J-Dinamika
JURNAL PENGABDIAN MASYARAKAT

Vol. 10, No. 3, Desember 2025
E-ISSN : 2503-1112 | P-ISSN : 2503-1031
DOI : 10.25047/j-dinamika.v10i3.6365

Optimizing the MSME Digital Marketing Ecosystem as an Effort to Support Villages Sumerta Kaja to Digitalpreneur Village

I Dewa Ayu Eka Pertiwi[1*], Ni Komang Ayu Agustini[2], Putu Gede Wisnu Permana Kawisana[3]

[1,3] Department of Economics and Business, Warmadewa University
[2] Department of Engineering and Planning, Warmadewa University
** ekapertiwi@warmadewa.ac.id*

ABSTRACT
This community service activity is carried out through the Real Work – Community Empowerment Lecture Program (KKN-PMM) of Warmadewa University in 2025 with a focus on strengthening the digital marketing capacity of Micro, Small, and Medium Enterprises (MSMEs) in Sumerta Kaja Village, Denpasar. The background of this activity is the low use of digital technology by partner MSMEs, namely Pikat Project and Jangkep Art Studio, which still rely on conventional promotional strategies. The methods used are a participatory approach through socialization, training in creating and managing Google Business Profiles, digital content optimization assistance, and cross-platform integration with social media and marketplaces. The results of the activity show that there is an increase in digital literacy, optimization of business visibility, and the strengthening of a sustainable digital marketing ecosystem. However, the limited training time and lack of mastery of advanced technical aspects, such as local SEO and creative content strategy, are challenges that need to be considered in the next program. Practically, this activity proves that capacity-building-based interventions are able to increase the competitiveness of village MSMEs through the use of digital technology. Meanwhile, from the academic side, this activity contributes to the MSME digital literacy literature by emphasizing the importance of technical, cognitive, managerial, and social dimensions in the digital transformation process.

Keywords — MSMEs, Digital Marketing, Google Business Profile, Sumerta Kaja

OPEN ACCESS
© 2025. Intan Baroroh, Minto Basuki , Tuesdaysaka Gustaf Wasito
Creative Commons
Attribution 4.0 International License

1. Introduction

Based on data from Indonesian Chamber of Commerce and Industry([1], the contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) reaches more than 60%, and has absorbed more than 97% of the workforce. This shows that MSMEs not only play a role as a driver of local economic growth, but also have a strategic function in maintaining national economic stability. However, in the midst of the era of globalization and technological disruption, MSMEs face major challenges, especially in terms of marketing and market penetration. Limited resources, both in terms of knowledge, digital skills, and infrastructure, cause many MSMEs to have difficulty adapting to very fast technological changes. In fact, digitalization has proven to be an important instrument to increase competitiveness, expand market reach, and create operational efficiency (Purnomo & Rahardjo, 2020). Digital transformation that involves the use of internet-based technology, social media, and digital platforms is no longer an option, but an urgent need for MSMEs to remain relevant in the midst of today's global competition.

One of the digital innovations that has strategic potential for MSMEs is the use of Google Maps through the Google Business Profile feature. This platform allows business actors to display important information related to business locations, operating hours, business descriptions, product photos, and customer reviews interactively [2]. Another advantage of Google Business Profile is its ability to connect businesses directly with consumers who are looking for a specific product or service, thus increasing the chances of converting transactions. Previous studies shows that the use of Google My Business can strengthen online visibility, build a digital reputation, and expand the consumer base [3; 4]. Thus, the use of location-based digital infrastructure is one of the relevant and effective marketing strategies for MSMEs.

However, the reality on the ground shows that most MSMEs in Indonesia, including in Sumerta Kaja Village, still rely on conventional marketing methods. Word-of-mouth promotion, direct sales at the business location, and personal networks are still the dominant practices used. This method does have traditional value in maintaining proximity to consumers, but strategically limits market reach. In the context of increasingly fierce competition, such an approach is not enough to reach a wider and digitally oriented consumer. This can be seen from the condition of the two MSMEs that are the target of this service activity, namely the Pikat Project and Jangkep Art Studio. Both MSMEs have potential creative products, but the limitations of the use of digital technology, especially location-based infrastructure, make them less known outside the scope of local consumers. The lack of digital literacy and the absence of a Google Maps-based marketing strategy have caused larger market opportunities that have not been optimally exploited. In fact, with location-based digitalization, the two MSMEs can increase business visibility, strengthen brand identity, and reach a wider range of new consumers.

