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Digital Marketing and Information Systems for Micro, Small, and Medium Enterprises (MSME s) Empowerment and Sustainable Community Development in Sidoarjo, Indonesia

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ABSTRACT This community service program aimed at enhancing digital marketing and information systems in Desa Balongdowo, Sidoarjo, to foster economic growth and improve access to essential services. The local economy, primarily based on seafood processing, particularly kupang products, faced limited market reach due to traditional marketing methods. Consequently, this initiative sought to empower local Micro, Small, and Medium Enterprises (MSMEs) by introducing digital marketing strategies, utilizing platforms like TikTok and e-commerce sites such as Tokopedia, Bukalapak, and Shopee. Additionally, a digital information portal was developed to centralize information regarding village activities, health services, and business opportunities. The program's methodology included workshops and seminars on digital marketing, e-commerce, and information systems, followed by hands-on sessions for creating digital content and managing online transactions. The implementation began with training MSMEs on digital tools and website development, while also providing technical support for local entrepreneurs to establish online presences. A participatory approach was adopted, ensuring that the community was actively involved throughout the process. The results of the program were positive, with participants demonstrating significant improvements in digital marketing skills and the successful establishment of e-commerce platforms. Furthermore, the village's information portal was launched, providing residents and outsiders with vital community updates. The program concluded with evaluations that showed increased awareness and adoption of digital tools, thereby enhancing MSME competitiveness and community welfare. In conclusion, the initiative proved effective in empowering Desa Balongdowo's community by improving digital marketing capabilities and establishing a digital information system. Future efforts should focus on continuous training and infrastructure improvements to ensure sustainable progress.

INDEX TERMS Digital Marketing; MSMEs (Micro, Small, and Medium Enterprises); E-commerce; Information System, Desa Balongdowo.

I. INTRODUCTION

Desa Balongdowo, located in the Candi District of Sidoarjo Regency, has significant potential in the fisheries sector, particularly in the processing of kupang, a type of clam [1]. Despite the village's economic resources, the community faces challenges in expanding the reach of its products [2] and in accessing critical health information. These limitations hinder the growth of local businesses and the accessibility of healthcare services. Therefore, the focus of this community service program is to address these issues by introducing digital marketing strategies for local micro, small, and medium enterprises (MSMEs) [3] and establishing a digital information portal for the village. The village's economy is primarily based on fishing and small-scale businesses, with a large portion of the population involved in seafood processing. However, these products,

especially kupang-based food items like kupang lontong and kupang crackers, have a limited market reach. Most of the products are only available in local markets, restricting their economic potential. One of the major challenges faced by local businesses is the reliance on traditional marketing methods, which do not allow for broader market access. To tackle this, the program will focus on digital marketing and e-commerce. Local entrepreneurs will be trained on using online platforms such as Tokopedia, Bukalapak, and Shopee to market and sell their products to a larger customer base [4]. Additionally, training will include product photography, online marketing strategies, and e-commerce management, with the goal of having at least 75% of participating businesses successfully establish an online presence.

In addition to improving marketing, the village also lacks an efficient information dissemination system. Currently, there is no central platform that provides easy access to information about the village's activities, potential, or healthcare services. The village's health program, particularly Pos Pelayanan Terpadu (Posyandu), which provides vital healthcare services to mothers and children, suffers from a lack of visibility. To resolve this, the program will develop a digital information portal for Desa Balongdowo [5]. The portal will serve as a comprehensive source of information, including village profiles, local businesses, economic opportunities, healthcare services, and community events. This portal will help increase awareness and provide greater access to essential information for both locals and outsiders.

The implementation of the program will begin with a series of workshops and seminars on digital marketing for local MSMEs. These sessions will provide hands-on training in the use of e-commerce platforms and digital marketing techniques. At the same time, the development of the village's information portal will be initiated. A focus group discussion (FGD) will be conducted to gather input from stakeholders, including local businesses, village leaders, and healthcare providers, to ensure the portal meets the needs of the community. The portal will be designed to be user-friendly, ensuring that all members of the community can easily access it.

