

OPTIMIZING MARKETING OF MICRO, SMALL, AND MEDIUM ENTERPRISE PRODUCTS THROUGH DIGITAL MARKETING TRAINING AND VILLAGE TOURISM STRATEGIES

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Received : 05 February 2026

Accepted : 01 April 2026

Revised : 15 February 2026

Published : 09 April 2026

Abstract

The great potential of village tourism and micro, small, and medium enterprises (MSMEs) has not been matched by effective marketing strategies or digital utilization. This community service aims to enhance MSME competitiveness and promote tourism through digital marketing training. The method involved workshops, interactive sessions, and technical mentoring for 30 participants, including MSME actors, village tourism managers, and local communities. Pre- and post-training questionnaires showed an increase in digital marketing understanding from an average score of 4.08 to 4.29, and in tourism marketing strategies from 4.04 to 4.37. These findings confirm digital marketing's effectiveness in market expansion and tourism development. However, limitations in infrastructure and digital literacy remain barriers. Further training, internet access improvement, and multi-sector collaboration are required for long-term impact.

Keywords: *Digital Marketing; Village Tourism; Msmes*

INTRODUCTION

Indonesia, as the fourth most populous country in the world, has great potential in developing the tourism sector. West Java Province, as the most populous province, is rich in cultural diversity and natural beauty such as mountains, beaches, and lakes that can attract domestic and international tourists (Junaedi, 2025). One form of community-oriented tourism development is the development of tourist villages (Nanda et al., 2023; Noviana et al., 2025). Tourist villages become centers of tourism services that combine the natural potential, culture, and creativity of the local community. However, in some areas, including Kertawangi Village, this potential has not been optimally utilized due to limited community knowledge of marketing and the use of digital technology (Bangsawan et al., 2023; Sharabati et al., 2024; Deku et al., 2024).

Kertawangi Village, Cisarua District, West Bandung Regency, boasts natural resources such as Situ Lembang Lake, Cimahi Waterfall, Bugbrug Waterfall, and Putri Layung Waterfall. If professionally managed, these could become leading tourist destinations. Unfortunately, limited digital literacy and marketing strategies hinder the utilization of this potential as a source of village revenue (PAD). Meanwhile, Micro, Small, and Medium Enterprises (MSMEs) in the village face similar challenges in developing their businesses in the digital era. A lack of understanding of digital marketing leads to low competitiveness and minimal market penetration (Febriyantoro & Arisandi, 2018; Permatasari et al., 2022).

The main challenges faced by partners in this activity were a lack of understanding of digital marketing and skills in developing integrated tourism villages. The justification for this prioritization refers to the fact that digitalization and destination branding have been proven to increase local economic value (Kurnia, 2021; Tran & Rudolf, 2022). Therefore, this program aims to provide digital marketing training and tourism village development strategies to MSMEs in Kertawangi Village. Theoretically, the approach used in this activity refers to the concepts of community empowerment and capacity building, as well as the use of digital technology for marketing (Kotler, 1994). Segmentation, Targeting, and Positioning (STP) strategies serve as the basic framework for developing product and destination marketing strategies (Andri et al., 2019). Digital marketing utilizes social media such as Instagram, Facebook, and TikTok as promotional channels that reach a wide audience in real time (Febriansyah et al., 2023; Tran & Rudolf, 2022). Furthermore, the concept of tourist villages is rooted in active community

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involvement in managing local cultural and ecotourism-based potential (Aurelya et al., 2022). Through service-learning-based training, participants not only receive material but also receive hands-on practice to improve their skills. The purpose of this community service program is to improve the understanding and skills of MSMEs in utilizing digital marketing and tourism village marketing strategies. The benefits of this activity are expected to expand the market reach of local products, enhance village branding, and strengthen community capacity in facing the digital era. The e-commerce approach was chosen because it provides geographic and time flexibility, and increases interaction between producers and consumers (Mukhsin, 2019; Kalsum, 2025; Sharabati et al., 2024; Deku et al., 2024). Several previous studies have discussed the importance of digital marketing for MSMEs. Permatasari et al. (2022) stated that limited digital literacy and educational background are major obstacles to adopting modern marketing strategies. Febriyantoro and Arisandi (2018) added that MSMEs often struggle to choose appropriate technology solutions. However, these studies focused only on general digital marketing training. The gap in this research lies in the simultaneous integration of digital marketing training and tourism village marketing strategies, which provides a new dimension to community empowerment based on local potential.

