

# Strengthening entrepreneurial management and digital marketing capabilities of MSMEs through social media optimization training

Yudha Herlambang Cahya Pratama<sup>1</sup>, Herwin Ardianto<sup>2</sup>, Mohammad Al Hafidz<sup>3</sup>, Puspa Ari Khairunisa<sup>2</sup>, Rika<sup>2</sup>, Shinta Cahyani Putri<sup>1</sup>, Marsanda Ayunda Sari<sup>1</sup>

<sup>1</sup>Departement of Information System, Faculty of Engineering and Design, <sup>2</sup>Departement of Diploma in Banking and Finance, Faculty of Economics and Business, <sup>3</sup>Departement of Information System, Faculty of Computer Science, Universitas Hayam Wuruk Perbanas

Jl. Wonorejo Utara No. 16, Wonorejo, Rungkut, Surabaya, East Java, 60296

<sup>3</sup>Department of Information Systems, Faculty of Computer Science, Universitas Pembangunan Nasional "Veteran" Jawa Timur  
Jl. Rungkut Madya, Gn. Anyar, Surabaya, East Java, 60294, Indonesia

## ARTICLE INFO:

Received: 2025-07-30  
Revised: 2025-08-07  
Accepted: 2025-09-11  
Published: 2025-10-15

## Keywords:

Digital marketing,  
Entrepreneurship,  
MSMEs, Social media,  
Training

## ABSTRACT

This community service activity aims to enhance the capacity of MSME actors fostered by the Economic and Entrepreneurship Council (Majeko) under the Muhammadiyah Branch Leadership (PCM) of Rungkut Surabaya in the aspects of entrepreneurship management and digital marketing. The main problems faced by the partners include weak business management, low entrepreneurial motivation, and suboptimal utilization of social media as a promotional tool. The activity involved 30 MSME participants and was carried out in the form of intensive training. The materials provided covered business plan preparation, financial recording, and social media-based digital marketing strategies. The evaluation results showed that 87 percent of participants stated the training was highly beneficial, and 60 percent began actively promoting their products through social media. Other identified impacts included increased business motivation and the emergence of a digital community among participants. This activity not only enhanced technical skills but also fostered awareness of the importance of digital transformation in MSME development. Overall, this activity has provided tangible benefits for Majeko MSMEs in the form of improved managerial capacity, greater self-reliance in business management, and expanded market reach through the implementation of sustainable digital marketing strategies.

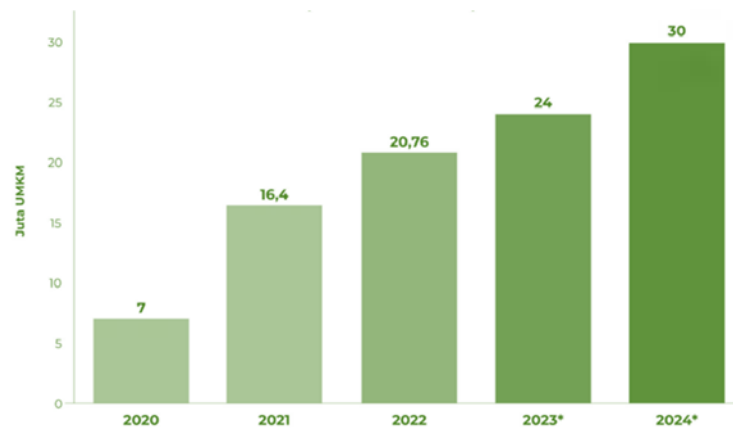
©2025 Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang  
This is an open access article distributed under the CC BY-SA 4.0 license  
(<https://creativecommons.org/licenses/by-sa/4.0/>)

**How to cite:** Pratama, Y. H. C., Ardianto, H., Al Hafidz, M., Khairunisa, P. A., Rika, R., Putri, S. C., & Sari, M. A. (2025). Strengthening entrepreneurial management and digital marketing capabilities of MSMEs through social media optimization training. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 10(3), 691-704.  
<https://doi.org/10.26905/abdimas.v10i3.15953>

## 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economic structure. MSMEs contribute more than 60 percent to Gross Domestic Product (GDP), and this sector also absorbs more than 97 percent of the national workforce (Ministry of Cooperatives and SMEs, 2023). This strategic role makes MSMEs a crucial pillar in supporting national economic growth, creating jobs, and promoting equitable social welfare. The development of MSME digitalization in Indonesia has shown a very positive trend in recent years. Based on the data presented in Figure 1, the number of MSMEs entering the digital

ecosystem continues to experience a significant increase year after year. In 2020, it was recorded that 7 million MSMEs had been digitized, and this figure increased sharply to 16.4 million in 2021, and 20.76 million in 2022. Projections for 2023 and 2024 show even more rapid growth, reaching 24 million and 30 million MSMEs, respectively.



