

# Online Digital Promotion Workshop to Improve Technological Literacy of Local SMEs

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## ABSTRACT

The low level of digital literacy among Micro, Small, and Medium Enterprises (MSMEs) is a major obstacle in optimizing the use of e-commerce platform technology for business sustainability. Most MSMEs are still in the basic access phase, where the internet is used more often for entertainment and informal communication than for productive or business activities. This community service activity aims to improve technological literacy and digital promotion skills for MSMEs in Marioritengnga Village, Soppeng Regency. The method used was Participatory Action Research (PAR) integrated with student Community Service (KKN) activities. This training involved 56 MSMEs and focused on promotional content creation practices, more effective social media use, SEO optimization, and graphic design. The results of the activity showed a significant increase in digital literacy and understanding of participants in utilizing digital marketing applications to design attractive promotional strategies. The novelty of this activity lies in the personalized mentoring tailored to the local needs of rural MSMEs so they can optimize local processed products and compete in the national market. In conclusion, improving digital literacy has proven crucial for bridging MSMEs with expanding market reach, increasing competitiveness, and economic resilience. Synergy between the government, academics, and technology providers is urgently needed to support the acceleration of sustainable digitalization of MSMEs.

## 1. Introduction

Digital literacy is a fundamental aspect in this modern era. Many activities are carried out using technology, so understanding technology is a key factor in successfully adapting to ongoing changes. Empirically, the digital literacy of Micro, Small, and Medium Enterprises (MSMEs) is still relatively low at 17.1 percent, a percentage that represents the number of MSMEs that are technologically literate and utilize e-commerce features (Aji, 2023). This problem is not only triggered by a lack of literacy but also basic online capacity, such as computers and broadband, while only around 18 percent have intermediate capacity, and only 9 percent have sophisticated digital marketing capacity (Erlanitasari et al., 2020). The majority

of MSMEs are still in the access phase of digital literacy, which is the most basic stage, connecting to the internet and utilizing the most basic features that are limited to informal communication and entertainment (Umboh & Aryanto, 2023). Meanwhile, other aspects, such as the discourse of usury, also often hinder technology adoption, especially for non-cash payments.

The use of digital platforms by MSMEs still faces several major obstacles. Low digital literacy is the most fundamental obstacle, as most business owners primarily use the internet for communication and entertainment, rather than for business activities. This situation is also influenced by their low educational level. Furthermore, limited technological devices, internet access, and digital training hinder the exploitation of online market opportunities (Juliyanti & Wibowo, 2021). MSMEs also face difficulties maintaining business sustainability, competing with larger companies, and providing after-sales service. Another obstacle is the limited ability to produce creative content, packaging, and branding that can increase consumer engagement on social media and marketplaces (Hertina et al., 2024). This demonstrates the importance of digital literacy in the modern era, particularly to support business optimization, performance improvement, and the sustainability of MSMEs, one of the most contributing sectors in Indonesia.

Digital literacy acts as a bridge between digital marketing capabilities and improved business performance because MSMEs with good digital literacy tend to be more able to implement marketing strategies effectively (Priambodo et al., 2024). Digital literacy has been shown to be closely linked to technology adoption, including the use of e-commerce, and increased digitalization. This condition illustrates the potential capabilities built through increased digital literacy or the possibilities that can be achieved with mature digital literacy (Sudrajad et al., 2023). Despite all the positive impacts that can be obtained through increased digital literacy, digital literacy remains a major obstacle, considering conditions on the ground. Only around 16 percent of MSMEs have fully adopted digital technology, especially in rural areas (Athia et al., 2023). In the context of improving business performance, marketing competency and digital-based research and development are also drivers of marketing innovation. Under certain conditions, digital literacy is not the only factor that can improve business performance. Therefore, other factors such as marketing competency, technology usage habits, and market research are important to improve business performance.

When it comes to digital literacy, this competency serves as a bridge to utilizing and optimizing digital promotions, which can expand consumer reach, engagement, sales, competitiveness, and the sustainability of MSMEs. The use of social media and marketplaces helps businesses expand their market without being limited by region and time, and increases product visibility compared to conventional marketing (Ramadhan et al., 2024). Digital promotions also increase consumer engagement through direct interactions, such as liking, commenting, and sharing content. This two-way interaction can strengthen consumer relationships and loyalty (Purnomo et al., 2024). Furthermore, the implementation of digital marketing has been proven to increase MSME sales and turnover, even achieving a 30 percent increase in online sales in three months in certain cases (Lautania et al., 2024). Digital strategies also improve MSMEs' ability to face market competition and support long-term business growth and sustainability (Meidasari et al., 2024).