This initiative aims to empower the community of Desa Balongdowo by enhancing the marketing capabilities of local businesses and improving the accessibility of vital information. By implementing these digital solutions, the program will contribute to the economic growth and overall well-being of the village, fostering a more connected and prosperous community [6]. The goal is for Desa Balongdowo to become a model for digital integration in rural areas, leading to greater sustainability, improved health outcomes, and stronger economic development.

II. METHODS

METHOD

The rapid digital transformation has significantly impacted various sectors, particularly marketing. Social media platforms, especially TikTok, have become key tools for reaching a broader and more specific audience, providing an interactive and effective platform for promoting products. Known primarily as an entertainment medium, TikTok has evolved into an innovative digital marketing tool, offering vast opportunities for Micro, Small, and Medium Enterprises (MSMEs) to creatively target their audience and promote their products. Digital marketing allows MSMEs to expand their market reach online and facilitates online banking transactions, which are crucial in the digital era [7].

The aim of this Community Service Program (PkM) is to enhance MSME marketing in Desa Balongdowo, Sidoarjo, by leveraging TikTok as a marketing tool [8]. Local MSMEs face significant challenges in reaching a larger market, as their marketing efforts remain limited to local markets with minimal use of e-commerce platforms.

Based on previous discussions with the village partners, the primary issue to address is transforming traditional

marketing into digital marketing for locally produced goods and developing a village information system through a website portal. Several steps will be applied to resolve the marketing issue, including the implementation of a Forum Group Discussion (FGD), a Digital Marketing Seminar, and assistance in creating e-commerce applications. Additionally, an evaluation will be conducted at the end of the program. The information system in the form of a website portal will support the development of a "Digital and Healthy Village" by housing various services, including government and health-related information

PHASES OF IMPLEMENTATION:

1. Marketing Phase:
 - a. Conducting an FGD with local entrepreneurs, MSMEs, and community leaders to gather insights on e-commerce.
 - b. Organizing a digital marketing seminar to train MSME owners on e-commerce-based marketing.
 - c. Providing guidance in creating multimedia content (photos and videos) for product promotion.
 - d. Assisting with e-commerce platform account registration, product uploads, and transaction management [9].
 - e. Evaluating e-commerce transactions and the autonomy of the community in adopting digital marketing methods.
2. Information System Phase:
 - a. Hosting an FGD with local business owners and village officials to emphasize the importance of promoting the village's potential, including its health services like Posyandu.
 - b. Organizing a mini workshop on using WordPress for the village website's operation [9]
 - c. Assisting in creating multimedia content for the website to showcase the village's profile and activities.
 - d. Supporting the upload process to the website portal.
 - e. Evaluating the development of the portal, measuring its effectiveness, and ensuring its sustainability post-project.

This methodology focuses on participatory and collaborative approaches to empower local MSMEs, engage the community in all stages of the project, and ensure sustainable digital integration for economic and social development in Desa Balongdowo

III. IMPLEMENTATION

The Community Service Program (PkM) held in Balongdowo Village, Candi District, Sidoarjo Regency, took place on July 30, 2025. The event aimed to provide valuable insights and practical skills to the local community on developing marketing strategies for Micro, Small, and Medium Enterprises (MSMEs) through digital technology [10]. Furthermore, it facilitated the implementation of an efficient digital village service information system. The event began with registration from 07:00 to 08:00, followed by the official opening ceremony, which included the singing of the Indonesian National Anthem.

The opening of the event was conducted by Dr. Triwiyanto, the head of the Community Service Program, along with the Village Secretary, who formally opened the seminar and workshop **FIGURE 1**



FIGURE 1. The Village Secretary of Balongdowo delivers a speech and officially opens the Community Service Program at the Pendopo of Balongdowo Village Hall, Candi Sidoarjo

The ceremony continued with speeches and a prayer reading, marking the start of the program's activities. At the end of the opening ceremony, a symbolic gift in the form of an Epson L3210 printer was handed over to the Village Secretary **FIGURE 2**.

