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Digital Marketing Training to Improve Sales Performance of Micro, Small, and Medium Enterprises (MSMEs) in South Korea

Sulaiman Helmi*, Sunda Ariana, Sholahuddin, Willy Candra, Zulfikar Muharrami

[1]Universitas Bina Darma, Palembang, Indonesia
Corresponding author: sulaimanhelmi@binadarma.ac.id

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Abstract

The development of digital technology has brought significant changes to business activities, particularly in marketing, communication, and sales activities carried out by Micro, Small, and Medium Enterprises (MSMEs). Social media, e-commerce, marketplaces, and other digital platforms provide opportunities for MSMEs to reach broader markets, communicate directly with consumers, strengthen brand identity, and create new opportunities for business development. However, the availability of digital technology does not automatically guarantee that MSME actors can use it effectively. Limited knowledge, digital skills, content creation capabilities, and understanding of digital marketing strategies can become obstacles to optimizing digital platforms. This community service activity aimed to increase MSME actors' knowledge and understanding of digital marketing and its application to business activities. The activity was implemented through observation, interviews, counseling, guidance, and training. The training materials included digital marketing concepts, social media use, promotional content development, digital branding, digital business literacy, and using digital platforms to expand market reach. The activity emphasized the importance of integrating digital promotion with communication and sales activities. The activity helped MSME actors understand how digital media can be used not only as a promotional channel but also to build customer relationships and strengthen business identity. Digital marketing is therefore considered a relevant strategy for MSMEs to adapt to changes in consumer behavior and the increasingly competitive digital business environment. Continuous mentoring is needed to ensure that the knowledge obtained through training can be implemented consistently and sustainably in daily business activities.

Keywords: MSMEs, Digital Marketing, Digital Business Literacy, Social Media, Digital Branding

1. Introduction

The development of information and communication technology has brought fundamental changes to various aspects of human life, including economic and business activities.

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Technological development has changed the way businesses communicate with customers, introduce products, conduct transactions, and maintain relationships with consumers. These changes are especially visible in marketing, where conventional promotional methods are increasingly complemented by digital channels. Social media, e-commerce, marketplaces, websites, and other digital platforms have created new opportunities for businesses to reach consumers faster and more broadly.

Micro, Small, and Medium Enterprises (MSMEs) are among the business sectors that need to adapt to these changes. MSMEs have an important role in economic activities because they provide goods and services, create business opportunities, and support community economic development. However, MSMEs' ability to adapt to technological developments varies considerably. Some businesses have already integrated digital platforms into their marketing activities, while others are still dependent on conventional marketing approaches.

The proposal underlying this community service activity explains that the development of digital technology has created opportunities for MSMEs to expand their market reach, improve interaction with consumers, and promote products more effectively and efficiently. Digital marketing is no longer just a promotional tool; it has become an important component of business development and competitiveness.

The development of digital technology has also changed consumer behavior. Consumers can now search for product information, compare alternatives, communicate with sellers, read reviews, and make purchasing decisions through digital platforms. As a result, businesses need to be present where consumers search for information and make purchasing decisions. For MSMEs, this condition creates an opportunity to introduce their products to a broader audience without relying entirely on physical locations.

Nevertheless, digital transformation also creates challenges. The proposal identifies that not all MSME actors have sufficient knowledge and skills to utilize digital technology for marketing purposes. Having a social media account or an online store does not necessarily mean that a business has implemented an effective digital marketing strategy. Business actors need to understand how to create relevant content, identify target consumers, strengthen brand identity, manage digital communication, and connect promotional activities with digital sales channels.

Digital marketing requires a combination of technological knowledge and business understanding. A business actor needs to determine which digital platform best suits the target market, what type of content to produce, how often to publish it, and how to manage communication with consumers. The use of technology therefore needs to be accompanied by appropriate marketing planning.

In addition to marketing activities, financial management and brand identity are also important aspects of MSME development. The proposal emphasizes that effective financial management can help businesses plan and meet their financial obligations. At the same time, weak brand identity and low public recognition can reduce a product's ability to attract consumers. A strong brand can distinguish a product from competitors and build greater consumer recognition.