Similar activities were also conducted by Pranoto et al. (2019) and Febriansyah et al. (2023), who provided training to local communities on digital marketing strategies. However, this program strengthened innovation by combining tourism education, destination branding, and e-commerce implementation tailored to the characteristics of Kertawangi Village. The training was also designed with the involvement of resource persons from academics and practitioners to ensure integration between theory and practice. With a better understanding of digital marketing and the concept of tourism villages, MSMEs will be able to develop more effective marketing strategies and reach a wider audience. This initiative is expected to foster a sustainable, community-based transformation of the local economy. Increasing MSME competitiveness and strengthening village identity through digital marketing will be a strategic foundation for developing Kertawangi Village as a leading tourism destination.

IMPLEMENTATION METHOD

This Community Service (PKM) activity was held on November 15, 2024, in Kertawangi Village, Cimahi, Bandung. The program was packaged as an on-site workshop with the theme "Optimizing Tourism Village Development and the Effectiveness of Digital Marketing to Increase the Competitiveness of MSME Products." Kertawangi Village has potential for natural tourism and agricultural/plantation products that have the potential to attract domestic tourists. The approach used in implementing this activity is service learning. According to Jamal and McKinnon (2009), there are three ways to learn: team learning, service learning, and skills development. Service learning connects meaningful social action with academic learning, self-development, and social responsibility (Maurice, 2010). Maxwell (2009) states that service is at the core of human development, and Tee (2005) emphasizes that education must be linked to real-world problems faced by the community. Therefore, this training provides not only theoretical material but also real-world practices that address the problems faced by partners.

An interactive, communicative approach was applied in each training session. Speakers delivered material through visual presentations, followed by a two-way discussion that allowed participants (MSMEs and village staff) to raise questions and share practical experiences related to village tourism development and digital marketing. This process ensured that the material presented truly addressed the partners' needs. Based on this learning model, the PKM Team first identified the partners' primary problem: a lack of understanding of the concepts of tourism villages and digital marketing. Training materials were tailored to these needs in the form of presentation slides. Pre- and post-test questionnaires were used to evaluate participant understanding. All activities were systematically designed, as shown in Figure 1 below:

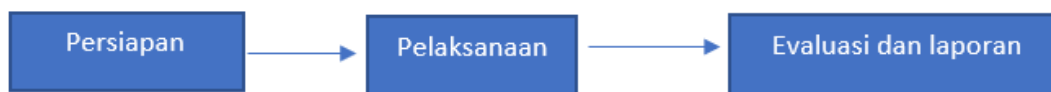


Figure 1 . Activity Stages

The diagram above illustrates the three main stages in implementing the PKM program, namely:

1. Preparation

This phase includes an initial survey in Kertawangi Village to identify participant needs, develop a funding proposal, and prepare training materials and questionnaires. This activity aims to ensure all training materials are available and meet partner needs.

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2. Implementation

The workshop, held on-site from 9:00 a.m. to 12:00 p.m., was attended by 30 participants, including MSMEs, neighborhood associations (RT/RW), and village staff. The activities included:

- a) Opening remarks
- b) Presentation of material on developing tourist villages
- c) Digital marketing materials
- d) Case studies of successful practices from Bali
- e) Discussion and question and answer session
- f) Giving appreciation
- g) Documentation (group photo)

3. Evaluation and Report

This stage includes data collection from pre- and post-tests, attendance records, and feedback questionnaires. This evaluation is presented descriptively using numbers and graphs to demonstrate participants' increased understanding. These findings align with the literature from Kurniawan (2011), Sharabati et al. (2024), and Deku et al. (2024). Furthermore, follow-up communication with partners is conducted to monitor the implementation of the training results.

With this approach, PKM activities are designed not only to convey theory but also to provide direct solutions to the community, in line with the service learning approach. This approach is expected to have a tangible impact on increasing the capacity of MSMEs and tourism village managers.

FINDINGS AND DISCUSSION RESULTS

3.1 Activity Explanation

The community service activities carried out in Kertawang Village on November 15, 2024 involved participants with diverse demographic backgrounds, including age, gender, education, and profession, as shown in Figure 2 below.



Figure 2 . Photos of Activities

Most of the participants were of productive age, with 15 participants in the 20-30 age group, followed by 7 participants in the 31-40 age group. Female participants dominated this activity, reaching 20 participants compared to 8 male participants, reflecting the high participation of women in the development of MSMEs and village tourism. In terms of education, the majority of participants had a high school/vocational high school background (22 participants), with several participants having diploma/bachelor's degrees (6 participants), indicating their readiness to receive more applicable training materials. In terms of profession, participants consisted of various groups, such as Pokdarwis members (8 people), MSME actors (5 people), and PKK members (4 people), which emphasized the involvement of diverse community elements in the development of tourist villages. The demographic graph of the activity participants can be seen in Figure 3 below.