Therefore, this community service activity is designed as an effort to strengthen the digital marketing capacity of local MSMEs in Sumerta Kaja Village through the use of location-based infrastructure, especially Google Maps and Google Business Profile. The presence of two partner MSMEs, namely Pikat Project and Jangkep Art Studio, which are still limited in utilizing digital technology, is the basis for the need for academic intervention in the form of mentoring and training. Through this activity, MSME actors are expected to be able to improve their digital literacy so that they can independently manage business profiles, display products more attractively, and build wider interactions with consumers. In addition, this activity is also aimed at optimizing digital marketing strategies by integrating Google Maps into various online channels, including social media and marketplaces. This approach is expected to not only provide technical solutions, but also build a sustainable digital marketing ecosystem. With the creation of this ecosystem, MSMEs can strengthen brand identity, increase business visibility, and reach a wider market outside the scope of local consumers. More broadly, the purpose of this activity is in line with efforts to make Sumerta Kaja Village a Digitalpreneur Village, which is a village that is able to utilize digital technology to encourage

local economic growth and increase the competitiveness of community businesses. Thus, this service not only provides benefits for MSME partners, but also contributes to digital-based village development and the achievement of sustainable development goals, especially in the aspects of industry, innovation, and infrastructure.

2. Method

This community service activity was carried out in Sumerta Kaja Village, Denpasar City, involving lecturers and students participating in the KKN-PMM of Warmadewa University 2025. The approach used is a participatory approach, namely actively involving two MSME partners, namely Pikat Project and Jangkep Art Studio—in every stage of activities. The participatory approach was chosen because an effective marketing strategy cannot be forced from the outside, but must be built together with business actors who are the main actors in management and decision-making. Thus, the active involvement of partners not only strengthens the sense of ownership, but also ensure the sustainability of the digital practices introduced. The stages of activities are carried out through several main steps, including:

First, initial socialization and observation were carried out. At this stage, the service team held a meeting with MSME actors to introduce the purpose and benefits of the activity as well as mapping the initial conditions. Identification is carried out on the marketing patterns used by partners, the obstacles faced, and the level of digital literacy they have. This needs analysis is the basis for designing appropriate forms of intervention, considering that both MSMEs still rely on conventional promotions and have not optimally utilized location-based technology.

Second, training on making a Google Business Profile was carried out. This stage involves direct assistance in the account creation process, business verification, and filling in important data such as address, operating hours, contacts, and business categories. In addition, MSME actors are also trained to upload representative product photos and prepare business descriptions in accordance with digital marketing standards. According [3], complete information and attractive visuals in Google Business Profile have been proven to be able to increase business visibility on digital platforms and encourage consumer interaction.

Third, the activity continued with digital content optimization assistance. At this stage, MSME actors are facilitated to understand the strategy of writing communicative business descriptions, managing customer reviews, and utilizing the interactive features provided by Google Maps. In addition, the business profiles that have been created are integrated with social media such as Instagram and Facebook, as well as with marketplaces, to expand the reach of promotions and build a digital marketing ecosystem that is connected across platforms.

Fourth, monitoring and evaluation are carried out. This stage aims to review the effectiveness of the Google Maps display after optimization, as well as evaluate the changes felt by MSME actors in terms of visibility and interaction with consumers. The evaluation is carried out through reflective discussions with partners regarding the benefits obtained, the obstacles faced, and the potential for further development. This approach is in accordance with the ideas of [6], who emphasize the importance of continuous assistance in the process of digitizing MSMEs to ensure that the transformation carried out is not temporary, but able to adapt to dynamic market needs.

With this participatory method designed, the service activities carried out are expected to not only emphasize technical skill transfer, but also build awareness, confidence, and adaptability of MSME actors to changes in the digital era. This is expected to be able to create a sustainable marketing transformation and increase the competitiveness of MSMEs in Sumerta Kaja Village, Denpasar.