Digital branding provides an opportunity to strengthen business identity through digital channels. Brand identity can be communicated through product images, logos, colors, descriptions, promotional messages, videos, and consumer interactions. When these elements are managed consistently, consumers can more easily recognize a product and distinguish it from competitors.

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The development of digital marketing is particularly relevant to MSMEs operating in Korea. The proposal describes South Korea as a country with rapid development in digital technology and electronic commerce. Changes in consumer behavior toward digital information and online purchasing encourage MSMEs to adapt to the digital business ecosystem. E-commerce therefore becomes an important channel that can support the development of micro and small businesses.

The digital environment also creates a more competitive marketplace. Consumers have access to a wide variety of products and businesses through online platforms. A product that previously competed mainly with businesses in the same geographical area can now encounter competition from products offered by businesses in other locations. This situation requires MSMEs to develop distinctive value and communicate their products effectively.

The proposal identifies that MSME actors in Korea need to strengthen their capacity to use digital marketing to support sales. Digital marketing skills include the ability to create attractive promotional content, build brand identity, determine target consumers, optimize social media, and integrate promotional activities with digital sales channels.

These capabilities matter because competition in digital environments is increasing. Consumers have many choices available online, making it necessary for businesses to communicate product value clearly. Digital content must therefore provide sufficient information while also creating interest and encouraging consumers to interact with the business.

Digital marketing also offers opportunities for more measurable promotional activities. Digital platforms provide information about consumer interactions, such as responses to content and engagement with promotional activities. Such information can help business actors understand consumer needs and evaluate the effectiveness of marketing strategies.

For MSMEs, the ability to use this information matters because marketing resources are often limited. By evaluating consumer responses, businesses can identify which forms of communication are more appropriate for their target market. This can help them avoid using resources inefficiently and make marketing activities more focused.

Innovation is also an important element in maintaining business competitiveness. Innovation does not only involve creating new products but can also occur in marketing activities, organizational processes, communication methods, and business models. Digital platforms provide opportunities for MSMEs to experiment with new ways to communicate with consumers and deliver products to the market.

Based on these conditions, strengthening the capacity of MSME actors through training and community service activities is considered necessary. The community service activity entitled "Digital Marketing as an Effort to Boost MSME Sales in Korea" was designed to provide knowledge and practical understanding regarding the use of digital marketing. The activity focuses on social media utilization, e-commerce, promotional content, digital branding, and communication strategies with consumers.

The activity is expected to provide benefits not only in terms of knowledge but also in terms of business development. Through improved understanding of digital marketing, MSME actors are expected to be able to utilize digital technology more effectively, expand their marketing reach, improve product attractiveness, strengthen brand identity, and create opportunities for increased sales.

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The implementation of this activity is also important because digital transformation is an ongoing process. Knowledge obtained from a single training activity needs to be applied and developed through practice. Therefore, training should be viewed as a starting point for building digital marketing capabilities rather than as a final stage of business development.

1.1 Problem Identification

The main problem addressed in this community service activity is the limited understanding and ability of some MSME actors to utilize digital technology strategically for marketing activities. The problem is not simply the lack of access to digital platforms but also the lack of knowledge regarding how these platforms should be integrated into business strategies.

Several specific problems can be identified. First, MSME actors need greater understanding of digital marketing concepts and their application to daily business activities. Second, they need to improve their ability to utilize social media as a promotional and communication channel. Third, they need knowledge about developing promotional content that can attract the attention of consumers. Fourth, strengthening digital brand identity is necessary so that products can be recognized more easily. Fifth, MSME actors need greater understanding of how digital promotion can be connected with e-commerce and other digital sales channels.

1.2 Objective of the Activity

The main objective of the activity is to provide knowledge and understanding regarding digital marketing to MSME actors in Korea. The objective is consistent with the original proposal, which states that the activity is intended to share knowledge about digital marketing with MSME actors.

More specifically, the activity aims to:

1. Improve MSME actors' understanding of digital marketing.
2. Introduce the utilization of social media for promotional activities.
3. Provide understanding of promotional content development.
4. Introduce digital branding strategies.
5. Improve digital business literacy.
6. Introduce the use of e-commerce and digital sales channels.
7. Encourage MSME actors to expand their marketing reach through digital platforms.