**Figure 1.** Digital MSME data in Indonesia

This data (Figure 1) indicates that digitalization has become an urgent need for MSMEs to survive and thrive in the era of digital transformation. Therefore, training activities focused on digital capacity building, such as Social Media Optimization, are highly relevant and strategic for accelerating MSME digitalization at the local and national levels.

Amidst the development of digital technology and the dynamics of a highly competitive global market, MSMEs still face various serious challenges, particularly in entrepreneurial management and the use of digital technology for marketing. Fundamental weaknesses of MSMEs in Indonesia include limited access to managerial knowledge and training, low digital literacy, and a lack of ability to utilize social media as an effective marketing tool (Riscal & Sahbany, 2023). These conditions hinder MSMEs' ability to develop optimally and often lead to business failure, especially in the early stages of growth. However, in the current era of Industry 4.0 and the digital economy, the ability to manage a business professionally and employ adaptive digital-based marketing strategies are key to the success and sustainability of small businesses. Social media is now a key digital marketing tool, allowing them to reach consumers more widely, quickly, and affordably. Social Media Optimization (SMO) is a strategic approach that enables businesses to optimize their presence on various social media platforms such as Instagram, Facebook, and TikTok. Through SMO, MSMEs can increase product visibility, build brand image, strengthen consumer engagement, and drive sales conversions (Nurhadi et al., 2023). However, professional use of social media is still very limited among MSMEs due to a lack of understanding of platform algorithms, content strategies, and the use of supporting tools.

The challenges faced by the Economic and Entrepreneurship Council (Majeko) of the Rungkut Surabaya PCM further reinforce the urgency of implementing this community service program. Based on initial observations and discussions with Majeko administrators and assisted MSMEs, it was found that the business management carried out by most MSMEs is still suboptimal (Sulistiyowati et al., 2024). Majeko PCM Rungkut supervises approximately 30 micro-scale MSMEs across various sectors and manages one product display tenant (container box), which, despite its considerable economic potential,

still requires assistance in management and digital transformation to enhance competitiveness. Many business owners do not have systematic financial records, have not developed a focused business plan, and lack understanding of product and market development strategies. Furthermore, there has been a phenomenon of declining enthusiasm and motivation among some MSMEs in running their businesses, especially after the COVID-19 pandemic, which has led to declining sales, increasing production costs, and market uncertainty. In addition to internal aspects of business management, marketing issues are also a major challenge for Majeko MSMEs. Currently, there is no integrated and professional promotional media available to market the products of assisted MSMEs, either offline or online (Pradiptya et al., 2024). As a result, market reach remains limited within the community, and has not been able to reach a wider consumer base. On the other hand, limited production facilities and infrastructure, such as shared cooking equipment, product display space, and cataloging systems, also pose obstacles that hinder increased production capacity and standardization of product quality (Krisnawati & Djamaluddin, 2023). Therefore, entrepreneurship training and digital marketing optimization through Social Media Optimization are expected to be an initial solution to improve business management systems, build a digital promotion ecosystem, and re-ignite the enthusiasm of Majeko MSMEs to develop their businesses sustainably.

Responding to these issues, the community service team from the university held a training program entitled "Improving Entrepreneurship Management and Digital Marketing Capacity for MSMEs through Social Media Optimization Training." This activity is part of the Community Partnership Empowerment Grant (PKM) program from the Ministry of Education, Culture, Research, and Technology in 2025, which is specifically aimed at empowering community partners through a collaborative and participatory approach. This program is implemented in the form of active collaboration between the service team and the Economic and Entrepreneurship Council (Majeko), Muhammadiyah Branch Leadership (PCM) Rungkut Surabaya, as the main partner in this activity. Majeko PCM Rungkut is an autonomous Muhammadiyah organization that focuses on developing the people's economy, especially through mentoring the MSME actors who are members. Currently, there are approximately 30 MSMEs fostered by Majeko operating in various business sectors such as culinary, fashion, crafts, services, and household products.

This training activity is designed in an integrated manner to address the real needs of MSMEs in the Majeko area, with a focus on two main aspects: strengthening entrepreneurial management and optimizing social media-based digital marketing strategies. In the entrepreneurial aspect, the training covers topics such as business planning, simple financial management, market segmentation, and product and service development strategies. Meanwhile, in the digital marketing aspect, participants are equipped with technical and strategic skills in managing business social media accounts, creating engaging promotional content, measuring digital campaign performance, and utilizing digital tools such as Canva, Meta Business Suite, CapCut, and Instagram Insight for promotional decision-making (Purbohastuti et al., 2024). This training model integrates participatory learning methods, hands-on simulations, group discussions, and post-training mentoring so that the skills acquired can be directly applied in daily business activities. This activity is also structured in the form of training modules and worksheets so that participants can have applicable guidance.

