

IMPROVING DIGITAL MARKETING FOR MICRO ENTERPRISES IN SEGORO TAMBAK VILLAGE: A COMMUNITY ENGAGEMENT

Warren Gilbert Giartono¹, Suyanto Suyanto^{2*}

¹Program studi Ekonomi Pembangunan, Fakultas Bisnis dan Ekonomika, Universitas Surabaya, Jawa Timur 60293, Indonesia

^{2*}Program studi Ekonomi Pembangunan, Fakultas Bisnis dan Ekonomika, Universitas Surabaya, Jawa Timur 60293, Indonesia

¹warrengilbertgiartono23@gmail.com, ^{2*}suyanto@staff.ubaya.ac.id

Abstract: *Digital marketing is an essential strategy for microenterprises to expand market share and increase sales. To support micro enterprises in Segoro Tambak Village, Sedati Subdistrict, Sidoarjo Regency, a community engagement program was implemented through the national grant. The program involved preliminary observations, digital marketing workshops, interviews, hands-on training, mentoring, and follow-up activities. As part of the intervention, Instagram and TikTok accounts were created for 20 micro enterprises, enabling them to showcase their products and reach broader audiences. Pre- and post-program assessments indicated significant improvements: over 73% of participants reported increased confidence in using social media, while 75% successfully uploaded promotional content independently after mentoring. Two key outcomes emerged from the engagement: (1) the establishment of social media accounts for both the village group and individual micro firms, and (2) enhanced knowledge and digital literacy among participants, particularly those previously unfamiliar with smartphone-based marketing. These results demonstrate how structured community-based interventions can effectively bridge the digital divide, empower local entrepreneurs, and increase product visibility and sales. Beyond immediate benefits, this initiative contributes to the long-term sustainability and competitiveness of micro enterprises in adapting to the rapidly evolving digital economy.*

Keywords: *Digital Marketing; Micro Enterprises; Social Media.*

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* Corresponding author:

Email Address: suyanto@staff.ubaya.ac.id (Universitas Surabaya, Surabaya)

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INTRODUCTION

The Growth of information and communication technology (ICT) and social media in Indonesia provides an important foundation for digital marketing¹. Through social media, micro enterprises can carry out buying and selling transactions without meeting their customers face-to-face². Micro enterprises use social media applications, from instant messaging services to social

¹ Supriyanto, Agus. "Pertumbuhan Bisnis Online Mahasiswa Melalui Sosial Media pada Masa Pandemi Covid-19." *Journal of Islamic Economic and Business* 3, No.2 (December 2021): 15–30. <https://doi.org/10.24256/kharaj.v3i2.2386>.

² Digdowiseiso, Kumba and Ria Ria. "Pengenalan Digital Marketing bagi Pelaku UMKM di Kelurahan Jatisampurna Kota Bekasi." *Jurnal Abdimas Bina Bangsa* 4, No. 1 (April 2023): 608–620. <https://doi.org/10.46306/jabb.v4i1.452>.

networking sites, to interact, connect, and communicate with customers³. They leverage digital marketing platforms to share information about their products and services online, aiming to boost customer engagement⁴. In a business context, interactions through digital marketing platforms have the potential to increase revenue or profits⁵. Based on publication data from the Central Board of Statistics, the use of Information and Communication Technology (ICT) in Indonesia has experienced significant Growth over the past four years⁶. The most prominent ICT development indicator is the increase in the percentage of households using the internet, reaching 87.09 percent in 2023. This Growth in household internet usage is accompanied by a rise in the percentage of individuals aged 5 and above who accessed the internet within the past three months, from approximately 53.73 percent in 2020 to 69.21 percent in 2023⁷.

Table 1. Number of Social Media Users in Indonesia 2024

Social Media	Users
Youtube	139.000.000
Tiktok	127.000.000
Facebook	118.000.000
Instagram	101.000.000
Linkedin	26.000.000
X atau Twitter	25.000.000
Pinterest	948.000

Source: Data Reportal, 2024, last accessed on October 10, 2024.

Table 1 shows that the number of social media users in Indonesia has exceeded 100 million.

³ Jadhav, Gauri G., Shubhangi V. Gaikwad, and Dhananjay Bapat. "A Systematic Literature Review: Digital Marketing and Its Impact on SMEs." *Journal of Indian Business Research* 15, No. 1 (February 2023): 76–91. <https://doi.org/10.1108/JIBR-05-2022-0129>.

⁴ Owoseni, Adebowale, Sylvester Hatsu, and Adedamola Tolani. "How Do Digital Technologies Influence the Dynamic Capabilities of Micro and Small Businesses in a Pandemic and Low-Income Country Context?" *Electronic Journal of Information Systems in Developing Countries* 88, No.2 (September 2022): e12202. <https://doi.org/10.1002/isd2.12202>.

⁵ Digidowiseiso, Kumba, and Eko Sugiyanto. "How Effective is Institutional Quality for the Creation of Small & Medium Enterprises (SMEs) in Indonesia." *Economics and Sociology* 14, No. 1 (2021): 263–274. <https://10.14254/2071-789X.2021/14-1/17>.