■ This dynamic demands that MSMEs continue to adapt. Digital literacy is considered a crucial aspect, given the current situation. However, under certain circumstances, digital literacy cannot be developed independently and requires assistance from others. Marioritengnga Village, located in Marioriwawo District, is home to approximately 900 accessible trading facilities. Marioritengnga Village has a population of 4,421 people, and Marioriwawo itself has a population of 45,000, demonstrating the potential for a large market reach. However, residents of Marioritengnga Village are not yet fully digitally active; many MSMEs still operate conventionally. This urges the need for activities aimed at improving the community's digital literacy. Activities such as training or workshops are considered appropriate for engaging local communities. These activities are expected to have a lasting impact, particularly in building the independence and economic resilience of the community in Marioritengnga Village.

Empirically, activities such as training and capacity building programs have proven effective in improving technological literacy and digital promotion skills for MSMEs. Digital marketing training can increase digital business awareness by up to 73 percent, digital marketing skills by up to 72 percent, and financial literacy by up to 74 percent (Oktavianty & Agit, 2025; Warsiyah et al., 2024). Content creation training can also increase the knowledge and skills of MSMEs by up to 70 percent. Training covering Canva, Search Engine Optimizer (SEO), social media, Google My Business, and the use of media such as WhatsApp, Facebook Marketplace, and Instagram for Business can strengthen the ability of MSMEs to apply online marketing optimally (Agit et al., 2025; Munthe et al., 2024). However, success in adopting online marketing requires ongoing mentoring, activities that are not carried out just once, but are carried out periodically, so that MSMEs can continue to learn. In its implementation, the training program requires research and personalization according to the needs of MSME actors. This program will be more effective if accompanied by collaboration between the Government, academics, and technology providers (Sufa et al., 2024; Hafel et al., 2025).

Based on the reviews that have been conducted, both empirically and factually, an urgency arises to carry out community service activities with a focus on capacity building specifically on improving digital literacy. This training is carried out by looking at the needs and trends of marketing methods that are widely used today. Through initial studies, online promotion training is considered an appropriate program, not only to improve the skills and marketing methods that can be used by MSMEs to attract more customers, but also to improve the digital literacy of MSMEs in the process. This community service activity will be carried out in Marioritengnga Village, Soppeng Regency because it is considered a potential area with a dense population, and with the potential to attract consumers from the areas around Marioriwawo District which also has a large population.

## **2. Method**

The implementation of community service activities begins with research using a participatory action research approach. This approach was chosen to analyze community needs before planning appropriate activities. PAR is implemented through several stages, including planning, action, observation, and reflection. Community service activities in Marioriwawo Village were selected for reviewing the area's potential. After analyzing the

community's potential and needs, a plan of activities was mapped out and then proposed to the village government to obtain permits to carry out training activities.

Community service activities in Marioriwawo Village, Soppeng Regency were carried out as an integration of the Kuliah Kerja Nyata (KKN) activities, PAR was carried out by a team of students at the service location. The community response to this activity was quite large with enthusiasm, this activity attracted 56 participants who were MSME actors. This activity was carried out in several stages, namely the preparation, implementation, and evaluation stages. The preparation stage began with compiling the activity schedule, recruiting training participants, preparing materials, and preparing the location for the training activities. The implementation stage began with an opening ceremony, welcoming remarks by local government officials and university representatives, this stage then entered the main event, namely the delivery of material, and a Q and A session, followed by practical activities. The evaluation stage was carried out at the end of the event by re-testing the participants' understanding of online marketing, this is important to determine what should be done for the sustainability of this activity.