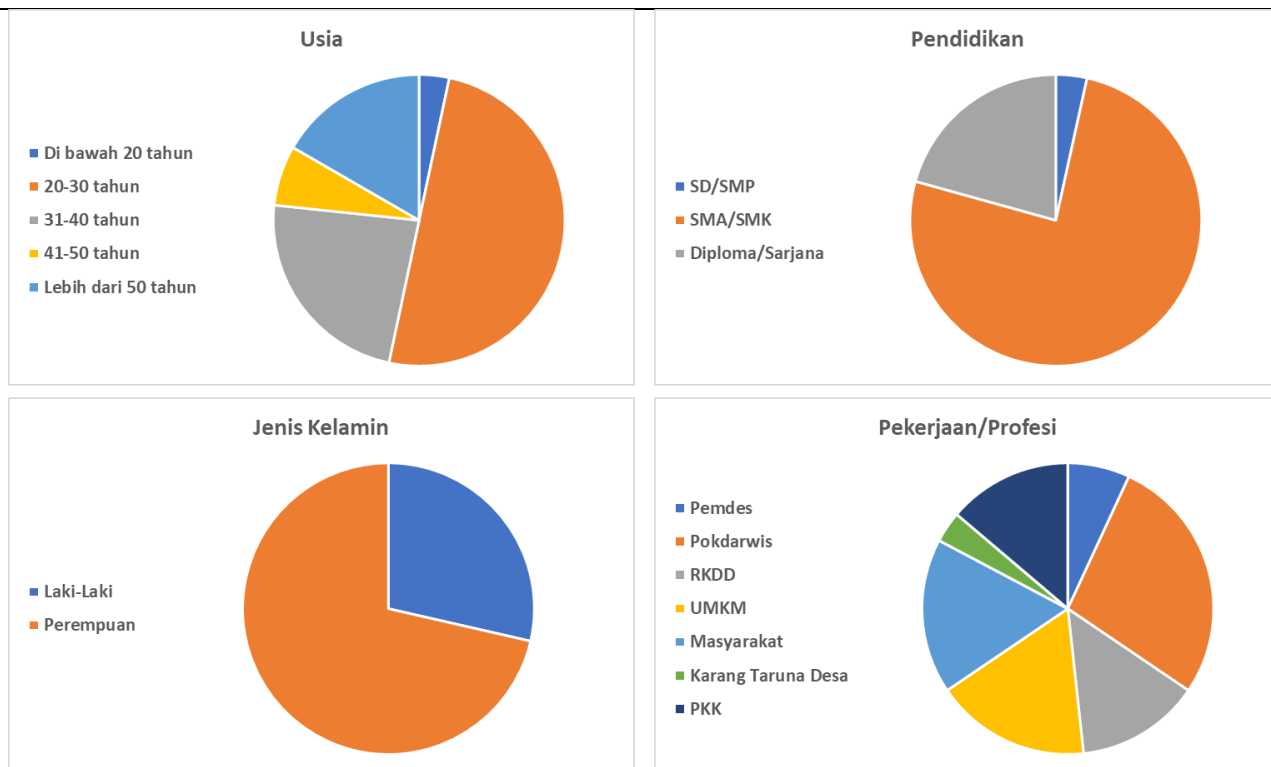


Figure 3 . Participant Demographic Pie Chart

The program featured three speakers, namely Prof. Dr. Marcellia Susan, SE, MT, Dr. Dra. Anny Nurbasari, MP, and Mr. Yudhi Trisandy, ST, MM, who provided insights into digital marketing and tourism village development strategies.

3.1.1 Digital Marketing

Prof. Marcellia Susan discusses the basic concepts of marketing, which encompass six main elements: market, needs, wants, purchasing power, product, and value. These elements are key factors in determining the success of a product or service in the market. In determining the target market, it is important for business owners to understand the concept of market segmentation, which involves dividing the market based on demographics such as age (children to adults), gender (men to women), and location (urban to rural). By understanding this segmentation, business owners can more easily identify the right potential customers for the products or services they offer.