Literature supports that training interventions with a digital approach can have a significant impact on MSME performance. Research by (Yuniarti, 2024) states that social media-based training can increase MSME turnover by up to 40 percent in six months. Similarly, a study by (Mesakh et al., 2024) emphasized the importance of integrating managerial and digital marketing skills as the key to successful community-based MSME empowerment. Against this backdrop, this program is expected to not only increase the capacity of individual MSME actors but also strengthen the institutional framework of the Rungkut PCM

Economic Council in its role as an incubator and facilitator of community-based economic empowerment. This training is the first step towards the digital transformation of Muhammadiyah MSMEs, with a long-term orientation towards strengthening an independent, competitive, and sustainable community economy. This community service program aims to improve the entrepreneurial management skills and digital marketing capabilities of MSME actors under Majeko PCM Rungkut, thereby fostering their business growth and institutional resilience.

## 2. METHODS

The implementation method for this community service is designed based on a participatory approach and is based on the needs of partners, namely the Economic and Entrepreneurship Council (Majeko) PCM Rungkut Surabaya and its 30 fostered MSMEs. This community service program is implemented in three main stages, namely: (1) Planning stage; (2) Implementation stage; and (3) Evaluation stage (Riscal & Sahbany, 2023). The implementation stage method can be seen in Figure 2.

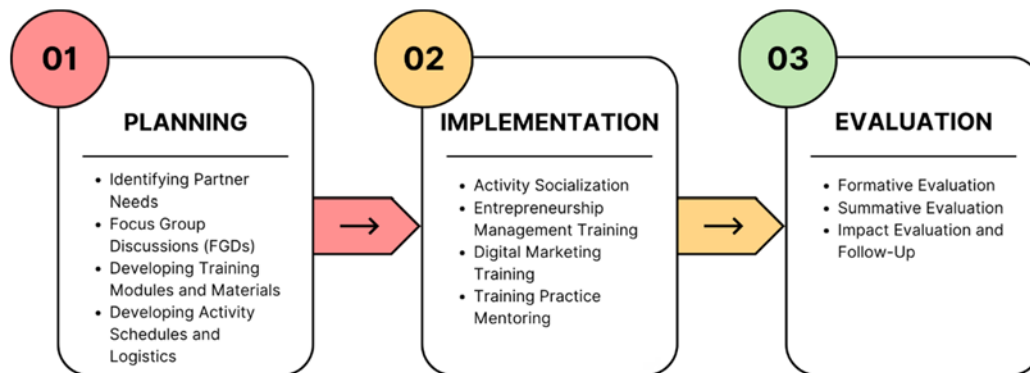


Figure 2. Training implementation methods

Figure 2 shows the activity stages of the method used in this research. Each stage is designed to systematically and sustainably support the success of the project.

### Planning Stage

The planning stage is the initial foundation of community service activities (Sudarsono & Yusuf, 2023). At this stage, the following series of activities are carried out.

#### Identify partner needs

The community service team conducted field visits and direct interviews with Majeko administrators and MSMEs to identify existing issues. Key findings included weak business management, low digital literacy, a lack of entrepreneurial enthusiasm, and limited promotional media and production equipment.

#### Focus group discussion (FGD)

A focus group discussion (FGD) was conducted with Majeko management and MSME representatives to identify training needs and the most relevant intervention approaches. The FGD

determined that the focus of the activities would be strengthening entrepreneurial management and optimizing social media-based digital marketing (SMS).

### **Preparation of training modules and materials**

The community service team developed practice-based training materials that are easy for MSMEs to understand. The modules consist of two main sections: the Entrepreneurship Management Module: business planning, financial record keeping, market identification, and product development. The Digital Marketing (SMO) Module: social media content strategy, design techniques using Canva, managing Instagram/Facebook insights, and utilizing digital promotional tools.

### **Preparation of activity schedules and logistics**

The team developed a training schedule, determined the training location (the PCM Rungkut Surabaya Hall), and prepared supporting equipment such as LCD screens, laptops, internet devices, and evaluation forms. The team also coordinated with Majeko to mobilize participants. This activity was carried out for three weeks in July 2025, with a total duration of 18 hours of effective training divided into planning, implementation, and post-training mentoring sessions.

### **Implementation Stage**

The implementation phase is the core phase of this community service activity. Activities carried out at many stages.

#### **Socialization of activities**

The event began with an opening ceremony attended by representatives from the Rungkut PCM, Majeko administrators, the community service team, and all training participants. An introduction to the program's objectives, benefits, and stages was provided to provide participants with a comprehensive overview.

