

## DIGITAL MARKETING EMPOWERMENT FOR UMKM BUSINESS ACTORS IN TARUMAJAYA DISTRICT, BEKASI REGENCY

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Informasi	Abstract
Volume : 2 Nomor : 12 Bulan : Desember Tahun : 2025 E-ISSN : 3062-9624	<p><i>With the advancement of technology, digital marketing is an important strategy for the development of Micro, Small, and Medium Enterprises (MSMEs). However, in the Tarumajaya District, Bekasi Regency, many MSMEs still do not utilize the potential of digital marketing to increase competitiveness and product sales. Therefore, the purpose of this study is to provide digital marketing training for local MSMEs with an interactive approach so that participants can directly practice using digital platforms in managing their businesses. The method used in this study is descriptive qualitative and data collection through observation, interviews, and documentation. Despite challenges, such as the still many MSMEs who are not accustomed to using e-commerce platforms, especially those over 40 years old, the results of this study show a significant increase in the understanding and skills of MSMEs in digital marketing.</i></p> <p><b>Keyword:</b> Digital Marketing, Business Actor, MSMEs Performance</p>

### Abstrak

Semakin majunya teknologi, pemasaran secara digital merupakan salah satu strategi penting bagi perkembangan Usaha Mikro, Kecil dan Menengah (UMKM). namun, diwilayah Kecamatan Tarumajaya Kabupaten Bekasi ini masih banyak pelaku UMKM yang kurang memanfaatkan potensi digital marketing guna meningkatkan daya saing dan penjualan produk. Oleh karena itu, tujuan dari penelitian ini adalah untuk memberikan pelatihan digital marketing bagi pelaku UMKM setempat dengan pendekatan interaktif agar peserta dapat mempraktekkan langsung penggunaan platform digital dalam mengelola bisnis mereka. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dan pengumpulan data dengan cara observasi, wawancara dan juga dokumentasi. Meskipun terdapat tantangan, seperti masih banyaknya pelaku UMKM yang belum terbiasa menggunakan platform e-commerce terutama yang berumur diatas 40 tahun, namun, hasil dari penelitian ini menunjukkan adanya peningkatan yang signifikan dalam pemahaman dan keterampilan para pelaku UMKM pada konsep digital marketing.

**Kata Kunci:** Pemasaran Digital, Pelaku Usaha, Kinerja Usaha

### A. INTRODUCTION

Economic growth is a key indicator for analyzing a country's economic development. National economic growth is largely determined by regional economic dynamics, and micro, small, and medium enterprises (MSMEs) have a significant influence on regional economic growth. (Beech et al., 2020).

The development of MSMEs, especially in developing countries, is often linked to government efforts to address various economic and social issues, such as reducing unemployment, eradicating poverty, and achieving income equality. The existence of MSMEs in Indonesia aims to reduce inequality caused by uneven development processes, particularly due to the bias in urban development that causes rural development to lag far behind. Therefore, the MSME development strategy is a key part of national development planning, with the aim of achieving equality, inclusive growth, and sustainable prosperity for all levels of society (Syahrul et al., 2024)

Bekasi Regency is known as one of the largest industrial regions in Indonesia. MSMEs are a key driver of the local economy. The Deputy Regent of Bekasi stated that there are more than 16,000 active MSMEs, contributing significantly to the regional economy (Bekasi Regency News, 2025). Tarumajaya District is strategically located in Bekasi Regency, directly bordering Jakarta and served by various important transportation routes. This contributes significantly to economic growth, one of which is the proliferation of MSMEs in the region. However, amidst rapid digital development, MSMEs in the Tarumajaya region still face various challenges, such as a lack of knowledge of information technology and low digital literacy in business development. MSMEs play a role not only in creating jobs but also in maintaining regional economic stability.

MSMEs face both challenges and new opportunities to continue growing and developing in this increasingly advanced digital era. Several criteria must be considered so that MSMEs can play an active and competitive role in the digital economy. These include technology adaptation, digital competence, branding, data management and digital marketing capabilities (Rahim et al., 2022).

It is undeniable that digital promotion and marketing capabilities continue to evolve alongside the development of digital technology. This is evidenced by the development of digital technology, which inevitably leads to the development of digital promotion and marketing capabilities. MSMEs are required to be able to carry out effective and attractive branding and marketing. Effective promotion and marketing are key to MSME success in expanding market reach and increasing revenue.

The current problem for most MSMEs is the low ability of human resources who manage MSMEs to implement digital marketing to drive improved business performance. According to (Aslam et al., 2023), MSMEs in Indonesia are still lagging behind in promoting the use of digital services for marketing or improving business performance. Most MSMEs in Indonesia

lack the ideal marketing tools to adapt to current technological developments, resulting in many MSMEs lacking the ability to survive long-term (Tjahjadi et al., 2020).

