

# Empowering MSMEs through digital marketing assistance at Baitul Mal Banda Aceh

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## ARTICLE INFO:

Received: 2025-08-02  
Revised: 2025-09-04  
Accepted: 2025-10-21  
Published: 2025-11-30

## Keywords:

Capacity building,  
Community service,  
Digital marketing,  
Mentoring program,  
MSME empowerment

## ABSTRACT

In the current era of rapid technological advancement, digital marketing has become a vital strategy for business sustainability and growth, especially among Micro, Small, and Medium Enterprises (MSMEs). Effective and efficient use of digital marketing tools can significantly enhance market reach, increase brand awareness, and ultimately improve sales performance while reducing operational costs. Nevertheless, many MSMEs still face barriers in adopting digital platforms due to limited knowledge and technical skills. This community outreach initiative provides structured and targeted digital marketing assistance to MSMEs affiliated with Baitul Mal Banda Aceh. The mentoring model consists of five key stages: (1) needs identification and analysis, (2) mentoring plan development, (3) implementation of mentoring sessions, (4) monitoring and evaluation, and (5) reporting of outcomes. The results indicate a noticeable improvement in participants' understanding of digital marketing concepts and platforms. Most MSMEs successfully created and managed social media accounts (Instagram and TikTok) and utilized e-commerce and food delivery platforms such as GrabFood and GoFood for product promotion. Participants also demonstrated increased confidence and independence in designing promotional content using digital tools. Overall, the program received positive responses from participants and shows strong potential for sustainability as a community-based digital empowerment model for MSMEs.

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**How to cite:** Djakfar, I., Isnaliana., Jalilah., Kamri, N. A., Rahayu, N. P., & Maula, S. (2025). Empowering MSMEs through digital marketing assistance at Baitul Mal Banda Aceh. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 10(4), 947-960. <https://doi.org/10.26905/abdimas.v10i4.16157>

## 1. INTRODUCTION

The development of technology has progressed rapidly across various sectors of life. Communication technology no longer functions merely as a technical infrastructure within organizations but also embodies social values that enable individuals and businesses to collect, process, and exchange information efficiently. This digital transformation has significantly reshaped the business landscape,

including micro, small, and medium-sized enterprises (MSMEs), which are increasingly required to adapt to digitalization to remain competitive in an increasingly globalized market.

In Indonesia, various government and institutional programs, such as the Ultra Micro Financing Program, have been implemented to support MSMEs, primarily by improving access to capital. While such programs provide substantial financial benefits, they have not fully contributed to sustainable business development. This limitation arises because financing initiatives are often not accompanied by systematic capacity building, particularly in strengthening managerial capabilities and digital competencies among business owners. As a result, many MSMEs continue to face difficulties in utilizing digital technology effectively, which ultimately threatens the long-term sustainability of their enterprises (Harahap et al., 2021; Syukri & Sunrawali, 2022).

Field observations and interviews conducted during the Technical Guidance on P-IRT Assistance on August 9–10, 2023, at the Faculty of Economics and Islamic Business, UIN Ar-Raniry, revealed that the main problems faced by MSME partners lie in their limited understanding and practical skills in digital marketing. Based on the brief interview, most MSMEs were unfamiliar with effective social media utilization for product promotion and sales. Consequently, their market reach remains confined to the Banda Aceh area, relying heavily on conventional strategies such as consignment sales or basic messaging applications like WhatsApp and Line. These limitations restrict market expansion and, in some cases, reduce production capacity due to unsold products.

Interestingly, despite these marketing constraints, MSME products under the guidance of Baitul Mal Banda Aceh are generally competitive in terms of quality. However, many of these products are not promoted through digital platforms such as Instagram, Facebook, or online marketplaces. This condition highlights a critical gap between product readiness and marketing capability, indicating that the core challenge faced by MSMEs is not production quality but rather the lack of digital marketing competence to access wider markets.