#### **Entrepreneurship management training**

This one-day training (6 effective hours) on Sunday, July 13, 2025, and will utilize interactive methods such as discussions, case studies, and simple simulations. Topics include developing a business plan (a simple business model canvas), managing business finances (creating daily income and expense reports), product development and customer service strategies, and entrepreneurial motivation and time management.

#### **Digital marketing and social media optimization (SMO) training**

The digital marketing training was held for 1 day (6 effective hours) on Sunday, July 13, 2025 with a focus on introducing social media algorithms and digital consumer behavior, creating engaging content using Canva and CapCut, scheduling content using Meta Business Suite, analyzing business account insights on Instagram and Facebook, as well as digital collaboration strategies such as live events, customer testimonials, and paid promotions. The training was complemented by hands-on practice sessions guided by the service team (Riswati et al., 2024). Participants were asked to create a social media business account (if they don't have one), upload promotional content, and create a content calendar for the next month.

## **Mentoring**

Following the training, the community service team provides regular mentoring to several MSMEs over the next two weeks. This mentoring takes the form of field visits or online consultations to help them implement the strategies they've learned.

## **Evaluation Stage**

Evaluations are conducted to measure the effectiveness and impact of training activities on MSME partners. Evaluations take three main forms.

### **Formative evaluation**

Conducted throughout the training process to ensure participants understand the material, this evaluation takes the form of questions and answers, daily reflections, and observations of participant engagement.

### **Summative evaluation**

After the training was completed, participants were asked to complete a questionnaire to assess their understanding of the material and to provide feedback and suggestions on the program's implementation (Apidana & Rusvinasari, 2024). The team also conducted interviews with Majeko administrators to assess the initial impact of the program.

## **Impact Evaluation and Follow-up**

Several weeks after the training, the team followed up with participating MSMEs to identify changes in business management and social media usage. Based on this evaluation, a follow-up plan was developed, including further training or joint procurement of production equipment that could be utilized by the MSMEs assisted by Majeko. Indicators of success for this activity included: An increase in participant understanding of e80 percent based on the results of the evaluation questionnaire, 60 percent of participants actively used their business social media accounts for product promotion after the training and the Majeko MSME digital community was established as a platform for collaborative promotion and content sharing.

Through this phased approach, the community service activities are expected to be more than just a one-time program, but also to have a lasting impact in empowering MSMEs. The collaboration with Majeko also serves as a model for synergy between academia and community-based organizations in local economic development.

## **3. RESULTS AND DISCUSSION**

### **Results**

The community service activity entitled "Improving Entrepreneurship Management and Digital Marketing Capacity for MSMEs through Social Media Optimization Training" was implemented systematically and received a positive response from its partner, the Rungkut Surabaya PCM Economic and Entrepreneurship Council (Majeko). The results of this activity can be presented according to three implementation stages: planning, implementation, and evaluation.

### Planning stage results

In the initial phase, the community service team successfully mapped the needs of approximately 30 MSMEs under Majeko's guidance through direct observation and Focus Group Discussions (FGDs). The FGD results indicated that most MSMEs faced challenges in financial management, business record keeping, business planning, and digital promotion (Putra et al., 2025). Furthermore, the majority of MSMEs had not yet fully utilized social media for marketing. The activity planning process can be seen in Figure 3.



**Figure 3.** Activity planning process

This image shows the community service implementation team and the management of the Rungkut PCM Majeko during an initial coordination meeting. This meeting aimed to develop a training plan, determine partner needs, and agree on an implementation schedule. The results of this phase served as the basis for developing entrepreneurship and digital marketing training modules relevant to the conditions of the MSMEs fostered by Majeko. Based on the results of the FGD activities and a joint opinion poll with Majeko administrators, the team compiled the following main training needs, there are MSME Entrepreneurship Management and Social Media Optimization (SMO). The modules were developed using a practical approach so that they could be directly implemented by business actors. The activity schedule was prepared for 1 day and all supporting equipment for the activity was prepared, including evaluation forms and presentation equipment.

### Results of the implementation phase

The training activity was held for one day at the MI Muhammadiyah 27 Wonorejo hall, Rungkut, Surabaya. A total of 30 MSMEs actively participated in the training from beginning to end. The activity was officially opened by the Chairperson of PCM Rungkut and the Majeko management. In addition to the training activities, a MoU of Cooperation was also signed between Hayam Wuruk Perbanas University and the Muhammadiyah Rungkut Surabaya Branch Leadership. In the entrepreneurial management training session, this activity presented a resource person, Mrs. Rokmatun, S.T., as the owner of Della Cookies & Della Kitchen, who shared her practical experience in building and managing a culinary-based home business. The material presented included business planning strategies, simple financial management, and strengthening the entrepreneurial mentality for the fostered MSMEs (Fernanda & Hariyanto, 2024). The atmosphere of the activity can be seen in Figure 4, which shows Mrs. Rokmatun while delivering material to the training participants.