⁶ Central Board of Statistic (BPS). "Statistik Telekomunikasi Indonesia 2023." Accessed 16 November, 2025. <https://www.bps.go.id/id/publication/2025/08/29/beaa2be400eda6ce6c636ef8/statistik-telekomunikasi-indonesia-2024.html>.

⁷ Datareportal. "Number of Social Media Users in Indonesia 2024." Accessed October 10, 2024. <https://datareportal.com/reports/digital-2024-indonesia>.

The most frequently used social media platforms were Instagram (101 million users), Facebook (118 million users), TikTok (127 million users), and YouTube (139 million users). Additionally, other social media platforms are also widely used, with LinkedIn reaching 26 million users, Twitter with 25 million users, and Pinterest with 948 thousand users. These figures highlight a massive and growing digital audience that represents a significant market opportunity for micro, small, and medium enterprises (MSMEs). By leveraging these platforms, MSMEs can expand beyond their local customer base, increase brand visibility, and tap into diverse consumer segments that were previously difficult to reach through traditional marketing methods.

According to Dataloka, Indonesia ranks second globally for the largest number of TikTok users. In April 2022, the number of TikTok users in Indonesia reached 99.07 million⁸. Meanwhile, according to Julius, the global number of Instagram users reached 1.63 billion in April 2023, marking a 12.2% increase from the previous year⁹. In Indonesia, there were 106 million Instagram users during the same period, making it the country with the fourth-largest Instagram user base worldwide. Social media has become a vital element in marketing communication and corporate branding. For instance, Instagram and TikTok serve as primary channels for engaging consumers, enhancing brand awareness, and acting as promotional platforms for microenterprises¹⁰. Digital marketing allows consumers to access up-to-date information about products or services anytime.

Although recent reviews have mapped the trends and challenges of digital marketing adoption among Indonesian SMEs, most studies focus on general patterns, urban-based enterprises, or platform-specific practices.¹¹ These studies often highlight barriers such as limited digital literacy, financial constraints, and inadequate infrastructure, particularly in rural areas. Still, they rarely explore how structured community engagement programs can address these barriers in practice. Moreover, many government-led initiatives, such as *UMKM Go Digital* and the *Gerakan Nasional Literasi Digital*, remain urban-centric and offer only one-off training without sustained

⁸ Dataloka. "Indonesia Jadi Negara Pengguna TikTok Terbanyak ke-2 di Dunia." Accessed Desember 18, 2025.

<https://dataloka.id/humaniora/4424/indonesia-jadi-negara-pengguna-tiktok-terbanyak-di-dunia-2025/>.

⁹ Julius, Niko. "Data Jumlah Pengguna Instagram di Indonesia 2024." *Upgraded.Id*, Accessed September 17, 2025.

<https://upgraded.id/data-jumlah-pengguna-instagram-di-indonesia>.

¹⁰ Taiminen, Heini M. and Heikki Karjaluo. "The Usage of Digital Marketing Channels in SMEs." *Journal of Small Business and Enterprise Development* 22, No. 4 (November 2015): 633–651. <https://doi.org/10.1108/JSBED-05-2013-0073>.

¹¹ Chen, Chur-Der and Edward. C. S. Ku. "Diversified Online Review Websites as Accelerators for Online Impulsive Buying: The Moderating Effect of Price Dispersion." *Journal of Internet Commerce* 20, No. 1 (January 2021): 113–135. <https://doi.org/10.1080/15332861.2020.1868227>.

mentoring or contextual follow-up, which reduces their long-term effectiveness^{12,13}. This gap indicates a need for more context-sensitive research that documents how microenterprises in rural and coastal villages, such as Segoro Tambak, can effectively adopt digital marketing through systematic community engagement activities that combine training, mentoring, and continuous evaluation.

Segoro Tambak Village, located in Sedati District, Sidoarjo Regency, has potential for tourism if the pond and river areas are well managed for local culinary specialties. Mrs. Nurul, the owner of a micro enterprise in Segoro Tambak Village, highlights that one of the Village's special attractions is the grilled boneless Bandeng, which draws visitors' attention. Besides its natural and culinary potential, Segoro Tambak Village offers a unique product, namely odorless shrimp paste. This shrimp paste has a distinct aroma and flavor that sets it apart from typical shrimp paste, enhancing the Village's tourist appeal. However, micro enterprises in Segoro Tambak Village face challenges, particularly with a market limited to the surrounding community, leading to unstable turnover, especially during the dry season. Most micro enterprises in Segoro Tambak Village have not yet utilized social media to reach a broader market.

According to the village head of Segoro Tambak, Mrs. Anik Mamudah, the average age of the 20 participants involved in the community program is around 50 years old, and many still struggle to operate smartphones effectively. This generational barrier has created a new challenge. Although digital platforms such as Instagram and TikTok are widely used nationally, local microenterprises in Segoro Tambak are unable to fully benefit from these opportunities due to their limited digital literacy and low confidence in using technology. Therefore, a team from the University of Surabaya, comprising lecturers and students, engaged in community work with the Bina Mandiri group in Segoro Tambak Village through the 2024 DRTPM grant from the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek). This engagement involved assisting in utilizing digital marketing to enhance the turnover of micro enterprises in Segoro Tambak Village. Additionally, the team organized training on creating promotional videos using CapCut, TikTok, and Instagram. The team also established social media accounts for both the micro enterprises and the Bina Mandiri group to promote their products to a broader market.

