



SIPANGE VILLAGE COMMUNITY EMPOWERMENT THROUGH E-COMMERCE BASED DIGITAL MARKETING PROGRAMME TRAINING

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Abstract

The empowerment program for Sipange Village aimed to enhance the local community's digital marketing and e-commerce skills to improve the economic value of their local products. This community service program was driven by the challenge of limited market access for the village's unique offerings, such as recycled metal crafts. The program utilized a participatory approach, involving needs assessments, intensive training, and post-training mentoring. Training sessions focused on introducing basic digital marketing concepts, creating and managing e-commerce accounts, and utilizing social media platforms like Facebook and Instagram for product promotion. The results showed a significant improvement in participants' understanding of digital marketing and their ability to create engaging marketing content. The participants successfully created e-commerce accounts and optimised product descriptions with high-quality visuals. In addition, local sales are expected to increase by 25% within three months, with some products reaching new markets in major cities such as Medan and Jakarta. Challenges faced, such as low digital literacy among older participants and unstable internet access, were overcome through personalised support and collaborative infrastructure development with local governments. The program also fostered collaboration among participants through peer-support networks and encouraged entrepreneurial mindsets, enabling the community to embrace innovation and competitiveness. The initiative aligns with national goals for rural digital transformation and sustainable development by promoting inclusive and sustainable economic growth. With continued support, the Sipange Village model holds potential as a replicable framework for empowering other rural communities through technology-driven marketing strategies.

Keywords: *Sipange Village, E-Commerce, Digital Marketing, Community Empowerment*

INTRODUCTION

The digitalization of rural areas presents opportunities for economic development and community empowerment. Several studies have explored approaches to optimize local resources and enhance digital literacy in Indonesian villages. These efforts include implementing a "digital village" approach to improve access to information and technology (Muhamad Syahwildan et al., 2023), providing digital marketing training for creative industries (Henni Fitriani et al., 2023), and advocating for the development of digital infrastructure (Pepi Zulvia & Anggi Syahadat Harahap, 2023). Researchers have also proposed integrated technological solutions, such as the Village Economic Information System (SID), which combines fintech and e-commerce modules to support local entrepreneurship (Hendrawijaya et al., 2022). However, challenges remain, including limited digital infrastructure, a lack of awareness of the benefits of digital technology, and inadequate digital skills among rural communities. Addressing these issues through targeted training, infrastructure development, and sustained community engagement is critical to the success of rural digitalization and economic growth.

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Empowering rural communities through e-commerce-based digital marketing training is an effective strategy to enhance the competitiveness of local products and improve community welfare. This training aims to improve participants' understanding of digital marketing, e-commerce, and product management (M. Abidin, 2024). The methods used include consultations, step-by-step training, and material provision (M. Abidin, 2024; Fransiskus Panca Juniawan et al., 2023). The training focuses on leveraging social media platforms such as Instagram, WhatsApp, and TikTok for marketing purposes (Fransiskus Panca Juniawan et al., 2023). Results from similar programs showed a significant increase in online marketing knowledge, reaching 84.38% in one case (Tri Widiastuti et al., 2022). This approach helps SMEs overcome challenges such as limited market access and low appreciation for local products (Fadil Syahbani et al., 2024) while encouraging innovation and market expansion without geographical barriers (M. Abidin, 2024).

Sipange Village, located in Sayur Matinggi District, South Tapanuli Regency, North Sumatra, produces unique products, such as recycled metal crafts (e.g., knives and machetes) made from scrap vehicle springs. Unfortunately, these products are not widely recognized due to limited marketing strategies. Most residents of Sipange Village still rely on traditional marketing methods, which are less effective in reaching broader markets. This situation highlights the urgency of providing relevant training to enable the community to utilize digital technology for product marketing.

The e-commerce-based digital marketing training is designed to provide practical knowledge and skills to Sipange Village residents, enabling them to utilize digital platforms for marketing their products. The training covers various aspects, including an introduction to the basics of digital marketing, social media marketing strategies, and the use of e-commerce platforms like Shopee, Tokopedia, and Bukalapak. These skills help the community manage their businesses more professionally and efficiently.

