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Optimizing the OpenSID Lapak feature to initiate digital marketing of village MSME products

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ABSTRACT

Village MSMEs in Tajurhalang, Bogor Regency, primarily market their products through WhatsApp, home-based shops, and local bazaars, limiting their access to customers beyond the village. Although the village operates OpenSID, which includes a Lapak feature for displaying local products on the village website, no MSMEs were listed on the platform before this program. This community service program aimed to utilize the Lapak feature as a promotional channel for village MSMEs. The program began with a needs assessment involving questionnaires and a focus group discussion (FGD) with seven village officials and 17 MSME owners, followed by hands-on training and mentoring. The FGD identified three main challenges: limited digital literacy, poorly organized product information, and ineffective promotional strategies. Following implementation, the number of MSMEs registered on OpenSID Lapak increased from zero to 12. Each MSME produced one to three digital catalog entries, resulting in an estimated total of 17-25 entries. Several product orders were received after the catalogs were published, although the increase remained modest. The results demonstrate that an existing village information system can serve as an accessible promotional platform, provided that the village appoints an administrator and MSMEs regularly update their product catalogs.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting Indonesia's economic development through employment creation, household income generation, and the strengthening of local economic activities (Sirait et al., 2024). In rural areas, MSMEs encourage the utilization of local resources and developing community-based businesses, ultimately creating economic opportunities for local communities (Erlanda & Ilman, 2024). However, the development of MSMEs in rural areas is often constrained by limited market access and inadequate utilization of digital technology for product promotion (Asrah et al., 2024). Many business owners still depend on conventional marketing methods, such as direct selling, word-of-mouth promotion, and personal customer networks, which restrict the visibility of their products beyond their immediate surroundings (Sarwono & Wahyono,

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2025). These conditions indicate the need for accessible digital promotional platforms that can help local MSMEs present their products and reach broader potential markets.

Digital tools allow MSMEs to make their products more visible, reach wider buyers, and therefore compete more effectively (Arjang et al., 2025). Several community service initiatives have tried this at the village level, for example Mulyani et al. (2025) introduced an e-commerce application for MSMEs in Kaputihan Village and trained village officials to act as its administrators. Abidin et al. (2023) used digital marketing and social media training to support MSME development in Sumberjo Village. The results of both these initiatives similarly suggest that technology transfer should not occur in isolation but should be accompanied by hands-on support tailored to the actual needs of business owners.

For village-based promotion, one viable option is to use the information system the village already has. OpenSID is an open-source village information system used for administration and for publishing public information on the village website (Nistrina et al., 2025). Besides its administrative modules, OpenSID includes a Lapak feature where local products can be listed on the website. Through this feature, a village government can run a shared promotion page for its MSMEs without setting up separate commercial marketplace (Seta et al., 2026). Abdussalam et al. (2023) highlight the use of OpenSID in Tanjung Village, Boyolali, to develop a village marketplace, organize product information, and train village officials and MSME owners in digital marketing.

Having a platform, however, does not necessarily guarantee its utilization. A village marketplace can function effectively only when village officials are capable of managing the system and MSME owners can independently prepare and upload their product information (Mulyani et al., 2025; Nistrina et al., 2025). In Kraton District, Yogyakarta, Alteza et al. (2025) combined training and mentoring with hands-on assistance in creating online shop accounts and Google Business Profiles. Following the program, 32 percent of participating MSMEs had established online shop accounts, 58 percent had created Google Business Profiles, and sales had increased by 15 percent. These findings suggest that digital promotion platforms need to be accompanied by practical assistance in developing product catalogs, organizing product information, and managing the platforms on a day-to-day basis.