This situation demonstrates that the challenge for micro enterprises in Segoro Tambak

¹² Rahmah, Yusriyah. "Improving Digital Service and Marketing Capabilities for MSMEs: Community Service at Brangkal Printing." *Engagement: Jurnal Pengabdian Masyarakat* 4, No. 3 (August 2023): 179–189. <https://doi.org/10.58355/engagement.v4i3.155>.

¹³ Karya, Denis F., Rachma. R. Mardhotillah, Mohamad Y. Anshori, and Jauharotur Rihlah. 2025. "Go Digital! Empowering MSMEs in Kragan Village, Sidoarjo to Enhance Digital Marketing Skills." *Indonesia Berdaya* 6, No. 3 (July 2025): 887–894. <https://doi.org/10.47679/ib.20251236>.

Village is not only limited market access but also the digital divide caused by age and limited technological skills. Hence, implementing a community engagement program focused on digital marketing is both urgent and novel. It provides a practical solution to empower older business owners, bridge the gap between traditional and modern marketing, and ensure that local products with unique potential can reach wider markets in the digital era.

METHODS

Social media opens new opportunities for microenterprises, yet many still struggle to embrace digital transformation fully. Numerous microenterprises lack an online presence, which prevents them from tapping into the advantages of digital channels and accessing wider markets¹⁴. Many business owners, especially from older age groups, still rely on traditional marketing methods and have limited knowledge of online promotion strategies¹⁵.

A community engagement program was conducted with the Bina Mandiri association in Segoro Tambak Village. The activities included mentoring and workshops designed to strengthen the capacity of local micro enterprises in adopting digital marketing. The mentoring focused on practical skills, such as setting up social media accounts (Instagram and TikTok), creating and editing promotional videos, and uploading digital content. Meanwhile, the workshops provided theoretical insights into digital marketing strategies and how social media platforms could be used effectively to expand market reach. Additionally, the community service team conducted interviews with selected microenterprise owners to explore their challenges and experiences in adopting digital marketing¹⁶.

The participants of this program were selected using purposive sampling to ensure alignment with the objectives of the engagement. The criteria included: (1) business owners who had operated for at least two years, (2) those who had not previously received structured training in digital marketing, and (3) representation from diverse business types such as culinary, handicrafts, and processed food. In total, 20 microenterprises joined the workshops, and 6 were selected for in-depth interviews to provide a range of perspectives.

¹⁴ Donoriyanto, Dwi S., Rus Indiyanto, Naniek R. Juliardi, and Yuliatin A. Syamsiah. "Optimalisasi Penggunaan Media Sosial sebagai Sarana Promosi Online Store pada Pelaku UMKM di Kota X." *Jurnal Pengabdian Masyarakat* 4, No. 1 (2023): 42-50. <https://doi.org/10.54783/ap.v4i1.22>.

¹⁵ Achmad, Zainal A., Thareq z. Azhari, Wildan N. Esfandiar, Nafila Nuryaningrum, Anisah F. D. Syifana, and I. Cahyaningrum. "Pemanfaatan Media Sosial dalam Pemasaran Produk UMKM di Kelurahan Sidokumpul, Kabupaten Gresik." *Jurnal Ilmu Komunikasi* 10, No. 1 (April 2020): 17-31. <https://doi.org/10.15642/jik.2020.10.1.17-31>.

¹⁶ Patma, Tundung S., Ludi W. Wardana, Agus Wibowo, Bagus S. Narmaditya, and Farida Akbarina. "The Impact of Social Media Marketing for Indonesian SMEs Sustainability: Lesson from Covid-19 Pandemic." *Cogent Business and Management* 8, No. 1 (July 2021): 1953679. <https://doi.org/10.1080/23311975.2021.1953679>.

To evaluate the effectiveness of the program, both quantitative and qualitative tools were employed. Pre- and post-assessment questionnaires were distributed through Google Forms to measure participants' knowledge, skills, and confidence in using digital marketing tools. In addition, observational checklists were used during workshops and mentoring sessions to assess participants' ability to create social media accounts, edit promotional videos, and post digital content consistently.

Ethical considerations were strictly observed throughout the program. Participants were informed about the purpose of the study and the voluntary nature of their involvement. Informed consent was obtained before the workshops and interviews. Confidentiality of personal information and responses was guaranteed, and all data were used solely for academic purposes. Data were stored securely to ensure anonymity, thereby fostering trust and ensuring that the study adhered to accepted ethical research standards.

Most micro enterprises still rely on traditional marketing methods, selling products directly to consumers. Typically, these business owners come from older age groups who lack knowledge of online marketing¹⁷. The community engagement program includes mentoring and workshops for the Bina Mandiri Micro Enterprises group in Segoro Tambak Village. The mentoring activities focus on digital marketing, including setting up social media accounts like Instagram and TikTok, training in promotional video editing, and uploading content on social media. In contrast, the workshop provides insights into social media marketing strategies. Additionally, the community service team conducted interviews with micro enterprises under the Bina Mandiri Segoro Tambak Village association to gain insight into the existing challenges they face in the Village.

