

## UNLOCKING BUSINESS OPPORTUNITY: DIGITAL LITERACY EMPOWERS KADU'S VILLAGE MSMEs, CURUG DISTRICT

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### Abstract

Responding to the difficulties of post-pandemic digital transformation, the Business Development Strategy through Digitalization seminar offers Micro, Small, and Medium Enterprises (MSMEs) in Kadu Village, Curug District, Tangerang Regency an empowerment initiative. Aimed to improve participants' knowledge and abilities in digital marketing, the onsite seminar included theoretical insights and practical application that combined Participants' knowledge of digital marketing concepts improved significantly according to evaluation findings; effective social media use for promotion; creative content creation techniques; and the value of branding strategies. Acting as a physical contribution from higher education institutions in supporting inclusive and sustainable local economic development, this seminar effectively bridged the gap between academic theory and the practical needs of MSMEs.

**Keywords:** SMEs, Digital Marketing, Business Transformation

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have played a more significant role in fostering economic resilience in recent years, particularly in the wake of the COVID-19 pandemic. The pandemic has expedited a significant transition to digitalization, necessitating that micro, small, and medium-sized enterprises (MSMEs) undergo digital transformation in order to endure and expand. Many MSMEs, particularly those situated in rural and semi-urban regions, continue to encounter substantial obstacles in the adoption of digital technologies, such as inadequate infrastructure, inadequate digital skills, and financial constraints, despite their critical role in the economy (Rizvanović et al., 2023; Augustrianto et al., 2024). Numerous studies have acknowledged these obstacles and have emphasized the importance of integrating digital marketing strategies and enhancing digital literacy to improve the sustainability and competitiveness of MSMEs (Sutisna et al., 2025; Rizvanović et al., 2023). Efforts to empower MSMEs through technology and bridge the digital divide are now recognized as critical steps in the promotion of inclusive economic growth and the development of resilient local economies.

Empowering the local economy through the development of Micro, Small, and Medium

Enterprises (MSMEs) has become a strategic priority for Kadu Village, Curug District, Tangerang Regency. Based on the outcomes of the Village Development Planning Meeting (MusrenbangDes) and the Curug District Musrenbang, one of the key focuses of the development agenda is enhancing human resource quality and boosting the productivity of community-based economic activities, particularly through the strengthening of MSMEs (Heru, 2021; BappedaTangerang.go.id, 2025). These programs are designed to reinforce economic resilience following the impacts of the COVID-19 pandemic and to promote grassroots economic growth (Heru, 2021). In support of this vision, Universitas Pelita Harapan, through its Service-Learning Community (SLC), has taken an active role by initiating the Business Development (BISDEV) 2025 program. One of its flagship activities is the Seminar on Business Development Strategies through Digitalization. This program aims to equip MSME actors in Kadu Village with essential digital marketing skills, enabling them to enhance their business competitiveness and achieve sustainable growth in the digital era (Servicelearning, 2025).

In the current digital era, micro, small, and medium-sized enterprises (MSMEs) must adjust to the technology-driven markets and changing consumer behaviors. Even though numerous micro, small, and medium-sized enterprises (MSMEs) in the Curug District are acquainted with digital platforms such as Instagram, TikTok, Shopee, and Tokopedia, they continue to encounter obstacles in optimizing these tools. These challenges include the development of captivating content, the utilization of live-streaming capabilities, and the comprehension of social media algorithms (Servicelearning, 2025). Additionally, time constraints—balancing business operations and household responsibilities, remain a significant obstacle.

MSME participants are anticipated to acquire practical knowledge about digital marketing, including fundamental concepts, strategies for leveraging social media, and techniques for creating engaging and effective digital content, because of this seminar. The seminar's objective is to empower MSME actors in the Curug District to comprehend effective digital marketing strategies that will improve their business competitiveness, to acknowledge social media as a critical platform for product marketing, to foster the ability to generate compelling digital content, and to optimize the use of social media for business growth. Therefore, the MSMEs in Kadu Village will be more adequately equipped to confront the obstacles of digital transformation and to expand their enterprises in a sustainable manner. (Saefudin & Hotmaidah, 2024; Servicelearning, 2025).

The Seminar on Business Development Strategies through Digitalization represents Universitas Pelita Harapan's tangible contribution to supporting local economic development, aligning with Curug's regional development strategies that emphasize economic empowerment, skills training, and collaboration with the private sector (Saefudin & Hotmaidah, 2024). This project is seen as a necessary first step towards quickening the digital transformation of local small businesses and improving the general economic situation of society.

