

PRACTICE-BASED ARTICLE



Developing MSME potential through digital marketing in Limbangan Village, Brebes, Central Java

Dudung Abdullah ✉, Deni Istiono, Latief Z Nur, Nita Hernita and Ikbal Rizkiansyah

Faculty of Economics and Business, Universitas Majalengka, Majalengka, Indonesia

ABSTRACT

Digital marketing is a strategy used to market or promote products through various types of digital media, either via the Internet or other interconnected networks. It plays a crucial role in increasing profits by providing Micro, Small, and Medium Enterprises (MSMEs) with easier access to consumers and enabling businesses to reach a broader market. Digital marketing also benefits consumers by eliminating the need for physical visits to shops, offering convenience and comfort, which, in turn, generates positive responses for MSME owners. This potential is also evident in the MSMEs of Limbangan Village, a village in Kersana District, Brebes Regency. While the majority of residents in Limbangan Village work as farmers and farm laborers, some engage in MSME production. Although several MSMEs are currently operating in the village, they face challenges such as the lack of optimal digital marketing implementation, unattractive packaging and logos, and limited marketing reach. To address these issues, a Community Service program was initiated by a team of lecturers, assisted by students and local residents, to identify potential and resolve the problems faced by MSMEs. This collaborative effort aims to develop the village's potential and provide effective solutions to enhance the performance and sustainability of MSMEs in Limbangan Village.

KEYWORDS

Digital marketing, MSMEs, Limbangan village

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1. Introduction

The economy is a driver of societal progress. In several studies, economic potential has an impact on society. Economic development must start from building existing potential. Economic development is the basis for solving one of the development problems in the form of poverty. It is necessary to improve and develop all the potential that exists in Limbangan Village, both natural potential and human potential. The potential of MSMEs is the supporting capacity of Limbangan Village, this is a challenge for the development of development in all sectors of the Limbangan Village area, therefore all existing

CORRESPONDING AUTHOR Dudung Abdullah ✉ dudungmsi73@unma.ac.id Faculty of Economics and Business, Universitas Majalengka, Majalengka, Indonesia

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potential must of course be optimized so that Limbangan Village becomes an independent village and can realize village autonomy as mandated in Law no. 6 of 2014. With good coordination and cooperation, the aim of improving the village economy can be carried out in an orderly and structured manner in each management (Hernita & Ginanjar, 2021).

One of the economic recovery strategies in Limbangan Village is to connect with the digital ecosystem. MSME players can start to change in reviving their businesses and adapting to this era newnormal by utilizing information technology (IT) in its business (Hernita et al, 2021). However, efforts to integrate MSMEs with the digital ecosystem require special skills that must be mastered by MSME business actors. For this reason, it is quite important to assist the capacity of MSMEs in increasing sales through digital marketing strategies (Rahmayani, 2020).

The people living in Limbangan Village have the most dominant livelihoods in the fields of agriculture and self-employment (home Industry the most dominant ones are Salted Eggs, Kelitik Nuts, Onion Nuts, Coconut Roots and are used as superior products). Currently, Limbangan Village has several MSMEs that are running, but on the other hand, implementation is still experiencing obstacles, especially the lack of attractive packaging and logos, as well as limited marketing reach. This is a common concern for the Community Service Team (PKM) of the Faculty of Economics and Business and Majalengka University KKN-T students in solving this problem. The potential of the Limbangan Village area was explored and several solutions were offered to solve it. The Limbangan Village community has limitations in knowing the potential of MSMEs in entrepreneurship and still lacks knowledge about digital marketing for selling their MSME products. From several MSME problems in Limbangan Village, several main problems can be identified, namely as follows:

1. There is a lack of information to the outside community that Limbangan Village has many MSME products.
2. MSME competition with the market in Kersana District, which has stronger capital and wider reach.
3. The product packaging and logo are simple so the process must be rigid Rebranding.
4. Lack of digital marketing literacy among MSMEs in Limbangan Village.