The methods of implementing community service include the following five methods:

(1) Observations Before Community Service

The University of Surabaya team conducted a preliminary study in 2023 before implementing the community service program funded by the DRTPM grant from the Ministry of Education, Culture, Research, and Technology. This service program, which began in 2024, is set to continue for three years. In its first year, the University of Surabaya team focused on expanding marketing reach and boosting sales revenue. In collaboration with the village partners and the micro enterprises association, the team agreed to focus on community engagement activities that involve implementing digital marketing strategies and managing business legal. These two focus areas are seen as crucial steps to help micro enterprises in Segoro Tambak expand their market and

¹⁷ Wu, Yuanyuan, Eric W. T. Ngai, Pengkun Wu, and Chong Wu. "Fake Online Reviews: Literature Review, Synthesis, and Directions for Future Research." *Decision Support Systems* 132, No. 1 (May 2020): 113280. <https://doi.org/10.1016/j.dss.2020.113280>.

significantly increase their revenue.

(2) Digital Marketing Mentoring and Workshops

The community service program included workshops and mentoring sessions. On September 7, 2024, the team organized a digital marketing workshop at the Segoro Tambak Village Hall, attended by 14 micro-enterprise owners from the area. Dr. Andy Setiawan led the workshop, discussing essential strategies for microenterprises to survive and compete in the digital market and offering alternative methods for effective online business management. This full-day workshop was met with great enthusiasm from the micro-enterprises participants, who actively engaged throughout the session.



Figure 1. Mentoring Program on Business Legality and Digital Marketing

(3) Interview with Micro enterprises in Segoro Tambak Village

On the same day, September 7, 2024, the implementation team also conducted interviews with six selected micro-enterprise owners participating in the counseling session. These interviews aimed to gain deeper insight into the specific challenges faced by micro enterprises in Segoro Tambak Village. Mrs. Aisyah, Mrs. Intan, Mrs. Musyarofah, Mrs. Suaibah, Mrs. Nurul, and Mrs. Saidah, representing micro enterprises in the Village, shared that a significant issue is the limited market reach, as it has been challenging to connect micro enterprises with a broader customer base. They also noted that, following the pandemic and the shift in consumer behavior toward online shopping, their products struggle to reach wider markets. In response, the student team plans to set up social media accounts on platforms like Instagram and TikTok to expand their market reach.



Figure 2. Interview with Micro Enterprises in Segoro Tambak

(4) Digital Marketing Training Assistance

The Surabaya University collaborated with the village head, and a representative from the Bina Mandiri association provided digital marketing training for local micro enterprises. This training took place on September 24 and September 26, 2024, at the Segoro Tambak village hall and was attended by 20 micro enterprises from the Village. The training program spanned two working days, focusing on equipping the participants with essential digital marketing skills.

The training involved creating social media accounts, including Instagram and TikTok, for the Bina Mandiri association. The student team also conducted sessions on how to edit promotional videos before posting them on social media. Additionally, the implementation team assisted in creating promotional videos that would be regularly uploaded to the association's Instagram and TikTok accounts, ensuring ongoing engagement with the micro-enterprises community in Segoro Tambak.



Figure 3. Digital Marketing Training Assistance

(5) Continued monitoring of digital marketing

The team conducted monitoring to assess the development of local microenterprises in Segoro Tambak village. This initiative aimed to evaluate the positive impact of the University of Surabaya's implementation team's dedication to digital marketing. Through the various mentoring methods outlined above, the ultimate aim is to empower local microenterprises to harness the significant potential of digital marketing for their business needs. This community engagement strengthens the relationship between the Village and the university, ensuring that all the knowledge and skills transferred from academia to the micro enterprises in Segoro Tambak are beneficial for all parties involved.

RESULT AND DISCUSSION

Micro Enterprises in Segoro Tambak village face significant challenges in digital marketing and promoting their products effectively. A key issue is the lack of knowledge regarding the use of social media platforms, such as Instagram and TikTok. In an interview with Mrs. Nurul, a local microenterprise owner who has been running her firm for 12 years, it was found that she had difficulty promoting her products despite her long experience. Mrs. Nurul admitted that she does not understand how to utilize social media for selling, which hampers her ability to reach more customers.

In recent years, understanding digital marketing has been crucial for increasing sales turnover, expanding product markets, and streamlining business operations. Without basic knowledge of digital marketing, micro-enterprise owners in Segoro Tambak struggle to enhance their sales. Furthermore, the lack of digital marketing expertise prevents these microenterprises from growing and expanding their businesses. Therefore, acquiring digital marketing skills is essential for the sustainability and Growth of micro enterprises in the Village.

The community engagement program in Segoro Tambak village is carried out by a team from the University of Surabaya, consisting of five lecturers and four students. This program runs from June 2024 to November 2024. The methods used in the community service have been outlined in the research methodology section. The first activity conducted was an introduction session about digital marketing. This session is essential for all micro enterprises in Segoro Tambak village to gain a fundamental understanding of digital marketing. Fourteen microenterprises participated in this socialization, which lasted for one working day.