The partners in this program were the Tajurhalang Village Government and MSME owners based in Tajurhalang Village, Bogor Regency, West Java. Before the program started, preliminary assessments were conducted through collaboration with village officials and MSME representatives. These initial meetings revealed challenges on both the village administration and MSME sides. Although OpenSID was already operational, its Lapak feature had never been used to promote local products. At the time of the initial assessment, no MSMEs were listed on Lapak, meaning that the village website contained no business profiles or product catalogs. Village officials also had limited experience in managing the Lapak menu, entering MSME data, uploading product catalogs, and maintaining updated listings. Thus, the digital infrastructure was already in place but had not yet been utilized to support the village economy.

The MSME partners, meanwhile, faced a distinct set of challenges, particularly the absence of a structured digital channel for product promotion. Sales relied primarily on direct transactions, personal networks, and individual social media accounts. Although these channels supported ongoing business activities, they lacked coordination and were not integrated into a shared village-level promotional platform. Many MSME owners also encountered difficulties in developing digital catalogs, including determining the relevant product information to present, composing informative descriptions, and producing high-quality product photographs suitable for online promotion. Consequently, product visibility remained largely confined to existing customer networks, limiting opportunities to reach a broader market. Furthermore, no formal coordination mechanism had been established between the village government and MSMEs for collecting, verifying, and regularly updating business and product

information. These challenges were closely interconnected: village officials required support in managing and publishing MSME information through OpenSID, while MSME owners needed practical guidance in preparing product catalogs and utilizing the existing platform. Addressing these issues therefore required a coordinated intervention that strengthened both administrative capacity and the digital promotion skills of MSME owners.

Given these conditions, the program adopted the optimization of the existing OpenSID Lapak feature as an appropriate technology (*Teknologi Tepat Guna*/TTG) intervention. Rather than introducing a new commercial platform, this approach leveraged the digital infrastructure already available to the village. The intervention involved registering MSMEs on Lapak, organizing their business and product information, developing digital catalogs, and publishing these catalogs on the village website. Previous community service programs have similarly utilized village websites and digital catalogs to promote local products (Mulyani et al., 2025; Rahayu et al., 2026). These initiatives also demonstrate that the effective operation of a village marketplace requires direct assistance to ensure that its intended users can manage and sustain the platform (Abdussalam et al., 2023; Alteza et al., 2025). Accordingly, OpenSID optimization was complemented by practical mentoring to address the operational limitations of village officials and the promotional constraints faced by MSMEs.

The program integrated practical training and direct mentoring for village officials and MSME owners. The activities covered the operation and management of the Lapak feature, MSME registration, product information entry, digital catalog development, and catalog publication on the village website. Mentoring placed particular emphasis on preparing informative product descriptions and producing high-quality product photographs, as these elements play an important role in presenting products effectively through digital channels. Regular discussions with both partner groups facilitated program implementation and strengthened coordination between the village government and MSME owners. Program success was evaluated using quantitative output indicators. For the village government, the primary indicator was the number of MSMEs registered on OpenSID Lapak. For MSME owners, the indicator was the number of digital catalog entries developed and uploaded by each participating business.

This community service program aims to optimize the OpenSID Lapak feature as a village-based promotional platform by strengthening the capacity of village officials and MSME owners to manage and publish business and product information. The program also sought to generate initial consumer interest and product orders through improved product presentation and online promotion. Program achievement was assessed using three indicators: the number of registered MSMEs, the number of published digital catalog entries, and initial market responses, as reflected in product orders or purchases. In the longer term, the program is expected to establish a functional village-based promotional platform, strengthen MSMEs' capacity to promote their products digitally, and gradually expand market access for local products.

2. METHODS

Partners, Location, and Supporting Facilities

The community service program was conducted in collaboration with the Tajurhalang Village Government and local micro, small, and medium enterprises (MSMEs) in Tajurhalang, Bogor Regency, West Java, Indonesia. The target partners consisted of 7 village officials and 17 MSME participants, mentored by a community service team comprising 7 lecturers and 5 students. The practical training was conducted at Fosofi Warrrkop, Tajurhalang, Bogor, on July 9-10, 2026. The facilities and equipment

used during the program included laptops, smartphones, an internet connection, and a projector. These resources supported the delivery of training materials and demonstrations of the OpenSID Lapak feature.