This printer symbolized the support for the ongoing digitalization efforts in the village, especially in public service and local MSME development. The printer is expected to enhance the village administration's efficiency in document creation, report generation, and activity documentation. Additionally, it is seen as a tool to support MSME activities by facilitating the production of promotional materials, such as brochures, product catalogs, and other documents necessary for digital marketing.



FIGURE 2. The Head of the Community Service Program, Dr. Triwiyanto, hands over a token of appreciation in the form of an EPSON L3210 printer to the Village Secretary of Balongdowo

The primary goal of the Community Service Program in Balongdowo was to enhance the digital marketing capacity of MSMEs by utilizing social media, especially TikTok, and e-commerce platforms. This initiative was designed to help local MSMEs expand their market reach beyond local boundaries and to adopt digital technologies to enhance their competitiveness [11]. Various activities were organized to achieve this goal, including a digital marketing seminar, e-commerce account creation assistance, and

TikTok content management workshops.

1. **DIGITAL MARKETING SEMINAR: "DIGITAL MARKETING STRATEGIES FOR MSME DEVELOPMENT IN THE VILLAGE"**

The seminar was designed to provide MSME owners with a comprehensive understanding of effective digital marketing strategies **FIGURE 3**. Topics covered included the importance of using social media platforms, particularly TikTok, and how MSMEs can leverage e-commerce platforms to enhance their visibility and sales [12]. Evaluations showed that participants were highly enthusiastic about learning digital marketing tools and techniques tailored to their needs.



FIGURE 3. Dr. Triwiyanto, the Head of the Community Service Program, delivers a speech at the Seminar and Workshop on Digital Village Initiatives in Balongdowo, Sidoarjo



FIGURE 4. The seminar presents material on the topic "Digital Marketing Strategies for Village MSME Development"

The first session of the seminar focused on "Developing MSME Marketing through Digital Marketing," delivered by Slamet Purwanto, a digital marketing expert. He explained the importance of utilizing digital platforms to expand market reach and improve the competitiveness of local products [13] [14]. The session also emphasized how MSMEs could harness digital tools to connect with wider audiences and grow their businesses [13] Figure 4.

2. **E-COMMERCE ACCOUNT CREATION ASSISTANCE**

After the seminar, participants took a short break from 10:00 to 10:15 before continuing with the next session, which involved the workshop on implementing village service information systems and digital marketing for MSMEs. The program team assisted MSME owners in creating accounts on e-commerce platforms such as Tokopedia, Bukalapak, and Shopee [15] [16]. In addition to this, participants were trained in product photography [17]

and how to handle online transactions [18]. As a result, many MSMEs successfully opened e-commerce accounts and started uploading their products. This step helped overcome technical barriers that had previously limited their ability to reach larger markets **FIGURE 5**.



FIGURE 5. TikTok account creation workshop for digital marketing
The workshop also included guidance on using TikTok as a marketing tool. Participants received hands-on assistance in creating TikTok accounts for their businesses [8] [19], with a focus on creating engaging content [19] and using TikTok's features to interact with customers and boost sales [19] **FIGURE 6**



FIGURE 6. The speaker provides direct guidance to participants in creating a TikTok account for digital marketing

3. WORKSHOP ON VILLAGE SERVICE INFORMATION SYSTEMS

As part of the broader program, a workshop on village service information systems was also conducted. This workshop aimed to help local administrators understand how to implement and manage a digital information system for the village. The system would be used to collect and disseminate important data related to public services, health services, and economic opportunities available in the village [20].

The workshop utilized CMS (Content Management System) tools such as WordPress to assist the village in developing and maintaining an information portal. The portal would serve as an online resource for residents, providing them with easy access to essential village updates, health services, and economic opportunities.

4. PRE-TEST AND POST-TEST EVALUATION

To assess the effectiveness of the seminar and workshops, pre-tests and post-tests were administered to the participants. The pre-test was conducted before the seminar to evaluate participants' initial understanding of digital marketing and village service systems. The post-test was

administered after the workshop to assess the knowledge gained during the activities [21] [13]. The results indicated a significant improvement in participants' understanding of both digital marketing techniques and the implementation of digital service information systems.