1.3 Significance of the Activity

The activity is expected to contribute to the development of MSMEs by strengthening the capabilities of business actors in utilizing digital technology. For MSME actors, the knowledge obtained can serve as a basis for improving marketing practices.

For higher education institutions, community service activities provide an opportunity to contribute knowledge and skills to society. The activity also reflects the role of universities in supporting economic development through knowledge transfer.

For the broader business environment, strengthening MSME digital capabilities can support the adaptation of small businesses to changes in consumer behavior and technological development.

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2. Literature Review

2.1 Micro, Small, and Medium Enterprises

MSMEs represent an important component of economic activity. Their existence provides opportunities for individuals and communities to participate in entrepreneurial activities. MSMEs also contribute to the provision of products and services and can provide employment and income.

Tambunan (2019) explains the importance of MSMEs in economic development.

The development of MSMEs is closely connected to business actors' ability to adapt to changes in markets and economic conditions.

Digital transformation has introduced new opportunities for MSMEs. Digital platforms allow businesses to communicate with consumers without requiring physical interaction. This is particularly useful for businesses seeking to expand beyond local markets.

However, digital adoption is not always easy. The proposal identifies limitations in digital skills and access to digital infrastructure as challenges faced by some MSMEs.

Therefore, digital transformation needs to be accompanied by human resource development. Business actors need to understand not only how technology works but also how technology can support business objectives.

MSME management also includes financial planning. Business actors need to understand resource management, investment decisions, financial risks, and other aspects related to business sustainability. Although the focus of this community service activity is digital marketing, financial management remains relevant because increased marketing activity needs to be supported by sound business management.

Digital marketing can generate additional demand, but businesses must be prepared to manage it. This includes managing inventory, customer communication, transactions, and financial records.

Therefore, digital marketing should be viewed as part of an integrated business system rather than as an isolated promotional activity.

2.2 Creative Economy

The creative economy relies on creativity, ideas, knowledge, innovation, and human resources to create economic value. Creativity allows businesses to develop products that possess distinctive characteristics.

Muzakkir et al. (2024) emphasize the importance of creativity and innovation in generating products with uniqueness and competitiveness. The development of digital technology provides creative economy actors with opportunities to promote and market their products through digital platforms.

For MSMEs, creativity can be applied not only to product development but also to marketing communication. A creative product requires creative presentation to attract consumers.

Digital platforms provide multiple formats for communicating creativity. Photographs can emphasize visual characteristics, videos can demonstrate product use, and storytelling can communicate the background and value of a product.

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Combining product creativity with marketing creativity can strengthen MSMEs' competitiveness. This becomes increasingly important when consumers are exposed to a large number of products through digital platforms.

In this context, digital marketing becomes an important part of the creative economy because it provides channels through which creative products can reach consumers.

2.3 Digital Marketing

Digital marketing refers to marketing activities that utilize digital technology and online channels to promote products, communicate with customers, and support transactions.

Digital marketing can be implemented through social media, e-commerce, marketplaces, websites, and other digital platforms. For MSMEs, these channels can reduce geographical barriers and create opportunities to reach consumers beyond their immediate surroundings.

One important characteristic of digital marketing is its interactive nature. Traditional promotional communication is often one-way, while digital platforms allow consumers to respond directly.

Consumers can comment, ask questions, provide reviews, share content, and communicate with businesses. This creates opportunities for businesses to develop stronger relationships with customers.

Digital marketing can also support the collection of consumer information. The interaction generated by digital content can indicate consumer preferences. Although this information needs careful interpretation, it can provide useful input for marketing decisions.

Another important characteristic is flexibility. MSMEs can choose different types of digital marketing activities according to their resources. Businesses can begin with organic social media content and gradually introduce paid promotional activities when they are ready.

The effectiveness of digital marketing therefore depends not simply on the number of platforms used but on the ability to manage them strategically.

2.4 Digital Business Literacy

Digital business literacy refers to the ability of business actors to understand and utilize digital technology in support of business activities.