## IMPLEMENTATION METHOD

A structured and interactive learning approach was used to accomplish the seminar's goals. An on-site seminar session that blended theoretical justifications with real-world applications served as the main technique. A speaker with expertise in digital marketing from Universitas Pelita Harapan's Faculty of Economics and Business led the session (figures 1 and 2). In order to guarantee that the seminar material was both theoretically sound and practically applicable to the participants' business contexts, the Service-Learning Community (SLC) UPH specifically invited the speaker (Servicelearning, 2025).



Dr. Yokie Radnan presented a session on entrepreneurship with a focus on digital marketing

**Figure 1. Presentation by Dr. Yokie Radnan**

Source: (Servicelearning, 2025)

Before planning the seminar, we conducted an initial survey of the MSME community in Kadu Village, Curug. The purpose of the survey was to determine the main concerns and topics of interest that the participants wanted to discuss. This needs assessment raised some significant queries, such as:

1. What is digital marketing, and how can product marketing make use of it?
2. Which digital marketing techniques work best for product promotion?
3. What are the usual challenges in digital product marketing, and how can we overcome them?
4. How can optimizing social media usage enhance product marketing?
5. How can we reach the target market with appealing and pertinent digital content?
6. In the current era, why is digital marketing crucial for MSME actors?

These findings guided the design of the seminar to ensure that it addressed the real needs and expectations of the participants, making the session highly targeted and practical. Although the content was based on academic and professional expertise, the material was communicated by the speaker in simple and accessible language to ensure that it was easy to be understood by the participants, most of whom were micro-entrepreneurs and housewives. This approach helped bridge the gap between academic theory and the practical realities faced by the MSME

community. (Servicelearning, 2025). The participants of the seminar primarily consisted of micro-entrepreneurs and traders operating within Kadu Village and the surrounding areas. A total of fourteen participants attended the seminar, along with local government officials. The attendees were within the age range of 25 to 50 years old, representing a productive and entrepreneurial demographic (figure 2).



**Figure 2. Seminar Session on Digital Marketing Strategies**

Source: (Servicelearning, 2025)