Technology Implementation Concept

Two main focuses were put into practice in this program: the OpenSID Lapak feature and basic digital marketing. Lapak is a part of the village information system, which includes the information of the registered MSMEs and product catalogs. Each listing holds a product name, a description, and photos, allowing the website users to browse local products in a organized format. The two components were designed to be complementary.

The first focused on the technical operation of OpenSID Lapak, including MSME registration, product data management, and catalog publication. Village officials received training in the administrative functions of the platform, while MSME participants practiced preparing and submitting their respective business and product information.

The second component focused on digital marketing competencies, particularly writing informative product descriptions, producing suitable product photographs, and maintaining consistency in promotional content. Both components incorporated practical exercises using participants' own products rather than sample data.

This approach enabled MSME participants to develop catalog content that was ready for publication upon completion of the training. By integrating platform management with digital marketing skills, the program aimed to strengthen the village's capacity to promote local products while providing MSMEs with an additional digital marketing channel alongside their existing promotional activities.

Program Implementation Stages

The program was implemented through five stages: (1) Needs analysis; (2) Preparation and technical coordination; (3) Practical training; (4) Digital catalog development and publication; (5) Mentoring, monitoring, and evaluation. Details of these implementation stages are presented in Table 1.

3. RESULTS AND DISCUSSION

Results

Preparation and coordination

The preparation and coordination stage served as the foundation of the community service program, ensuring alignment between the service team and local stakeholders while establishing a comprehensive baseline of partner needs. Initial coordination was conducted on July 2, 2026, involving the community service team (comprising 7 lecturers and 5 students), representatives from the Tajurhalang Village Government, and local micro, small, and medium enterprise (MSME) owners. Administrative permissions, venue arrangements at Fosofi Warrrkop, schedule alignment, and technical setup were finalized during this phase to support hands-on training and system demonstrations.

Data were collected using two questionnaire instruments administered via Google Forms, specifically designed for village officials and for MSME owners. The instruments used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In addition to closed-ended questions, the questionnaire contained open-ended questions to gather qualitative information on specific needs, operational obstacles, and suggestions for system development.

Table 1. Implementation stages, partner involvement, and activity outputs

Stages	Activity	Partner Involvement	Output
Need analysis	Baseline survey via Google Forms questionnaires (5-point Likert scale & open-ended questions) and Focus Group Discussion (FGD)	7 village officials and 17 MSME owners providing data on OpenSID understanding, digital readiness, marketing constraints, and feature expectations	Baseline assessment report, identified key constraints, and tailored training/mentoring material requirements
Preparation and technical coordination	Program coordination, preparing training materials, setting up venue/equipment (laptops, smartphones, internet, projector), and checking OpenSID platform access	Partner representatives coordinating facilities, technical requirements, and scheduling	Finalized training agenda, ready-to-use facilities, and verified OpenSID system access
Practical training	Interactive lectures and hands-on practice on OpenSID Lapak feature, MSME account registration, product photo preparation, and digital copywriting/marketing	Village officials and MSME owners participating in hands-on system operation and content creation practice	Improved knowledge and practical skills of village officials and MSMEs in managing digital catalogs and marketing
Digital catalog development and publication	Content creation, product photography, writing product descriptions, and uploading 1-3 product entries per MSME onto the village website	MSME owners preparing product information and village officials administering product entries on OpenSID Lapak	Published digital product catalogs for local MSMEs on the Tajurhalang village website
Mentoring, monitoring, and evaluation	Assistance in catalog management, technical troubleshooting, continuous platform utilization support, and quantitative baseline/ output tracking	Village officials managing platform operations and MSME owners updating product data and providing operational feedback	Evaluation report on registered MSMEs, active digital catalogs, and continuous system maintenance agenda

The aspects analyzed for village officials included their understanding of OpenSID and the Lapak feature, readiness to manage the village website, ability to administer the product catalog, and readiness to mentor MSME owners. Overall, the needs analysis results for village officials fell into the high category with an overall mean score of 3.93. The indicators obtaining the highest mean scores (4.00) included the need for training on managing the Lapak feature, the utilization of the village website as a promotional medium, improved access to product information, and collaboration between the village government and local MSMEs.