According to (Jati et al., 2021), many MSMEs are hesitant to utilize digital services for marketing activities, fearing that using technology will create additional costs or even lead to a decline in business performance. Most MSMEs are unaware that promotion through digital services is more effective and significantly contributes to MSME development. Tarumajaya District is one of the centers of MSMEs in Indonesia in general, and Bekasi Regency in particular, where dozens of businesses, ranging from fashion to culinary, are located. According to (Mondal et al., 2024), it is very difficult for micro-enterprises to advance to small businesses due to the low level of digital innovation they undertake, especially for marketing activities. The same is true for MSMEs in Tarumajaya District; most businesses are over 5 years old, yet they still retain their micro-enterprise status. This phenomenon prompted us to provide training and information on implementing digital marketing strategies, specifically for MSMEs in Tarumajaya District, Bekasi Regency.

## **B. RESEARCH METHODS**

The current research is a quantitative one, analyzing the impact of digital marketing training on improving the business performance of MSMEs. In providing our narrative, we also confirmed our findings in the field using the Resource-Based View Theory (RBV). The subjects of this research were several MSME owners and operators in Tarumajaya District, Bekasi Regency.

To determine the impact of the digital marketing training, we waited three months to determine whether the implementation of digital marketing by business operators, such as creating a business website, using Instagram, or using digital media services to promote MSME products, improved their business performance. The analytical method used in this research was qualitative, describing the actual situation of MSMEs in Tarumajaya District, Bekasi Regency, confirming the information obtained with a description of several theories, and formulating a policy that business operators can use to maintain business sustainability.

## **C. RESULT AND DISCUSSION**

### **Results Analysis**

Increasing digital knowledge, especially for MSMEs, is a strategic step in supporting digital transformation and expanding local competitiveness. Digital knowledge encompasses not only the operation of digital devices but also social media utilization, digital content

management, understanding online markets, and the use of e-commerce platforms (Chen et al., 2018). After collecting data and information during the initial identification stage, it was discovered that most MSMEs in Tarumajaya District still operate on a home-based basis, with limited capital, labor, and knowledge of information technology. This issue presents a challenge for MSMEs in Tarumajaya District. Therefore, training is needed to develop potential and literacy regarding promotion and marketing to increase productivity and income.

### **Digital Marketing Training**

The empowerment training in Tarumajaya District, Bekasi Regency, employed an interactive and participatory approach. This approach has proven effective in MSME digital marketing training due to the two-way communication between the resource person and the participants, positioning them as active participants in the lessons. Furthermore, participants were directly involved in the learning process and shared experiences (Jalilvand & Samiei, 2012). The training consisted of several sessions: an introduction to digital marketing concepts, how to use social media for sales, account creation on various digital marketing platforms, promotional content development, and how to use e-commerce platforms (Jati et al., 2021). This training adopted a "learning by doing" method, where participants directly practiced each material presented. This method allows participants to further develop their skills through practical experience in optimal digital application.

This aligns with (Tricahyadinata, 2017) as explained in (Mulyana & Wasitowati, 2021), who stated that the "learning by doing" method is a hands-on learning approach that requires students to interact with their environment to adapt and learn. In an effort to increase the effectiveness of learning, this training is equipped with interactive presentations by resource persons, demonstration videos, case studies on digital marketing that can support learning methods and help participants understand the material better..



**Figure 1 Digital Marketing Material Delivery Process**

During the training session, participants learned about various media platforms for promotion, such as Shopee, Tokopedia, TikTok, Instagram, and Facebook. They also learned how to create engaging content to attract consumers and how to use simple applications like CapCut and Canva. The training for MSMEs in Tarumajaya District, Bekasi Regency, went well and received high levels of enthusiasm. During the training, several older entrepreneurs experienced some difficulty using the software provided, but they were eager to learn it.

For MSMEs in Tarumajaya District, the digital marketing training we provided was a novel experience and a great opportunity for them to try. The training was conducted with experts in the field of digital marketing, namely lecturers from Muhammadiyah University Jakarta. The training consisted of several stages: material delivery, software practice, and implementation of digital marketing results to boost MSME business performance in Tarumajaya District. Documentation of the material delivery process is shown in Figure 2 below.:



**Figure 2 Digital Marketing Material Delivery Process**



Challenges Faced by MSMEs in Implementing Digital Marketing. Interviews revealed that the main obstacle faced by MSMEs in Tarumajaya District, Bekasi Regency, is that most MSMEs, especially those over 40, are unfamiliar with using social media or e-commerce platforms. Furthermore, time constraints caused by busy operational activities and the workload of MSMEs hinder their ability to devote time and participate in comprehensive training (Hendrawan et al., 2024). Therefore, further training and long-term mentoring are needed to ensure continued growth in line with participants' increasing digital knowledge.

