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Optimizing Digital Marketing Through Social Media In The Sewagati Go Digital Program

Dewi Widiawati[1], Juliedt Bunga Andarista[2], Rosa Dalima Gale[3], Alvindo Bani Pangga Leghu[4], Ika Wulandari[5], Prashanth Beleya[6], Teo Hui Thung[7]
[1,2,3,4,5]Universitas Mercu Buana Yogyakarta, Indonesia, [6,7]Inti University, Malaysia
Email: dewidiawatie@gmail.com[1], lilyyandarista20@gmail.com[2], serlingale@gmail.com[3], panggaleghualvin@gmail.com[4], ikawulandari@mercubuana-yogya.ac.id[5], prashanth.beleya@newinti.edu.my[6], i22023286@student.newinti.edu.my[7]

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ABSTRACT
This community service program addresses the limited digital marketing skills among micro-business actors in Kelompok Wanita Tani (KWT) Sewagati Yogyakarta and the Malaysian partner community. Both groups of UMKM still rely on traditional marketing, lack consistent brand awarness, have limited packaging standards, and possess insufficient skills in digital content creation and data driven promotional strategies. Through the Sewagati Go Digital program, structured training sessions, workshops, mentoring, collaborative discussions with international partners, and hands on assistance were conducted to strengthen their capacity in social media optimization, content production, and digital ecosystem building. The results show significant improvements in branding consistency, increased posting frequency, better content quality, higher digital literacy, and the formation of a sustainable village digital community. This indicates that the program successfully enhanced the digital readiness and competitiveness of both communities, preparing them for broader markets, including the ASEAN region. text.

Keywords: Branding Strategy; Digital Marketing; Empowerment; Media Sosial; UMKM

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INTRODUCTION
Micro, Small, and Medium Enterprises (MSMEs) are a fundamental pillar of the economic structure of Indonesia and ASEAN countries, including Malaysia. However, the rapid development of digital technology has not been evenly embraced by MSMEs in rural areas. This situation is evident in the Sewagati Women's Group (KWT) in Yogyakarta and its partner, the Parit Bugis Jawa Association (Persatuan Jawa Parit Bugis) in Malaysia. Although both communities have strong economic potential based on agriculture, culinary arts, crafts, and waste banks, they face significant challenges in adopting digital marketing as their primary marketing strategy. These challenges are not only technical but also structural, strategic, and cultural.

Through initial observations, it was discovered that most community members lack a systematic understanding of social media account management, branding identity, and content creation that can attract digital consumers. Product promotion is still carried out traditionally through local social networks, leaving the broader market potential untapped. This situation is similar to the findings of the Indriyani et al. (2023) which states that limited digital literacy remains a major obstacle to MSME expansion into the digital space. Basic skills such as using business account features, editing content, writing captions, increasing engagement, and analyzing insights are still lacking for most members, even though these aspects are the backbone of an effective digital marketing strategy.

Furthermore, product branding at KWT Sewagati has not been consistently established. Packaging that doesn't meet international standards, shifting color tones, and an unconvincing product narrative have weakened the brand identity in the eyes of consumers. This aligns with

criticism Sugiyanti et al. (2025), MSMEs often fail to build brand equity because they don't understand the importance of visual storytelling and consistent brand identity. This problem results in minimal product appeal on digital platforms, ultimately hampering sales growth opportunities.

A similar situation is also experienced by Malaysian partners. Although the community has significant tourism, arts, and culinary potential, they have not yet seriously expanded their market through digital media. The low quality of promotional content and the minimal use of insight-based marketing strategies have limited their marketing reach to the regional level. In fact, Malaysian partners emphasized that many MSMEs struggle to penetrate overseas markets due to a lack of understanding of JAKIM halal standards, promotional language requirements, and Malaysian consumer expectations (Jailani et al. 2024).

These challenges demonstrate that MSME digital transformation cannot be achieved through short training sessions alone. A systematic approach is needed, encompassing ongoing mentoring, strengthening brand identity, establishing a digital marketing culture, and cross-community collaboration to broaden market perspectives and opportunities. The Sewagati Go Digital program is a comprehensive effort to shift MSMEs' marketing perspectives, from a traditional orientation to a data-driven digital strategy, brand consistency, and cross-border market adaptation.

today's competitive era, every company must be able to develop and improve the company by holding various ways that are arranged in a program to improve employee performance. Many factors are involved in improving company performance. One of the important factors that must be considered by the company in achieving its goals is the human resource factor (HR). Humans as the driving force of the company are the main factor because the existence of the company depends on the humans involved behind it. To be able to achieve the goals of the company, competent human resources are needed in carrying out their duties.

METHOD

The methods used in the Sewagati Go Digital community service program are designed to be participatory and based on field needs. This approach was chosen because the challenges faced by partners are not only a lack of technical knowledge, but also limitations in digital culture and promotional patterns that are not yet adaptive to the modern market. Therefore, the method must be able to encourage behavioral transformation by actively involving partners in all stages of the activity. This community service program is carried out at the Sewagati Women's Group (KWT) located inPasekan Lor, Balecatur Village, Gamping District, Sleman Regency, Special Region of Yogyakarta and Malaysian UMKM located atParit No 1, 144-3 Jalan Yusof, Parit Bugis, Muar, Johor, Malaysia.

The first stage involved observation and needs mapping, conducted through informal interviews, field documentation, and analysis of partners' digital activities prior to the program's launch. This stage revealed that most members primarily used social media for personal communication, not as a strategic marketing tool. This data was then used to design training materials that accurately addressed the identified knowledge gaps.