The main challenge reported by village officials in utilizing the Lapak feature was incomplete MSME data (71.4 percent). Other challenges included limited MSME participation (28.6 percent) and the absence of a structured management system (28.6 percent). These percentages represent the proportion of village officials who identified each issue and should therefore be interpreted independently rather than as components of a mutually exclusive distribution. The needs assessment for MSME owners examined existing product marketing practices, digital media usage, digital literacy, promotional needs, and readiness to adopt the OpenSID Lapak feature. The overall mean score for MSME owners was 4.00, indicating a highly positive response to the proposed intervention. Three items received the highest mean score of 4.13: the need for training, the ease of providing product information to prospective buyers, and the potential to increase sales.

Most MSME owners still marketed their products in simple, conventional ways. WhatsApp was by far the most common digital tool (88.2 percent), followed by selling directly from home or a shop (41.2

percent) and joining local bazaars or exhibitions (35.3 percent). The constraints they mentioned most often were tighter business competition (64.7 percent) and limited promotional reach (41.2 percent). The findings during technical coordination are used to adjust the training modules, the catalog-making practice, and the mentoring plan to address the gaps reported by the partners.

Implementation of socialization and training activities

The program began with socialization and hands-on training for 24 participants, consisting of 7 village officials (29.17 percent) and 17 MSME owners (70.83 percent). The sessions introduced OpenSID Lapak as a village-owned channel for digital marketing and walked participants through preparing a digital product catalog. The material covered an introduction to Lapak, MSME registration, managing product information, preparing catalogs, and promoting products through digital media. Participants brought their own products to the training. Village officials worked on the Lapak admin functions, while MSME participants drafted product names and descriptions and took photos for their catalogs. The sessions mixed short presentations, live demonstrations, and practice (Figure 1). The training materials and supporting documents can be accessed through the links below: (1) Training materials: https://drive.google.com/drive/folders/1ALrbMPOmHOx00wbRz-YHhTSIeICjWN-U?usp=sharing; (2) OpenSID Lapak management guide/SOP: https://drive.google.com/file/d/1vPgE2s9eEiYeNxWn1G_VtkBLh-otWN6M/view?usp=sharing



Figure 1. Socialization and hands-on training sessions on OpenSID Lapak and digital marketing

Implementation of the OpenSID Lapak feature

Subsequently, local MSMEs were registered on OpenSID Lapak. Before program implementation, the Lapak page contained no listings. Following the intervention, 12 MSMEs had been registered and their business information published on the village's digital platform. This marked the first use of the Lapak feature in Tajurhalang to disseminate information about local products. Village officials played a central role in this process by registering businesses and managing the product information displayed on the platform. Figure 2 presents the Lapak page featuring the registered MSMEs and their products.

Table 2 compares the number of MSMEs listed in Lapak before and after the program. For the village government, this is a starting point for building a more organized database of local businesses and for promoting their products on the village website.

Development and publication of digital product catalogs

In parallel with the implementation of OpenSID Lapak, the team assisted participants in developing digital product catalogs. Each of the 12 participating MSMEs prepared approximately one

to three catalog entries, containing product names, descriptions, and photographs. The entries were subsequently uploaded to OpenSID Lapak with assistance from the team and village officials. Based on the number of entries produced by each business, the total output was estimated at 17-25 catalog entries. The catalogs enabled MSMEs to present their products in a more organized and consistent format, while allowing prospective customers to access product information through the village website. Examples of the published catalogs are presented in Figure 3.