Several studies have emphasized the importance of digital marketing in supporting MSME development. Sasongko et al. (2023) demonstrated that digital marketing adoption positively influences MSME growth in Indonesia, while Wongpun et al. (2024) and Cuijten et al. (2024) highlighted the need for structured digital capability development to address skill gaps in content creation, online interaction, and change management. However, most existing studies focus on measuring impacts or designing digital frameworks, with limited attention to hands-on, community-based interventions that directly assist MSMEs in adopting digital tools within their local and institutional contexts. Umami et al. (2023) stressed that the most significant barriers to MSME growth are the lack of access to information technology, digital marketing, and external financing. The success of MSMEs largely depends on their ability to adapt to technology, implement effective marketing strategies, and obtain proper external support from financial institutions, government, and industry experts. In the Malaysian context, Ali et al. (2021) revealed that SMEs in the halal food industry also face challenges due to rising operational, raw material, and branding costs. Nevertheless, social media has become a key element in marketing strategies, playing an important role in strengthening brand positioning and creating new opportunities for SMEs to develop more competitively. This gap is particularly evident among MSMEs affiliated with social and religious institutions such as Baitul Mal, where financial assistance is relatively accessible but structured digital capacity-building programs remain limited. Therefore, there is a pressing need for a community engagement approach that complements financing support with practical, participatory, and context-specific digital marketing mentoring.

This community engagement program aims to strengthen the digital marketing capacity of MSMEs under the guidance of Baitul Mal Banda Aceh through structured, hands-on mentoring, enabling

participants to adopt social media and digital platforms effectively to expand market reach, enhance competitiveness, and support sustainable business development.

## **2. METHODS**

This community-based mentoring program employed an integrated approach consisting of training sessions, hands-on mentoring, and coaching clinics designed to enhance the digital marketing capacity of MSME actors. The mentoring activities were implemented using practical materials and tools that had been tested and refined through previous community engagement programs, ensuring their applicability to the participants' needs. The method used is in line with the community digital literacy approach that has been implemented in various previous community service studies, including digital marketing training activities, participant needs assessments, and direct mentoring for MSMEs in Sidoarum Village (Rachmawati et al., 2025) as well as the development of a community-based digital education model to improve the marketing skills of women's MSMEs (Helmi et al., 2025). Furthermore, similar mentoring-based online marketing practices have shown an increase in the understanding and implementation of digital strategies in a number of MSMEs in the Pasirhandap and Pagerwangi areas (Ubaidilah et al., 2025).

The mentoring focused on several key areas, including entrepreneurial motivation, strategic marketing, and digital marketing practices. Specifically, participants were guided in creating and managing social media accounts (Instagram and TikTok), developing promotional content using digital design and video-editing applications, and utilizing online platforms to support product promotion and sales. These activities were intended to directly improve MSMEs' ability to adopt digital marketing strategies in their daily business operations.

The participants of this program consisted of 17 MSMEs operating in food production and service-based businesses, including home industries, which are affiliated with and supported by Baitul Mal Banda Aceh. Many of these MSMEs had previously participated in mentoring activities related to PIRT (Home Industry Food Production) licensing. The program was conducted in Banda Aceh City, which was strategically selected due to its role as the capital of Aceh Province and the region's primary business center, hosting a high concentration of MSMEs and active entrepreneurial communities.

The mentoring activities were facilitated by a team of UIN Ar-Raniry lecturers and students. The lecturers were responsible for program design, supervision, and evaluation, while students acted as field facilitators providing direct assistance to MSMEs during hands-on mentoring sessions, particularly in content creation, social media management, and platform utilization.

To ensure systematic implementation, the mentoring program followed a structured workflow comprising needs identification and analysis, mentoring program planning, implementation of mentoring activities, monitoring and evaluation, and reporting of outcomes. The indicators of program achievement included the successful creation and activation of social media and e-commerce accounts, the production of promotional content such as flyers and short videos, and the level of participant engagement during mentoring sessions.

Monitoring and evaluation were conducted through direct observation, mentoring follow-up visits, and systematic review of participant outputs, including digital accounts and promotional materials produced during the program. These monitoring mechanisms enabled the facilitators to assess changes in participants' digital marketing skills, confidence, and consistency in using digital platforms. The overall mentoring flow is illustrated in the schematic presented in Figure 1.



