

DIGITAL MARKETING TRANSFORMATION TO INCREASE THE COMPETITIVENESS OF MSMEs IN WEST KLOMPANG VILLAGE, PAKONG DISTRICT, PAMEKASAN REGENCY

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Abstrak

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*MSME Empowerment,
Digital Marketing,
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Rural Economy,
Community Engagement.*

The rapid development of digital technology requires Micro, Small, and Medium Enterprises (MSMEs) in rural areas to adapt in order to remain competitive and sustainable in an increasingly dynamic market environment. However, low levels of digital literacy, limited online marketing skills, and the lack of continuous assistance remain major challenges faced by rural MSMEs. This article aims to describe and analyze the empowerment process of MSMEs in Klompong Barat Village through digital marketing assistance as a strategy to strengthen the local economy sustainably. The study employs a participatory and practical approach, involving field observation, socialization, mentoring, and hands-on practice in utilizing digital technologies. The findings indicate that prior to the assistance program, most MSMEs operated using conventional business practices with minimal use of digital tools. Following the mentoring activities, there was a notable improvement in digital literacy, an increase in the adoption of digital business accounts, and the registration of business locations on Google Maps, which positively contributed to business visibility and professionalism. Nevertheless, challenges such as time constraints and inconsistency in content management continue to hinder the optimal implementation of digital marketing strategies. These findings suggest that digital-based empowerment of rural MSMEs requires a gradual, contextual, and sustainable approach. With appropriate and continuous mentoring, digital transformation can serve as a strategic instrument for enhancing MSME competitiveness and fostering rural economic independence.

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A. INTRODUCTION

Science is a fundamental instrument in driving the advancement of human civilization. Scientific development cannot be separated from the social context and the needs of society, which are constantly changing with the dynamics of the times. Therefore, science is required to always be adaptive, relevant, and applicable in order to provide real benefits, not only for individuals but also for society at large. From a community development perspective, science plays a role as a means of social transformation that can improve the quality of life. This transformation encompasses various aspects of life, such as education, economics, social, cultural, and spirituality. A society with access to appropriate knowledge will be better prepared to face global challenges, including changing economic patterns and developments in information technology.

Village communities are social entities with significant potential for sustainable empowerment. This potential encompasses human resources, natural resources, local wisdom, and household-based economic activities. This potential is a key asset in supporting independent and sustainable village development. However, the potential of village communities is often not optimally managed. Limited knowledge, limited access to information, and a lack of ongoing support are key factors hindering the development of this potential. Community empowerment is essentially a process of increasing the capacity and independence of communities to effectively manage their potential. This process focuses not only on economic improvement but also includes strengthening social, religious, educational, and cultural values.

A holistic empowerment approach is crucial to ensure programs truly meet the real needs of the community. Without an understanding of the local social and cultural context, empowerment efforts have the potential to be unsustainable and difficult for communities to accept. In recent years, developments in information and communication technology have brought significant changes to various sectors of life. These changes are also felt in the rural economy, where digitalization has become an integral part of business activities. Digitalization is a key factor in increasing business efficiency, productivity, and competitiveness, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. The government, through various policies, is also encouraging the digital transformation of MSMEs as an effort to strengthen the national economy. MSMEs play a strategic role in the national economy as they are the largest absorbers of labor and drivers of the local economy. The existence of MSMEs also contributes to income equality and reducing unemployment, especially in rural areas.

Despite this, most MSMEs in rural areas still face various obstacles. Limited capital, low digital literacy, conventional marketing practices, and minimal use of digital technology are key issues hindering business development. This situation was also found in the MSMEs in the rural areas studied in this study. Most MSMEs still rely on direct marketing and local networks to market their products. The use of digital media such as social media, *marketplaces*, and online promotional *platforms* remains very limited. This results in a narrow market reach for MSMEs and a lack of awareness of their products outside the village.

As a result of these limitations, the competitiveness of MSME products is low and business revenue tends to stagnate. Yet, in today's digital era, digital-based

marketing has proven to significantly expand market access and increase the visibility of local products. Digital marketing is not only about the use of technology but also requires a shift in mindset among business owners in identifying market opportunities. Without adequate understanding, digitalization can actually pose new challenges for MSMEs in rural areas.

The main problems faced by MSMEs in the research location include a low understanding of digital marketing, limited skills in using social media for promotion, and the absence of a planned product branding strategy. Through the digital marketing mentoring program, it is hoped that MSMEs will be able to improve product competitiveness, expand market reach, and increase business revenue sustainably. Thus, this Community Service activity not only serves as a means of implementing the Tri Dharma of Higher Education, but also represents a real contribution to encouraging village community empowerment through the sustainable strengthening of digital-based MSMEs.