3. Discussion

Community service activities carried out in Sumerta Kaja Village show a significant transformation in the digital capacity of MSME partners, especially in the use of Google Business Profile (GBP) as a location-based marketing instrument. The results obtained are not only practical in increasing business visibility, but also reflect the social and digital learning process that has an impact on the sustainability of partners' businesses. Conceptually, these

achievements can be grouped into three main dimensions, namely increasing digital literacy, optimizing business visibility, and strengthening the digital marketing ecosystem.

Increasing Digital Literacy

Before the intervention was carried out, the marketing conditions of Pikat Project and Jangkep Art Studio were still limited to conventional approaches, such as word-of-mouth promotion and local customer networks. These strategies are indeed effective enough to maintain proximity to familiar consumers, but at the same time limit their access to a wider and more competitive market. This shows the existence of a digital divide, where the low use of information technology causes MSMEs to lose opportunities in reaching a wider market.



Figure 1 Assistance to Improve Digital Literacy

Through training and mentoring activities carried out in a participatory manner, the two MSME partners began to understand the concept of digitalization as a marketing strategy that is relevant to the development of modern consumer behavior. The ability to create a Google Business Profile account, perform business verification, and manage basic information (address, contact number, business hours) indicates the transfer of basic digital skills that are essential for business continuity. This is important because these skills serve as a foundation for MSMEs to be able to utilize the digital marketing ecosystem more broadly and systematically. This process also strengthens the argument that digital literacy is not only a technical ability, but also reflects the cognitive and managerial readiness of MSMEs in adapting to digital disruption. Furthermore, this process of increasing digital literacy shows that digital literacy is not only technical mastery, but also includes the cognitive and managerial readiness of MSME actors to adapt to the dynamics of the digital market. Thus, this training and mentoring not only provides practical knowledge related to the use of the Google Maps platform, but also fosters awareness of the importance of innovation in marketing strategies

Optimizing Business Visibility

After the basic digital literacy skills are acquired, the next stage is to optimize business visibility through the use of Google Business Profile. The success of MSME partners, namely Pikat Project and Jangkep Art Studio, in displaying their business profiles publicly through Google Maps is a significant achievement, considering that the platform is one of the most dominant location-based information search facilities used by modern consumers. The addition of product photos, business descriptions, and structured service information increases the professionalism of the business profile while strengthening the credibility of the business in the eyes of potential consumers.

This increased visibility can be seen as a form of democratization of market access, as it allows MSMEs that were previously only known locally to compete in the digital arena with businesses with larger resources. Preliminary data shows an increase in the number of views and clicks on the business profiles of both partners, indicating that their presence is starting to be detected by potential consumers outside of their traditional social sphere. This condition supports the findings of [3; 5] which emphasizes that presence on Google Maps is directly proportional to increased transaction opportunities because consumers increasingly rely on digital location search in making purchase decisions.

More than that, optimizing business visibility through Google Business Profile is not just about online visibility, but also about digital positioning strategies. By consistently describing products and services and displaying representative visual content, MSMEs can build differentiation and a stronger brand identity. This aspect is important in the context of digital competition, where consumers tend to choose businesses that appear relevant, professional, and trustworthy. Thus, optimizing business visibility

serves as a bridge for MSMEs in expanding their customer base while increasing their competitiveness in an increasingly dense digital market.