Digital marketing has become a key strategy in the modern business world, especially for Micro, Small, and Medium Enterprises (MSMEs). By leveraging internet technology, businesses can increase marketing effectiveness and reach a wider audience through various digital platforms such as social media (Instagram, TikTok), websites, and search engines. Social media, in this regard, has become a highly effective marketing tool because it can accelerate the dissemination of information and shape market demand (Tran & Rudolf, 2022; Patma et al., 2021) . For example, in the Generation Z market, Labubu dolls became a trend after being used by Korean artists. This phenomenon demonstrates how the power of social media can create demand for viral products and influence consumer purchasing decisions.

In digital marketing, there are important concepts to consider: Segmentation, Targeting, and Positioning (STP). Market segmentation divides consumers based on demographics, gender, spending level, and other relevant factors. After segmentation, businesses can identify the most potential target market and develop a positioning strategy to build a product image in the minds of consumers. By implementing the correct STP concept, the products offered will be more aligned with the needs and desires of the target market, thereby increasing sales opportunities. The success of digital marketing also depends heavily on understanding and utilizing digital technology. In an increasingly competitive business world, entrepreneurs must be able to manage their businesses efficiently using various digital platforms. Social media platforms like Facebook, Instagram, and TikTok can be used as promotional tools, interact with customers, and build brand awareness. Furthermore, Search Engine Optimization (SEO) plays a crucial role in increasing a business's visibility on search engines like Google, making it easier for potential customers to find their products. Google Search and Google Maps are also highly useful tools in digital marketing, enabling

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businesses to be displayed when potential customers search for related products. In today's digital era, digital marketing is not just a promotional tool but also an integral part of a sustainable business strategy. By understanding market needs and maximizing digital technology, businesses can reach a wider range of consumers, build customer loyalty, and increase the competitiveness and sales of their products or services. Prof. Marcellia Susan emphasized that the ability to adapt to technological developments and market trends will be a determining factor in future business success.

3.1.2 Marketing of Tourism Villages

Dr. Dra. Anny Nurbasari discussed tourism destination marketing as a crucial strategy for enhancing a region's appeal to tourists. This marketing encompasses promotional activities, image management, and efforts to increase tourist visits by introducing the region's natural, cultural, and available facilities. According to Law No. 10 of 2009 concerning Tourism, tourism encompasses various tourism activities supported by facilities and services from various parties, including the government, businesses, and the community. Therefore, destination marketing aims not only to attract tourists but also to ensure the region's economic, social, and cultural sustainability.

Tourism destination marketing involves several key elements that must be well-managed to create an engaging and memorable travel experience. These elements include tourist attractions, accommodations, accessibility, supporting facilities, destination image and branding, safety and comfort, marketing and promotion, and human resources. Tourist attractions are the primary draws that attract tourists, whether in the form of natural beauty, historical sites, or local culture. Meanwhile, accommodations and supporting facilities, such as restaurants and tourist information centers, play a role in enhancing tourist comfort during their visit. Accessibility is also a key factor, with adequate transportation infrastructure making it easier for tourists to reach destinations.

Destination image and branding are crucial aspects in attracting tourists, as exemplified by the "Wonderful Indonesia" campaign, which successfully enhanced Indonesia's tourism image globally. Destinations with a positive image are more likely to attract tourists and increase their competitiveness in the international market. Furthermore, safety and comfort are key factors influencing the tourist experience. A safe, clean, and comfortable destination will create a positive impression that can increase tourist loyalty, encouraging repeat visits or recommending the destination to others.

In today's digital era, tourism destination marketing increasingly relies on technology and digital marketing strategies. Dr. Anny Nurbasari emphasized the importance of utilizing social media, websites, and video-based content in promoting tourist destinations. The use of digital platforms, such as Instagram, Facebook, and YouTube, allows destinations to reach a wider audience at a relatively lower cost compared to conventional media. Furthermore, Search Engine Optimization (SEO) techniques can increase the visibility of tourist destinations in Google searches, making it easier for potential tourists to find information about the promoted destination. The use of influencers and paid advertising is also an effective strategy to attract the attention of potential tourists and build the credibility of the destination.

One strategic approach to destination marketing is the development of tourist villages as an alternative to community-based tourism. Tourist villages aim to boost the local economy through the tourism sector by providing opportunities for communities to develop micro, small, and medium enterprises (MSMEs), such as handicrafts, culinary arts, and accommodation services. Furthermore, tourist villages also play a role in preserving local culture and traditions, as well as preserving the natural environment. To realize sustainable tourist villages, collaboration between various stakeholders (pentahelix) is required: the government, the private sector, communities, academics, and the media. The government plays a role in formulating policies and regulations, while the private sector can contribute through investment and corporate social responsibility (CSR) programs. Local communities, such as tourism awareness groups (Pokdarwis), function as managers of tourist villages, while academics provide scientific studies and mentoring. The media, on the other hand, plays a crucial role in promoting tourist villages to a wider market.