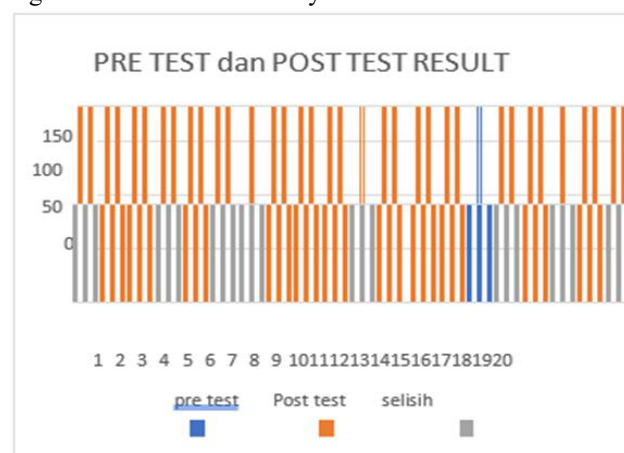


FIGURE 7. Comparison Chart of Pre-Test, Post-Test Results, and the Difference in Correct Answers

The data collected from these evaluations demonstrated that the post-test scores were significantly higher than the pre-test scores, indicating that participants had acquired valuable skills and knowledge during the program **Figure 7**.. The gap between the pre-test and post-test scores reflected the impact of the interventions, showing that the workshop successfully enhanced participants' ability to implement digital marketing and village service systems [22].

5. TIKTOK ACCOUNT DEMONSTRATION

In addition to the theoretical sessions, participants were given the opportunity to directly practice the skills they had learned. During the workshop, a demonstration of how to create and manage a TikTok account was conducted. Participants were guided step-by-step through the process of setting up their accounts and creating content for their businesses. This hands-on approach allowed participants to gain practical experience and ensure that they could independently manage their digital marketing efforts moving forward **Figure**



FIGURE 8. A participant demonstrates the creation of a digital marketing account on TikTok

The event concluded with a closing ceremony led by Dr. Triwiyanto, the head of the Community Service Program. Dr. Triwiyanto expressed his gratitude to all the participants and facilitators who had actively engaged in the program. He emphasized the importance of collaboration between

various stakeholders in helping Balongdowo become a more independent and prosperous village, particularly in terms of utilizing technology for MSME growth and better public service delivery.

The program was designed to empower the local community and enhance the quality of life in Balongdowo. Through digital marketing training and the implementation of a village service information system, the program aimed to equip MSMEs with the tools they need to succeed in the digital era while improving access to essential services and information for the villagers.

The Community Service Program in Balongdowo Village proved to be a success in enhancing the digital marketing capabilities of local MSMEs and establishing an efficient digital village service information system. The event provided practical, hands-on training in e-commerce, TikTok marketing, and the development of a digital information portal for the village. The evaluations demonstrated significant improvements in participants' knowledge and skills, indicating the effectiveness of the program in achieving its objectives. Moving forward, the program is expected to have a lasting impact on the economic and social development of Balongdowo, helping it become a model digital village in the region

IV. DISCUSSION

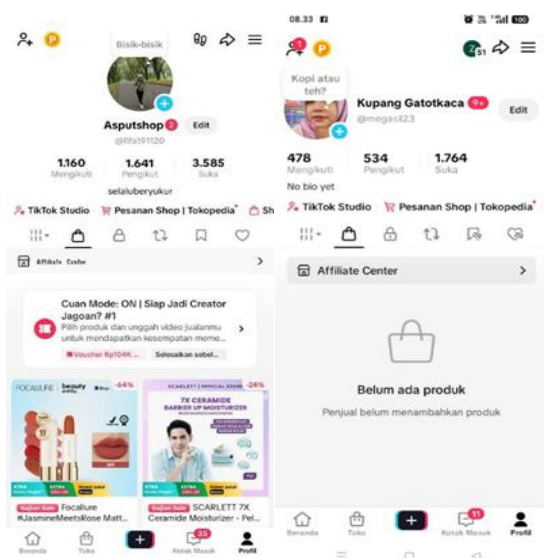


FIGURE 9. The participant's TikTok account was enhanced with features and facilities to support online digital sales