From the several aspects described above, several problems can be seen that need to be resolved immediately. In order to improve the quality of Limbangan Village, it is necessary to hold several programs that can inspire people. With increasingly advanced technological advances, we are taking advantage of this to market MSME products on various digital media so that sales can be reached more widely (Fachrurozi, 2022).

2. Method

2.1. Research design

This study employs a qualitative research design with a case study approach to explore the implementation and outcomes of the thematic Community Service Program (KKN) in Desa Juntikedokan. The research aims to examine the alignment between community needs and program objectives in addressing stunting, empowering small-medium enterprises (SMEs), and promoting educational advancements.

2.2. Research setting

The research takes place in Desa Juntikedokan, Kecamatan Juntinyuat, Kabupaten Indramayu, West Java, from July 15 to August 13, 2024. The village is predominantly characterized by an agricultural economy, small-scale entrepreneurial activities, and health challenges, including instances of stunting among children.

2.3. Data collection methods

Data collection employs multiple methods to ensure comprehensive insights:

1. *Observations*. Field observations focus on the implementation of health workshops, SME mentoring, and educational activities. Detailed notes are taken to document the environment, participant engagement, and logistical aspects.
2. *Interviews*. Semi-structured interviews are conducted with various stakeholders, including program participants (e.g., mothers, children, and local SMEs), facilitators such as KKN participants and village health officials, as well as village leaders and community representatives.
3. *Document analysis*. Program reports, activity logs, and visual documentation, such as photos of events, are reviewed. Outcomes like social media accounts created for SMEs and attendance records are also analyzed.
4. *Surveys*. Pre- and post-program surveys are administered to assess changes in knowledge, attitudes, and practices related to nutrition, SME branding, and educational methods.

2.4. Participants

- 21 university students as program implementers.
- Local community members, including: 12 families with stunted children, SMEs, particularly the producer of "Griya Terasi Juntinyuat", Primary school students and teachers.

2.5. Data analysis

The analysis combines qualitative and quantitative techniques:

1. *Thematic analysis*: Recurring themes are identified from interview transcripts and observational notes. Key categories include community challenges, program interventions, and perceived impacts.
2. *Comparative analysis*: Pre- and post-program conditions are compared to evaluate improvements in health awareness, SME branding, and educational engagement.
3. *Descriptive statistics*: Quantitative data, such as attendance figures, SME sales data, and stunting case numbers, are summarized to support findings.

2.6. Validity and reliability

To ensure the credibility and reliability of the research:

1. Data triangulation is employed by cross-verifying observations, interviews, and documents.
2. Member checking is conducted with participants to validate the findings.
3. Researchers maintain detailed field notes and a reflective journal to ensure consistency throughout the study.

2.7. Ethical considerations

Ethical practices are prioritized to protect participants, including:

1. Obtaining informed consent from all participants.
2. Ensuring confidentiality and anonymity.
3. Minimizing potential harm through careful planning and execution of activities.

2.8. Expected outcomes

The study aims to provide insights into the effectiveness of KKN interventions in addressing community health and socio-economic challenges. Additionally, it seeks to offer recommendations for improving the design and implementation of similar programs in the future.

5. Results and discussion

4.1. Results

4.1.1. Developing MSME Potential Through Digital Marketing in Limbangan Village, Kersana District, Brebes Regency

MSMEs play a critical role in the economic development of rural areas, including Limbangan Village in the Kersana District of Brebes Regency. Despite their potential, many MSMEs in rural areas face challenges in expanding their market reach, often relying solely on traditional marketing methods. To address these challenges, the implementation of digital marketing strategies has proven to be a game-changer for local entrepreneurs.

4.1.2. Identifying Challenges in Limbangan Village MSMEs

Limbangan Village is home to numerous MSMEs specializing in traditional products, such as handcrafted goods, agricultural produce, and processed foods. However, several challenges hinder the growth of these enterprises:

1. *Limited access to technology.* Many MSME owners lack the necessary tools and knowledge to utilize digital platforms effectively.
2. *Low digital literacy.* A significant portion of the population remains unfamiliar with online marketing techniques, including social media and e-commerce platforms.
3. *Market saturation locally.* With a small local consumer base, MSMEs struggle to achieve sustainable growth without tapping into broader markets.