**Figure 4.** Delivery of entrepreneurship management material

This image shows a training session facilitated by a community service team focused on improving the managerial skills of MSME participants. Participants gained an understanding of business planning, simple financial record keeping, and product development strategies. This activity aims to equip MSMEs to manage their businesses more effectively and with a focus on sustainability. Entrepreneurship management training has had a significant impact on the understanding and readiness of MSMEs to manage their businesses in a more structured manner. Entrepreneurship management training has had a significant impact on the understanding and readiness of MSMEs to manage their businesses in a more structured manner. Based on participant observations and reflections, most stated that this was their first time being exposed to business planning concepts such as the Business Model Canvas (BMC), cash flow recording, and techniques for systematically identifying customer segments (Rachmawati et al., 2023). Participants were enthusiastic when given a simulation of developing a simple business model based on their respective businesses, and began to realize the importance of separating personal and business finances.



**Figure 5.** Delivery of digital marketing material

The second session focused on Social Media Optimization (SMO) training. This material was delivered by Afif Fathurahman, S.Kom., a digital marketing and social media specialist with experience in managing online marketing campaigns for various business sectors. In this training, participants were introduced to the basic concepts of digital marketing, social media content optimization strategies, and the use of various digital platforms and tools to increase business visibility online (Hidayah et al., 2022). The training atmosphere can be seen in Figure 5, which shows the speaker delivering material using an interactive approach to MSME Majeko participants.

This image depicts a digital marketing training session focused on utilizing social media as a promotional tool for MSMEs. In this session, participants practiced creating promotional content using the Canva app and learned to analyze business account performance using the social media insights feature. This activity contributed to improving MSMEs' digital literacy and online promotional skills. The results of the digital marketing training showed a significant positive impact. Most participants who had not previously actively used social media for promotion began to understand the importance of a digital presence and began managing their business accounts more professionally. Participants were trained to create promotional designs using Canva, schedule content with Meta Business Suite, and read and utilize the insights feature on their business Instagram accounts. Twenty-five of the 30 participants successfully uploaded their first promotional content independently during the practical session. The team then provided guidance in the content creation process, as seen in Figure 6.



**Figure 6.** Training assistance activities

This image depicts the mentoring activities carried out by the community service team for one of Majeko's mentored MSMEs. This mentoring included consultations on implementing digital marketing strategies, managing business accounts, and improving promotional content. This activity is crucial to ensuring the sustainability of the training outcomes and helping the MSMEs implement the knowledge they have gained in real-world settings. More than half of the participants created a simple content calendar for the next month. This training not only improved technical skills but also built participants' confidence in expanding their markets digitally. The participants' enthusiasm during the digital marketing session also demonstrated that the training was highly relevant to the needs and challenges they face in today's era of digital transformation.

### **Evaluation stage results**

The evaluation was conducted through daily observations, questionnaires, and interviews with Majeko administrators and participants. Of the 30 participants who attended the training, 26 (87 percent) stated that the training was very beneficial and desired further mentoring. Participants experienced increased confidence in managing their businesses and a better understanding of the importance of branding and digital promotion strategies (Fantini et al., 2021). The results of the Google Form evaluation process can be seen in Figure 7.

The evaluation results obtained through Google Forms further strengthen these findings. Figure 7 (left) shows that 87 percent of participants stated that the training was very useful, and the remaining

13 percent found it useful, with no respondents stating that it was neutral or not useful. This indicates that the training materials, methods, and approaches implemented were able to effectively address the participants' needs. Meanwhile, the graph in Figure 7 (right) shows that 60 percent of MSMEs have actively promoted through social media after participating in the training, while the remaining 40 percent have not yet implemented it regularly. Although the participation rate in digital promotion can still be improved, this achievement represents significant progress considering that most MSMEs previously had no understanding of online promotion strategies (Anjilni et al., 2024). These results also indicate that the training program not only provided knowledge and skills but also encouraged behavioral changes in business marketing practices. Therefore, these evaluation results provide a strong basis for planning further programs, such as individual mentoring, the formation of a joint promotional team with Majeko MSMEs, and the procurement of production facilities and an online catalog to support ongoing promotional activities. As a follow-up to the evaluation results, the team plans to conduct further mentoring sessions and develop a joint digital platform that serves as an integrated promotional medium for MSMEs under the guidance of Majeko PCM Rungkut.