Figure 4. Digital Marketing Training

After the training session, the engagement team conducted interviews with six microenterprise owners. The interview is to identify the main problems faced by micro-enterprise owners in Segoro Tambak village.

Table 2. Main Problems faced by Micro Enterprises while Running a Business

Micro enterprise	Problems
Icha Presto	The difficulty in understanding social media platforms for selling products online is significant.
Ma'la	Lack of knowledge about social media for attracting consumers to buy products.
Seblak Wak Nyo	The perception that digital marketing is difficult to implement leads people to be reluctant to use it.
Nakiyah Crackers	The owner of Nakiyah crackers is elderly and has no understanding whatsoever about digital marketing.
Afanjaya Grilled Fish	We have become comfortable selling and promoting our products through word of mouth, so we do not recognize the potential benefits of using digital marketing.
Prawn, Fish, and Crab Crackers	The owner finds it very difficult to understand how social media works properly, which prevents them from using it effectively.

Sources: Direct Interview with Micro Enterprises in Segoro Tambak Village.

Based on the interview, micro-enterprise owners in Segoro Tambak village have very minimal understanding and knowledge about digital marketing, mostly because many of them are elderly. During the interview session, the engagement team proposed a mentoring plan to create Instagram and TikTok accounts for the Bina Mandiri association. This activity helps microenterprises in Segoro Tambak village promote their products more effectively. The engagement team also

provides further assistance regarding the use of digital marketing for microenterprises in the Village.



Figure 5. Mentoring in Creating Social Media for Micro enterprises

On September 24, 2024, the University of Surabaya team assisted 20 micro enterprises from Segoro Tambak village by creating Instagram and TikTok accounts for the Bina Mandiri association. Additionally, the team facilitated those microenterprises that volunteer to establish their own social media accounts to promote products. The Bina Mandiri association now has an Instagram account named "umkm.desasegorotambak" and a TikTok account called "binamandiri45." With these two social media platforms, the Bina Mandiri association can effectively promote the products of its members, i.e., the micro enterprises in Segoro Tambak village.

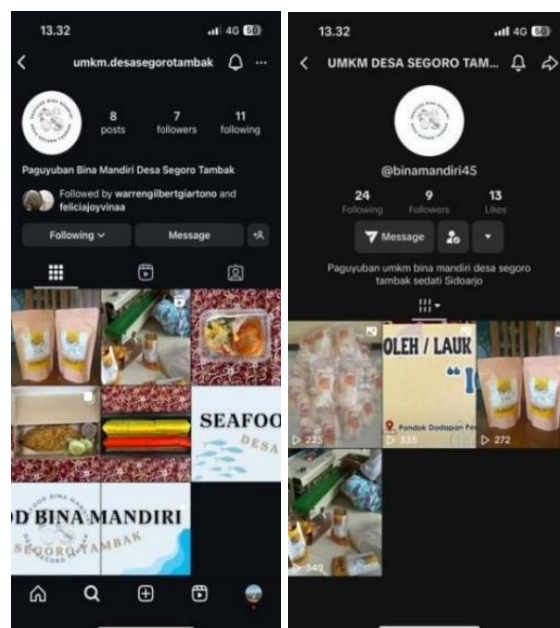


Figure 6. Instagram and TikTok accounts of Paguyuban Bina Mandiri

Several microenterprises have initiated the creation of their own Instagram and TikTok accounts to promote products. The micro enterprises that have started to set up their own social media accounts include: (1) Stikduribandeng, (2) Jajanku hitz, (3) oleh-oleh khas Sidoarjo, and (4) freshshrimp88.