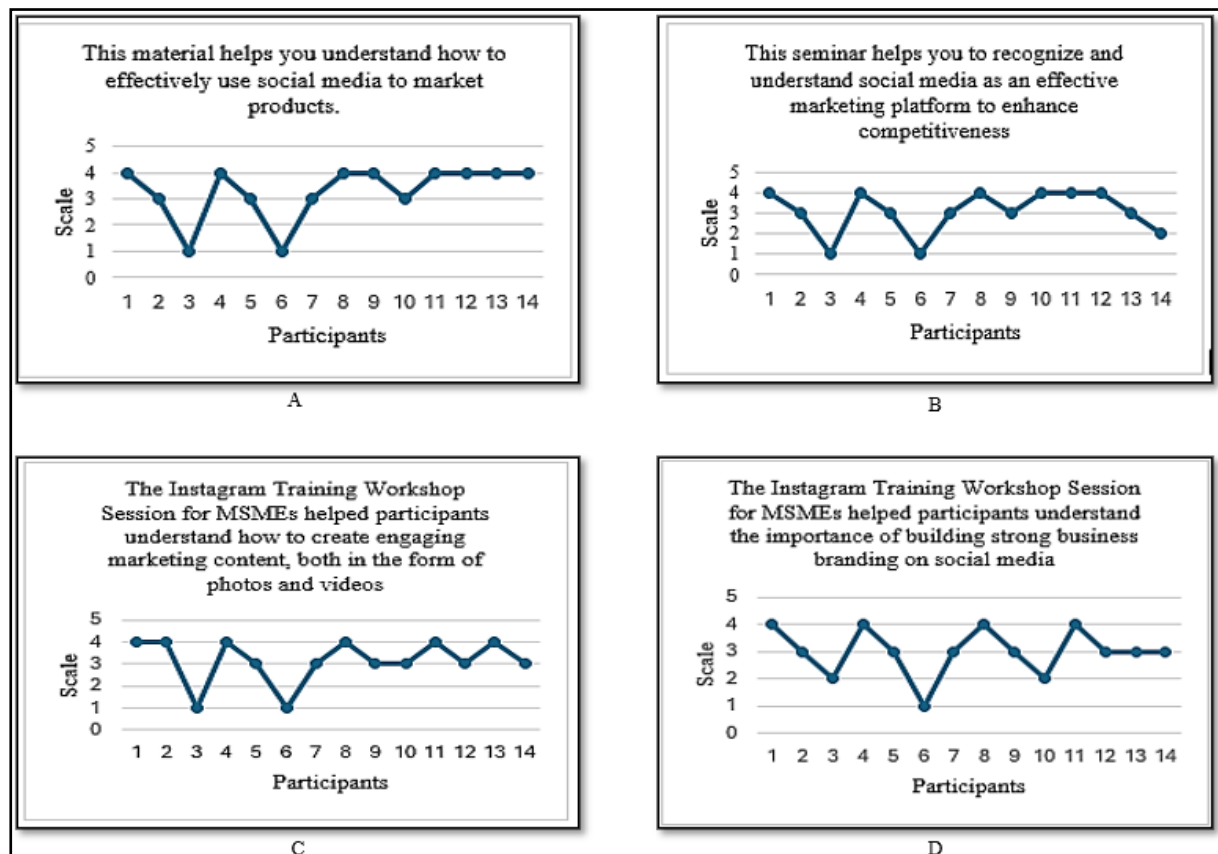
## RESULTS AND DISCUSSION

1. **Understanding of Digital Marketing and Its Application for Product Marketing.** The evaluation results indicated that participants exhibited an enhanced comprehension of digital marketing and its efficient application in product promotion. The conference effectively elucidated the notion of digital marketing as the utilization of digital technology, especially social media platforms, to reach, engage, and convert target customers. Participants indicated that the material offered pragmatic insights into utilizing social media for both promotion and the cultivation of client connections. The majority of attendees deemed the session exceedingly advantageous and comprehensible, as evidenced by their feedback indicating that the seminar "enhanced their knowledge" and "offered solutions to challenges" in their business operations. (figure 3A).
2. **Optimizing the Use of Social Media for Product Marketing.** The event served to help MSME attendees recognize social media as a necessary tool for marketing. According to the assessment, participants improved their knowledge of choosing suitable platforms (e.g., Instagram, Facebook, Tiktok) based on their target demographic as well as optimizing posting frequency, hashtags, and audience involvement techniques to increase exposure and sales. The session on Instagram marketing was praised for improving participants'

awareness of the need of building a strong corporate brand on social media (figure 3B & figure 3D).

3. **Creating Attractive and Relevant Digital Content for Target Markets.** Participants in the Instagram content production training section gained the skills needed to create captivating digital material, including narrative posts, short films, and product photography. Participants thought the practical lessons on caption composition and photography techniques were quite helpful. Many of the respondents said this knowledge was easily applicable and improved their confidence in online product promotion (figure 3C & figure 3D).
4. **Effective Digital Marketing Strategies for Product Promotion.** The participants gained a variety of tactics for improving digital product promotion. They learned how to use visual narratives, live streaming, and regular postings techniques for marketplace platforms to increase brand recognition. Most attendees reported that the seminar broadened their understanding and that the speaker's examples were easily applicable to their professional settings. (Table 1).
5. **Challenges in Digital Product Marketing and How to Overcome Them.** The seminar also looked at common issues faced by MSME participants, such as a lack of understanding of platform, a lack of skills in content creation, and time management issues brought on by juggling work and home responsibilities. The participants appreciated the practical advice provided for overcoming these challenges, which included pre-scheduling postings, collaborating on content creation, and simplifying content development processes. According to the participants' feedback, the suggested solutions were motivating and relevant to their circumstances. (Table 1).
6. **Importance of Digital Marketing for MSMEs in the Modern Era.** The seminar underlined how crucial digital marketing is in the current competitive landscape. The participants realized that becoming proficient in digital marketing is now necessary for survival and expansion rather than being an option. According to the talks and examples given, MSME actors realized that digital marketing is an affordable means of expanding one's customer base, fostering brand loyalty, and maintaining their product expansion in the digital era.





**Figure 3. Participants Evaluation**

Source: (Servicelearning, 2025)

Overall, the seminar sessions were evaluated positively, with participants noting the sessions were very helpful, highly beneficial, and motivating, with materials that were easy to understand and directly applicable to their business needs (Table 1).