Figure 1. Schema of MSMEs implementation

The schematic illustrates a five-stage mentoring flow designed to ensure systematic and effective implementation of the community engagement program. The first stage is needs identification and analysis, which focuses on mapping the initial conditions of MSMEs, including their level of digital literacy, existing marketing practices, and specific challenges in adopting digital platforms. This stage provides the basis for designing an intervention that is relevant to the actual needs of the partners. The second stage is mentoring program planning, where the mentoring objectives, learning materials, mentoring methods, and target outputs are formulated. At this stage, coordination with Baitul Mal Banda Aceh is carried out to determine participant involvement, mentoring schedules, and the distribution of facilitators to ensure effective assistance. The third stage is mentoring implementation, which consists of socialization sessions and hands-on assistance. Participants actively engage in practical activities such as creating and managing social media accounts, designing promotional materials, producing short videos, and integrating products into digital platforms. This stage emphasizes learning-by-doing to strengthen participants' practical digital marketing skills. The fourth stage is monitoring and evaluation, conducted through direct observation, mentoring follow-up, and review of participant outputs. This stage aims to assess participant engagement, skill improvement, and consistency in utilizing digital marketing tools. The final stage is reporting of outcomes, which summarizes the results of the mentoring activities, identifies key achievements and challenges, and provides reflections for program improvement and sustainability.

### 3. RESULTS AND DISCUSSION

#### Result

This community-based mentoring program was implemented through several structured stages: needs identification and analysis, mentoring program planning, and mentoring implementation.

#### Needs identification and analysis

At this stage, the facilitators identified several MSMEs to be involved in the current mentoring program. The identification process began with inviting MSME communities that had previously participated in the PIRT mentoring program last year. Not all those MSMEs were able to participate again in the digital marketing mentoring program, due to scheduling conflicts or lack of perceived need. Only eight MSMEs rejoined the program. To address this limitation, further coordination was conducted with Baitul Mal Banda Aceh, resulting in the inclusion of additional MSMEs. Through this process, the total number of participants increased to seventeen MSMEs affiliated with Baitul Mal Banda Aceh.

The figure 2 illustrates the coordination activities carried out by the facilitation team to determine the MSMEs to be involved in the advanced mentoring program. At this stage, the facilitation team conducted coordination activities to select participants, identify the actual needs of MSMEs, and agree on the involvement of supporting institutions, such as Baitul Mal Banda Aceh. In addition, the involvement of Baitul Mal Banda Aceh was considered strategic in expanding participant coverage and ensuring the sustainability of the mentoring program.



**Figure 2.** Coordination activities conducted by the facilitation team during the participant identification process

### **Mentoring program planning**

After completing the first stage, the second stage was planning the mentoring program. During this phase, the facilitation team collaborated with Baitul Mal Banda Aceh to design the mentoring program. This stage focused on determining mentoring objectives, technical implementation, and expected outputs. A socialization session was planned to introduce the importance of digital marketing for MSME development and to encourage participant commitment throughout the program.

It was agreed that mentoring would prioritize practical outcomes, particularly the creation and management of social media accounts and digital sales channels. The planned outputs included the establishment of Instagram and TikTok accounts, the development of promotional content, and the utilization of digital commerce platforms to expand market reach.

### **Mentoring implementation**

The mentoring implementation was conducted in two main phases: a socialization session and hands-on mentoring activities.

#### ***First Stage: Socialization Session***

The socialization session aimed to increase participants' awareness of the role of digital marketing in product promotion and sales growth. The session was opened by Head of Baitul Mal Banda Aceh, and, Distribution & Utilization Officer at BMK. It was attended by 17 MSMEs divided into 5 groups, each with 3 MSMEs and 1 facilitator (UIN Ar-Raniry students with expertise in design, promotion, social media, and e-commerce). Experts and staff from Baitul Mal also attended. In his remarks, encouraged MSMEs to utilize social media for commerce to expand their market reach.

The session consisted of three main activities: Firstly, discussed the major impact of social media on MSME promotion and transactions. Then, he demonstrated using Canva for photo editing and Capcut for video editing, as well as techniques for creating unique and attractive videos. The Last, Participants were guided in creating social media accounts and activating store features, concluding with mentoring group formation.