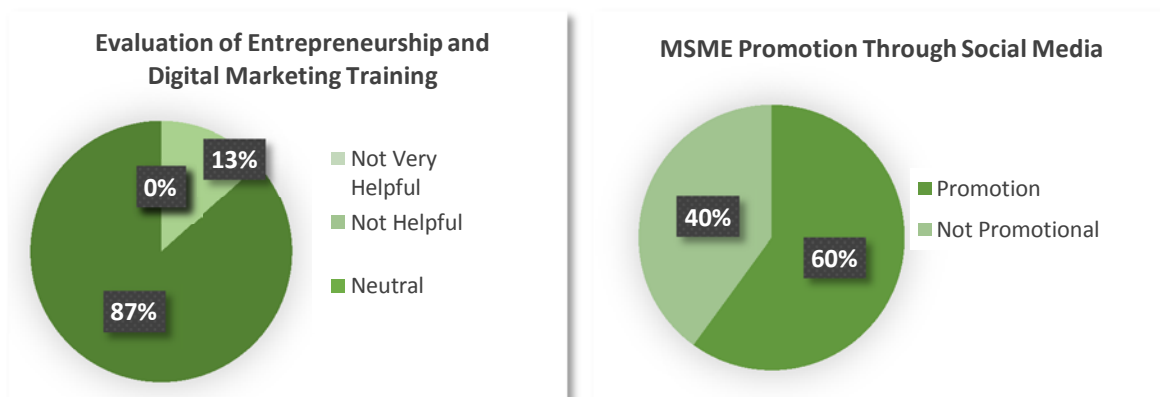


Figure 7. Evaluation results through Google Forms

## Discussion

This community service activity provides a strong illustration of the impact of partner-based training on improving the capacity of MSMEs. The participatory planning process proved effective in developing training programs relevant to the partners' real-world problems. The active involvement of Majeko PCM Rungkut in the FGDs, material selection, and participant coordination were key factors in the success of the activity. The entrepreneurship management training significantly contributed to improving the business literacy of MSMEs, who previously lacked understanding of business planning, market segmentation, and financial record-keeping. Visual and practical approaches, such as the use of simple BMC templates and daily record-keeping simulations, were found to be more easily accepted and applied by participants than theoretical approaches.

On the other hand, digital marketing training focusing on Social Media Optimization (SMO) demonstrated significant results. Participants' skills in creating visual content, utilizing insight features, and understanding the best times to post were all significant achievements. This aligns with the findings of Yamin et al. (2022), who stated that social media training gradually increased MSME turnover due to the expansion of the digital market. Documentation of entire activity summary can be seen in Figure 8.



**Figure 8.** Training documentation

The training results also demonstrated that the enthusiasm and participation of MSMEs increased after gaining new insights and skills. The previously identified problem of low business motivation began to be addressed through interaction and inspiration among participants. This training sparked the creation of micro-learning communities among Majeko entrepreneurs, who shared experiences and supported each other. Although this training has not yet addressed the limitations of production infrastructure and integrated promotional media for Majeko MSMEs, it has served as an initial step in building a digital ecosystem for MSMEs fostered by PCM Rungkut. Evaluation results indicate that entrepreneurs now recognize the importance of digitalization and are ready to participate in follow-up programs such as joint procurement of production equipment or collective online catalog management. The results of the training before and after can be seen in Table 1.

**Table 1.** Comparison of Majeko MSMEs before and after the training

Aspect	Indicator(s)	Before (%)	After (%)	Key Improvement
Entrepreneurial Management	Having business SOPs	20	53	Improved understanding of business management
	Having Business Identification Numbers (NIB)	33	73	Assisted in obtaining NIB through OSS system
Digital Marketing	Regular financial recording	20	67	Began applying simple financial reporting formats
	Having business social media accounts	27	93	Nearly all MSMEs became active on social media
	Having e-commerce accounts	17	47	Increased through assistance in account creation
	Frequency of promotional posts	1 time	3 time	More active in online promotion

Thus, this community service program makes a tangible contribution to empowering MSMEs based on religious communities. The synergy between academics and community organizations such as the PCM Rungkut Economic Council serves as a collaborative model that can be replicated in other regions to build economic independence for the community.

The results of this program align with similar community service initiatives that emphasize digital literacy and managerial capacity building for MSMEs. Sari et al. (2023) found that community-based

digital marketing training increased MSME turnover by up to 10% within one months, while Santoso et al. (2021) reported a 50% improvement in customer engagement through digital branding mentoring. Unlike previous programs, the Majeko PCM Rungkut initiative highlights the synergy between higher education and faith-based community organizations, fostering more sustainable socio-economic empowerment. Program success indicators include an average turnover growth of 10–20%, an expanded digital market reach to the city level, and a 15% reduction in promotional costs as MSME owners gained independence in managing digital content. Sustainability is ensured through the establishment of the Majeko Digital Promotion Team and the planned development of a shared online product catalog platform, both expected to strengthen MSME networks and enhance long-term community economic resilience.