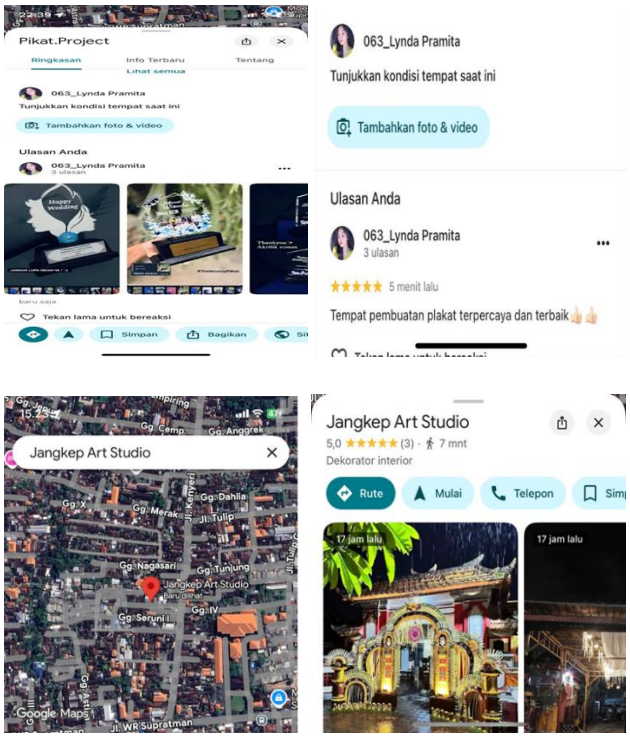


Figure 2 Optimizing Business Visibility for Both MSMEs

Partners Strengthening the Digital Marketing Ecosystem

The next achievement is the strengthening of the digital marketing ecosystem that does not stop at the use of Google Business Profile alone, but is also expanded through cross-platform integration. The business profile of MSMEs partners is linked to social media accounts (Instagram and Facebook) and marketplaces that have been used before. This integration has strategic implications as it forms a more comprehensive digital marketing network, where each platform complements each other in attracting, educating, and retaining consumers. This approach highlights the importance of maintaining brand identity consistency through the integration of various digital platforms.

By connecting Google Maps with social media and marketplaces, MSMEs can present a more structured marketing flow, ranging from increasing initial visibility (awareness) through location searches, engagement through social media, to direct transactions in the marketplace. This kind of integration model reflects omnichannel marketing strategies, which have proven to be more effective in building consumer trust and increasing conversion opportunities.

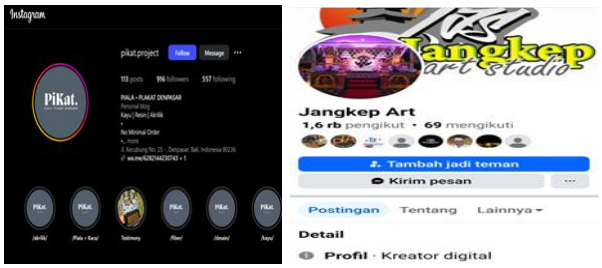


Figure 3 The social media accounts of both MSMEs are connected to Google Business Profile

In addition, strengthening the digital marketing ecosystem also allows the use of cross-platform data to analyze consumer behavior. Although at this stage MSME partners have not fully managed the data systematically, this intervention opens up space for the development of digital analysis skills in the future. Thus, cross-platform integration not only expands market reach, but also creates new opportunities in the management of data-driven strategies. In the end, the strengthening of the digital marketing ecosystem shows that the success of MSME digitalization cannot be separated from sustainable interplatform connectivity. This shows that this service activity does not stop at the transfer of technical skills, but also seeks to act as a catalyst in building a more adaptive and visionary strategic mindset. In other words, the sustainability of MSME businesses in the era digital is largely determined by the extent of a partner's willingness and ability to place themselves in a broad, integrated, and sustainable marketing ecosystem.

4. Conclusion

Community service activities carried out in Sumerta Kaja Village by lecturers and students of KKN-PMM at Warmadewa University 2025 have succeeded in having a positive impact on increasing the digital capacity of MSME partners, especially in the use of Google Business Profile as a location-based marketing instrument. The three main achievements that can be noted are (1) increasing digital literacy, (2) optimizing

business visibility, and (3) strengthening the digital marketing ecosystem through cross-platform integration. This achievement shows that the digital transformation of MSMEs not only allows the expansion of market access, but also strengthens the competitiveness of local businesses in the village creative economy ecosystem. However, there are also several obstacles that need to be noted as critical reflection and are important to discuss further because they are directly related to the sustainability impact of the interventions provided, as well as being input for the design of similar programs in the future.