Effective destination management requires a holistic and integrated approach encompassing three main components: Visitor Experience, Marketing and Promotion, and Resource Management. Visitor Experience encompasses all aspects that contribute to the tourist experience, from attractions and infrastructure to services. Marketing and Promotion focuses on marketing and promotional strategies that can enhance the destination's competitiveness. Meanwhile, Resource Management relates to policies, regulations, and investments that support the destination's sustainability. By implementing appropriate marketing strategies, such as utilizing digital technology, creating strong branding, and synergizing between stakeholders, tourist destinations can become more competitive and sustainable. Dr. Anny Nurbasari emphasized that destination marketing aims not only to attract tourists but also to ensure long-term benefits for local communities and maintain the ecological and cultural balance of the destination.

3.1.3 Yava's Inspirational Story

Mr. Yudhi shared an inspiring story about the success of YAVA, a small business operating in Ban Village, Karangasem, East Bali. YAVA successfully demonstrated how utilizing local potential can create a positive impact on the village economy while improving the welfare of the local community. In his presentation, Mr. Yudhi also highlighted Bali's tourist attractions, such as Mount Agung, Besakih Temple, and Kuta Beach, which are supporting factors for the growth of local MSMEs. He emphasized the importance of collaboration between the tourism sector and MSMEs in creating sustainable economic opportunities, where the tourism industry can become a strong market for local MSME products. YAVA was founded in 2012 with the primary goal of providing jobs and income for the people of Ban Village, an area still experiencing limited formal employment opportunities. The village faces various challenges, such as high out-migration rates due to limited job opportunities, and limited access to healthcare and education. To address these issues, YAVA developed a business model that is not solely profit-oriented but also has a social mission, namely improving the economic well-being, education, and health of the surrounding community.

To date, YAVA has employed over 400 people, both full-time and contract workers, mostly from Ban Village and the surrounding area. With a population of less than 10,000, YAVA's presence has had a significant economic impact on the local community. The company's success not only creates jobs but also stimulates local economic growth by purchasing raw materials from local farmers at fair prices, thereby increasing their incomes and reducing reliance on the unstable informal sector. As part of its commitment to social development, YAVA also strives to develop the competencies of the local workforce so they can grow alongside the company, both technically and managerially. The increasing number of employees now occupying managerial positions demonstrates that YAVA's empowerment programs are successful in enhancing the capabilities of the local workforce. The sustainability of this effort is also supported by the existence of the Mente Family Foundation, a non-profit organization established by YAVA to support education and health in the region.

One of the Mente Family Foundation's main initiatives is early childhood education for children aged 2-5 years through a kindergarten located in the YAVA factory complex. Approximately 50% of the kindergarten's operational costs are funded directly by YAVA, while the remainder comes from student tuition. Of the total enrolled students, approximately 50% are children of YAVA employees, while the remainder come from non-employee families in the surrounding villages. With this educational facility, children in Ban Village gain access to early education, which in turn contributes to improving the quality of human resources in the future. In addition to focusing on education, YAVA also plays a role in improving healthcare for employees and the surrounding community. To support the health of workers and residents in remote villages, YAVA provides medical personnel, such as nurses and doctors, who are tasked with handling emergencies, basic pregnancy care, and providing referrals for patients with chronic conditions. The presence of these medical personnel significantly helps the people of Ban Village, who previously had limited access to healthcare.

YAVA's success demonstrates how a socially-based business model can be a solution to improve economic and social well-being in remote areas. By integrating business, education, and health aspects, YAVA has proven that an MSME can grow sustainably while still having a positive impact on the surrounding community. Mr. Yudhi emphasized that YAVA's success story can inspire other MSMEs in Indonesia, particularly in leveraging local potential to create broader change for the community. The involvement of participants, including MSMEs, Pokdarwis members, village officials, and PKK cadres, demonstrated the participatory nature of the training. Their active participation was evident in the discussion and Q&A sessions, as well as their involvement in practical marketing strategy development. The interactive, communicative approach enabled participants to directly relate the training material to real-life problems they faced.

