

Socialization on Utilizing Digital Media to Create Business Opportunities in Mekarjaya Village, North Sumedang

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in rural Indonesia face barriers in accessing and applying digital technology, limiting market reach and competitiveness. This community service activity aimed to increase awareness and practical knowledge of digital media utilization among MSME actors in Mekarjaya Village. A socialization seminar combining lectures and interactive Q&A was conducted for local MSME participants. Pre- and post-seminar evaluations assessed changes in knowledge and attitudes. Twenty-five MSME entrepreneurs attended; post-seminar scores showed a 40% average increase in digital marketing knowledge. Participants demonstrated improved readiness to implement digital strategies. The seminar effectively enhanced digital literacy and motivation among MSMEs in Mekarjaya Village. Ongoing technical support and mentorship are recommended to sustain implementation.

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INTRODUCTION

The current development of digital technology has had a significant impact on various aspects of life, including the economic sector. One sector with great potential for growth supported by technology is Micro, Small, and Medium Enterprises (MSMEs) (Muhibbusaabry, 2024). The continuously increasing number of internet users is a great opportunity, especially for MSME players. This is accompanied by the rise of e-commerce and marketplaces, which directly opens up vast opportunities for MSMEs to expand their product sales through digital media (Stiadi, Herlinudinkhaji, Ariyanti, & Erwanti, 2021).

In the contemporary digital era, the utilization of information and communication technology has emerged as a critical determinant in the development of micro, small, and medium-sized enterprises (MSMEs). Digital technology presents diverse opportunities for MSMEs to enhance their competitiveness and broaden their market reach. Nevertheless, a significant number of MSME actors continue to encounter challenges in effectively adopting these technologies (Diatmika, I. P. G., Rahayu, S., Kurniawansyah, K., & Ardiyansyah, A., 2024).

Dissemination of information regarding the utilization of digital media is crucial in assisting MSMEs to comprehend and leverage these technologies. Through such outreach, business actors can acquire knowledge concerning digital marketing strategies, the application of social media, and e-commerce platforms, which can enhance operational efficiency and market access (Cahyana, Y., 2025).

Digitalization provides space to optimize community activities supported by the use of technological devices, making it easier for MSME players to introduce their products to a wider audience. The rapid advancement of Information and Communication Technology has influenced marketing trends, shifting from conventional (offline) strategies to digital (online) ones. Digitalization allows MSMEs and potential consumers to interact virtually and utilize media to inform products in line with producers' intentions (Saudah, Adi, Triono, & Supanto, 2021).

It is undeniable that the development of information technology has significantly transformed marketing activities. Nowadays, marketing is generally carried out through the internet. With the increasingly expressive nature of social media, consumers can influence others through their opinions and experiences (Fadhillah & Yuniarti, 2023).

In Indonesia, MSMEs play a vital role as the main drivers of the economy, both in urban and rural areas. However, one of the persistent challenges faced by MSMEs, especially in rural areas, is limited access to technology and a lack of knowledge among MSME actors on how to utilize digital technology to enhance their business competitiveness (Muhibbusaabry, 2024). Other issues include limited business capital, lack of product innovation, and manual bookkeeping (Fadhillah & Yuniarti, 2023).

For MSME players who produce goods, these products must be promoted effectively to consumers or customers. Until 2021, not many MSME players had utilized digital media to market their products. This is a major issue in the development of modern marketing. (Stiadi, Herlinudinkhaji, Ariyanti, & Erwanti, 2021). MSMEs with strong networks use digital media to grow their businesses. In terms of revenue, job opportunities, innovation, and competitiveness, e-business skills often provide significant business benefits (Aditya & Rusdianti, 2023).

Mekarjaya Village is one area with many small and medium businesses, yet most of them have not maximized the potential of digitalization to expand their markets and increase their income. The lack of digital skills among small entrepreneurs in this village has caused MSME actors to rely solely on conventional marketing methods, which tend to be geographically limited and stagnant.

This issue can be addressed through various knowledge enhancement activities that introduce the importance of mastering digital marketing for entrepreneurs. With this opportunity, MSMEs can leverage

digital media to reach new consumers and expand their marketing coverage. (Stiadi, Herlinudinkhaji, Ariyanti, & Erwanti, 2021).