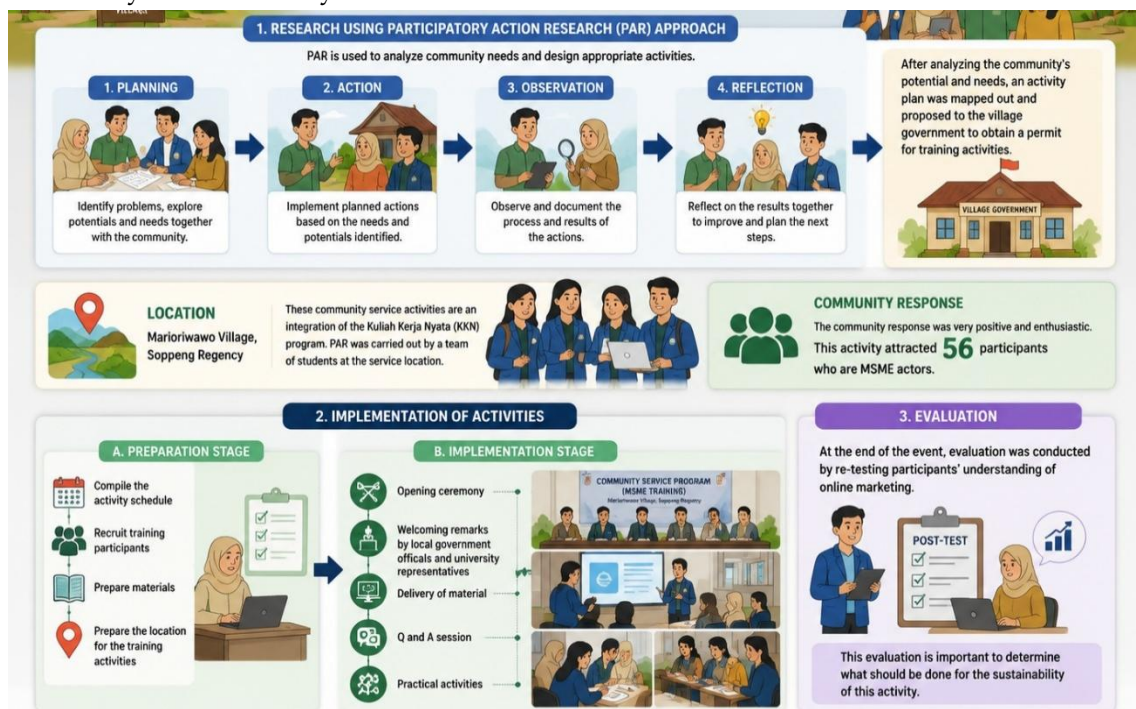


Figure 1. Community Service Framework

### 3. Results and Discussion

This activity successfully attracted 56 participants aged 25-35, considered the optimal age for maximum digital adoption. Furthermore, the participants also had a minimum education level of high school (SMA). Professionally, the participants were very diverse but not limited to just one type of MSME. Participants included culinary, fashion, agricultural products, handicrafts, automotive, and electronics businesses, among many others. All of these criteria are optimal conditions that allow all participants to understand the material well and be able to implement and even disseminate the knowledge gained from the training activities they participated in. Several conditions were detected before the implementation of this activity.

Participants had basic skills in using the internet and all its features. However, internet use was not productive and was often directed only for entertainment and informal communication. Several conditions detected, such as the inability to use digital platforms for marketing, weaknesses in creating engaging digital promotional content, and low digital literacy in general, were all the main reasons underlying the urgency of implementing this activity.

This lack of competency is often found in communities living in rural areas. Good internet access provides facilities for accessing a variety of content and information. However, this luxury of access is not optimized, so guidance is needed to achieve maximum results. An example of suboptimal internet use can be the inability to use digital platforms for marketing. This condition can occur because MSMEs do not know the appropriate technology for marketing, causing most of them to choose conventional marketing methods (Anggiani et al., 2024). Furthermore, most MSMEs in rural areas also lack the ability to be creative in creating promotional content, this causes the promoted products to appear bland and unattractive (Novia et al., 2023). However, in general, all of these obstacles are rooted in low digital literacy. Many MSMEs have basic skills in using smartphones, but not all are able to operate other devices (Arrezqi et al., 2022). All of these obstacles are an urgency to provide training and improve the ability of rural communities to adapt to technology.

The image below shows the online marketing training process. Participants were taught suitable and practical applications for creating promotional content. Furthermore, they were taught how to use social media more effectively, how to optimize SEO by composing appropriate text and captions for video descriptions or uploaded content, and how to enhance product visibility using easy-to-use graphic design applications. Throughout the training, participants demonstrated enthusiasm by asking various questions and asking the speakers to practice what they had just learned. This was considered a positive response, demonstrating the participants' high enthusiasm for learning the practical steps involved in implementing digital marketing.



**Figure 2. The Process of Community Service Program**

This activity was carried out with good planning. Several important things to consider in this activity were duration and sessions. Duration and sessions are very important, considering optimal conditions for receiving the material. Under certain conditions, a duration that is too short limits the depth of the material, but material that is too long also has the potential to make participants tired and reduce their ability to focus on receiving the material (Jordan & Amalia, 2022). Furthermore, the number of participants must also be divided into groups evenly. Groups with too many members can make some members passive and ultimately unable to learn the material properly. Furthermore, groups with too few members have the potential to reduce creativity by limiting the ideas and thoughts that can be provided by each participant (Herawati et al., 2024). This training activity was well planned so that all these aspects were optimized to achieve the best results.

Product promotion training, utilizing technology, not only aims to hone participants' skills so they can quickly implement online marketing. This activity focuses on improving sustainable business performance. Rural communities are among the producers with the potential for highly creative processed local products. However, in reality, not many MSMEs in rural areas are able to penetrate the national market, and some MSMEs still struggle to compete in the local market. This is partly due to suboptimal promotion. Empirically, several factors contribute to the lack of competitiveness of local products, such as product quality and innovation, limited capital, and significantly lower prices for foreign products (Widiati & Azkia, 2024). However, limited marketing access, poor business management skills, and weak capabilities in conducting research and utilizing technology also significantly impact sustainable business success (Jumiar et al., 2023). These factors are expected to be minimized through this online marketing training, as this activity is expected to help MSMEs improve business performance, increase technological literacy, and increase business turnover.