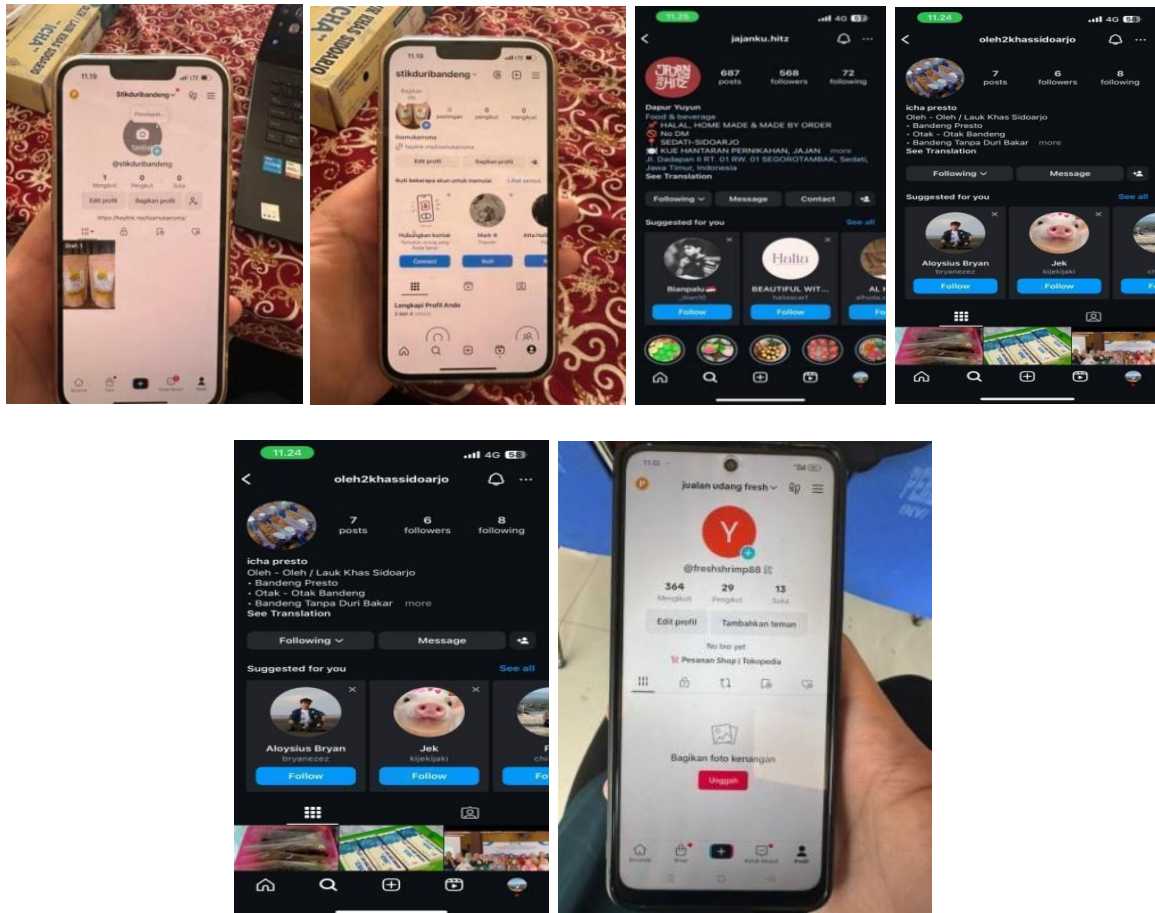


Figure 7. Several Microenterprise accounts on Instagram and TikTok

After conducting a social media account creation mentoring session for micro enterprises in Segoro Tambak Village, the community service team evaluated the activities implemented. This evaluation aimed to serve as a benchmark for assessing the effectiveness of the community service program conducted by the University of Surabaya. The team administered the evaluation through a Google Form completed by participants who attended the mentoring session. The following presents the evaluation results of the community service program carried out by the University of Surabaya in Segoro Tambak Village, specifically targeting the Bina Mandiri micro-enterprises association.

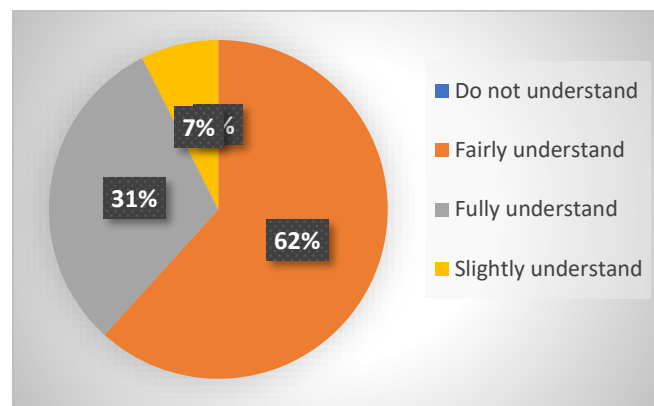


Diagram 1. Participants' Understanding of the Material on the Importance of Digital Marketing and the Use of Social Media Platforms such as Instagram and TikTok

The first diagram evaluates the extent to which the owners of micro enterprises in Segoro Tambak Village understood the material presented by the team during the mentoring session. Based on responses from 16 participants who completed the Google Form, 5 participants (31%) reported that they understood the material very well. Meanwhile, 10 participants (62%) indicated that they understood the material sufficiently, and 1 participant (7%) stated that they had limited understanding of the content delivered during the session.

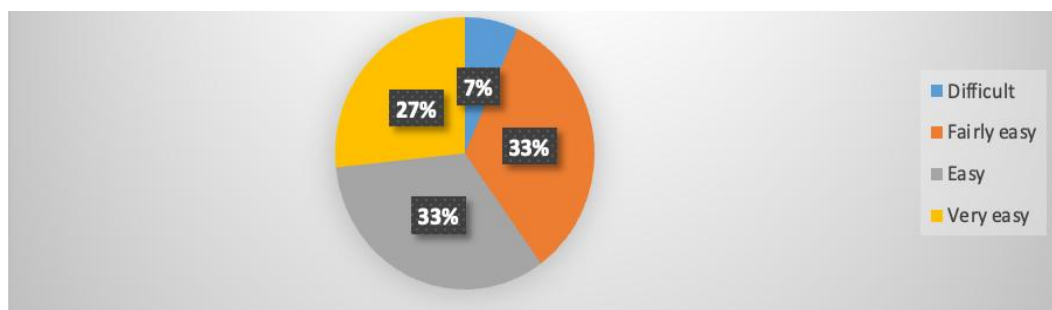


Diagram 2. The Perceived Usefulness of Social Media Accounts in Supporting MSMEs to Market Their Products

The diagram shows that 50% of the total participants who took part in the social media account creation mentoring session believed that social media greatly supports product marketing. Meanwhile, 44% of participants indicated that social media provides moderate support in promoting their products, while 6% felt it offers limited assistance in marketing their products.