B. FOCUS

1. Digital-Based Village MSME Empowerment

Digital-based empowerment of village MSMEs is the primary focus of this Community Service activity, which aims to increase the capacity and independence of entrepreneurs in managing and developing their businesses sustainably. Empowerment is not simply defined as providing technical knowledge, but as a transformational process that encourages MSMEs to recognize business potential, capitalize on market opportunities, and adopt digital technology as an integral part of their daily business activities. Through the use of digital technology, village MSMEs are expected to increase operational efficiency, improve business management, and expand product marketing reach. Digitalization is a strategic tool for overcoming geographical limitations, which have been a major obstacle for village MSMEs. With the support of digital technology, MSMEs are no longer solely dependent on local markets but have the opportunity to reach a wider consumer base. This empowerment focus is also directed at developing an independent and adaptive mindset, enabling MSMEs to continue innovating and developing their businesses sustainably without relying on external assistance.

2. Improving Digital Marketing Literacy and Skills

Improving digital marketing literacy and skills is a key focus of this community service activity, given the low level of understanding of digital marketing concepts and practices among rural MSMEs. Digital literacy encompasses not only the ability to use technological devices but also an understanding of marketing strategies, digital consumer behavior, and the effective and responsible use of online platforms. This activity focused on introducing and training in the use of various digital media, such as social media (Instagram, Facebook, WhatsApp Business), marketplaces, and other online promotional platforms. MSMEs were taught how to create business accounts, manage promotional content, craft engaging marketing messages, and utilize digital features to enhance consumer engagement. Furthermore, this community service program emphasized the importance of consistency, creativity, and simple analysis of digital market responses as a basis for business decision-

making. With increased digital marketing literacy and skills, it is hoped that rural MSMEs will be able to optimally utilize digital technology to expand market reach, increase product visibility, and strengthen relationships with consumers. This is a strategic first step in building rural MSMEs that are adaptive to technological developments and modern market dynamics.

3. Marketing Strategy and Product Branding Assistance

Marketing strategy and product branding assistance is a continuing focus aimed at increasing the added value and competitiveness of village MSME products. Branding is not simply understood as giving a product a name or logo, but as the process of building an identity, image, and positive consumer perception of the product. Therefore, this community service activity emphasizes the importance of structured and sustainable branding strategy planning. Assistance is provided by helping MSMEs identify product uniqueness, competitive advantages, and local values that can be leveraged as key attractions. Local village wisdom, whether in terms of culture, raw materials, or production processes, is a crucial element in shaping product identity. Furthermore, MSMEs are assisted in developing digital marketing strategies aligned with this identity, including the creation of visual content and promotional narratives that are communicative and easily understood by consumers. Through this assistance, it is hoped that MSMEs will be able to build product branding that is strong, consistent, and relevant to the target market. Good branding not only increases consumer trust but also opens up opportunities for long-term business development.

4. Strengthening Competitiveness and Market Access for MSMEs

Strengthening the competitiveness and market access of village MSMEs is a strategic focus to improve business sustainability amidst increasingly fierce market competition. MSME competitiveness is determined not only by product quality but also by the ability of entrepreneurs to market their products effectively and adapt to market needs. Therefore, optimizing digital promotion is one of the main approaches in this community service activity. Through the use of digital media, village MSMEs are encouraged to expand market access beyond the village area, even to the regional and national levels. Mentoring focuses on selecting appropriate marketing channels, managing promotions sustainably, and utilizing digital networks to increase product exposure. Thus, village MSMEs are not only able to survive but also have the opportunity to grow and compete with products from other regions. This strengthening of competitiveness is expected to increase MSME incomes, create new job opportunities, and stimulate local economic growth. In the long term, increasing the competitiveness of village MSMEs will contribute to strengthening the structure of an independent and sustainable village economy.

5. Holistic and Sustainable Village Community Empowerment

Holistic and sustainable empowerment of village communities is the main foundation of this entire series of community service activities. This holistic approach places the community as the primary subject of development, taking into account the interrelationships between economic, social, educational, cultural, and local values. Empowerment is not solely oriented towards short-term results, but is directed towards building long-term capacity that can support

the welfare of village communities. In this context, community service activities are designed with local social and cultural conditions in mind, ensuring that the programs implemented are accepted and implemented in a participatory manner by the community. Local values and village wisdom serve as the foundation for each mentoring activity, ensuring that the empowerment process does not diminish the community's social identity. Furthermore, strengthening education and community awareness of the importance of innovation and continuous learning is an integral part of this program. With this holistic and sustainable approach, this Community Service activity is expected to have a tangible impact on improving the welfare of village communities, not only in the economic aspect through strengthening MSMEs, but also in developing independent, adaptive, and competitive village communities amidst changing times.