#### **4. CONCLUSION AND RECOMMENDATIONS**

The community service program was successfully implemented with the main goal of strengthening entrepreneurship management and digital marketing capacities among MSMEs under the Rungkut Surabaya PCM Economic and Entrepreneurship Council (Majeko). The activity effectively addressed partners' main challenges, including weak business management, low entrepreneurial motivation, and limited use of social media as a marketing tool. Through the entrepreneurship management module, participants improved their abilities in business planning, financial recording, and systematic product development, while the digital marketing session encouraged more than half of the MSMEs to actively produce and share promotional content. The involvement of practitioner trainers enriched the learning experience by providing contextual insights and motivational support relevant to the participants' business realities. Overall, the program successfully enhanced MSMEs' digital readiness, strengthened their managerial capabilities, and contributed to fostering sustainable business practices. To ensure long-term benefits, continuous mentoring, the development of shared digital platforms, and strategic partnerships are recommended to further improve the visibility and competitiveness of MSMEs within the Majeko PCM Rungkut network.

To enhance the effectiveness of future training programs, it is recommended that entrepreneurship management and digital marketing sessions be conducted over a longer and more continuous period. This would allow participants to better internalize the materials and gradually apply their skills in practice. Providing structured training modules in both printed and digital formats, complemented by relevant MSME case studies, would further strengthen learning outcomes. Post-training mentoring, through regular field visits or online platforms, should be implemented to monitor business progress and address implementation challenges. Moreover, Majeko PCM Rungkut is encouraged to establish a digital hub or an online MSME community to facilitate collaboration, experience sharing, and joint promotion. Such initiatives would ensure that the program generates long-term and sustainable impacts on community economic empowerment.

#### **ACKNOWLEDGEMENTS**

The author would like to express his deepest gratitude to all parties who have supported the implementation of this community service activity. This activity was successfully implemented thanks to the collaboration between Hayam Wuruk Perbanas University Surabaya and the Economic and Entrepreneurship Council (Majeko) under the auspices of the Muhammadiyah Rungkut Surabaya Branch Leadership (PCM). Thanks are also extended to the Ministry of Education, Culture, Research, and Technology – Directorate of Research, Technology, and Community Service (Kemendikisaintek) for providing funding support through the 2025 Community Service Grant Program, so that this activity can be implemented optimally and provide real benefits to the partner community.

## REFERENCES

- Anjilni, R. Q., Taha, R., Kurniawan, A., Kuntadi, S., Noviar, Y., Febriana, W., Chartady, R., Wahyudi, I., Prasetya, E. R., & Purnomo, L. I. (2024). Entrepreneurship training: Encouraging MSME growth in the startup ecosystem. *ABDIMISI*, 5(2), 181-191.  
<https://doi.org/10.32493/abms.v5i2.44551>
- Apidana, Y. H., & Rusvinasari, D. (2024). Social media usage on MSMEs' performance: The moderating role of innovation capability. *Jurnal Manajemen*, 28(1), 175-199.  
<https://doi.org/10.24912/jm.v28i1.1805>
- Fantini, E., Sofyan, M., & Suryana, A. (2021). Optimalisasi sosial media sebagai sarana promosi usaha kecil menengah meningkatkan penjualan di masa Pandemi Covid-19. *Jurnal ekonomi, manajemen, bisnis, dan sosial (embiss)*, 1(2), 126-131.
- Fernanda, E. A., & Hariyanto, D. (2024). Optimizing digital marketing to support MSME promotion and marketing activities. *Procedia of Social Sciences and Humanities*, 7, 160-171.  
<https://doi.org/10.21070/pssh.v7i1.598>
- Hidayah, B. N., Sholikah, R. A., Safitri, G. S. D., Rochmah, S., Ferdiansyah, M. B., & Kustiningsih, N. (2022). Optimization of online marketing strategies in the middle of the COVID-19 pandemic in improving MSME's sales. *International Journal of Economics, Management, Business, and Social Science (IJEMBS)*, 2(3), 449-459.
- Krisnawati, G., & Djamaluddin, S. (2023). The effect of integrated entrepreneurship development on the performance of MSMEs in DKI Jakarta during the pandemic period. *BASKARA: Journal of Business and Entrepreneurship*, 6(1), 47-61. <https://doi.org/10.54268/baskara.v6i1.18339>
- Mesakh, J., Saragih, R., Situmorang, D. R., Panjaitan, R. Y., Silalahi, M. P., Sipayung, T. D., Sibarani, A. M., Sipayung, S. M., Simanjuntak, R. M. P., & Nainggolan, R. J. (2024). Improving MSME marketing performance through digital business literacy. *Jurnal Pengabdian Masyarakat Bestari*, 3(7), 385-390. <https://doi.org/10.55927/jpmb.v3i7.10503>
- Ministry of Cooperatives and SMEs. (2022, March 31). *Coordinating Minister Airlangga: Government continues to encourage strengthening economic foundations by establishing digital transformation of MSMEs as one of the priorities* [Internet]. Ministry of Cooperatives and SMEs. Retrieved from: <https://ekon.go.id/publikasi/detail/4065/coordinating-minister-airlangga-government-continues-to-encourage-strengthening-economic-foundations-by-establishing-digital-transformation-of-msmes-as-one-of-the-priorities>
- Nurhadi, M., Supriyati, S., Pratama, Y. H. C., Akbar, H. Y., Lazuardy, N., & Safinah, L. (2023). Peningkatan income generating Paguyuban Kampung Kue melalui pendampingan manajemen usaha dan pemasaran digital. *To Maega: Jurnal Pengabdian Masyarakat*, 6(3), 418-431.  
<https://doi.org/10.35914/tomaega.v6i3.1741>
- Pradiptya, A., Kusumawati, C. A., & Ariefiantoro, T. (2024). Pelatihan digital marketing dan pemasaran produk pada kelompok UMKM. *Jurnal Implementasi Ilmu Ekonomi*, 1(2), 75-82.  
<https://doi.org/10.26623/ji2e.v1i2.9415>
- Purbohastuti, A. W., Putri, S. I., Pertiwi, W. N. B., Kusyanto, M. J. W., & Adiwijaya, E. P. A. E. P. (2024). Utilization of technology in MSME marketing strategy through digital media. *Move: Journal of Community Service and Engagement*, 4(1), 29-34. <https://doi.org/10.54408/move.v4i1.393>
- Putra, D. M., Hakim, L., Mukhlisoh, N. A., Suparto, S., Afriansyah, F. L., Efendi, R. K., ... & Fitriani, R. D. (2025). Enhancing MSME marketing through creative digital content development in