The figure 3 illustrates the socialization session conducted in the first stage of the program, where MSME participants attended a presentation on the importance of digital marketing for product promotion and sales growth. The images show participants actively engaging in the session, listening to presentations delivered by facilitators and representatives of Baitul Mal Banda Aceh. This activity involved 17 MSMEs who were grouped for mentoring purposes, accompanied by facilitators with

expertise in digital design, social media, and e-commerce. The socialization session included discussions on the impact of social media on MSME promotion, demonstrations of digital tools such as Canva and CapCut, and guidance on creating and activating social media accounts. Overall, the figure documents the implementation of the socialization stage as an initial effort to enhance MSMEs' digital marketing awareness and readiness.



**Figure 3.** Socialization session

### ***Second Stage: Hands-On Mentoring***

In this stage, UIN Ar-Raniry students visited each MSME's business location to provide direct mentoring. This stage emphasized practical application and active participation by MSME owners. The mentoring activities including designing flyer, creating and managing Tiktok account, producing promotion video, creating and managing Instagram account, and Managing Grabfood and Gofood platforms.

### ***Flyer design using Canva***

MSMEs were trained to design digital flyers, catalogs, and promotional materials using the Canva application. Most participants had not previously used Canva; following the mentoring, they were able to independently create promotional designs suitable for social media posting.



**Figure 4.** Mentoring product label design using Canva for several MSME participant

The figure 4 illustrates the mentoring activities on digital flyer and product label design using the Canva application for MSME participants. The image shows examples of promotional designs created by MSMEs, alongside direct assistance provided by facilitators during the design process. Through this mentoring session, participants were introduced to the basic features of Canva and guided step by step in creating digital flyers, catalogues, and product labels tailored for social media promotion. As a result, MSMEs who had no prior experience using Canva were able to independently produce attractive and market-ready promotional materials, enhancing their digital marketing capabilities.

### **Creation and management of TikTok account**

MSMEs were guided in creating and managing TikTok accounts as a promotional medium. This activity expanded participants' understanding of short-form video marketing and increased their online visibility beyond local markets.



**Figure 5.** Documentation of opening an online store on the TikTok platform for an MSME participant

### **Short video production**

MSMEs were guided on creating short videos covering production materials, processing, packaging, and sales locations, aiming to increase consumer trust and interest. The following is a series of activities that the service team accompanied in making short videos.



**Figure 6.** Documentation of video production for an MSME participant

The figure 6 illustrates the documentation of short video production activities conducted by MSME participants under the guidance of the service team. The mentoring process focused on creating short videos that showcased production materials, processing stages, packaging, and sales locations to enhance consumer trust and interest. Through hands-on assistance, MSMEs were guided step by step in capturing and editing video content suitable for digital marketing platforms. This activity contributed to improving participants' skills in producing informative and engaging short videos to support product promotion.

### ***Creation and management of Instagram accounts***

This mentoring aimed to help MSMEs reach markets beyond Banda Aceh while reducing promotional costs by using Instagram effectively. Participants learned to upload content, use basic branding elements, and manage their accounts more systematically.



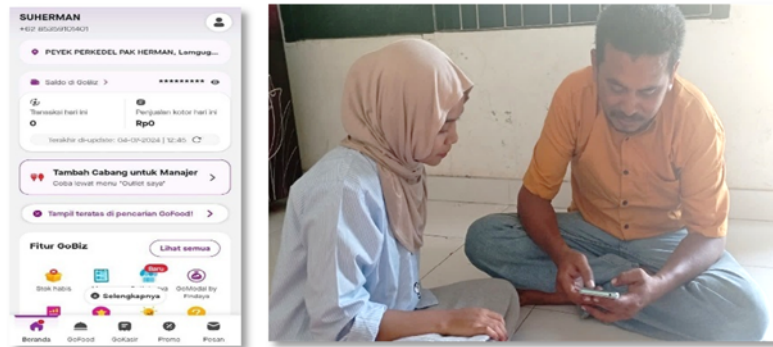
**Figure 7.** Instagram account mentoring conducted for an MSME participant

The figure 7 illustrates the mentoring activities on the creation and management of Instagram accounts for MSME participants. During this session, MSMEs were guided in setting up Instagram accounts, uploading promotional content, applying basic branding elements, and managing their accounts in a more systematic manner. This mentoring aimed to enable MSMEs to expand their market reach beyond Banda Aceh while reducing promotional costs through effective use of Instagram as a digital marketing platform.