C. IMPLEMENTATION METHOD

1. Implementation Method

This community service activity was implemented through a participatory and applied approach, directly involving MSMEs in West Klompang Village. The methods used included field observation, outreach, mentoring, and hands-on practice to improve MSMEs' understanding and skills in sustainably utilizing digital technology.

2. Observation and Identification of MSMEs

The initial phase of the activity involved field observations to identify the conditions and challenges faced by MSMEs in West Klompang Village. Observations focused on business types, production processes, marketing systems, and the level of technology utilization in business activities.

Observation activities are carried out **2-3 times a week**, namely on **Wednesday, Thursday and Friday**, with the following implementation times:

- 08.00–11.00 WIB (morning)
- PM –4:00 PM WIB (daytime)

Observation locations include:

- Mr. Sugianto's tempeh and tofu factory in Sumber Batas Hamlet
- Mrs. Hasanah's house (ladrang and pempek business) in Krajan Hamlet
- Ibu Rum's house (gambir and cengkean business) in Pao Bawang Hamlet
- Mr. Holil's house (songkok craftsman) in Sumber Batas Hamlet
- Mrs. Rohemah's house (cake making business) in Sumber Batas Hamlet

The results of the observations are used as a basis for planning mentoring activities and determining the form of technological innovation that suits the needs of each MSME.

3. Introduction to Today's Technological Innovation

Following the observation phase, the activity continued with an introduction to current technological innovations that are relevant and easy for MSMEs to implement. This activity aims to increase MSMEs' understanding of the benefits of digital technology in supporting business productivity and marketing.

The methods used include direct socialization and discussion, which include:

- Introduction to the use of digital devices in business activities

- Socialization of the use of social media and digital platforms as a means of promotion
- Explanation of the benefits of digital technology in expanding marketing reach and increasing business competitiveness

Activities are carried out **2-3 times a week** on the same day and time as the observation activities, and are carried out directly at the respective MSME locations so that the material presented is easier to understand and apply.

4. Data Collection and Assistance in Creating Digital Business Accounts

The next step is to collect data and provide assistance to MSMEs that don't yet have digital business accounts. This activity aims to encourage MSMEs to start utilizing digital platforms as a marketing and consumer communication tool.

- Mentoring is carried out directly with the following stages:
- Data collection for MSMEs that do not yet have a digital business account
- Assistance in creating business accounts on digital platforms (such as WhatsApp Business and social media)
- Introduction to basic business account features to support promotional activities and customer service

This activity is focused on some MSMEs, in particular:

- Tempeh and tofu factory owned by Mr. Sugianto
- Mrs. Hasanah's house in Krajan Hamlet
- Mrs. Rum's house in Pao Bawang Hamlet

The activities are carried out **2-3 times a week** according to the predetermined schedule.

5. Assistance in Including MSME Locations on Google Maps

In an effort to increase business visibility and facilitate consumer access, assistance is being provided to include MSME locations on Google Maps for business actors who are not yet registered.

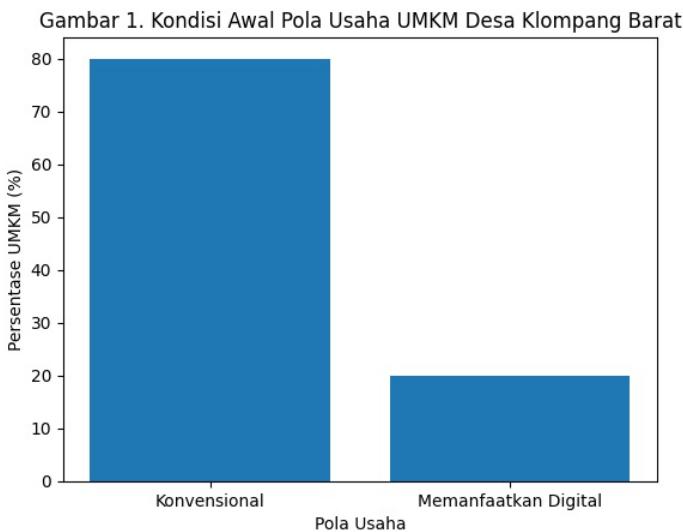
Implementation methods include:

- Data collection for MSMEs that are not yet listed on Google Maps
- Assistance with the registration process and filling in business information
- Location verification and business data updates
- Mentoring is carried out directly at the MSME location, especially at:
- Tempeh and tofu factory owned by Mr. Sugianto
- Mrs. Hasanah's house in Krajan Hamlet
- Mrs. Rum's house in Pao Bawang Hamlet

This activity is carried out **2-3 times a week** according to the specified time.