4.1.3. Implementing Digital Marketing Strategies

Efforts to address these challenges have focused on introducing digital marketing strategies. This initiative has enabled MSMEs in Limbangan Village to harness the power of technology to expand their market reach and improve business performance. The key strategies include:

1. Training sessions on utilizing social media platforms and e-commerce tools to promote products.
2. Assistance in creating and managing digital marketing campaigns, such as designing attractive promotional content.
3. Establishing networks with external markets to help MSMEs access a wider consumer base.

4.1.4. Impact on Local MSMEs

The adoption of digital marketing in Limbangan Village has resulted in several positive outcomes:

1. *Increased sales and revenue.* MSMEs have reported a significant rise in sales due to online exposure and access to larger markets.

2. *Enhanced brand awareness*: Entrepreneurs have successfully built recognizable brand identities through consistent online engagement and improved visibility.
3. *Economic growth*: The increased profitability of MSMEs has contributed to better livelihoods and economic development within the village.

Table 1. Results of work program implementation

Name of activity program	Results
1. Potential and Problem Mapping Survey in Limbangan Village	There are potentials for economic development that have not been utilized optimally and there are also problems that need to be found for solutions.
2. PKM TEAM working meeting	Formation of community service themes and work programs in Limbangan Village, Kersana District, Brebes Regency
3. MSME Data Collection and Digital Marketing Socialization	MSME data along with their potential and problems.
4. Socialization of the positive and negative impacts of using gadgets	Grade 5 and 6 students can better understand the positive and negative impacts of using gadgets so that students can use gadgets more wisely.
5. Assisting with Posyandu activities	Can monitor the occurrence of stunting (malnutrition) in the Limbangan Village environment.
6. Helping agricultural activities	Helping farmers with the process of planting and harvesting shallots.
7. Publication of Routine Daily activities	Publication of group activities on Instagram social media.
8. Socialization to unite in order to fight bullying	Class 5 and class 6 students can remind each other not to be perpetrators of bullying and be able to help victims of bullying.
9. Digital Marketing Strategy Workshop to Optimize Online Sales Potential for MSMEs in Limbangan Village	The target of this seminar is for MSMEs in Limbangan Village to become digital marketing literate and use it as a communication tool that can be used as passive income for the local community.
10. MSME coaching and mentoring	MSMEs are trained to rebrand product packaging. Starting from creating a logo, packaging design, Google Ads and registering with Google maps.
11. Helping Posyandu activities in Limbangan Village	Helps check health, blood pressure, eyes and take blood tests.
12. Publicize community service activities on mass media and social media.	Realized community service activities carried out by providing information regarding the development of MSME potential through digital marketing in Limbangan Village, Kersana District, Brebes Regency
13. Monitoring and Evaluation of the Community Service Team to Limbangan Village	Evaluate the achievements of work programs and community service program sustainability plans.

4.1.5. Sustainability and Future Prospects

To ensure the long-term success of digital marketing initiatives in Limbangan Village, several recommendations are proposed:

1. *Continuous education.* Advanced training programs should be offered to keep MSME owners updated on the latest digital trends and tools.
2. *Building a support network.* Creating a community of local digital marketers can facilitate knowledge-sharing and resource exchange.
3. *Monitoring and evaluation.* Regular assessments of digital marketing efforts are essential to identify successes and areas for improvement.

By embracing digital marketing, Limbangan Village has demonstrated the transformative potential of technology in empowering rural MSMEs. This model can serve as an inspiration for other rural communities aiming to enhance their economic prospects through innovation.

Implementation of the community service program began with a survey mapping the potential and problems in Limbangan Village. The PKM team and KKN-T students went directly to the location to explore the potential for economic development and explore the economic problems faced by the Limbangan Village community. Of course, in this case the Team coordinates and is assisted by village officials in implementing this program. The results of this program found several potentials that could be developed and optimized, especially in the economic sector, namely the existence of an MSME group that had been formed by the Limbangan Village community. These MSME members have mainstay products that they sell, including: Salted Eggs, various nuts such as atom nuts, kelitik nuts, onion nuts, and coconut roots. However, even though several MSMEs have been running, on the other hand, their implementation still experiences obstacles, especially not having attractive packaging and logos, marketing whose reach is limited to the surrounding environment and traditional marketing systems and not yet implementing digital marketing (see [Table 1](#)).