**Figure 3. The Input and The Outcome of Community Service Program**

The final stage of this activity is an evaluation that reflects several things. As a training, this activity cannot provide visible results instantly but rather requires time to measure the success or achievements of this program. However, this activity showed quite satisfactory final results with the increasing technological literacy of the participants. At the end of the event, a short question and answer session was held which showed a significant increase in knowledge about digital marketing applications, how to create attractive digital content, and how to promote products on social media in the right way to increase product appeal. Several inputs

provided by the participants at the end of the activity called for the continuation of this activity. In addition, participants also requested that similar activities be held periodically to help them improve their business performance, and how their products can compete in the local and national markets.

The current achievement of this program is increased digital literacy, a significant impact, especially in rural areas that are less familiar with advanced technology. Previous studies have shown that increasing digital literacy can expand producers' market reach, enabling greater market access through the use of digital platforms (Alamin et al., 2022). Digital literacy can further improve overall business performance, not only by utilizing digital platforms as a marketing medium but also by enabling entrepreneurs to utilize various technologies and applications to optimize business management (Yanti et al., 2024). In the context of digital marketing, MSMEs can gain numerous benefits, including lower promotional costs, increased brand awareness, and faster sales execution (Ariyani & Septiani, 2024). Theoretically, the resource-based view concept views digital literacy as a dynamic capability that can create sustainable competitive advantage. This is also explained in the Technology Acceptance Model (TAM) and the Theory of Planned Behavior, which view technology adoption as an effort to improve business performance. Only by accepting technology can a person maximize the potential benefits obtained from technology. Attitude in using technology is considered important because through this attitude, individuals can view technology as a tool or a partner which then makes their ability to use and utilize technology very different.

However, digital literacy alone is not considered sufficient to maximize the digital facilities currently available; marketing performance is also significantly influenced by the availability of good digital infrastructure. The move towards digitalization of MSMEs is a current situation, requiring more agile adaptation and adoption of technology from MSME owners (Purnamasari & Asharie, 2024). This is crucial to be supported by policies, access to capital, and the availability of adequate technology. Synergy between the government, academics, and practitioners is one of the strategic steps to achieve MSME digitalization in the future. Currently, digital literacy is one of the issues that can be an obstacle to achieving MSME digitalization, so efforts to improve digital literacy are the most appropriate step to be implemented evenly (Malaikosa et al., 2024). This activity is one of the efforts by universities and academics as a form of community service that is expected to have an impact and benefit that meets the needs of the community in Marioriwawo Village.

This community service program demonstrated that hands-on digital promotion training can lead to tangible improvements in the technological literacy and marketing capabilities of rural MSMEs. Participants developed a stronger understanding of digital marketing applications, promotional content creation, social media utilization, search engine optimization, and basic graphic design. These competencies can help MSMEs increase product visibility, communicate more effectively with potential customers, reduce reliance on conventional promotions, and gradually expand their market reach beyond their local areas. Participants' demand for further training also demonstrated that the program addressed real business needs and laid the foundation for increasing competitiveness, sales potential, and long-term business sustainability.

Future programs should adopt a structured and sustainable mentoring model, rather than relying solely on a single workshop. Universities, village governments, business practitioners,

and technology providers should collaborate to organize regular training, practical consulting sessions, and performance monitoring for participating MSMEs. The mentoring process should include measurable indicators, such as frequency of digital content publication, growth in social media engagement, market adoption, customer inquiries, online sales, and business turnover. Organizers should also categorize participants based on their digital proficiency level, so that beginners receive basic assistance while more advanced MSMEs receive support in branding, analytics, advertising, and market optimization. This collaborative and differentiated strategy will strengthen technology adoption and support a more equitable, comprehensive, and sustainable MSME digitalization.

#### **4. Conclusion**

This community service activity in the form of digital promotion training was successfully implemented and had a positive impact on improving the digital literacy of Micro, Small, and Medium Enterprises (MSMEs) in Marioritengnga Village, Soppeng Regency. Through a Participatory Action Research (PAR) approach, this training attracted 56 participants, who were then provided with practical training on creating promotional content, utilizing social media, optimizing SEO, and using graphic design applications.

The results of this activity showed a significant increase in participants' knowledge regarding digital marketing applications and how to promote products appropriately on social media to increase appeal. This increased digital literacy acts as a crucial bridge to optimizing digital promotions, which ultimately can expand market reach, increase sales, and maintain the sustainability of MSME businesses in the modern era. As a follow-up, participants hope that similar activities can be held regularly. For future sustainability, synergy between the government, academics, and practitioners is essential to realize equitable and comprehensive MSME digitalization.

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