An effective digital marketing strategy can increase visibility and sales volume. However, if it is not supported by adequate training and infrastructure, results will be suboptimal (Darwin, 2020). Therefore, given these challenges, approaches such as technical mentoring and human resource capacity building are necessary..

### **The Impact of Digital Marketing Implementation on Business Performance**

Three months after the digital marketing training, we returned to visit MSMEs in Tarumajaya District, Bekasi Regency. Within three months, on average, MSMEs had established social media platforms such as Instagram, an official Facebook page, an online store through Shopee, or other leading marketplaces. Another improvement observed by the researchers was the shift from manual product sales to dual systems: manual and online. Thanks to digital marketing strategies, MSMEs have been encouraged to innovate, thereby improving their business performance.

The improved business performance of MSMEs is evident in the increase in sales, which aligns with the increase in MSME product production. This improvement in business performance is also evident in the consistent profits achieved by MSMEs in the three months following the training. This improvement in business performance is also evident in the increase in cash reserves and the increasing number of repeat customers visiting and purchasing MSME products. The achievements of several MSMEs in Tarumajaya District, Bekasi Regency, align with the RBV Theory developed by (Barney, 1991). In RBV, it is explained that increasing the competitiveness of a business cannot be separated from optimizing the potential resources owned by MSMEs, as well as the courage of MSME actors to innovate so as to create competitive advantages that encourage long-term business sustainability..

### **DISCUSSION**

The low competitiveness of MSMEs in Tarumajaya District in recent years has been due to a lack of courage among business owners to innovate, particularly in marketing. MSMEs

tend to be reluctant to use digital tools for promotion, fearing that using digital services will likely result in significant losses. This low competitiveness undermines their business existence. This prompted researchers to conduct training for MSMEs in Tarumajaya District, Bekasi Regency. The training materials we provide relate to the use of digital marketing systems to promote and sell MSME products.

Our training materials consist of lectures, presentations, and practical exercises using social media and marketplace services to promote and sell MSME products. Our core training materials include tools such as Camva and Photoshop, and we encourage MSME product registration and the creation of online stores using leading Indonesian marketplaces such as Shopee, Tokopedia, and various other services. Following the completion of the training, we aim to achieve a three-month implementation of digital marketing by MSMEs in Tarumajaya District that will significantly contribute to their business performance and resilience.

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The achievements of several MSMEs in Tarumajaya District, Bekasi Regency are in line with the RBV Theory developed by (Barney, 1991). RBV explains that increasing the competitiveness of a business is inseparable from optimizing the potential resources owned by MSMEs, as well as the courage of MSME actors to innovate so as to create competitive advantages that encourage long-term business sustainability. The results obtained in this research are in line with (Elvina, 2020) who stated that the ability of business actors in conducting digital marketing can encourage increased MSME business performance. The description of the same results was also obtained in research (Desi, 2022; Marskal Riski Hermawan, Hari Sutanta Nugraha, 2020) which stated that effectiveness in conducting digital marketing will create competitive advantages that encourage increased business performance that can be observed from increased sales, increased market share, and increased business profit positions consistently. Furthermore, the results of research (Nugraha et al., 2022) stated that the implementation of digital marketing is a form of technological innovation that can improve the business performance of an MSME.

#### **D. CONCLUSION**

The low competitiveness of MSMEs in Tarumajaya District in recent years has been due to a lack of courage among business owners to innovate, particularly in marketing. MSMEs tend to be reluctant to utilize digital tools for promotion, fearing that using digital services will likely result in significant losses. This low competitiveness undermines business existence. This prompted researchers to conduct training for MSMEs in Tarumajaya District, Bekasi Regency. The training materials we provide relate to the use of digital marketing systems to promote and sell MSME products. Our training materials range from lectures to practical use of social media and marketplace services to promote and sell MSME products. Our primary focus is on using tools from Camva to Photoshop, and we encourage MSME product registration and the creation of online stores using leading Indonesian marketplaces such as Shopee, Tokopedia, and various other marketplaces. Three months after the digital marketing training, we returned to visit MSMEs in Tarumajaya District, Bekasi Regency.

Within three months, on average, MSMEs had established social media platforms such as Instagram, official Facebook pages, online stores through Shopee, or other leading marketplaces. Another advancement the researchers found was the manual sales process for MSME products, now implemented in two systems: manual and online. Thanks to digital marketing strategies, MSMEs have been encouraged to innovate, thereby improving their



business performance. The researchers acknowledge that this research has several limitations, related to the analytical model used. This research only used qualitative analysis. Therefore, future researchers should use this study as a basis for conducting quantitative research, such as statistically testing the influence of digital marketing on improving MSME performance and its impact on government support and access to financing from financial institutions or banks.

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