First, limited training time is a major obstacle that limits the exploration of more complex technical aspects, especially related to local Search Engine Optimization (SEO), creative content strategy, and customer review management. In the context of digital marketing, local SEO has a very important role to ensure that businesses appear in relevant searches based on geographic location. Without mastering this aspect, the digital visibility of MSMEs has the potential to stagnate or even decline in the long term, even though they already have a business profile on Google Maps. Similarly, creative content strategy is a key differentiating factor that determines the extent to which consumers are interested in and engaged with brands. Therefore, the limitations in this aspect suggest that training programs need to be designed in a more comprehensive and sustainable manner in order to not only produce short-term achievements, but also to grow sustainable strategic capacity.

Second, the sustainability of the use of Google Business Profile is highly dependent on the internal commitment of partners. Success in managing a digital profile is determined not only by the availability of instruments, but also by the discipline of updating information, uploading content, and responding to consumer reviews. This requires a change in mindset from relying solely on conventional promotions to a data-driven approach and digital interactivity. The effectiveness of modern marketing strategies is determined by the consistency of implementation and the quality of management, not solely on the use of technological instruments. In this context, it can be seen that the digital transformation of MSMEs cannot be separated from the cognitive, managerial, and cultural aspects, which presupposes a shift in business culture towards digital orientation.

In terms of practical implications, this activity shows that village MSMEs can adopt digital technology gradually if given a contextual capacity building-based approach. Thus, similar programs can be replicated in other villages to strengthen local branding and expand market access for MSME products. Meanwhile, the academic implications of this activity lie in the enrichment of literature on MSME digital literacy. The findings show that digital literacy includes technical, cognitive, managerial, and social dimensions, thus opening up cross-disciplinary research space in the fields of marketing, entrepreneurship, and digital transformation studies.

Based on the results of these achievements and challenges, several recommendations can be submitted. First, the expansion of training materials to include local SEO, creative content strategy, and consumer interaction management to improve the sustainability of digital visibility. Second, the importance of continuous mentoring through online mentoring mechanisms and offline, so that MSMEs remain directed in digitalization practices. Third, the internalization of digital culture needs to be emphasized through strengthening data-based work patterns and consistency in content management. Fourth, multi-stakeholder collaboration between universities, village governments, local communities, and MSMEs must be enhanced to form a more inclusive and sustainable digital ecosystem.

5. Acknowledgements

The Community Service and Empowerment Program (KKN-PMM) in 2025 was successfully implemented through the support and dedicated efforts of lecturers and students of Warmadewa University, the Village Head, village officials, and the entire community of Sumerta Kaja Village, Denpasar Regency, Bali Province.

6. References

[1] KADIN, "UMKM Indonesia," Indonesian Chamber of Commerce and Industry. [Online]. Available: https://kadin.id/data-dan-statistik/umkm-indonesia/

[2] Google, "Google Business Profile," Google. [Online]. Available: https://www.google.com/business/

[3] P. D. Saputro, F. Ulya, and Mustaqim, "Pengenalan Google My Business untuk Pemanfaatan Digital Marketing pada Era E-commerce & Media Sosial," *J. Pengabdi. Balerang*, vol. 2, no. 1, pp. 20–24, 2020, doi: 10.33884/jpb.v2i01.1625.CITATIONS.

[4] Z. Qodriyati, W. Prasetyo, and N. I. Wahyuni, "Menyelami Mental Accounting Penggemar K-Pop Berbasis Gender," *J. Eng. Res.*, vol. 15, no. 2, pp. 73–83, 2023.

[5] A. Rahma and I. Wikartika, "Implementasi Penggunaan Google My Business Sebagai Media Digital Penguatan Pemasaran UMKM Di Kelurahan Medokan Ayu Kota Surabaya," *Sawala J. Pengabdi. Masy. Pembang. Sos. Desa dan Masy.*, vol. 5, no. 1, pp. 79–85, 2025, doi: 10.24198/sawala.v5i1.52256.

[6] G. Evangeulista, A. Agustin, G. P. . Putra, D. . Pramesti, and H. Madiistriyatno, "Strategi UMKM Dalam Menghadapi Digitalisasi," *Oikos-Nomos J. Kaji. Ekon. DAN BISNIS*, vol. 16, no. 1, pp. 33–42, 2023.