the products displayed on the website, along with comprehensive product

descriptions, making it easier for potential buyers to clearly understand the products they wish to purchase.

With this digital marketing training and mentoring, MSMEs are expected to be able to increase their product sales, thereby improving their business performance (Setiawan, 2017). In addition, the digital marketing training conducted at Sekar Sari Mandiri MSMEs has been structured to help improve MSMEs' understanding and competence in marketing their products online (Muttaqien et al., 2025). In accordance with RBV theory, Sekar Sari Mandiri MSMEs have used their strengths to survive and outperform their competitors, namely by maximizing their performance in the field of product marketing through digital marketing (Sipos et al., 2025).

5. CONCLUSION, LIMITATION AND RECOMMENDATION

The digital marketing training conducted by the community service team included digital content creation training, marketing management training through platforms such as Instagram, TikTok, Facebook, and WhatsApp, and marketing website development by the community service team together with MSME partners. This training was in accordance with the RBV approach used as a theoretical basis to explain phenomena in MSME digital marketing. The results obtained from this training are now partners who were initially not very good at using digital marketing, now MSME partners are able to manage social media displays, create creative content, compile content calendars, are skilled in using editing applications, and are able to operate the internet website that has been designed with the community service team. With structured digital content planning, it is

hoped that it will improve the capabilities of Sekar Sari Mandiri MSME managers so that they can increase the attractiveness of their products to consumers. With continued innovation in digital product marketing, these MSME products can effectively and efficiently increase product sales.

This community service aims to improve the ability of Sekar Sari Mandiri SMEs in conducting digital marketing as an effort to further introduce their products in cyberspace and expand their product marketing reach. This community service differs from previous community services because in addition to introducing or providing training on digital marketing to SMEs, it also develops a marketing website that can be used to introduce their products and also take product orders through the internet website, so that the reach for marketing becomes wider. Not only at the local level but also at the national level, or even international level. The results of this service show good developments in the management of Sekar Sari Mandiri SME product marketing, as evidenced by the SME's ability to create digital content and its skills in using the marketing website that has been designed with the community service.

A limitation encountered in implementing this community service program is the alignment of time between the community service providers and MSME partners. This is largely due to the busy schedules of MSMEs, lecturers, and students as community service providers. Although the training has improved MSME partners' digital marketing skills, differences in digital literacy and adaptability remain a challenge. Not all MSME members have the same ability to manage content, analyze digital marketing performance, or keep up with the dynamic development of digital platform algorithms. Another obstacle relates to consistency of

use. MSME partners often have limited time because they have to divide their focus between production, operations, and marketing, so the sustainability of digital strategy implementation is not necessarily optimal. Another limitation is measuring the impact of the training on increasing sales and MSME competitiveness, which cannot be comprehensively measured in the short term due to the limited timeframe for the community service program. Changes in consumer behavior and improvements in digital marketing performance require a relatively long time to show significant results.

With this empowerment, the author suggests that the Sekar Sari Mandiri MSME continue to develop the skills they have been trained on this occasion, so that the MSME is able to independently carry out digital marketing innovations in accordance with ongoing trends. Regarding the difficulty of equalizing time, the next servant needs to provide training materials in the form of video tutorials, digital modules, and written guides that allow MSME partners to learn independently according to their respective time availability. Regarding limited digital literacy, the next servant can minimize it by implementing gradual training (tiered training) and dividing roles according to competency. Members with better digital skills can be made internal champions to help other members, so that a continuous learning process occurs within the MSME.

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