The proposal explains that digital business literacy involves understanding and using technology for marketing, communication, e-commerce, content creation, and business development.

Digital literacy is important because technology is only useful when business actors know how to apply it to specific business objectives.

For example, creating a social media account is a basic technological activity. However, using that account to identify target consumers, develop appropriate content, communicate with customers, evaluate engagement, and support transactions requires a higher level of digital business literacy.

Digital literacy therefore includes both technical and strategic dimensions.

The technical dimension involves the ability to operate digital platforms, while the strategic dimension involves understanding why and how a particular technology should be used.

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For MSMEs, strengthening both dimensions is important because limited resources require business actors to use available technology efficiently.

2.5 Social Media Marketing

Social media has become an important digital marketing tool for MSMEs. The proposal describes social media as a platform that supports communication and interaction between businesses and consumers.

Social media can be used to communicate product information, introduce new products, offer promotions, share educational content, and maintain customer relationships.

The interactive nature of social media distinguishes it from traditional advertising. Consumers can respond immediately, allowing businesses to receive feedback.

Several benefits can be identified from social media utilization.

2.5.1 Brand Awareness

Social media can help introduce brands to broader audiences. Consistent content can help consumers become familiar with a business name, product, and identity.

Brand awareness is important because consumers are more likely to consider products that they recognize.

2.5.2 Customer Interaction

Social media facilitates direct communication. Comments, direct messages, and reviews allow consumers to communicate their questions, experiences, and opinions.

This interaction can provide valuable information for businesses while also creating opportunities to build customer relationships.

2.5.3 Wider Market Reach

Digital platforms allow businesses to communicate with consumers beyond their local environment. The proposal notes that social media can help businesses reach markets at broader national and international levels.

For MSMEs, wider market access can create new opportunities for business development.

2.5.4 Cost Flexibility

Social media provides opportunities for organic marketing through content creation. Businesses can also use paid advertising when appropriate.

This flexibility can be valuable for MSMEs that have limited marketing budgets.

2.5.5 Influencer and Collaborative Marketing

The proposal also identifies influencer and micro-influencer marketing as potential strategies for reaching broader audiences and strengthening brand credibility.

However, collaboration needs to be selected according to the characteristics of the target audience and the relevance of the influencer to the product.

2.6 Promotional Content

Content is a central component of digital marketing because digital platforms require information to attract and maintain audience attention.

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Promotional content can take many forms, including product photographs, videos, educational information, customer testimonials, promotional announcements, and interactive content.

The quality of content influences how consumers perceive a product. Content should therefore provide relevant information while maintaining consistency with the brand identity.

For MSMEs, content creation can initially focus on simple but consistent materials. The objective is not necessarily to produce highly complex content but to communicate product value clearly.

Video marketing and live streaming can also be utilized to increase engagement. The proposal specifically identifies video marketing, live streaming, and interactive content as strategies that can support customer engagement and business growth.

2.7 Digital Branding

Digital branding is an important component of digital marketing that focuses on building and strengthening a business identity through digital platforms. For MSMEs, digital branding can help create a recognizable identity and make products easier for consumers to distinguish from competing products in an increasingly competitive market.

Digital branding is not limited to a logo or business name. It includes how a business presents its products, communicates with consumers, and builds a consistent image through various digital channels. Product photographs, promotional content, language, communication style, and customer interactions can shape a brand's overall perception.

Consistency is an important aspect of digital branding. When a business maintains a consistent identity across its social media accounts, promotional materials, and digital sales channels, consumers can more easily recognize and remember the brand. Consistent communication can also help create a professional impression and strengthen consumer confidence in the business.

For MSMEs, digital branding can therefore serve as a strategy to increase brand awareness, communicate product uniqueness, and strengthen relationships with consumers. Through effective digital branding, MSMEs can build a stronger identity while adapting their marketing activities to the characteristics of the digital business environment.

2.8 E-Commerce and Marketplace

E-commerce provides digital channels for product transactions. For MSMEs, e-commerce can complement social media marketing by providing a direct route from promotion to purchase.

