



Digital Marketing Strategy Training for Branding & Revenue UMKM Al-Qur'an Ma'sum Publisher

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ABSTRAK

The advancement of digital technology offers MSMEs opportunities to expand through digital marketing. However, many struggle with platform use, content creation, and strategy management. This program provides training and technical assistance for MSMEs at Penerbit Al-Qur'an Ma'sum, covering social media, marketplaces, SEO, Google Ads, WhatsApp Business, and Canva. Using a participatory approach, activities include awareness sessions, training, mentoring, and evaluation. The program enhances digital marketing skills, boosting business interactions and sales. Sustainability is ensured through post-training consultations and a digital community.

Keywords: Penerbit Al-Qur'an Ma'sum, mentoring, digital marketing

1. Introduction

Small and Medium Enterprises (SMEs) play an important role in economic growth, even contributing around 80% of global economic growth (Amjad et al., 2023; Westgren & Wuebker, 2019). However, SMEs often face various challenges, one of which is difficulty in marketing. Lack of skills in this area can be a major obstacle to the success of SMEs (Coman et al., 2020). With the development of

globalization and the internet, competition in the market is getting tighter and more open. Digital marketing is now increasingly used due to the rapid growth in the use of the internet and digital devices (Sundaram et al., 2020).

The development of digital technology has changed the dynamics of global trade, driving a shift from conventional business models to online marketing. The development of digital marketing communications is influenced by the increasing use of smartphones, other digital

technologies, and global internet penetration (J. Degenhard, 2024). For example, between 2018 and 2022, the number of internet users worldwide increased by 43.2% (Petrosyan, 2024). In 2023, the proportion of individuals accessing the internet at least once a week in Latvia reached 91.4%, representing an increase of 20.2% over the past decade. This increase is also seen among the older generation, who are increasingly using the internet for educational purposes, shopping, or communicating. MSMEs in Indonesia are starting to adapt to this trend through various digital platforms, including marketplaces and social media. According to Databoks.katadata.co.id (2025), the number of active social media users in Indonesia in 2024 will reach 191 million people or around 73.7% of the population, indicating great potential for MSMEs to utilize social media as a marketing and product distribution tool. Here are the most popular social media platforms in Indonesia in 2024:

Tabel. 1 Platform Media Sosial Terpopuler

Media Sosial	Pengguna	Persentase Pengguna
Youtube	139 juta	53,8%
Instagram	122 juta	47,3%
Facebook	118 juta	45,9%
WhatsApp	116 juta	45,2%
Tiktok	89 juta	34,7%

Sumber : databoks.katadata.co.id, 2024

In terms of demographics, social media users in Indonesia are dominated by the 18-34 age group (54.1%) with a proportion of women of 51.3% and men of 48.7%. The average time spent on social media reaches 3 hours 14 minutes per day, with 81% of users accessing it every day. The main activities on social media include sharing photos/videos (81%), communication (79%), consuming news/information (73%), entertainment (68%), and online shopping (61%).

Personalization in digital advertising is very important to increase interaction and sales results (Huang & Rust, 2021). Advertisements

that are tailored to consumer interests and habits are more effective in attracting attention and encouraging action. Advertisements in the form of videos are more interesting and more effective in conveying messages than text or image-based advertisements. In addition, the duration and quality of the video also play a major role in determining the success of an advertisement. On the other hand, social media has great potential in advertising because it is able to create higher engagement compared to other media. This is due to its interactive features and wide audience reach (Lee & Cho, 2020). Marketers now understand that social media platforms such as Instagram, Facebook, YouTube, Snapchat, and Pinterest are very effective in promoting businesses. Therefore, they dare to allocate large funds to advertise on social media. In this digital era, many people use smartphones to search for information about the products they need. The habit of searching for information online and using social media continues to increase. In 1995, internet users were only around 16 million people. However, in 2019, the number jumped to 4.54 billion or around 58.6% of the world's population. Until 2024, the number of internet users continues to grow and increasingly dominates everyday life (Busca & Bertrandias, 2020).