METHOD

The method used in this educational seminar was a combination of lectures and interactive question-and-answer sessions. The activity took place in Mekarjaya Village, North Sumedang Subdistrict, Sumedang Regency. The target group for this initiative was the local MSME community in Mekarjaya. The stages of implementation were as follows:

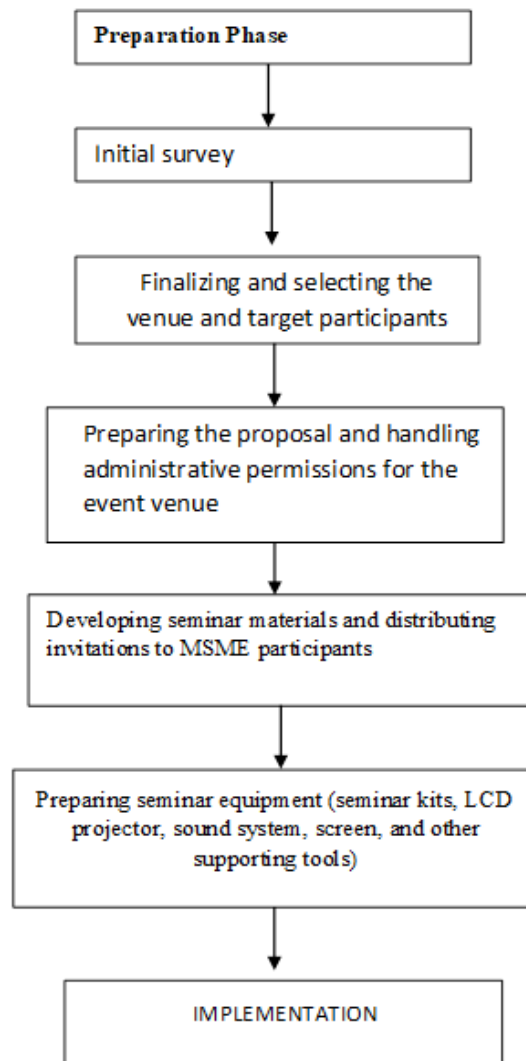


FIGURE 1. Activity flow chart

Implementation Phase

In this phase, a presentation was delivered on the topic of “Digital Marketing and Social Media.” The seminar was presented by Ryan Feryana Kurniawan, S.E., M.M., CDMS., CPMM., CSBP. The objective was to increase participants’ knowledge, followed by a Q&A session where participants engaged with the speaker regarding strategies for business and product marketing through digital platforms.

RESULTS AND DISCUSSION

This educational seminar took the form of a socialization event aimed at enhancing community awareness—particularly among MSME players—about the use of digital media. The event attracted active participation from both MSME entrepreneurs and representatives of the village government. Overall, the implementation achieved its objectives in terms of participant numbers, seminar goals, and content delivery. The seminar generated considerable interest, with participants eager to listen and apply the knowledge gained.

In addition to presentations, the event included a discussion session that explored potential strategies for expanding business opportunities in the digital era. Evaluation results indicated a marked improvement in participants' knowledge after attending the seminar. Moreover, their understanding of the potential within their respective businesses also significantly increased.

Prior research indicates that through effective dissemination, MSMEs can more readily adopt digital technologies within their operations. This not only enhances efficiency but also unlocks novel entrepreneurial opportunities (Haloho, E., 2025).

Several factors contributed to the success of this activity, including the availability of proper presentation equipment, a clean and comfortable venue conducive to learning, incentives for active participants during the discussion session, and strong support from attendees who provided the necessary facilities. These elements ensured the seminar ran smoothly and effectively

Furthermore, business innovation and digitalization facilitated through outreach have been proven to augment the competitiveness of MSMEs. Organized training sessions and workshops provide an in-depth understanding of innovative strategies and the application of digital technologies (Sari, O. H., & Febrian, W. D., 2025).



FIGURE 2. Implementation of an educational seminar



FIGURE 3. Presentation of material by the resource person



FIGURE 4. Discussion session and group photograph

CONCLUSION

The educational seminar themed “Socialization on Utilizing Digital Media to Create Business Opportunities” was successfully held at the Mekarjaya Village Hall, North Sumedang Subdistrict, Sumedang Regency. The event effectively enhanced MSME participants’ understanding and awareness of how digital media can support their business development. It provided valuable insights that are expected to help local entrepreneurs leverage digital technologies to boost sales, grow their businesses, and create broader marketing opportunities.

Moving forward, continuous mentoring and support for MSMEs in Mekarjaya Village are essential. While socialization is a critical first step, sustained assistance is necessary to ensure that the knowledge gained is applied in daily business practices. This could involve periodic workshops, personalized

mentoring, or access to regularly updated online resources. Moreover, strong collaboration with local authorities—such as village leaders and related institutions—will help facilitate access to infrastructure and digital tools. With consistent and collaborative efforts, MSMEs in Mekarjaya Village can thrive and succeed in the digital business landscape.

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