### ***Management of GrabFood and GoFood platforms***

MSMEs received assistance in managing existing GrabFood and GoFood accounts, including menu creation, pricing, image selection, and promotional features. This program aims to expand online marketing and increase sales by promoting MSME products on digital platforms.

The Figure 8 illustrates the mentoring activities on the management of GrabFood and GoFood platforms for an MSME participant. During this assistance, MSMEs were guided in managing their existing GrabFood and GoFood accounts, including menu creation, pricing adjustments, image selection, and the utilization of promotional features. This mentoring program aimed to expand online marketing channels and increase sales by optimizing the promotion of MSME products through digital food delivery platforms.



**Figure 8.** GrabFood and GoFood account management mentoring for an MSME participant

### **Monitoring & Evaluation**

Monitoring and evaluation were conducted through direct observation, mentoring follow-up visits, participant feedback, and review of digital outputs produced by MSMEs. The results indicate positive developments in digital marketing adoption among participating MSMEs. Participants demonstrated increased consistency in uploading content, greater confidence in using digital tools, and improved independence in managing their social media and online sales platforms.

### **Reporting of Mentoring Results**

Following the completion of all mentoring stages that needs identification and analysis, program planning, implementation, monitoring and evaluation, this section summarizes the key outcomes of the community service program. Overall, the mentoring activities had a positive impact on the digital marketing capacity of MSMEs supported by Baitul Mal Banda Aceh. The results indicate three main outcomes: (1) The successful creation and activation of digital marketing and sales accounts; (2) Increased participant familiarity with digital design and video production tools; and (3) Improved confidence and independence in managing digital marketing platforms.

First, the mentoring program resulted in the successful creation and activation of multiple digital accounts, including Instagram, TikTok, and online food delivery platforms. These accounts enabled MSMEs to promote their products beyond local markets and marked a significant transition from conventional marketing methods to digital-based promotion.

Second, participants demonstrated increased familiarity with digital tools such as Canva and video-editing applications. MSMEs who were previously unfamiliar with these tools were able to independently design digital flyers, promotional images, and short marketing videos. This improvement supports the development of more consistent and visually appealing promotional content.

Third, the mentoring activities contributed to improved confidence and independence among MSME participants in managing digital marketing platforms. MSMEs showed greater initiative in uploading content, managing product information, and utilizing platform features without continuous assistance from facilitators.

### **Flyer design using Canva**

This mentoring activity focused on teaching MSMEs how to design product flyers using the Canva application. The participants found the application extremely helpful in designing promotional materials.

Some MSME owners were unfamiliar with Canva prior to this mentoring, and the training enabled them to create and utilize flyers effectively in marketing their products. It is hoped that this training will expand their product marketing reach and enable them to update their promotional materials as they develop new product variants in the future. Participants reported that Canva was easy to use and effective for supporting their marketing needs, particularly when introducing new product variants.

### ***Creation and management of TikTok accounts***

The mentoring on creating and managing TikTok accounts helped MSMEs under the guidance of Baitul Mal Kota Banda Aceh promote their products via social media and e-commerce platforms. As TikTok Shop has become a popular marketing trend among consumers, this platform was considered highly relevant to the needs of the MSMEs. It allows their products to gain broader exposure beyond local markets. Mentoring on TikTok account creation expanded participants' understanding of short-form video marketing and increased product visibility through social media and e-commerce integration.

### ***Short video production***

This activity involved training MSMEs to create short videos that highlight product ingredients, production processes, packaging, and business locations. This was a new experience for many MSMEs. The aim was to enhance consumer trust and interest in the products through engaging video content. Additionally, it encouraged MSMEs to maintain consistent content creation with diverse promotional videos about their products. Participants gained practical experience in producing short promotional videos that highlighted product quality, production processes, and packaging, which helped strengthen consumer trust and interest.