Although the opportunities for digitalization are enormous, many MSMEs are not ready to face digital transformation, which ultimately impacts the regional, national, and microeconomic economies. From a management perspective, the inability to manage digital change can make it difficult for MSMEs to compete, experience decreased profits, lose business opportunities, and hinder overall economic growth (Cueto et al., 2022; Hendrawan et al., 2024; Ji et al., 2023; Rupeika-Apoga & Petrovska, 2022; Teng et al., 2022; Verhoef et al., 2021). According to Harto et al., (2025), the main obstacles in the adoption of digital marketing by MSMEs include low digital literacy, limited human resources who understand technology, and lack of access to digital marketing training. MSME partners

of Al Qur'an Ma'sum Publishing face various obstacles such as minimal understanding of social media, difficulties in creating marketing content, and lack of a structured digital marketing strategy. MSMEs that receive training in digital marketing strategies tend to experience a 30% increase in sales in the first six months after training. Therefore, this mentoring program aims to improve understanding and digital marketing skills for MSMEs through the socialization of digital marketing strategies, content creation training, social media management assistance, and optimization of digital advertising. Kader et al., (2024) emphasized that digital marketing training contributes significantly to increasing business competitiveness, especially in terms of customer engagement and sales conversion.

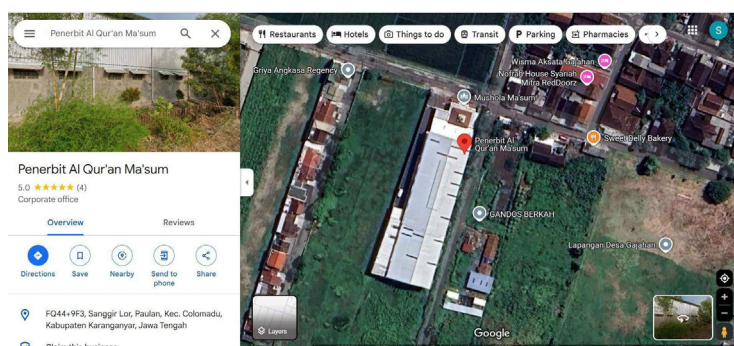
To overcome the problems faced by MSME partners of Al Qur'an Ma'sum Publishing, the community service team offers

solutions in the form of intensive training and assistance in utilizing digital marketing. This activity is a collaborative activity with lecturers from other campuses (Raden Mas Said University Surakarta). This program is designed to provide an in-depth understanding of effective digital marketing strategies, from introducing social media platforms such as Instagram, Facebook, and TikTok to utilizing paid advertising features such as Facebook Ads and Google Ads. In addition, participants will also be given insight into the importance of personal branding and how to build an attractive business image in the digital world. This training aims to improve partners' skills in managing their business accounts to be more professional and able to reach a wider market.

The geographical location of the Al Qur'an Ma'sum Publisher is in the Colomadu District area as can be seen on the digital map shown in Figures 1 and 2 below:



Gambar 1.1. Profil Penerbit Al Qur'an Ma'sum



Gambar 1.2. Peta Penerbit Al Qur'an Ma'sum

In addition to digital marketing training, the community service team also provides practical training in creating attractive marketing content using graphic design tools such as Canva. Participants will be taught how to create poster designs, digital catalogs, and simple promotional videos that can attract customers. This training will be carried out in stages with a hands-on method, where participants can directly practice content creation under the guidance of the community service team. Thus, partners not only get theory, but also direct experience in creating effective and attractive promotional materials according to current market trends.

To ensure the sustainability of the program, the community service team will also provide mentoring sessions after the training is complete. In this session, partners will be given the opportunity to consult regarding obstacles faced in implementing digital marketing strategies and content creation. The team will also provide periodic evaluations of the development of partners' social media accounts and provide input so that the marketing strategies implemented are increasingly optimal. With this comprehensive approach, it is hoped that UMKM partners of Al Qur'an Ma'sum Publisher can improve their digital skills, develop more effective marketing strategies, and be able to compete in the digital era with more confidence.

2. Methode

To ensure the success of the community service program in assisting UMKM partners of Al-Qur'an Ma'sum Publisher, this activity is carried out through a series of systematic and structured stages. Each stage is designed to provide maximum impact on improving partner skills in utilizing digital marketing and managing technology-based businesses. The stages of implementing the activity are shown as follows:

1. Preparation of the Community Service Team. The first stage is the preparation of the community service team which

involves identifying the main problems faced by UMKM partners. At this stage, the team conducts an initial survey through direct interviews with business owners and observations of their business operations. From the results of the identification, information was obtained regarding obstacles in digital marketing, low utilization of social media, and limitations in creating attractive promotional content. After identifying the main problems, the team developed the right strategy and approach to overcome these obstacles. The community service team also conducted internal coordination to determine the division of tasks, selection of speakers, preparation of training materials, and provision of tools and materials needed in the mentoring activities. In addition, initial communication was carried out with UMKM partners to explain the program plan and arrange an implementation schedule that was in accordance with the availability of participants.