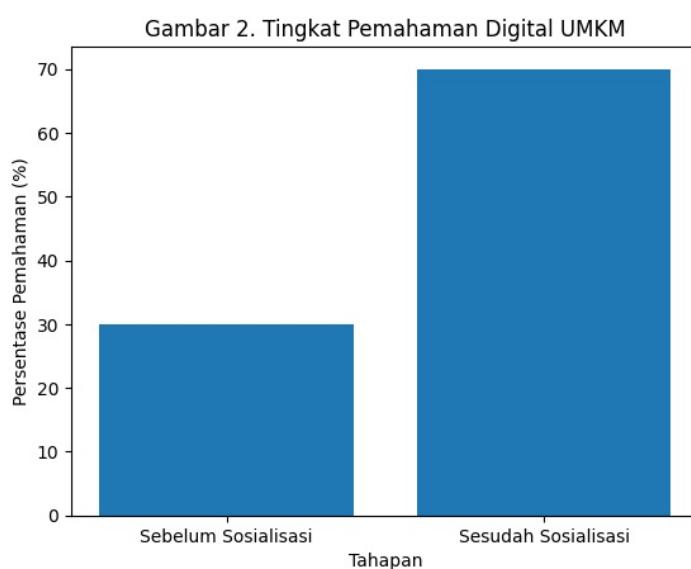
D. RESULTS AND DISCUSSION

1. Observation Results of Initial Conditions of MSMEs in West Klompong Village



Based on field observations shown in Figure 1, it is known that approximately 80% of MSMEs in West Klompong Village still operate conventionally, while only 20% of MSMEs have utilized digital technology in their business activities. This conventional business pattern is characterized by direct marketing, reliance on local customers, and word-of-mouth promotion. Although most MSMEs have digital devices such as smartphones, their use is still limited to personal communication and has not been optimally directed as a means of business development. This condition indicates that the main problem of MSMEs lies not in the lack of potential or facilities, but rather in low digital literacy and a lack of ongoing mentoring.

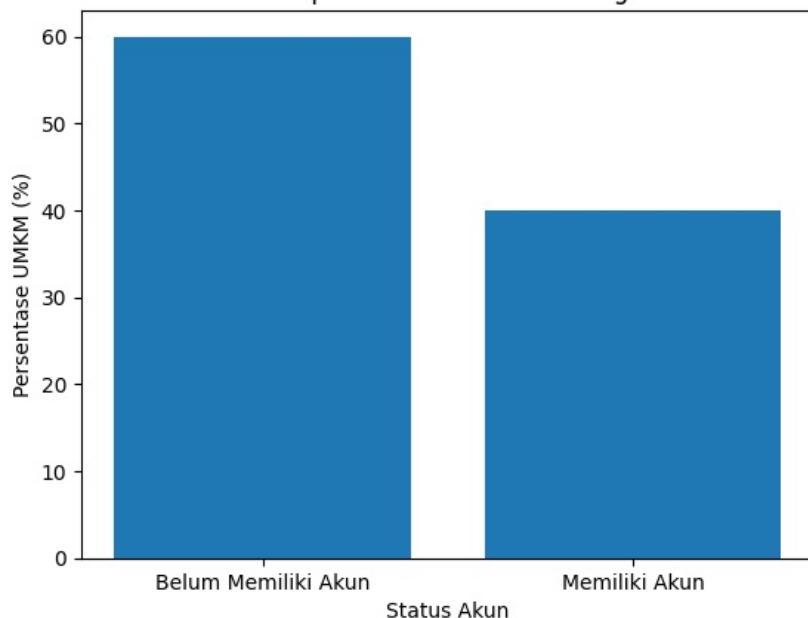
2. Results of the Introduction of Digital Technology Innovation



As shown in Figure 2, the digital technology innovation outreach program demonstrated an increase in understanding among MSMEs. Digital literacy increased from approximately 30% before the outreach program to 70% after. This increase indicates that the outreach and direct discussion methods were effective in raising awareness among MSMEs regarding the importance of business digitalization. However, this increased understanding is still at the conceptual stage and requires further guidance for consistent implementation in daily business practices.