The TikTok platform has become an essential tool for MSMEs (Micro, Small, and Medium Enterprises) to expand their market reach and increase their product sales. The growing number of TikTok users in Indonesia, reaching 106.9 million by July 2022, presents a tremendous opportunity for MSMEs to build brand awareness and introduce their products to a broader audience. The platform's popularity, especially among teenagers and young adults, enables MSMEs to tap into a highly potential market [23]. With innovative features such as TikTok Ads, Live Streaming, and collaborations with local influencers, TikTok offers an effective way [23] to introduce MSME products in a more personal and interactive manner [19].

The phenomenon of viral content also opens significant opportunities for MSMEs, allowing their products to gain widespread recognition by millions of users in a short amount of time [FIGURE 9](#).

TikTok content management training has become a key component of the digital marketing strategy applied in this program. Through this training, MSMEs are equipped with the skills to create engaging and interactive marketing campaigns that not only reach a wider audience but also encourage viral content [24]. This training has proven effective in increasing interactions between MSME owners and their audiences, reflected in the increase in followers and views on product videos. Additionally, the program successfully expanded market reach and sales for MSMEs, which were previously limited to local markets. The use of e-commerce platforms, combined with marketing via TikTok, allows MSME products to be marketed more widely, in line with digital marketing trends that show social media can enhance product visibility and expand market reach [23].

Furthermore, using TikTok also enables MSMEs to interact directly with consumers. TikTok's interactive features facilitate two-way communication, which is crucial in digital marketing. With the ability to provide quick responses to inquiries and adapt products to market needs, MSMEs can build stronger customer loyalty. Such interactions not only increase sales but also provide MSMEs with the opportunity to improve their products based on feedback received from consumers. This demonstrates that effective communication between business owners and customers is vital in digital marketing, particularly in building long-term mutually beneficial relationships [25].

However, despite the many benefits gained, the program also faced some challenges that need to be addressed. One of the main challenges faced was the limited technological knowledge among many MSME owners. Some MSME owners found it difficult to optimize digital features, particularly in creating creative content on TikTok and managing e-commerce accounts [24]. Another challenge was the insufficient internet infrastructure in some village areas, which hindered the smooth operation of digital marketing and online transaction management. Therefore, continuous mentoring and improvements to the internet infrastructure in the village are needed to support broader and more effective adoption of digital technology.

These challenges highlight the importance of intensive mentoring and continuous training programs to ensure MSMEs can adapt to digitalization trends and take advantage of opportunities offered by the digital ecosystem. This PkM program, despite facing some obstacles, has the potential to be a crucial catalyst for improving the welfare of the Balongdowo village community through effective digital marketing utilization [24]. With continued training support and infrastructure improvements, this program can have a more sustainable positive impact on the development of MSMEs in the village [14]

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V. CONCLUSION

The primary objective of this Community Service Program (PkM) is to address the traditional marketing issues faced by many MSMEs in Desa Balongdowo, as well as the inadequate village information system. Through this program, it is expected that improvements in MSME product marketing management and the development of a more effective village information system can be achieved by utilizing information technology. This approach aligns with Desa Balongdowo's vision to become a progressive and independent village, utilizing technology to drive economic growth and enhance community welfare.

Overall, the PkM activities successfully enhanced MSMEs' understanding and skills in digital marketing, enabling them to expand their markets and increase product sales. The use of TikTok and e-commerce platforms proved effective in enhancing product visibility and consumer interaction. However, challenges remain, such as limited technological knowledge among MSME owners and inadequate internet infrastructure.

To maximize the positive impact and ensure sustainability, further training on digital marketing management for MSMEs is recommended, along with improvements to the village's internet facilities. The program has great potential to not only increase MSMEs' local competitiveness but also open wider market opportunities both nationally and internationally. Ongoing education focusing on TikTok usage, content strategies, and marketing metrics analysis will be crucial in maintaining competitiveness and adapting to market trends. Post-training support should focus on optimizing TikTok features and addressing changes in algorithms and content trends.

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