2. Planning Technical Assistance Activities for the Implementation of the Community Service Program. In the planning stage, the community service team prepares training modules and materials that cover various aspects of digital marketing, such as marketing strategies on social media, optimizing the use of marketplaces, and creating attractive promotional content. These modules are tailored to the needs of partners so that they are easy to understand and apply in their businesses. In addition, the team designs the training methods that will be used, including a combination of theoretical presentations, interactive discussion sessions, and direct practice so that participants can understand the concepts in more depth. The team also prepares supporting platforms such as WhatsApp or Telegram-based communication groups that function as discussion and consultation forums after the training

- is complete. In this stage, the team also prepares a schedule of activities, arranges training locations, and prepares technical equipment such as computers, projectors, and a stable internet connection to support the smooth running of the program. In addition, a final confirmation is made with partners to ensure their readiness to participate in the entire series of activities.
3. **Implementation of Technical Assistance Activities for the Implementation of Community Service Programs.** The implementation stage is the core of the community service program, where the team begins to provide technical assistance to MSME partners. This activity begins with an introduction session and mapping of participant needs to adjust the material to their level of understanding. The first session focuses on utilizing social media as a marketing tool. Partners are given training on how to create business accounts on various platforms such as Instagram, Facebook, and TikTok, as well as optimization techniques so that their accounts are easily found by potential customers. In addition, participants are also taught strategies for using paid advertising (Facebook Ads and Google Ads) to increase their marketing reach. The second session teaches promotional content creation skills using graphic design applications such as Canva. Partners are trained in creating poster designs, digital catalogs, and simple promotional videos that attract customers. In this session, participants directly practice content creation with guidance from the community service team. Furthermore, the team also provides training on customer interaction management, including how to answer questions on social media, handle complaints, and build good relationships with customers to increase their loyalty. The final stage of the implementation is the evaluation session, where participants are given the opportunity to ask questions and discuss the obstacles they face during the training. The community service team provides appropriate solutions and suggestions to help participants apply the material they have learned.
 4. **Reporting on Technical Assistance Activities for the Implementation of Community Service Programs.** The final stage of this program is the preparation of a report on the implementation of activities as a form of accountability for the entire series of programs that have been implemented. This report includes documentation of activities, evaluation results from partners, and the impacts generated from the assistance program. The service team also conducts post-training monitoring to see the extent to which partners have implemented the strategies taught. Feedback from partners is used as evaluation material to improve the program in the future. In addition, this report also serves as a reference for other teams who want to implement similar programs in the future. With a series of structured methods, it is hoped that the community service program can provide real benefits for UMKM partners of Al-Qur'an Ma'sum Publisher, improve their digital skills, and help them face marketing challenges in the digital era.

3. Results and Discussion

This community service program is designed with several main stages, namely preparation, planning, implementation, and evaluation of activities. Each stage is carried out systematically to ensure that the program can run optimally and provide maximum benefits for partners, in this case the UMKM Penerbit Al-Qur'an Ma'sum. The main objective of this program is to improve digital marketing capabilities for business actors so that they can be more competitive in reaching a wider market by utilizing various digital platforms.

The preparation stage begins with internal coordination within the community

service team to formulate strategies and methodologies for implementing activities. Furthermore, program socialization is carried out to partners to understand their specific needs in digital marketing. Based on the results of discussions with the UMKM Penerbit Al-Qur'an Ma'sum, training materials were prepared that were in accordance with their level of understanding and needs, including digital marketing training, social media management, and promotional content creation. The preparation of this material aims to ensure that each participant can gain applicable skills and in accordance with the challenges they face in their business.

The implementation of the program began on November 26, 2024 with digital marketing socialization activities. This activity aims to introduce the basic concepts of digital marketing to participants, especially regarding the use of social media such as Facebook, Instagram, and TikTok in marketing. The material presented includes the importance of digital marketing in the modern era, the function of social media as a marketing tool, and case studies from MSMEs that have successfully used digital marketing strategies. In this session, participants are given the opportunity to discuss and share experiences

related to the challenges they face in marketing. Initial evaluations showed that before the training, most participants still relied on traditional marketing methods such as word of mouth and direct sales. However, after gaining an understanding of digital marketing, they began to realize the great potential of social media to reach wider consumers.