3. Results of Assistance in Creating a Digital Business Account

Gambar 3. Kepemilikan Akun Bisnis Digital UMKM



The results of mentoring in creating digital business accounts show that 40% of MSMEs already have digital business accounts, while 60% of MSMEs previously did not have an account. business, as shown in Figure 3. The business accounts created include WhatsApp Business and business social media. MSMEs are beginning to understand the function of business accounts as a more professional means of communication with consumers and as a means of product promotion. The main obstacles still faced are time constraints, a lack of consistency in content management, and a lack of experience in digital marketing strategies. These findings confirm that hands-on mentoring is more effective than purely theoretical training.

4. Results of Assistance for Including MSME Locations on Google Maps

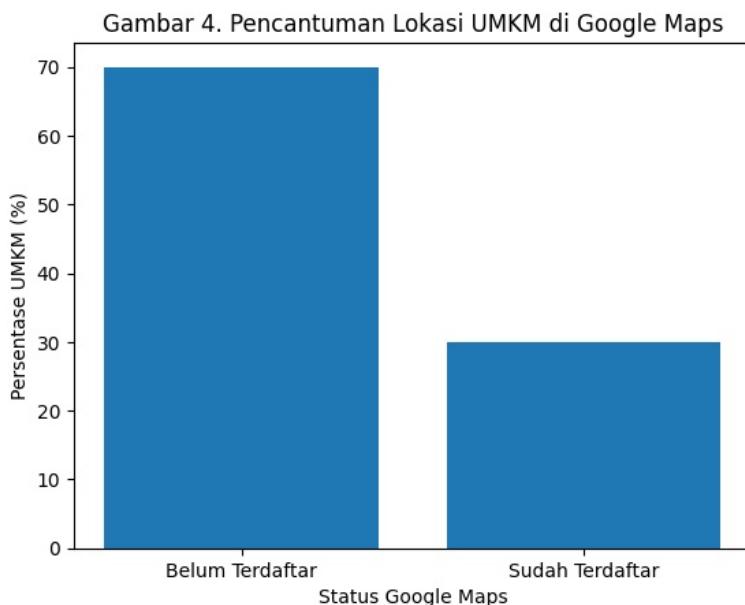


Figure 4 shows that approximately 70% of MSMEs have not yet listed their business locations on Google Maps, while 30% have registered after assistance. Listing business locations has a positive impact on easier consumer access and increased trust in MSME products.

MSMEs are beginning to realize that Google Maps serves more than just a location indicator, but also as an indirect promotional tool that can increase business exposure. This simple digitalization initiative has proven effective in expanding market access for rural MSMEs.

5. Discussion: Digital-Based Empowerment of Village MSMEs

The results of the community service, supported by graphical data in each sub-discussion, indicate that digital-based empowerment of village MSMEs requires a gradual, contextual, and sustainable approach. Low digital literacy cannot be addressed through short training sessions but requires intensive, hands-on mentoring. Positive changes demonstrated through increased digital literacy, business account ownership, and the inclusion of business locations indicate that MSMEs in West Klompong Village have significant potential for digital transformation. However, this transformation needs to be supported by strengthening adaptive and innovative mindsets so that digitalization can become part of a long-term business development strategy.

E. CONCLUSION

Community Service (PkM) activities focusing on digital marketing transformation for MSMEs in West Klompong Village, Pakong District, Pamekasan Regency, demonstrated that digitalization is a strategic necessity in increasing the competitiveness and sustainability of village MSME businesses. Initial observations indicated that the majority of MSMEs still operate conventionally with low levels of digital literacy, despite having supporting devices such as smartphones. This condition confirms that the main problem for MSMEs lies not in limited facilities, but rather in a lack of understanding, skills, and mentoring in utilizing digital technology. The implementation of mentoring carried out through a

participatory and applied approach has proven to be able to increase MSME actors' understanding of the importance of digital marketing. The increase in digital literacy was evident in the increase in the level of understanding of MSME actors after the socialization and discussion activities, as well as the increase in the number of MSMEs with digital business accounts and listing their business locations on Google Maps. These simple digitalization steps have a positive impact on business professionalism, ease of consumer access, and increased visibility of MSME products.

However, the results of the activities also show that digital transformation of rural MSMEs cannot be achieved instantly. Obstacles such as time constraints, lack of consistent content management, and limited experience in digital marketing strategies remain key challenges. Therefore, digital-based MSME empowerment requires ongoing, hands-on mentoring and tailoring to the local social and cultural context. Overall, this Community Service Program (PKM) activity has made a significant contribution to encouraging the empowerment of MSMEs in West Klompang Village by strengthening digital literacy, marketing strategies, and product branding. With a holistic and sustainable approach, the digital transformation of MSMEs is expected to not only increase revenue and business competitiveness but also contribute to strengthening the village economy and creating an independent, adaptive, and competitive community amidst the dynamics of technological developments and modern markets.

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