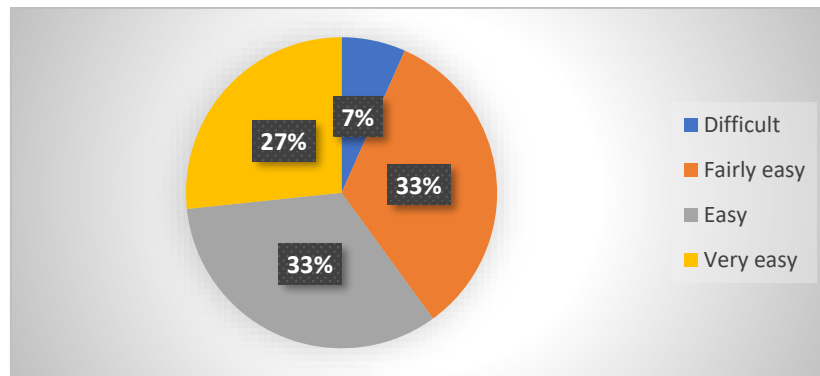


Diagram 3. Participants' Perceptions of the Ease of Using Social Media for Promotional Activities

The community service activity also included an evaluation of how easily MSME owners could use social media as a promotional tool¹⁸. The results showed that 27% of participants found it very easy to use social media for promotion. Additionally, 33% reported that using social media for promotional purposes was fairly easy or easy. Meanwhile, 7% of participants indicated that they found it very difficult to conduct promotional activities through social media platforms.

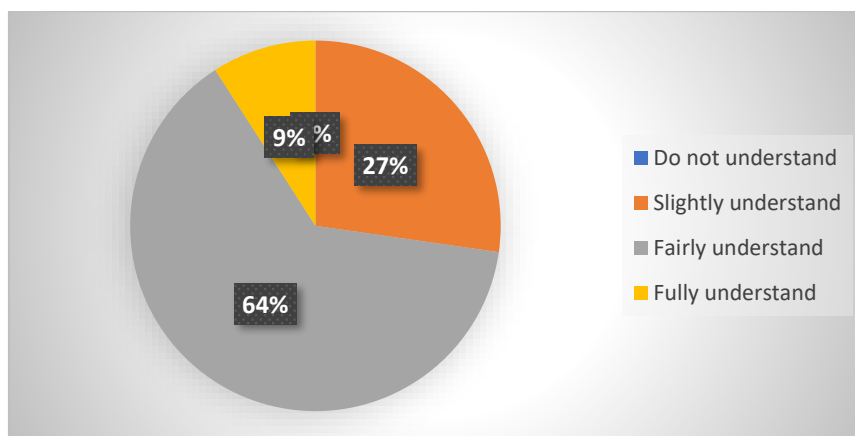


Diagram 4. Participants' Perceptions of the Impact of the Activity on Their Understanding of Digital Marketing and Social Media

In this modern world, micro enterprises are expected to utilize digital platforms as a product marketing strategy, particularly to educate consumers about the products offered¹⁹. Active online

¹⁸ Setyawan, Suska A., Syarifah Hidayah, and Saida Zainurossalamia. "The Influence of Direct Marketing, Digital Marketing and Instagram Celebrity Support on Purchase Decisions in Samarinda City, Indonesia." *Journal of Madani Society* 2, No. 1 (April 2023): 26–33. <https://doi.org/10.56225/jmsc.v2i1.175>.

¹⁹ Febriyanto, Mohammad T. and Debby Arisandi. "Pemanfaatan Digital Marketing bagi Usaha Mikro, Kecil, dan Menengah pada Era Masyarakat Ekonomi ASEAN." *Jurnal Manajemen Dewantara* 1, No.2 (July 2018): 61–76. <https://doi.org/10.26533/jmd.v1i2.175>.

micro enterprises that participate in social media and develop e-commerce capabilities can achieve significant benefits such as increased income, job creation, innovation, and enhanced competitiveness^{20,21}.

The digital era introduces a new concept that significantly changes consumer views and behaviors²². This change in consumer behavior creates a need for a new approach to provide different stimuli that will interest consumers in purchasing the offered products or services²³. The advancement of the internet, which has created a new perspective that differs from those of the past, has changed consumer behavior.²⁴ As a result of this change, marketers tend to be more careful in developing strategies to attract or influence consumers, considering that today's consumers come from various generations with different backgrounds²⁵. However, this new approach to e-marketing offers opportunities to increase sales in the digital era²⁶.

Moreover, exploring why some participants perceived social media marketing as easier to adopt than others adds complexity to the findings and provides actionable insights for future community engagement programs.²⁷ Factors such as prior exposure to digital tools, age differences, levels of education, and variations in product types may have influenced participants' perceptions of ease of use. It highlights the importance of tailoring training intensity and mentoring approaches to the specific needs of micro enterprises^{28,29}. This aligns with findings from Wiweko and Anggara,

²⁰ Kurniawati, Sri and Putri Chairunisa. "Investigating the Technological Input in Culinary Micro, Small, and Medium Enterprises (MSMEs) in Relation to the COVID-19 Pandemic." *Frontier in Business and Economics* 2, No. 1 (April 2023): 61-68. <https://doi.org/10.56225/finbe.v2i1.146>.