Social media can generate consumer awareness and interest, while e-commerce can facilitate transactions.

The integration of these channels can therefore create a more complete digital marketing process.

However, effective e-commerce utilization requires accurate product information, appropriate pricing, reliable customer service, and proper order management.

2.9 Digital Marketing and Sales Improvement

The relationship between digital marketing and sales can be explained through several stages.

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First, digital marketing increases product visibility. Second, increased visibility can create awareness. Third, relevant content can generate interest. Fourth, interaction can contribute to consumer confidence. Fifth, convenient transaction channels can facilitate purchase decisions.

Therefore, digital marketing can contribute to sales through an interconnected process rather than through promotion alone.

The proposal positions digital marketing as an effort to support increased sales by expanding marketing reach, improving product attractiveness, strengthening brand identity, and creating opportunities for transactions.

However, the actual magnitude of sales improvement requires empirical measurement. Since the source proposal does not provide sales data before and after the activity, the present article does not claim a specific numerical increase in sales.

2.10 Conceptual Framework

The conceptual framework of this community service activity is based on the need to strengthen the ability of MSME actors to utilize digital technology in their business activities. Digital marketing knowledge is considered an important foundation for helping MSME actors understand the use of digital platforms for marketing and business development.

The activity focuses on providing MSME actors with knowledge and practical understanding of digital marketing, including the utilization of social media, promotional content creation, digital branding, e-commerce, and communication with consumers. These aspects are introduced as complementary components that can support MSME actors in developing more effective digital marketing practices.

Through the training and guidance provided, MSME actors are expected to improve their understanding and skills in utilizing digital platforms according to their business needs. The application of digital marketing can provide opportunities for MSMEs to increase their visibility, communicate more effectively with consumers, strengthen their business identity, and expand their potential market reach.

Therefore, the conceptual framework of this activity emphasizes the importance of digital marketing knowledge, practical skills, social media utilization, promotional content, digital branding, e-commerce, and consumer communication as supporting elements in the development of MSMEs in the digital business environment.

3. Research Method

3.1 Research and Community Service Approach

This activity used a community service approach that emphasized the transfer of knowledge and practical skills related to digital marketing for MSME actors in Korea. The activity was designed to help participants understand the importance of digital technology in supporting marketing activities, expanding market reach, strengthening brand identity, and creating opportunities for increased sales.

The implementation method consisted of lectures, stimulation, and training. These methods were selected because the purpose of the activity was not only to provide theoretical information but also to encourage participants to understand the practical application of digital marketing in their business activities.

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The community service approach was implemented through several stages, beginning with observation of the activity location, interviews or consultations with MSME actors, followed by guidance, counseling, and training. The sequence was intended to ensure that the materials delivered were relevant to the conditions and needs of the participants.

The activity was directed at creative economy business actors in Korea. Based on the proposal, the activity was conducted on 21 October 2024.

3.2 Observation

The first stage of the activity was observation. The team conducted the observation by reviewing the location where the community service activity would be implemented. This stage aimed to provide an initial understanding of the business environment and the conditions of the target participants.

Observation is important in community service activities because the materials provided should be connected with the actual conditions of the target community. In this activity, observation was intended to help the implementation team understand the environment of MSME actors and prepare an appropriate training approach.

The proposal states that the team carried out observation to identify and review the activity location in Korea.

Through this stage, the activity team could prepare the implementation process, determine training needs, and organize the materials to be delivered during the activity.

3.3 Interview

The second stage was an interview or consultation with MSME actors. The interview aimed to gather information to help instructors determine which materials to deliver.

Interviews are particularly useful in community service activities because each business actor may have different experiences and levels of digital capability. Some participants may already be familiar with social media, while others may require basic explanations regarding digital marketing.

The proposal explains that instructors consulted with several MSME actors in Korea regarding the materials that would be delivered during the counseling activity.

The information obtained during this stage informed the training design. Thus, the training was not designed only as a one-way transfer of theoretical knowledge but also considered the conditions and needs of the target participants.

3.4 Counseling, Guidance, and Training

After observation and interviews, the activity proceeded to counseling, guidance, and training. A team conducted the training, with each member assigned a role in implementing the community service activity. The proposal states that the team members were also empowered to act as instructors during the activity.

