

## Developing Marketing and Improving Community Resource Performance in Sukamakmur, Bogor Regency

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: 3 February 2026 Revised: 5 February 2026 Accepted: 9 February 2026</p> <p><b>Keywords:</b> Community Service, Marketing, Human Resource Performance, Community Empowerment, Sukamakmur.</p>	<p>This Community Service Activity (PKM) was carried out in Sukamakmur District, Bogor Regency, with the aim of developing marketing capabilities and improving the performance of local community human resources. The main problems faced by the partners were the low competitiveness of local products and the lack of managerial skills as well as digital marketing competencies among small business actors. The implementation methods included digital marketing training, human resource management training, entrepreneurship mentoring, and outcome evaluation. The results of the activity showed a significant improvement in participants' understanding of marketing strategies, business management capabilities, and community productivity. This activity is expected to serve as a model for community empowerment based on competence and marketing innovation.</p>

### Introduction

This Community Service Activity (PKM) was implemented in Sukamakmur District, Bogor Regency, with the primary objective of developing marketing capabilities and improving the performance of local community human resources. The program was designed based on the real conditions of the community, where many small business actors possess productive potential but have not yet been supported by adequate managerial and marketing competencies. The main problems faced by the partners include the low competitiveness of local products and the limited skills in management and digital marketing among micro and small entrepreneurs. These limitations have caused local businesses to experience difficulties in expanding market access and increasing business sustainability.

To address these issues, the implementation methods were structured in an integrated manner, consisting of digital marketing training, human resource management training, entrepreneurship mentoring, and systematic evaluation of program outcomes. The training activities emphasized practical approaches so that participants could directly apply the knowledge and skills gained to their respective businesses.

Mentoring sessions were also conducted to ensure that the learning process continued beyond the training period and could respond to the real challenges faced by the community.

The results of the activity indicated a significant improvement in participants' understanding of marketing strategies, their ability to manage businesses more professionally, and an increase in community productivity. Participants began to recognize the importance of utilizing digital platforms, improving product quality, and organizing business management more effectively. This activity is expected to become a sustainable model for community empowerment based on competence development and marketing innovation, which can contribute to strengthening the local economy and improving community welfare in Sukamakmur.

## **Method**

The implementation method of the Community Service Activity (PKM) in Sukamakmur was carried out through several systematic stages. The first stage was the preparation and needs analysis stage, in which the community service team conducted field observations and interviews with local business actors to identify the main problems faced in the areas of marketing and human resource management. This stage was essential to ensure that the program was designed in accordance with the real needs and conditions of the community.

The second stage consisted of training and workshops aimed at strengthening participants' competencies. The activities included digital marketing training, covering the use of social media, marketplaces, and promotional content creation; human resource management training focusing on work motivation, leadership, and small business management; and product packaging and branding training to strengthen the identity of local products so that they would have higher market value and competitiveness.

The third stage was mentoring and implementation, where participants were assisted in directly applying the knowledge and skills gained from the training to their business activities. The mentoring process was conducted for one month with a particular focus on the application of digital marketing strategies and work management practices, ensuring that participants were able to implement the program outcomes in a sustainable manner.

The final stage was evaluation and follow-up. Evaluation was carried out through questionnaires and interviews to measure improvements in participants' skills and sales performance after the completion of the activity. The results of this evaluation served as the basis for planning further assistance and ensuring the continuity of community empowerment efforts in Sukamakmur.

## **Results**

The PKM activity in Sukamakmur District demonstrated positive outcomes in improving marketing capabilities and the performance of community human resources. The program succeeded in encouraging participants to gradually adopt more modern and market-oriented business practices. This improvement was reflected in several key aspects observed during and after the mentoring period.

First, there was a significant enhancement in marketing capacity. Participants began to actively utilize digital platforms such as Instagram, WhatsApp Business, and TikTok as promotional media for their products. Most participants were also able to independently create product photos and promotional content, indicating an increase in digital literacy and creativity in communicating product value to consumers. This change marked an important shift from conventional marketing patterns to more adaptive digital-based marketing approaches.

Second, improvements were observed in human resource performance and productivity. After participating in the training, community members showed better work discipline, stronger coordination among members of business groups, and greater awareness of the importance of maintaining product quality and service standards. These changes contributed to more organized business management and more efficient production processes within the community enterprises.

Third, the activity generated tangible economic and social impacts. Within two months after the mentoring program, the average business turnover increased by approximately 25–40 percent. Several entrepreneurs succeeded in expanding their market networks beyond the Bogor area, demonstrating improved competitiveness of local products. In addition, the program encouraged the emergence of collaboration among residents in developing joint business initiatives, which strengthened social cohesion and collective economic resilience.

Fourth, notable changes occurred in the attitudes and competencies of the participants. The community displayed higher self-confidence in entrepreneurship and a more positive mindset toward business development. They began to understand the importance of promotional strategies, customer service, and product branding as key elements in sustaining their enterprises. These transformations indicate that the PKM activity has not only improved technical skills but also fostered entrepreneurial awareness and long-term motivation among the people of Sukamakmur.

## **Conclusion**

Community Service activities in Sukamakmur District, Bogor Regency, have successfully enhanced the community's ability to develop marketing strategies and improve human resource performance. The training and mentoring programs have proven effective in boosting community productivity and independence. The sustainability of this program needs to be maintained through collaboration between the local government, universities, and local businesses to create a more resilient and competitive community economic ecosystem.

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