²¹ Srinita, Srinita and Jumadil Saputra. "Investigating the Resilience of Micro, Small and Medium Enterprises in Entering the Digital Market Using Social Media: Evidence from Aceh Province, Indonesia." *International Journal of Data and Network Science* 7, No. 4 (2023): 2041–2052. <https://doi.org/10.5267/ijdns.2023.8.018>.

²² Lou, Chen and Supei Yuan. "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media." *Journal of Interactive Advertising* 19, No.1 (October 2019): 58–73. <https://doi.org/10.1080/15252019.2018.1533501>.

²³ Zhang, Chu-Bing and Yi-Na Li. "How Social Media Usage Influences B2B Customer Loyalty: Roles of Trust and Purchase Risk." *Journal of Business and Industrial Marketing* 34, No. 7 (June 2019): 1420–1433. <https://doi.org/10.1016/j.dss.2020.113280>.

²⁴ Mumuni, Aihassan G., Kelly O'Reilly, Ami MacMillan, Scott Cowley, and Brant Kelley. "Online Product Review Impact: The Relative Effects of Review Credibility and Review Relevance." *Journal of Internet Commerce* 19, No.2 (Des 2020): 153–191. <https://doi.org/10.1080/15332861.2019.1700740>.

²⁵ Cortina-Mercado, Melissa. "Effect of Packaging Design in the Purchase Decision Process: A Comparison of Generations." *Global Journal of Business Research* 11, No. 2 (2017): 11–26. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3041635.

²⁶ Taherdoost, Hamed and Neda Jalaliyoon. 2014. "Marketing vs E-Marketing." *International Journal of Academic Research in Management (IJARM)* 3, No. 4 (2014): 335–340. <https://elvedit.com/journals/IJARM/wp-content/uploads/2015/01/marketing-e-marketing.pdf>.

²⁷ Changchit, Chuleeporn and T. Klaus. "Determinants and Impact of Online Reviews on Product Satisfaction." *Journal of Internet Commerce* 19, No. 1 (October 2019): 82–102. <https://doi.org/10.1080/15332861.2019.1672135>.

²⁸ Craciun, Georgiana, and Kelly Moore. "Credibility of Negative Online Product Reviews: Reviewer Gender, Reputation and Emotion Effects." *Computers in Human Behavior* 97, No.1 (August 2019): 104–115. <https://doi.org/10.1016/j.chb.2019.03.010>.

²⁹ Thamrin, Thamrin, Steffy Steffy, Tina Linda, and Lismardiana Sembiring. "Investigating the Online Shopping

who noted that digital marketing adoption among Indonesian SMEs often remains fragmented; however, the present study advances the discussion by demonstrating how context-sensitive community engagement can address these barriers in rural and coastal settings³⁰.

The team evaluated the overall activity implemented in Segoro Tambak Village. The diagram indicates that 64% of participants perceived a moderate impact from the program delivered by the University of Surabaya team. Meanwhile, 27% of participants felt that the activity had little impact, and 9% responded affirmatively without further qualification.

CONCLUSION

The community-engagement program has demonstrated a significant impact on improving the digital marketing capacity of micro enterprises in Segoro Tambak Village. Before the program, business owners lacked the knowledge and skills to use digital platforms for promotion. Through mentoring and training sessions, 30 Instagram and TikTok accounts were successfully created, and participants gained practical skills in creating and uploading digital content. These efforts have led to increased confidence, improved digital literacy, and enabled business owners to leverage social media to enhance product exposure and reach broader consumer markets. This initiative contributes meaningfully to the development of the local economy by empowering microenterprises to adopt modern marketing practices. It strengthens entrepreneurial capacity, bridges the digital divide among older business owners, and supports sustainable community development through inclusive access to technology. By fostering innovation and competitiveness, the program not only benefits individual enterprises but also promotes collective economic resilience within the Village.

This study has limitations, particularly in its short-term scope. The monitoring period was limited, and changes in sales turnover were not systematically measured. Future research should include longitudinal studies to assess the long-term impact of digital marketing adoption on business performance. Continuous mentoring, broader program replication in other rural areas, and exploring new digital marketing strategies, such as live commerce or AI-based tools, would be valuable steps to sustain and expand the benefits of this initiative.

Pattern for Beauty Brands Most Liked by Indonesian Women.” *Frontiers in Business and Economics* 1, No. 1 (2022): 24–34. <https://doi.org/10.56225/finbe.v1i1.82>.

³⁰ Wiwogo, Aryoga and Adi W. Anggara. “A Review of Digital Marketing Practices among SMEs in Indonesia: Trends, Challenges, and Opportunities.” *International Research Journal of Economics and Management Studies* 4, No. 5 (2025): 315–323. <https://doi.org/10.56472/25835238/IRJEMS-V4I5P140>.

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