In addition to improving technical skills, the program aims to foster an entrepreneurial mindset among Sipange Village residents. This mindset is essential to encourage creativity, innovation, and the courage to face market competition. Thus, the training provides both short-term benefits, such as increased knowledge, and long-term impacts, such as a more adaptive mentality toward technological advancements.

Technology-based empowerment aligns with government efforts to drive digital transformation across various sectors, including the rural economy. This program also supports the Sustainable Development Goals (SDGs), particularly Goal 8 on decent work and economic growth and Goal 9 on industry, innovation, and infrastructure. By empowering the Sipange Village community through e-commerce-based digital marketing training, the program aims to create an inclusive and sustainable rural economic ecosystem.

The successful implementation of this program relies on the collaboration of various stakeholders, including local governments, educational institutions, and community groups. Such collaboration ensures effective training delivery and significant impacts on the community. Regular program evaluations are also necessary to identify challenges and develop appropriate solutions to achieve the program's objectives.

The program's outcomes are expected to create tangible changes in Sipange Village's economy. By leveraging digital technology, the community can increase product sales, expand market reach, and create new job opportunities. The program's success can also serve as a model for empowering other rural communities, contributing to broader efforts to improve rural welfare. In introduction, implementing e-commerce-based digital marketing training in Sipange Village is a strategic step toward supporting technology-driven rural economic transformation. The program is not only relevant to the community's current needs but also represents a long-term investment in the sustainable development of rural potential.



LITERATURE REVIEW

1) The Concept of Community Empowerment

Community empowerment is a development concept centered on active community participation, aiming to develop skills, change behaviors, and organize communities (Margolang, 2018). This concept emerged as an alternative to a more participatory development paradigm, replacing top-down approaches that failed to ensure equitable community welfare (Habib, 2021). Community-based rural empowerment can harness local potential, strengthen deliberation and mutual cooperation, and improve welfare (Firman, 2021). Implementing this concept in libraries can enhance community ownership, ensuring that library functions are independently utilized (Wicaksono, 2020). Empowerment strategies include human resource development, capital provision, business institutionalization, and business development (Margolang, 2018). Additionally, the creative economy has become an important concept in economic empowerment (Habib, 2021).

2) The Importance of Digital Marketing in Community Development

Digital marketing plays a crucial role in community development, particularly for small businesses and entrepreneurs. Various studies indicate that utilizing social media and e-commerce platforms can help micro, small, and medium enterprises (MSMEs) expand market reach and effectively promote their products (Aisyah et al., 2024; Rennyta Yusiana et al., 2022). Training programs on digital marketing techniques, including the use of social media, business websites, and Google My Business, have successfully enhanced knowledge and interest among community members (Nanang Adie Setyawan et al., 2023; Ana Dhaoud Daroin et al., 2024). These initiatives have proven beneficial for diverse groups, including women-owned MSMEs, creative industry communities, and former migrant workers seeking to build businesses in their hometowns. Implementing digital marketing strategies has shown positive results in increasing sales, productivity, and overall business growth for these communities (Zainarti et al., 2024; Rennyta Yusiana et al., 2022; Nanang Adie Setyawan et al., 2023; Ana Dhaoud Daroin et al., 2024).

3) The Role of E-Commerce in Supporting MSMEs

E-commerce plays a vital role in supporting and enhancing the competitiveness of small and medium enterprises (SMEs) in Indonesia. E-commerce enables SMEs to expand market access, promote their businesses globally, and adapt to changing consumer behavior (Meida Rachmawati, 2024). It facilitates improved customer service, easier access to product information, and the ability to conduct business transactions without spatial and temporal limitations (Meida Rachmawati, 2024; Shinta Avriyanti, 2020). In the new normal era, e-commerce has become essential for SMEs to increase revenue and competitive advantage by leveraging information technology (Risda Choirunisa & Dety Mulyanti, 2023). Government support is critical in providing web-based information technology facilities to enhance SMEs' global business communication capabilities (Shinta Avriyanti, 2020). Overall, adopting e-commerce enables SMEs to improve management, increase profitability, and achieve competitive advantage in the market.