### ***Mentoring in creating and managing Instagram accounts***

This activity supported MSMEs in expanding their promotional efforts by transitioning from WhatsApp status updates to Instagram marketing. Participants were guided on how to create packaging stickers, develop social media logos, and upload promotional content to Instagram. This greatly assisted MSMEs in reaching wider audiences more efficiently. This mentoring supported MSMEs in shifting promotional activities from informal messaging platforms to Instagram, enabling more structured and wider-reaching digital promotion.

### ***Management of GrabFood and GoFood platforms***

The mentoring in using Grab Food and Go Food e-commerce platforms was particularly beneficial for the MSMEs. They were taught how to add new menu items, set pricing strategies, and choose attractive product images to entice customers. Moreover, they learned how to set up promotions for specific days to attract more buyers and boost sales. MSMEs improved their ability to manage digital food delivery platforms by organizing menus, setting prices, selecting attractive images, and implementing promotional strategies.

Overall, these outcomes demonstrate that hands-on, community-based mentoring is an effective approach to supporting MSMEs in adopting digital marketing practices and expanding their market reach.

**Table 1.** Summary of mentoring activities, outputs, and outcomes

| Mentoring Activities   | Outputs  | Outcomes (Observed Changes)  |
|--|--|--|
| Socialization session on digital marketing and platform introduction | Participants understood the role of digital marketing and were introduced to social media and e-commerce platforms | Increased awareness of digital marketing importance and higher motivation to adopt digital platforms         |
| Flyer design mentoring using Canva                                   | Digital flyers and promotional designs created by MSMEs  | Increased familiarity with Canva; MSMEs able to independently design promotional materials                   |
| Creation and management of Instagram accounts                        | Active Instagram accounts with uploaded promotional content  | Improved ability to manage social media accounts and expand market reach beyond local areas                  |
| Creation and management of TikTok accounts                           | TikTok accounts and short promotional videos   | Enhanced understanding of short-form video marketing and increased online product visibility                 |
| Short video production mentoring                                     | Promotional videos highlighting products, production processes, and packaging                                      | Increased participant confidence in content creation and improved consumer trust through visual storytelling |
| Management of GrabFood and GoFood platforms                          | Updated menus, pricing, product images, and promotional features   | Improved independence in managing online food delivery platforms and stronger digital sales readiness        |
| Monitoring and mentoring follow-up                                   | Reviewed digital content and platform usage  | Increased consistency in content posting and greater independence in managing digital marketing platforms    |

## Discussion

The findings of this community-based digital marketing mentoring program demonstrate that hands-on mentoring is an effective approach for improving MSME digital marketing capacity. MSMEs under the guidance of Baitul Mal Banda Aceh showed tangible improvements in flyer design, social media account management, promotional video production, and the integration of products into online food delivery platforms such as GrabFood and GoFood. These results support the conclusions of [Sasongko et al. \(2023\)](#), who found that digital marketing contributes significantly to increased sales and brand awareness. However, unlike large-scale quantitative studies, this program highlights how direct and personalized mentoring can help MSMEs in Aceh overcome limitations in digital skills and technical knowledge that are often overlooked in financing-focused interventions.

The discussion further underscores social media as a practical and accessible entry point for MSMEs' digital transformation. Consistent with [Aqmala & Putra \(2024\)](#), who emphasize the role of digitalization in strengthening MSME competitiveness, this program demonstrates that transformation begins with foundational digital literacy. Training on platforms such as Instagram and TikTok, supported by simple tools like Canva, enabled MSMEs to engage in digital marketing without requiring advanced infrastructure. This finding aligns with [Alqasa & Afaneh \(2022\)](#), [Sharabati et al. \(2024\)](#), and [Ali et al. \(2021\)](#), who identify social media marketing as a primary gateway for MSMEs to adopt digital technologies, build consumer relationships, and strengthen brand positioning, including halal branding.

Another important insight from the program is the relevance of digital marketing for reaching younger consumer segments. The use of creative content on Instagram and TikTok proved particularly effective in targeting millennial and Generation Z consumers, who are highly responsive to digital

engagement. This finding supports [Addlin Pooviga et al. \(2025\)](#), [Herawati et al. \(2023\)](#) who emphasize the strategic value of young consumers in digital marketing initiatives. For MSMEs in Aceh, this creates opportunities to expand market reach by aligning promotional content with contemporary digital consumption patterns.