- Bondowoso, Indonesia. *International Journal of Studies in Social Sciences and Humanities (IJOSSH)*, 1(3), 279-292. <https://doi.org/10.25047/ijossh.v1i3.5657>
- Rachmawati, M., Widagdo, T. H., Sudiyono, S., Nurcahyo, S. A., & Ali, A. (2023). Implementation of digital marketing strategy in MSME development in Candisari Ungaran Village. *Jurnal Indonesia Sosial Sains*, 4(08), 707-713. <https://doi.org/10.59141/jjiss.v4i08.863>
- Riscal, D. A., & Sahbany, S. (2023). Pelatihan kewirausahaan berbasis digital marketing. *Sasambo: Jurnal Abdimas (Journal of Community Service)*, 5(2), 335-346. <https://doi.org/10.36312/sasambo.v5i2.1169>
- Riswati, B. M., Sukarno, G., Warmana, O., & Zawawi, Z. (2024). Pelatihan penerapan digital marketing melalui media sosial Instagram dan e-commerce pada UMKM Penjarangan Sari. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(1), 880-885. <https://doi.org/10.55338/jpkmn.v5i1.2411>
- Santoso, B., Hufad, A., Wahyudin, U., & Inoue, H. (2024). Digital literacy transformation: Digital marketing competence for micro, small, and medium enterprises (MSMEs). *Journal of Nonformal Education*, 10(2), 332-342. <https://doi.org/10.15294/jone.v10i2.11586>
- Sari, J., Mildawati, T., & Widyawati, D. (2023). Community empowerment through digital marketing optimization-based socio-preneurship training. *South Asian Journal of Social Studies and Economics*, 20(4), 90-102. <https://doi.org/10.9734/SAJSSE/2023/v20i4745>
- Sudarsono, S., & Yusuf, R. (2023). The importance of digital marketing as an MSME marketing strategy: A literature review. *West Science Journal Economic and Entrepreneurship*, 1(11), 409-413. <https://doi.org/10.58812/wsjee.v1i11.359>
- Sulistiyowati, E., & Rahmawati, I. D. (2024). Digital marketing drives MSME sales growth in Indonesia. *Indonesian Journal of Law and Economics Review*, 19(2). <https://doi.org/10.21070/ijler.v19i2.1090>
- Yamin, Y., Faithya, K. N., Safitri, M., & Gunawan, T. (2022). Pelatihan masyarakat desa mengenai cara penjualan online serta pemanfaatan aplikasi marketplace. *Jurnal Abdi Masyarakat Saburai (JAMS)*, 3(01), 1-5. <https://doi.org/10.24967/jams.v3i1.1543>
- Yuniarti, R. (2024). Social media optimization for branding MSMEs. *Dinasti International Journal of Digital Business Management (DIJDBM)*, 5(6). <https://doi.org/10.38035/dijdbm.v5i6.3528>
-