On December 2, 2024, the training activities continued with a focus on the use of marketplaces such as Shopee and Tokopedia as a means of product marketing. Marketplaces are one of the most potential sales channels for MSMEs because they are able to bring together sellers and consumers more widely and efficiently. In this session, participants were given an understanding of various marketplace features, how to optimize products so that they are easier for potential buyers to find, and effective marketing strategies to increase sales. Several participants who had never used marketplaces before became interested and immediately created accounts to try uploading their products. Evaluation of this activity showed that participants began to understand the role of the marketplace in increasing marketing effectiveness and optimizing the sales process.



Figure 1. Marketplace utilization training

On December 9, 2024, the training continued with a more technical topic, namely the use of digital marketing tools such as Search Engine Optimization (SEO), Google Ads, Email Marketing, and WhatsApp Business. In this session, participants were

given an in-depth understanding of how to increase product visibility in search engines through SEO techniques, digital advertising strategies using Google Ads, and marketing communication methods via email and WhatsApp Business. Several participants

showed high enthusiasm in learning this technique because they realized that digital marketing is not only limited to social media but also involves various tools that can increase the competitiveness of their business. After the training, several participants began to

apply SEO techniques by optimizing product descriptions in their marketplace. In addition, some participants also tried using Google Ads as a means of promotion to increase their marketing reach.



Figure 2. Training on Using Digital Marketing Tools

The next stage, which will take place on December 14, 2024, is direct assistance in creating business accounts on social media and marketplaces. This activity aims to ensure that participants can directly apply the material they have learned. In addition, participants are also given training in creating attractive marketing content using graphic design tools such as Canva. Creating attractive visual content is one of the main keys in digital marketing because it can increase interaction with the audience. Therefore, in this session, participants are trained in the techniques of

creating professional product photos, creating promotional videos, and writing attractive captions to increase the appeal of their products. The evaluation results from this session showed that participants succeeded in creating their business accounts on various digital platforms and began to actively upload more attractive and professional promotional content. Several participants also began to develop their own marketing strategies based on trends and customer interactions on social media.



Figure 3. Direct assistance in creating a business account

The final phase of the program will be held on December 16, 2024, with the main focus on implementing digital marketing directly in the participants' businesses. This activity includes individual mentoring, consultation, and periodic evaluations to monitor the progress of participants in implementing the strategies they have learned. In this session, each participant is given the opportunity to show the progress they have achieved, as well as get advice and input from the community service team to improve their marketing strategies. The results of the final evaluation showed that participants who previously did not understand digital marketing are now starting to utilize various digital tools in marketing their products. Several participants reported an increase in the number of online visitors to their social media accounts and marketplaces. In addition, several participants also began to see an increase in sales transactions after implementing the

digital marketing strategies they had learned in this program.

Overall, this community service program has a positive impact on participants, especially in terms of increasing digital literacy and implementing technology-based marketing strategies. The success of this program lies not only in the provision of training materials, but also in the ongoing mentoring, so that participants can apply the knowledge they have gained effectively in their businesses. With periodic evaluations, the community service team can see the developments that occur and provide solutions to the challenges faced by participants in implementing digital marketing. In the future, it is hoped that this program can continue to be developed by adding more in-depth materials and expanding its reach to other MSMEs so that more business actors are able to adapt to technological developments in their digital marketing.



Figure 4. Individual assistance, consultation and evaluation

4. Conclusion

This community service activity has been successfully implemented with the aim of increasing the understanding and skills of MSMEs in utilizing digital marketing. This program provides real benefits for partners in increasing their business competitiveness through more effective digital marketing strategies. Through the training and mentoring provided, participants are able to optimize

social media and digital platforms as marketing tools that can expand market reach and increase the attractiveness of their products amidst increasingly tight competition.

In the future, it is hoped that similar activities can continue to be developed with a wider scope and supported by ongoing mentoring so that the benefits obtained can be more optimal and sustainable. In addition, further cooperation is needed with various stakeholders such as the government,

academics, and technology companies to provide more comprehensive solutions for MSMEs. With ongoing efforts, it is hoped that digital transformation in MSME marketing can become a catalyst for more inclusive and sustainable economic growth.

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