From an implementation perspective, the program highlights the strategic role of university students as technology transfer agents. In line with [Herawati et al. \(2023\)](#) and [Wongpun et al. \(2024\)](#), the mentoring activities illustrate that structured guidance and institutional collaboration are essential for successful digital transformation. Students from UIN Ar-Raniry acted as facilitators who translated digital tools into practical applications for MSMEs, thereby bridging the gap between technological knowledge and real business needs. This multi-stakeholder collaboration strengthened the effectiveness of the mentoring process and enhanced participant engagement.

Nevertheless, as noted by [Umami et al. \(2023\)](#) and [Cuijten et al. \(2024\)](#), digital transformation among MSMEs requires a supportive ecosystem. While many participants improved their ability to design promotional content and manage social media platforms, challenges related to financial access and uneven technical capacity across business scales remain. Micro enterprises, in particular, faced greater difficulties in sustaining content creation compared to medium-scale enterprises. These findings suggest that future digital marketing interventions should adopt segmented and adaptive strategies that reflect the diverse capacities of MSMEs.

Overall, this program not only reinforces existing studies on digital marketing and MSME development but also contributes a practical, community-based mentoring model that can be replicated in regions with similar characteristics. The results confirm that hands-on mentoring, supported by student facilitators and focused on social media adoption, is an effective pathway for initiating digital transformation, strengthening MSME competitiveness, and supporting sustainable local economic development.

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

An effective and well-targeted digital marketing mentoring model for MSMEs supported by Baitul Mal Kota Banda Aceh was implemented through five structured and consistent stages: identification and needs analysis, program planning, mentoring implementation, monitoring and evaluation, and final reporting. The results indicate significant improvements in MSMEs' digital capacity, particularly in their ability to utilize social media platforms such as Instagram and TikTok, as well as e-commerce and online food delivery services. These improvements have contributed to broader market reach and increased brand visibility, thereby strengthening the sustainability prospects of the participating MSMEs. Beyond practical outcomes, this mentoring model also contributes to academic and applied discourse by demonstrating how community-based interventions can effectively bridge digital skill gaps at the grassroots level. The experience from Banda Aceh further suggests that this model is scalable and can be replicated in other regions with similar socio-economic characteristics, offering a practical strategy for enhancing MSME competitiveness and supporting sustainable participation in the digital economy.

Despite the positive outcomes achieved through this community-based digital marketing mentoring program, several limitations should be acknowledged. First, the duration of the mentoring was relatively short, which limited the ability to observe long-term impacts on sales performance and business sustainability. Second, the variation in digital literacy levels among MSMEs meant that some participants progressed more slowly, particularly micro-scale enterprises with limited human resources and technological experience. Third, the evaluation focused primarily on observable outputs and

participant engagement, while quantitative measurement of financial performance was beyond the scope of the program. To ensure sustainability, future programs should emphasize continuous mentoring rather than one-time interventions. Periodic follow-up sessions, online mentoring groups, and peer-learning forums among MSMEs can help maintain consistency in content creation and platform usage. In addition, integrating digital marketing mentoring with other support mechanisms, such as product standardization, halal certification, and simple financial management, would further strengthen MSMEs' long-term competitiveness. Extended mentoring and stronger institutional collaboration are also recommended. Collaboration between universities, local government agencies, financial institutions, and digital platform providers should be intensified to create a more supportive ecosystem for MSME digital transformation. Universities can continue to play a strategic role by involving students as technology transfer agents through structured community service programs, while institutions such as Baitul Mal can ensure continuity by aligning mentoring initiatives with financing and empowerment programs. Through sustained collaboration and extended mentoring, MSMEs will be better positioned to adapt to digital markets, expand their reach, and achieve sustainable business growth.

## ACKNOWLEDGEMENTS

This work was supported by a research and community service grant from the Institute for Research and Community Service (LP2M), UIN Ar-Raniry, in 2024. The authors would also like to express their sincere appreciation to Baitul Mal Banda Aceh and the Department of Islamic Economics and Business, UIN Ar-Raniry, for their collaboration and valuable support throughout the implementation of this project.

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