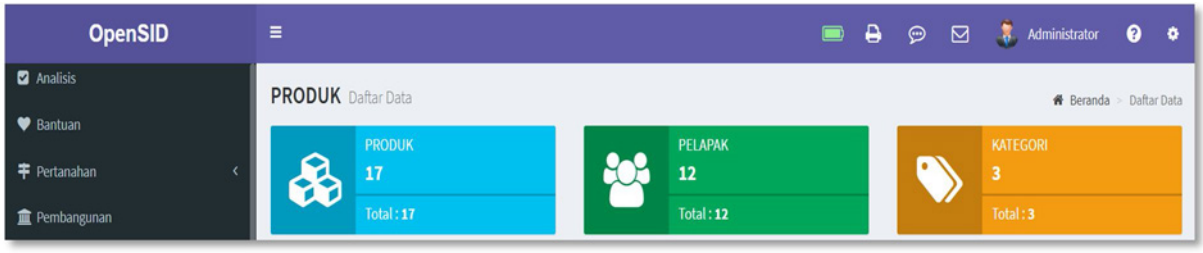


Figure 2. Lapak page of the Tajurhalang Village OpenSID showing registered MSMEs and their products

Table 2. Number of MSMEs registered on OpenSID Lapak

Indicator	Before Implementation	After Implementation
Registered MSMEs	0	12
Additional registered MSMEs	–	12

Table 3 summarizes the catalog output. The digital catalogs are the primary output of the digital marketing component. Before the program, participants relied primarily on WhatsApp and conventional promotional methods to market their products. Following the intervention, MSMEs gained an additional promotional channel through which to showcase their products using structured information and photographs. The catalogs also enabled the village government to integrate local product information into its existing information system.

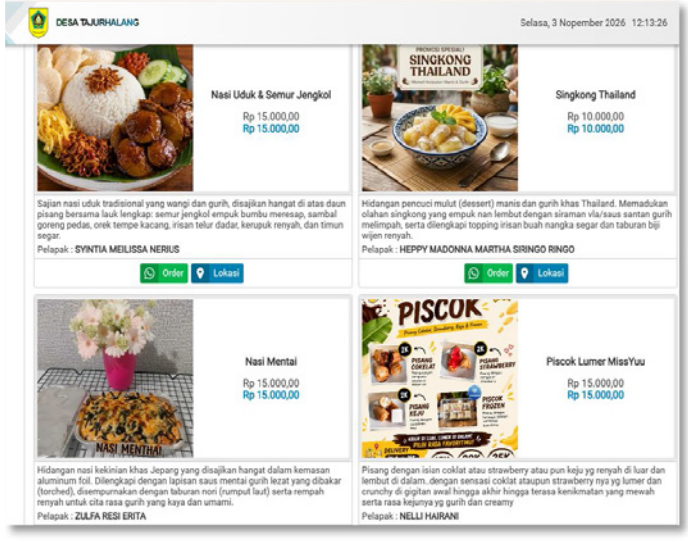


Figure 3. Examples of digital product catalogs published by participating MSMEs on OpenSID Lapak

Table 3. Digital product catalog development

Indicators	Achievement
Number of participating MSMEs	12
Catalog entries per MSME	1–3
Estimated total catalog entries	17–25
Publication platform	OpenSID Lapak

Mentoring, Monitoring, and Evaluation

Mentoring, monitoring, and evaluation activities were conducted from August to October 2026. During this period, the team provided continued assistance to ensure the partners' use of the Lapak feature, supported the management of product information, and monitored initial market responses to the digital promotion activities. Program evaluation was based on quantitative indicators related to the implementation outputs. For village officials, these indicators included the number of MSMEs registered on Lapak and the availability of visitor statistics. For MSME participants, the indicators comprised the number of digital catalog entries produced and the occurrence of product orders following online promotion. The evaluation results are presented in Table 4.