The training approach combined explanation and practical stimulation. Through the lecture method, participants received information regarding digital marketing concepts. Through stimulation, participants were encouraged to understand the relevance of digital technology to their own businesses. Through training, participants were introduced to the practical aspects of utilizing digital platforms.

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This combination was considered appropriate because digital marketing skills cannot be developed solely through theoretical explanations. Participants need opportunities to connect the concepts presented with their own business activities.

3.5 Training Materials

The training materials focused on digital marketing and its application to MSME business activities. The materials covered social media utilization, promotional content creation, digital branding, e-commerce, and consumer communication.

3.5.1 Digital Marketing

Participants were introduced to the basic concept of digital marketing and its application in business promotion and market development. The material emphasized the use of digital channels according to the needs and target consumers of each business.

3.5.2 Social Media and Promotional Content

The training introduced social media as a channel for product promotion and consumer communication. Participants were also guided to understand the development of simple promotional content, including product photographs, videos, promotional messages, and product information.

3.5.3 Digital Branding

The material covered the importance of establishing a consistent business identity through digital platforms. Participants were introduced to elements such as business names, visual presentation, product identity, and communication style.

3.5.4 E-Commerce

Participants were introduced to e-commerce as a digital sales channel that can complement social media promotion. The material explained how promotional activities can be connected with online purchasing processes.

3.5.5 Consumer Communication

The final material focused on communication and interaction with consumers through digital platforms. Participants were introduced to the importance of responding appropriately to questions, comments, reviews, and customer feedback.

3.6 Location and Time

The community service activity was intended for creative economy business actors in Korea. The proposal specifies that the activity was conducted on 21 October 2024.

The activity schedule consisted of several stages: location surveying, activity preparation, material preparation, training implementation, and reporting.

3.7 Evaluation Approach

The evaluation considered the implementation of the training and the relevance of the materials to the needs of MSME actors.

Because the source document does not provide quantitative evaluation results such as pre-test and post-test scores, percentages of participant improvement, or sales comparisons before and after the activity, this article does not report numerical measurements of those aspects.

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Instead, the results are discussed in terms of the training content, the capabilities targeted by the activity, and the potential application of the knowledge in MSME marketing activities.

4. Result and Discussion

4.1 Implementation of the Digital Marketing Activity

The community service activity strengthened the digital marketing knowledge and skills of MSME actors in Korea. The activity began with observation and consultation, followed by counseling and training. The materials focused on social media, promotional content, digital branding, e-commerce, and consumer communication.

The training combined theoretical explanation with practical understanding so that participants could relate digital marketing concepts to their business activities. This approach was important because digital marketing is not limited to having an online presence but also requires the ability to use digital platforms strategically.

4.2 Digital Marketing Skills and Social Media Utilization

The activity helped MSME actors understand how digital platforms can support marketing activities. Social media can introduce products, communicate with consumers, build brand awareness, and reach potential customers.

Promotional content was also emphasized because consumers often obtain their first impression of a product through digital content. Simple photographs, videos, product information, and testimonials can communicate product value. Consistent and relevant content can help businesses maintain consumer attention and strengthen their digital presence.

The training also introduced digital branding as part of business identity. Consistent use of business names, visual elements, product presentation, and communication style can help consumers recognize a business and distinguish it from competitors.

4.3 Market Reach, E-Commerce, and Consumer Interaction

Digital marketing provides MSMEs with opportunities to reach consumers beyond their physical location. Social media can attract consumer attention, while e-commerce can support the purchasing process. Together, these platforms connect promotional activities with digital sales.

Consumer interaction is also an important part of digital marketing. Comments, messages, reviews, and questions can provide information about consumer needs and preferences. Responding to consumers appropriately can strengthen communication and support customer relationships.

Therefore, digital marketing is not only a promotional tool but also a means of expanding market access and maintaining interaction with consumers.

4.4 Challenges and Opportunities for MSMEs

The implementation of digital marketing still faces several challenges, particularly limitations in digital skills, infrastructure, time, and resources. MSMEs also face increasing competition because consumers can easily compare different products through digital platforms.