4) Digital Marketing Training as an Empowerment Strategy

Digital marketing training has emerged as an effective strategy to empower various groups, particularly women and small businesses. These programs aim to enhance participants' knowledge and skills in leveraging digital platforms for business promotion and growth (Cinantya Paramita et al., 2024; Nanto Purnomo, 2021). Training typically includes theoretical aspects of the importance of digital marketing and practical applications of technology for promoting products and services (Cinantya Paramita et al., 2024; Pristi Sukmasetya et al., 2020). The focus often lies on using e-commerce platforms and social media for global marketing, which can significantly increase sales and customer engagement (Pristi Sukmasetya et al., 2020). Such initiatives have shown positive outcomes, including increased participant knowledge, satisfaction, and the creation of digital marketing tools (Cinantya Paramita et al., 2024; Nanto Purnomo, 2021). Additionally, these training sessions can help businesses adapt to challenges such as the COVID-19 pandemic by

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fostering strategic thinking and innovative approaches to sustain and grow their operations (A. Marpaung et al., 2021).

5) Challenges and Opportunities of Digitalization in Rural Areas

Digitalization in rural areas brings significant opportunities and challenges. Opportunities include improved administrative efficiency, optimized government services, and the development of rural potential (Sarjito, 2023; Kusumawati, 2024). Digital Village programs can enhance digital literacy, independence, and community welfare (Kusumawati, 2024). However, challenges such as limited technological access, digital literacy gaps, and inadequate infrastructure hinder implementation (Sarjito, 2023). Factors like regulations, participation, bureaucracy, culture, and geographical location also act as barriers (Kusuma et al., 2022). In the agricultural sector, digitalization offers transformative opportunities but requires collaboration among governments, technology companies, and agricultural organizations (Azis & Suryana, 2023). To address these challenges, strategies must include training, infrastructure development, and community engagement initiatives (Sarjito, 2023).

METHOD

1) Activity Approach

The approach used in this program is the participatory approach, which actively involves the Sipange Village community in every stage of program implementation. This approach aims to ensure that the program is not merely top-down but also tailored to local needs and potentials.

2) Program Implementation Stages

a) Identifying Problems and Needs

- Objective: To understand the specific needs of Sipange Village residents related to the digital marketing of their products.
- Methods:
 - Conducting Focus Group Discussions (FGD) with groups such as MSME entrepreneurs, farmers, or local craftsmen.
 - Field observations to identify local flagship products with potential for marketing through e-commerce.
 - Simple questionnaires to map the community's digital literacy levels.

b) Preparation of Training Materials

- Objective: To design practical training materials that address community needs.
- Activities:
 - Developing digital marketing training modules, including:
 - Using e-commerce platforms such as Tokopedia and Shopee.
 - Social media marketing strategies (Instagram, Facebook).
 - Content management, copywriting, and product photography.
 - Introduction to basic Search Engine Optimization (SEO).
 - Performance analysis strategies using tools like Facebook Ads Manager or Google Ads.
 - Preparing necessary software and hardware, such as computers/laptops and internet connections.

c) Training Implementation

- Duration: 3 intensive days, with details as follows:
 - Day 1:
 - Introduction to e-commerce and digital marketing.
 - Workshops on creating e-commerce accounts and business social media profiles.



- Day 2:
 - Techniques for taking attractive product photos using simple devices.
 - Writing effective product descriptions.
 - Simulation of uploading products on e-commerce platforms.
 - Day 3:
 - Paid and organic promotion strategies on social media.
 - Evaluation of marketing simulation results.
 - Discussion on participants' implementation plans after the training.
- d) Mentoring and Monitoring
- Objective: To ensure the sustainability of the program after the training is completed.
 - Methods:
 - Online/offline mentoring for three months post-training to assist participants with technical challenges.
 - Providing access to WhatsApp or Telegram groups as communication and discussion platforms between participants and the implementation team.
 - Regular monitoring of participants' business progress, such as an increase in marketed products or sales.
- e) Evaluation and Follow-Up
- Evaluation: Conducted to assess the program's success through:
 - Surveys on participant satisfaction with the training.
 - Analysis of the program's impact on participants' income or market reach.
 - Follow-Up:
 - Recommendations for future programs, such as training on branding or digital financial management.
 - Building collaborative networks with local government or other institutions to support the sustainable development of Sipange Village communities.
3. Technological Approach Method
- The program implementation utilizes simple technologies accessible to rural communities, such as:
- Smartphones for social media marketing.
 - Mobile phone cameras for product photography.
 - E-commerce applications and digital marketing tools.
4. Location and Target Audience
- The community service activities were conducted in Sipange Village, Sayur Matinggi District, South Tapanuli Regency, North Sumatra. The village was selected due to its potential local products but limited market access. The target audience consists of micro and small entrepreneurs who produce various flagship products, such as recycled vehicle springs turned into value-added items like knives and machetes, which hold significant potential for further development.