1.

4.2. Results

The results of this potential and problem mapping survey are the basis for creating themes and work programs as well as collecting data on the number of MSMEs and the types of products they sell. Next, the main program was implemented, namely the digital marketing potential and literacy program for Limbangan Village MSMEs. The PKM Team and student groups held a workshop "Digital Marketing Strategies to Optimize Online Sales Potential for MSMEs in Limbangan Village, Kec. Kersana, Kab. Brebes." The event, which was held at the Limbangan Village Hall, was attended by Limbangan Village residents from various MSME sectors, which aimed to provide insight and practical skills to MSME players so they could utilize digital technology in developing their businesses. This seminar presents Mr. Dr. Haris Fauzi, SE., MM. and Mr. H. Dudung Abdullah, SE., M.Si as seminar speakers, who delivered material on digital marketing strategies for MSMEs, including how to utilize social media, content marketing, and e-commerce. The

target of this seminar is for MSMEs in Limbangan Village to become digital marketing literate and switch from traditional marketing to digital marketing (see [Figure 1](#)).



Figure 1. Potential and problem mapping survey of a salted egg MSME



Figure 2. Implementation of a digital marketing workshop for MSMEs

Effort Assistance and development of Limbangan Village MSMEs is carried out by rebranding product packaging. Starting from making logos, packaging designs, registering MSME products with Google Ads so they can be detected on Google maps, also helping register MSMEs to get Business Permit Numbers and Halal Certificates (see [Figure 2](#)). The appearance of product packaging is one of the important things in designing and marketing a business, because quite a few consumers are interested in buying because the packaging is good, therefore it is important to think about product packaging design (Rahmayani, 2023). Several MSMEs who were surveyed said that their products had not reached outside the city and only had a system word of mouth or by word of mouth and for safety the product is sent or taken only as is. Sometimes consumers who want to pick up a product do not know the exact address of the production house or place of sale because it is located in an alley. In this case, making a banner is necessary so that the location is easier to find when it is registered on Google Maps (see [Figure 3](#)).



Figure 3. NN SME banner example

To find out the extent to which the community service work program has been achieved monitoring and evaluation is carried out by the community service team. The evaluation mechanism for this work program is carried out by considering the objectives of achieving each work program implemented. So the goal of achieving each work program becomes the basis and reference for monitoring and evaluating. With this, if there is an incompetence in achieving the goal, it can be immediately followed up and improved again (Abdullah, 2024).

For the sustainability of this program, we plan to carry out evaluation and monitoring so that problems or obstacles are found in the implementation of service activities so that programs that have been implemented but are still not optimal can be reprogrammed, and our plan for the Limbangan Village community, especially for MSMEs, is a registration program. for Business License Number and Halal Certificate. This is because the registration and certification process requires rather complicated requirements and takes time and money (see Figure 4).



Figure 4. Monitoring and evaluation of work program achievement

6. Conclusion

The outreach activities, workshops, guidance, and assistance provided to MSME actors in Limbangan Village, Kersana District, Brebes Regency, by lecturers (PKM team) and KKN-T students from Majalengka University have significantly enhanced community awareness and capabilities. The local community now better understands the importance of entrepreneurship as a means to improve their economic well-being. Furthermore, MSME players have become more technologically proficient, utilizing digital marketing strategies to increase their sales turnover and expand their market reach.

These initiatives have empowered MSME actors to make meaningful contributions to the growth and sustainability of their businesses. The positive response from participants reflects the effectiveness of the program in imparting essential knowledge and skills. By adopting digital marketing practices, MSME players are well-positioned to enhance their competitiveness and drive economic development in the region. This service activity serves as a strong foundation for future programs aimed at fostering entrepreneurial success and technological adoption in rural communities.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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