Table 4. Evaluation of OpenSID Lapak and digital marketing implementation

Partners	Evaluation Indicator	Achievement
Village officials	Number of registered MSMEs	12 MSMEs, compared with 0 before implementation
MSME owners	Number of digital catalog entries	Approximately 1–3 entries per MSME, or an estimated total of 17–25 entries
MSME owners	Product orders following digital promotion	Product orders began to emerge; however, the increase was not yet significant

Two primary outputs were achieved, including MSME registration and digital catalog development. The 12 registered MSMEs show that the Lapak feature has started to be adopted, equipped with the catalogs that show structured product information for online promotion. Regarding market responses, several product orders were received following the implementation of digital promotion. However, the increase remained modest, and the available data were insufficient to establish a measurable increase in sales or purchases. Furthermore, visitor statistics were unavailable through OpenSID Lapak during the evaluation period, preventing the quantitative assessment of website traffic and visitor engagement. Overall, the program established the basic digital marketing infrastructure for local MSMEs by integrating OpenSID Lapak with digital catalog development. However, assessing its longer-term effects on market access and business performance will require sustained platform management, regular updates to product information, and systematic monitoring of visitor statistics and product orders.

Discussion

The implementation of the OpenSID Lapak feature and digital marketing activities in Tajurhalang Village produced two main outputs: the registration of local MSMEs on the village website and the development of digital product catalogs. Before the program, no MSMEs were registered on OpenSID Lapak. Following implementation, 12 MSMEs were successfully registered. This achievement represents a tangible improvement in the utilization of the existing village information system, which had previously remained underutilized as a platform for promoting local products.

The registration of 12 MSMEs is significant because it establishes the first digital record of local businesses on the village website. Through Lapak, product information is presented in a more organized and accessible format, providing MSMEs with an additional channel to reach potential customers. This development also strengthens the role of village officials in managing and promoting the village's economic potential. However, the sustainability of this initiative depends on the continued involvement of the village administrator and business owners in maintaining MSME profiles and updating product information.

The second output comprised the digital product catalogs. Each of the 12 registered MSMEs prepared approximately one to three catalog entries, resulting in an estimated total of 17-25 entries. Each entry contains a product name, description, and photographs, enabling prospective customers to access relevant product information through the village website. Before the program, participating MSMEs relied primarily on WhatsApp and direct selling to market their products. The digital catalogs provide a more structured approach to presenting products through online channels. However, their continued usefulness depends on regular updates to ensure that the information remains accurate and relevant.

These results are consistent with the community service program conducted by Abdussalam et al. (2023) in Tanjung Village, Boyolali, which developed an OpenSID-based village marketplace and provided digital marketing assistance to local MSMEs. The program established a village marketplace and introduced digital marketing practices to participating businesses. Similarly, the Tajurhalang program demonstrates how an existing village information system can be utilized to support MSME product promotion. However, the primary emphasis in Tajurhalang was on activating an existing Lapak feature that had previously remained unused, resulting in the registration of 12 MSMEs and the publication of their product catalogs. Taken together, these programs indicate that the availability of a digital platform must be accompanied by accessible and informative product content to support effective local business promotion.

The catalog development component also aligns with the community service program reported by Mariam & Ramli (2022), who assisted Jakpreneur-supported MSMEs in Jakarta in preparing electronic catalogs through product data collection, product photography, and description development. The program also emphasized the importance of regularly updating product categories, photographs, and prices. Tajurhalang adopted a similar approach by combining practical training with digital catalog development. However, the two programs differ in the publication channels used. In Tajurhalang, the catalogs were integrated into OpenSID Lapak, linking individual MSME product information to the official village website.