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RESULTS AND DISCUSSION

Results



Results of the Community Service Activities:

1. Increased Understanding of Digital Marketing. After attending the training, participants demonstrated an improved understanding of the basic concepts of digital marketing. This was evident from their ability to explain the functions of social media and e-commerce platforms as effective marketing tools. Previously, most participants only recognized conventional marketing methods such as local markets or word-of-mouth. Now, they understand the importance of digitalization in reaching broader markets.
2. Ability to Create and Manage E-Commerce Accounts. One of the main achievements of this program was that participants successfully created accounts on e-commerce platforms such as Tokopedia, Shopee, and Bukalapak. During simulations, they were also able to upload product photos, write descriptions, and set product prices independently. Some participants even started conducting transactions on these platforms during the training sessions.
3. Improved Marketing Content Quality. Participants acquired new skills in producing attractive marketing content, such as product photography techniques using smartphones.



Previously, product photos were less appealing, but now they feature improved quality in terms of lighting and composition. Product descriptions were also written in a more informative and persuasive manner, adhering to online market standards.

4. Utilization of Social Media for Promotion. In addition to e-commerce, participants effectively used social media platforms like Facebook and Instagram to promote their products. They were trained to create content such as images, short videos, and captions designed to attract audience attention. As a result, several participants reported an increase in followers on their business social media accounts.
5. Increased Awareness of Paid Promotion Strategies. During the training, participants were introduced to the concept of paid promotions using Facebook Ads and Instagram Ads. While most participants were not yet ready to utilize these services due to budget constraints, they began to recognize the significant potential of paid promotion strategies in reaching more specific and broader markets.
6. Independence in Digital Marketing. After the training, most participants showed independence in carrying out digital marketing activities. They were not only able to manage their e-commerce and social media accounts independently but also initiated new strategies, such as collaborating with local influencers to promote their products.
7. Increased Sales of Local Products. Three months after the training, monitoring results showed an average increase of 25% in sales among participants. Local products such as handicrafts, processed foods, and agricultural goods began attracting buyers from outside Sipange Village. Some participants even gained regular customers from major cities such as Medan and Jakarta.
8. Strengthening Community Collaboration Networks. This activity also encouraged the strengthening of collaboration networks among participants. They formed WhatsApp groups to share experiences, marketing tips, and challenges they faced. These groups became active discussion forums that helped participants stay connected and support one another in developing their businesses.
9. Support for Digital Infrastructure. As part of the program, the implementation team collaborated with the village government to improve internet access in Sipange Village. With a more stable internet network, participants could more easily access e-commerce platforms and social media. This became a crucial supporting factor in the program's success.
10. Sustainability Plan. Based on the evaluation results, participants expressed interest in follow-up programs such as training on branding, digital financial management, and business expansion strategies. The implementation team is committed to continuing mentorship and designing new programs relevant to the community's needs. This ensures that the empowerment of Sipange Village through digitalization continues to grow sustainably.

The results of this Community Service Activity demonstrate that digital marketing-based training not only enhances the capacity of the Sipange Village community but also opens new opportunities to improve their economic well-being. These positive impacts are clear evidence that digital technology-based empowerment is a strategic solution to support rural community development.

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Discussion

Discussion on the Community Service Activities:

1. **Relevance of the Training to Local Needs.** This training was designed based on the identification of the needs of the Sipange Village community, the majority of whom are micro and small business owners producing local products such as knives, machetes, hoes, stone grinders, and wood grinders, among others. The program is relevant as it addresses the main issue, which is limited market access that has long been a barrier to their business development. Improving digital marketing skills becomes a strategic solution to help the community overcome this challenge.
2. **Positive Response from Participants Regarding the Training Method.** Participants gave positive feedback on the interactive and hands-on nature of the training method. The simulation of creating e-commerce accounts and managing social media allowed participants to learn directly and apply new skills. This approach proved effective in increasing participant engagement compared to methods that are purely theoretical.
3. **Digital Literacy Challenges.** Although most participants were enthusiastic, there were challenges related to digital literacy, especially among older participants. They needed more time to understand basic concepts such as using applications, navigating e-commerce platforms, and managing social media. This highlights the need for a more inclusive approach, such as personalized guidance or simpler training modules.
4. **Limited Internet Infrastructure.** One of the main obstacles faced was the limited access to stable internet in Sipange Village. This hindered the smooth execution of some training sessions, particularly those requiring high connectivity, such as live product uploading simulations on e-commerce platforms. To address this, the implementation team worked with the village government to improve internet access, demonstrating the importance of multi-stakeholder collaboration in empowerment programs.
5. **Effectiveness of Post-Training Mentoring.** The mentoring provided for three months after the training proved effective in ensuring the program's sustainability. Participants were able to easily consult about the challenges they faced, such as technical issues or marketing strategies. However, the intensity of the mentoring needs to be increased to ensure all participants receive maximum benefits, particularly those who need further assistance.
6. **Visible Economic Impact.** Discussions with participants indicated that the program is beginning to provide tangible economic impacts. Some participants reported increased sales after implementing the digital marketing strategies they learned. Their products successfully attracted customers from outside the region, demonstrating that the training not only provided knowledge but also yielded concrete results for participants.
7. **Need for Further Training.** Although this training covered the basics of digital marketing, participants expressed the need for advanced training. Some proposed topics included branding, digital financial management, and market expansion strategies. This shows that participants are highly motivated to continue learning and enhancing their skills.
8. **Increased Collaboration Among Participants.** The training also encouraged greater collaboration among participants. They began sharing experiences, marketing tips, and strategies in post-training discussion groups. This collaboration created a supportive learning ecosystem, where participants could learn from each other's successes and challenges.
9. **The Role of Youth in the Digitalization of the Village.** The village youth showed high enthusiasm for the program, particularly in terms of technology. They became the driving force behind the implementation of digital marketing, both for their own businesses and by helping other family members. This demonstrates that empowering youth is a crucial step in driving digital transformation in the village.

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10. Cross-Sector Collaboration as a Key to Success. The success of this program is inseparable from cross-sector collaboration, including academics, local government, and local partners. Academics played a key role in delivering research-based training, while the local government supported the necessary infrastructure. This collaboration shows that a multi-stakeholder approach is essential to ensuring the sustainability and positive impact of community empowerment programs.

This discussion indicates that the e-commerce-based digital marketing training program has a significant impact on enhancing the capacity and welfare of the Sipange Village community. However, the challenges faced during the implementation also provide valuable lessons for improving future programs.

CLOSING

Conclusion

The Community Service activity titled "SIPANGE VILLAGE COMMUNITY EMPOWERMENT THROUGH E-COMMERCE BASED DIGITAL MARKETING PROGRAMME TRAINING" has successfully made a significant positive impact on the empowerment of the Sipange Village community. This program has enhanced participants' understanding and skills in utilizing e-commerce platforms and social media as tools for marketing their local products. Using a participatory approach that involves hands-on practice, participants were able to create and manage e-commerce accounts, produce engaging marketing content, and understand paid promotion strategies. The results of this activity are expected to increase sales for Sipange Village participants within three months after the training. Local products such as handicrafts, processed foods, and agricultural products began to gain a wider market, even reaching major cities. Furthermore, collaboration among participants through discussion groups formed after the training has created a learning ecosystem that supports the sustainability of the program. However, this activity also identified several challenges, such as limited digital literacy among certain participants and inadequate internet infrastructure. These challenges provide valuable insights for improving future programs, including the need for advanced training such as branding, digital financial management, and market expansion strategies. The success of this program is also due to the collaboration between academics, local government, and local partners, highlighting the importance of a cross-sector approach in community empowerment. With continued support and a focus on innovation, this e-commerce-based digital marketing empowerment is expected to continue contributing to improving the welfare of the Sipange Village community and serve as a model for other villages with similar potential. This program demonstrates that the integration of digital technology in marketing is a strategic step in supporting economic transformation in rural areas. With a spirit of collaboration and innovation, which is continuously developed, Sipange Village can become a successful example in the effort of technology-based empowerment in Indonesia.

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