3.2 Level of Understanding of Ongoing Activities

This community service activity had a positive impact on improving participants' understanding and skills regarding digital marketing and tourism village marketing strategies. Questionnaire data showed significant improvements in various aspects after the training.

3.2.1 Pre-Event Questionnaire

The results of the pre-event questionnaire indicated that participants had a fairly good awareness of the importance of digital marketing in increasing the competitiveness of MSME products and optimizing the marketing of tourism villages. As shown in Table 1, for the aspect of Digital Marketing Effectiveness for Increasing MSME Product Competitiveness, the average overall score was 4.08. This reflects the belief that digital marketing can be a very effective tool for driving sales. However, the average score of 3.73 for basic understanding of digital marketing indicates the need to improve basic knowledge in this area. Respondents also had a fairly good knowledge of available

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digital platforms (3.97) and felt confident that digital marketing could increase MSME sales (4.67). However, the score of 3.93 for the aspect of ability to implement digital marketing indicates that there is still a need for practical assistance to improve implementation skills. Furthermore, awareness of the challenges in using digital marketing (4.10) indicates the need for strategies to overcome barriers such as access to technology or limited technical knowledge.

In the aspect of Optimizing Tourism Village Marketing Development, Table 1 shows an average overall score of 4.04, reflecting a good understanding of the importance of marketing for tourism village development. Respondents have a high awareness of the role of marketing, with a score of 4.40 for the importance of marketing in supporting tourism village development. However, understanding of appropriate marketing strategies for tourism villages is still relatively low, with a score of 3.57, so special training in this area is needed. Respondents are quite confident in implementing marketing strategies (3.87) and strongly acknowledge that digital media is an effective tool for attracting visitors to tourism villages, as indicated by a score of 4.83. However, a score of 3.53 for awareness of tourism village marketing constraints indicates that identifying and managing these challenges requires more attention. Overall, these results demonstrate significant potential for more effective digital marketing utilization, both in enhancing the competitiveness of MSMEs and promoting tourism villages. However, increased practical understanding, technical assistance, and enhanced skills in using digital media for promotion are needed. With these steps, participants will be better prepared to overcome obstacles and maximize sustainable digital marketing strategies.

Table 1 . Pre-Event Questionnaire Results

Question	Average
The Effectiveness of Digital Marketing to Increase the Competitiveness of MSME Products:	4.08
1. I understand the basics of digital marketing.	3.73
2. I know a digital platform that can be used for marketing MSME products.	3.97
3. I believe digital marketing can increase MSME sales.	4.67
4. I feel I can apply digital marketing to MSME products.	3.93
5. I am aware of the challenges in using digital marketing for MSMEs.	4.10
Optimizing the Development of Tourism Village Marketing:	4.04
6. I understand the importance of marketing for the development of tourist villages.	4.40
7. I know the marketing strategies that are suitable for tourist villages.	3.57
8. I am confident that I can implement marketing strategies in tourist villages.	3.87
9. In my opinion, digital media is very helpful in attracting visitors to tourist villages.	4.83
10. I know what the obstacles are in marketing tourist villages.	3.53

3.2.1 Post-Event Questionnaire

The post-event questionnaire results showed a significant increase in participants' understanding, confidence, and preparedness regarding the Effectiveness of Digital Marketing to Increase the Competitiveness of MSME Products and Optimize the Development of Tourism Village Marketing. As presented in Table 2, the average scores for both aspects showed positive results, namely 4.29 for MSME digital marketing and 4.37 for tourism village marketing. This reflects the success of the training in increasing participant capacity. In the aspect of Digital Marketing Effectiveness to Increase the Competitiveness of MSME Products, the average score of 4.29 indicates that participants have gained a better understanding of digital marketing. Improvement was seen in participants' ability to understand digital marketing concepts, with a score of 4.40, indicating that participants felt more understanding than before the training. Furthermore, participants were also more confident in using new digital platforms for MSME marketing, with a score of 4.07. The belief that digital marketing can increase MSME sales was one of the aspects with the highest score, at 4.53. This indicates a growing confidence in the effectiveness of digital marketing strategies. In the aspect of the ability to implement digital marketing, participants also showed improvement, with a score of 4.30. Furthermore, participants' readiness to overcome digital marketing obstacles increased with a score of 4.14, reflecting that the training provided practical solutions to obstacles they might face. Meanwhile, in the aspect of Optimizing Tourism Village Marketing Development, the average score reached 4.37, indicating that participants not only understood the importance of tourism village marketing but also felt better prepared to apply relevant marketing strategies. Participants' understanding of the importance of tourism village marketing increased significantly, with a

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score of 4.47, indicating that they were increasingly aware of the impact of marketing in developing tourism villages. Participants also learned new marketing strategies suitable for tourism villages, as seen by a score of 4.27. In addition, participants felt more confident in implementing tourism village marketing strategies, with a score of 4.17. Confidence in digital media as a primary tool for advancing tourism village marketing was very high, with a score of 4.77, the highest point in this questionnaire. Participants also felt better prepared to face obstacles in tourism village marketing, with a score of 4.17, indicating their readiness to identify and overcome challenges.