Other community service programs have adopted different approaches to MSME digitalization. In Bumiaji Tourism Village, Rahayu et al. (2024) supported MSME promotion through Instagram content development and mentoring. In Puntukdoro Village, East Java, MSMEs received training and mentoring in developing product websites and implementing website-based marketing strategies (Purwanta et al., 2025). Similar to the Tajurhalang program, both initiatives emphasized practical training and direct assistance to strengthen digital marketing competencies. However, the Tajurhalang program differs in its use of OpenSID Lapak as a shared promotional platform for the entire village, rather than relying exclusively on individual social media accounts or separate product websites.

Several product orders were received following the implementation of digital promotion, suggesting that online product information can create additional opportunities for customer engagement. However, the increase remained modest, and the program did not collect sufficient quantitative data to establish a measurable increase in purchases or sales revenue. Furthermore, visitor statistics for

Lapak were unavailable during the evaluation period. Consequently, the effects on website traffic, visitor engagement, and market expansion cannot yet be assessed quantitatively. The development and publication of digital catalogs should therefore be regarded as an initial step in the digital marketing transformation of local MSMEs rather than evidence of immediate business growth.

The program also demonstrated that sustaining a village marketplace requires active participation from both village officials and MSME owners. Village officials are responsible for platform administration and ensuring the availability of MSME information, while business owners must provide accurate product descriptions and photographs and maintain regular catalog updates. The effective operation of a village marketplace therefore depends on coordinated efforts between its administrative and business stakeholders, alongside the availability of appropriate technology. The needs assessment further supports the relevance of this intervention. Mean scores of 3.93 among village officials and 4.00 among MSME owners indicate that both groups expressed positive perceptions of the OpenSID Lapak feature and its potential utilization.

Overall, the program achieved its primary objectives. OpenSID Lapak is now operational as a promotional platform, 12 local MSMEs have been registered, and approximately 17–25 digital catalog entries have been published. These outputs provide the village with a more structured foundation for digital product promotion while offering MSMEs an additional marketing channel. Compared with similar community service initiatives, the contribution of the Tajurhalang program lies in integrating village information system management with the preparation and publication of MSME product catalogs. Nevertheless, its long-term impact will depend on sustained platform management, regular product information updates, systematic monitoring of visitor statistics, and consistent recording of product orders and purchases. These measures are necessary to determine whether the initial digitalization outputs can translate into sustained improvements in market access and MSME business performance.

4. CONCLUSION AND RECOMMENDATIONS

This community service program supported Tajurhalang Village in initiating the digitalization of MSME product marketing through the activation of the OpenSID Lapak feature and the provision of digital marketing assistance. The number of MSMEs registered on the village website increased from zero to 12, with each business producing approximately one to three digital catalog entries, resulting in an estimated total of 17-25 entries. Consequently, MSMEs gained access to a more structured digital channel for presenting their products, while the village government assumed a more active role in managing local business information. Although several product orders were received following the promotional activities, the increase remained modest. The primary achievement of the program therefore lies in establishing promotional infrastructure and making MSME product information accessible online, rather than demonstrating a measurable increase in sales. Sustaining these outcomes and translating them into broader market access will require continuous management of Lapak, regular catalog updates, and systematic monitoring of visitor statistics and product orders. Nevertheless, integrating a village-based digital marketplace with MSME marketing assistance provides Tajurhalang with a foundation for expanding the promotion of local products and supporting the village economy.

To ensure program sustainability, the village government should appoint a dedicated administrator responsible for managing OpenSID Lapak and maintaining up-to-date information. Future programs should expand beyond platform utilization by incorporating training in product photography, marketing copywriting, search engine optimization (SEO), social media management, and the use of artificial intelligence (AI) for promotional content development to help MSMEs reach a broader customer base. Further evaluations should also examine the effects of Lapak utilization on website traffic, sales

transactions, and MSME income through pre- and post-implementation assessments, which were beyond the scope of the present program. Such data would provide a more comprehensive basis for evaluating the effectiveness of digital marketing initiatives.

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