**Table 1. Seminar Evaluation Summary**

Aspect Evaluated	Summary of Participant Feedback
Understanding how to use social media for product marketing	In general, participants reported better comprehension; the majority of their ratings fell between 4 and 5.
Recognizing social media as an effective marketing platform	Participants felt that competitiveness depends on social media; most of them responded positively.
Opinions about the Seminar "Business Development Strategies through Digitalization"	Positive comments: material expanded knowledge and offered workable solutions.
Opinions about the delivery of material	Speaker was considered engaging, clear, and knowledgeable.
Suggestions for the seminar session	Suggestions included adding more varied activities to avoid monotony.
Understanding how to create engaging marketing content (photos and videos)	Participants found content creation tips helpful and easy to apply.
Understanding the importance of building strong branding on social media	Participants acknowledged the importance of branding for business success.
Opinions about the Workshop "Instagram Training for MSMEs"	Workshop received highly positive evaluations.
Suggestions for the workshop session	Participants suggested covering more topics in future workshops.

Aspect Evaluated	Summary of Participant Feedback
Event duration and execution	Event duration was considered appropriate—not too short or too long.
Usefulness of both provided materials	Materials were considered useful and directly applicable to participants' businesses.
Service and hospitality from the committee	Committee service was rated very good and supportive.

Source: (Servicelearning, 2025)

## CONCLUSION

The Seminar on Business Development Strategies through Digitalization effectively addressed the goals expressed at the beginning of the initiative, that of empowering MSME actors in Kadu Village by enhancing their digital marketing capacities. The results show that participants have a better knowledge of the idea of digital marketing, its application for product promotion, and the strategic use of social media platforms to strengthen company competitiveness. Moreover, participants acquired useful abilities in producing appealing and relevant digital content, so helping them to maximize their interaction with target markets.

Particularly those juggling business operations with domestic obligations, this program successfully closed the gap between academic theory and the real-world reality experienced by micro-entrepreneurs. The conference directly helped MSME players to become more confident and competent in navigating digital platforms by offering focused solutions to common issues including content creation problems and limited knowledge of platform algorithms. By doing this, the seminar shows a concrete way that academic and higher education institutions might help to empower communities. By means of this project, Universitas Pelita Harapan not only helped local MSMEs to develop their capacity but also highlighted the critical part universities can perform in realizing inclusive economic development.

Moreover, the conference matched the priorities of regional development for the Kadu Village and Curug District government, stressing on enhancing human resources and supporting the economic resilience of small businesses following the epidemic (Bantenkini.com, 2021; DPRDcurug, 2025; Heru, 2021). It responded academically to the government's demand for private sector cooperation and digital transformation to support local-based economic development (Anatan & Nur, 2023; Winandari et al., 2024). From a scientific and technical standpoint, this project shows the vital part customized digital literacy programs play in hastening the digital transformation of grassroots small businesses (Arninda et al., 2025; Sutisna et al., 2025).

Including digital marketing knowledge into community development initiatives not only supports sustainable economic growth but also shows the application of multidisciplinary knowledge merging ideas from business science, communication, and information technology in practical environments (Rizvanović et al., 2023). Thus, by verifying the relevance of easily available, practice-oriented interventions in promoting inclusive economic development, the seminar has not only fulfilled its intended educational purposes but also helped the more general field of industrial engineering and applied social sciences.

Deeper analytics training, adaptive content strategies, and closer ties with government development programs could help future projects to sustain the momentum of digital

empowerment among MSMEs further refine this model.



**Figure 4. Service-Learning Community (SLC) Committee Preparation and Coordination Activities**

Source: (Servicelearning, 2025)



**Figure 5. Opening Session and Participant Energizer Activities**

Source: (Servicelearning, 2025)

The opening session of the seminar featured welcoming remarks and an ice-breaking energizer to engage participants. MSME actors from Kadu Village actively participated in the warm-up session designed to build enthusiasm and comfort before entering the main seminar



topics. The speaker also delivered an opening speech emphasizing the importance of digital transformation in empowering small businesses (figure 5)



**Figure 6. Seminar Hosting and Participant Engagement**

Source: (Servicelearning, 2025)



**Figure 7. Digital Marketing Presentation by Dr. Yokie Radnan**

Source: (Servicelearning, 2025)

Dr. Yokie Radnan from the Faculty of Economics and Business, Universitas Pelita Harapan, delivers an engaging presentation on digital marketing strategies. The session was well attended by MSME participants who listened attentively and gained valuable insights into applying their business operations (figure 7).

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