Overall, the results of this questionnaire reflect the training's success in enhancing participants' capacity. Participants not only gained new knowledge but also became more confident and prepared to implement digital marketing strategies for both MSMEs and tourism villages. However, to ensure a sustainable impact, further mentoring is needed to ensure participants can optimally implement the acquired knowledge in the field. With this approach, it is hoped that participants can make significant contributions to local economic development through digital marketing and tourism village marketing.

Table 2 . Post-Event Questionnaire Results

Question	Average
The Effectiveness of Digital Marketing to Increase the Competitiveness of MSME Products:	4.29
1. I understand more about digital marketing.	4.40
2. I learned to use new digital platforms for MSMEs.	4.07
3. I am increasingly convinced that digital marketing can increase MSME sales.	4.53
4. I can use digital marketing better for MSME products.	4.30
5. I am better prepared to overcome digital marketing obstacles for MSMEs.	4.14
Optimizing the Development of Tourism Village Marketing:	4.37
6. I increasingly understand the importance of marketing for tourist villages.	4.47
7. I learned new marketing strategies for tourist villages.	4.27
8. I am better able to implement marketing strategies in tourist villages.	4.17
9. I believe in using digital media to advance the marketing of tourist villages.	4.77
10. I am more prepared to face obstacles in marketing tourist villages.	4.17

3.2.3 Activity Evaluation

The evaluation results showed that the activities held successfully provided a significant positive impact on improving participants' understanding and skills in two main aspects: the Effectiveness of Digital Marketing to Increase the Competitiveness of MSME Products and Optimizing the Development of Tourism Village Marketing. The comparison graph between pre- and post-event scores showed consistent improvements in both aspects, reflecting the success of the event in achieving learning objectives. In the "Digital Marketing Effectiveness to Increase the Competitiveness of MSME Products" aspect, the average score increased from 4.08 before the event to 4.29 after. Participants felt they had a better understanding of the concept of digital marketing, were more confident in its impact on increasing sales, and were better prepared to overcome obstacles in its implementation. This improvement indicates that the material presented provided relevant practical insights and helped participants develop effective digital marketing strategies.

In the Optimization of Tourism Village Marketing Development aspect, the average score increased from 4.04 before the event to 4.37 after the event, indicating a significant positive impact. Participants increasingly understood the importance of marketing in tourism village development, learned new, relevant strategies, and felt more capable of implementing digital-based marketing strategies. This was supported by the highest score of 4.77, indicating participants' belief that digital media is a key tool for advancing tourism village marketing. The results of the activity evaluation also reflect the quality of the event. As presented in Table 3, the average score of 4.76 for the overall event assessment indicates that participants were very satisfied with the event's implementation. The material presented was also deemed easy to understand, with a score of 4.55, reflecting that the information was delivered clearly and effectively, enabling participants from various backgrounds to follow along.

Table 3 . Activity Evaluation Questionnaire Results

Activity Evaluation Questions:	Average
11. How do you rate the organization of this activity overall?	4.76
12. Is the material presented easy to understand?	4.55

The activity evaluation results from Table 3 above are presented in graphical form to facilitate comparison of participant survey results before and after the event. The comparison graph can be seen in Figure 4 below.