For this reason, MSME actors need to continuously develop their digital capabilities, create relevant content, maintain brand consistency, and adapt their marketing strategies to consumer

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needs. Innovation can also be applied through new content formats, promotional methods, and the use of appropriate digital platforms.

Digital marketing therefore provides opportunities for MSMEs to strengthen their competitiveness, but its effectiveness depends on consistent implementation and the ability to adapt to changes in the digital environment.

4.5 Digital Marketing and Sales Opportunities

Digital marketing can support sales opportunities by increasing product visibility, expanding market reach, strengthening brand identity, and facilitating communication and transactions with consumers. However, the available source does not provide quantitative data on sales before and after the activity.

Therefore, the impact of the activity is more appropriately understood as an effort to strengthen the knowledge and capabilities needed to support MSME marketing and sales development. Continuous application and follow-up mentoring are needed to determine the longer-term impact of digital marketing on business performance.

4.6 Sustainability of Digital Marketing Practices

The sustainability of digital marketing depends on the consistency of MSME actors in applying the knowledge and skills obtained from the training. Digital marketing needs to become part of regular business activities, including content creation, social media management, consumer communication, and online sales.

Continuous practice is important because digital platforms and consumer preferences continue to develop. Follow-up guidance can also help MSME actors overcome difficulties encountered when applying digital marketing independently.

4.7 Overall Discussion

The activity shows that digital marketing training can provide MSME actors with knowledge and practical understanding related to social media, promotional content, digital branding, ecommerce, and consumer interaction. These elements support one another in developing a more structured digital marketing approach.

The activity is relevant to MSMEs' need to adapt to the digital business environment. Digital platforms provide opportunities to expand market reach, strengthen business identity, communicate with consumers, and support sales activities.

However, the available source does not provide quantitative data comparing sales before and after the activity. Therefore, the results should not be interpreted as a measured percentage increase in sales. The main contribution of the activity is developing digital marketing knowledge and capabilities that can support future business development.

Future activities can strengthen the evaluation process through follow-up mentoring and measurements of digital marketing practices, consumer engagement, and business performance.

5. Conclusion

The community service activity entitled “Pemasaran Digital sebagai Upaya Peningkatan Penjualan UMKM di Korea” was conducted as an effort to strengthen the knowledge and capabilities of MSME actors in utilizing digital technology for marketing activities. The activity

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was implemented through observation, interviews, counseling, guidance, lectures, stimulation, and training.

The materials focused on digital marketing, social media utilization, promotional content creation, digital branding, e-commerce, digital business literacy, and consumer communication. These aspects were selected because they represent important components of digital marketing and are relevant to the development of MSMEs in an increasingly digital business environment.

The activity provides an understanding that digital marketing should not be limited to having social media accounts or online sales platforms. MSME actors need to develop the ability to create relevant content, identify target consumers, strengthen brand identity, communicate with customers, and integrate promotional activities with digital sales channels.

Digital marketing provides opportunities for MSMEs to expand market reach beyond geographical boundaries, improve brand awareness, strengthen consumer interaction, and create greater opportunities for transactions. The use of digital platforms can therefore become an important strategy for MSMEs to adapt to changes in consumer behavior and increasing business competition.

However, based on the available source document, there are no quantitative data regarding the number of participants, pre-test and post-test scores, or the percentage increase in sales following the activity. Therefore, this article does not claim a specific numerical increase in sales. The contribution of the activity is primarily discussed in terms of strengthening knowledge, digital marketing capabilities, and opportunities for business development.

Future community service activities should include continuous mentoring and measurable evaluation. Evaluation can include changes in participants' digital marketing knowledge, social media activity, content engagement, customer reach, and sales development. Such monitoring would provide stronger evidence regarding the long-term contribution of digital marketing training to MSME performance.

In conclusion, strengthening digital marketing capabilities is an important step in supporting MSME adaptation to the digital economy. Continuous utilization of social media, digital branding, promotional content, e-commerce, and consumer interaction can help MSMEs develop broader market opportunities and strengthen their competitiveness.

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