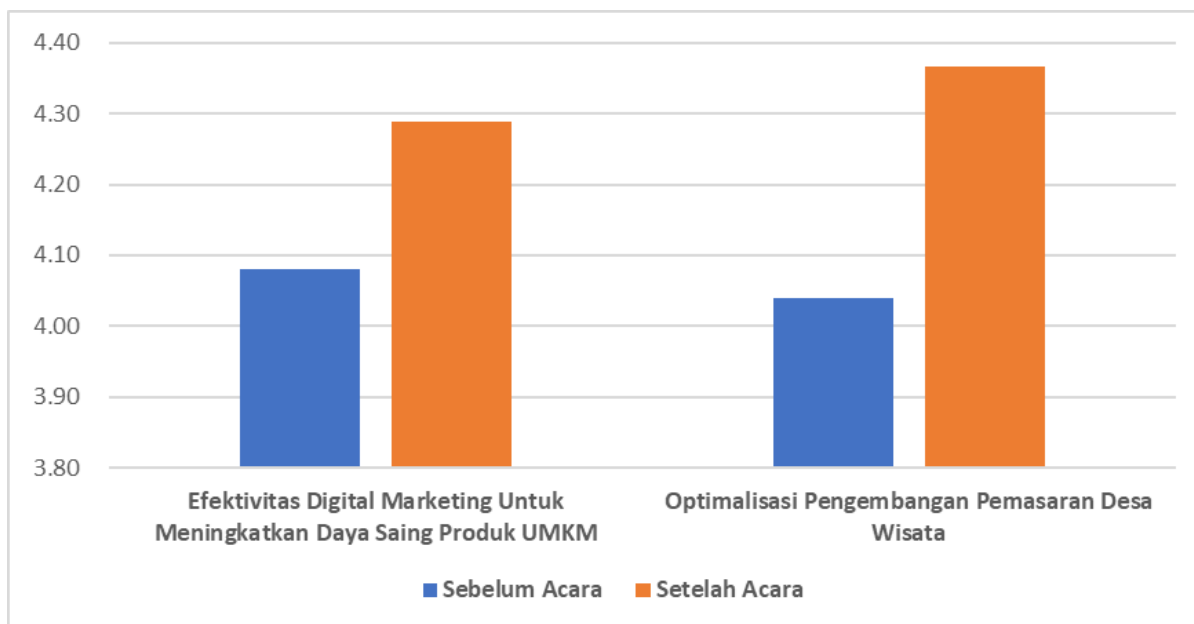


Figure 4 . Bar Chart Comparison of Comprehension Scores Before and After the Event

The outputs of this activity included increased participant understanding, measured through pre- and post-test scores, as well as the creation of replicable training modules and activity documentation. Based on the results achieved, this activity has the potential to be further developed into a post-training mentoring program. This includes the creation of digital content for direct MSME promotions, as well as branding training and the creation of tourism village websites. Collaboration with the private sector and higher education institutions could also be a strategy for expanding the program to other regions with similar characteristics. Overall, this activity successfully had a significant impact in improving participants' understanding and skills related to digital marketing and tourism village development. This success was evident not only in the increase in average scores before and after the event, but also in participants' level of satisfaction with the event's implementation. With these results, it is hoped that similar activities can continue to provide broader benefits to MSMEs and tourism villages in the future.

CONCLUSION

This community service activity has significantly improved the knowledge, skills, and preparedness of MSMEs and tourism village managers in strategically implementing digital marketing to develop product and destination marketing. Through a participatory approach and interactive training, participants were able to understand digital marketing concepts, explore the potential of tourism villages in a more structured manner, and identify the challenges and opportunities they face. The results of the activity demonstrate that the integration of digital education, strengthening village identity, and utilizing social media and e-commerce opens up opportunities to increase local competitiveness. (Sharabati et al., 2024; Nanda et al., 2023). Although technical challenges such as limited infrastructure and digital literacy remain, this activity provides a strong foundation for sustainable development and encourages cross-sector collaboration as a strategic step towards digitally empowering the village economy.

Thank-you note

We extend our gratitude to Maranatha Christian University, Bandung, Faculty of Law and Digital Business, Doctoral Program in Management, for providing support and funding to ensure the successful implementation of this Community Service program. This support is invaluable in enhancing the understanding and skills of MSMEs and

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tourism village managers in Kertawangi Village in implementing digital marketing strategies. We also extend our gratitude to the Village Head and the Kertawangi Village Officials for granting permission and facilities for this activity. Without the village's support, this activity would not have been possible and would not have benefited the local community. We would also like to extend our deepest appreciation to the speakers who shared their knowledge and experience so clearly and effectively, and to the training participants who actively participated in all activities. Their enthusiasm and engagement in the training sessions, discussions, and digital marketing practices were key factors in the success of this event. We hope that the knowledge and skills gained in this activity can be continuously applied and developed to enhance the competitiveness of MSMEs and the tourism potential of Kertawangi Village. We hope the collaboration and support established will continue for other community empowerment programs in the future. If there is any thanks Written in 12-point Times New Roman font, single -spaced . The acknowledgments include information about the parties who helped with this research, such as sources, funders, etc.

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