The second stage is training planning and material development. The materials not only contain digital marketing theory but also practical guidance on product visual composition, persuasive caption patterns, hashtag selection, and how to read social media insights. The materials were developed taking into account suggestions from Malaysian partners who emphasized the importance of promotional language relevant to target consumers in other countries, such as Malaysia.

The third stage is the implementation of intensive training, conducted over several sessions. The training uses a demonstrative approach and hands-on practice. Rather than simply explaining theory, participants are asked to create content independently, and then analyze the results together. This approach aligns with the findings of Cheung, et. al., (2020) which states that practice-based learning is more effective in building long-term digital skills.

The fourth stage is implementation mentoring, which is the core of the program. The mentoring takes place over several weeks, during which each participant receives content reviews,

suggestions for improvements, and recommendations for effective posting strategies. This type of mentoring is crucial because the digitalization process cannot be achieved in a single training session but requires continuous practice and correction.

The final stage was evaluation and reflection, conducted through pre- and post-program content comparisons, increased social media engagement, and reflective interviews with partners. Evaluation data revealed significant changes in content production patterns, visual consistency, and participant engagement in digital promotion.

FINDING AND DISCUSSION

Digital Marketing as a Transformation for MSMEs

Digital marketing is essentially a marketing strategy that utilizes digital technology, particularly social media, to reach consumers more widely, quickly, and measurably. According to Kotler, Keller, and Chernev (2021), digital marketing is the process of building relationships with consumers through digital platforms that enable two-way interactions and allow businesses to obtain real-time consumer behavior data. This concept demonstrates that digital marketing is not solely focused on "promotion," but rather on creating a communication ecosystem that makes MSMEs more responsive to market changes. In the context of MSMEs, literature shows that digital marketing plays a crucial role in reducing disparities in access to markets and resources. Indriyani et al. (2023) stated that MSMEs that adopt digital marketing tend to experience increased visibility and engagement if they understand basic features like business accounts, analytics insights, and content management. In other words, low technical skills are a fundamental barrier holding back the growth of rural MSMEs.

However, the transformation to digital marketing isn't instantaneous. Numerous studies confirm that MSMEs require educational support, mentoring, and improvements in digital culture to survive. Karunia and Gunarto (2025) research shows that many MSMEs fail to utilize social media not because they lack access, but because they lack sustainable strategies, such as content scheduling, performance analysis, and customer interaction management. From a theoretical perspective, digital marketing requires a mindset shift from mere promotion to a data-driven customer relationship management strategy. Therefore, utilizing social media as part of digital marketing provides an opportunity for MSMEs to build closer relationships with consumers (Fifian 2025).

The results of the Sewagati Go Digital program demonstrate a tangible transformation in partner's digital behavior and marketing capabilities. This change can be seen in three aspects: increased digital competence, strengthened brand identity, and the emergence of a community-based digital ecosystem.

Member's digital competencies have significantly improved. Participants who previously didn't understand how to use business and professional account features are now able to independently analyze insights. They can identify which content performs best, the most effective upload times, and understand the relationship between visual quality and increased engagement. Editing skills have also improved, as evidenced by brighter, more stable, and more proportional photo and video quality.

Strengthening Brand Awareness and Its Relevance to MSMEs

Brand awareness is a core element that influences consumer perception. A brand is an identity that distinguishes a product from others and serves as the basis for consumers in making purchasing decisions. In research Sugiyanti et al. (2025), it is explained that MSMEs often fail in building a brand due to inconsistent visual identity, lack of a convincing narrative, and limited understanding of what makes their products unique in the eyes of consumers. Integrated marketing communications management, starting from visual content, brand messages, to consistency of business identity, plays a crucial role in building consumer brand awareness in a business Anisah et al. (2025). This finding reinforces the fact that digital marketing cannot stand alone without the support of literacy and other support systems in managing MSMEs (Arofah et al. 2025).

Theoretically, brand equity is built through four important components: brand awareness, brand association, perceived quality, and brand loyalty. In a digital context, these components are

strengthened through consistent visuals, an authentic communication style, and the ability to create quality content. MSMEs that use a consistent visual identity across digital platforms tend to have higher levels of consumer trust than MSMEs with random or non-standardized content. This is in line with research Fernanda et al., (2025),which found that the use of social media, particularly TikTok, is an effective strategy for increasing brand awareness. This study provides a strong foundation for the community service program, as previous branding weaknesses in KWT Sewagati and its Malaysian partners were related to design inconsistencies, unclear messaging, and a lack of brand identity concepts.

There result was a strengthening of brand identity, which is crucial for the sustainability of MSMEs. Participants began to understand that branding is more than just a logo, but encompasses visual identity, communication tone, and consistency of product narrative. This was evident in changes to more professional Instagram bios, consistent color usage, and the emergence of a unified photography style. This progress confirms the findings of Fernanda et al., (2025) which emphasizes that a consistent visual identity can increase the credibility of MSMEs in the eyes of digital consumers.

Digital Content (Digital Content Creation)

Marketing effectiveness is determined not only by the frequency of uploads, but also by the quality of the narrative, visuals, and engagement potential. According to Cheung et al., (2020), interactive visual content has a greater chance of increasing audience participation because humans tend to be more responsive to visual stimuli than to long texts. In research Sugiyanti et al. (2025), found that platforms like TikTok and Instagram are more effective for MSMEs if the content is packaged in the form of short videos, storytelling, and bright visuals that convey a professional impression. This finding reinforces the concept that digital marketing is not just "uploading product photos," but creating visual experiences that can build emotional connections with consumers. This also emphasizes the importance of social proof, namely indicators of trust such as comments, likes, or testimonials. Digital platforms provide opportunities for MSMEs to strengthen consumer trust through these interactions. In the context of KWT Sewagati, the theory explains that pre-training content is ineffective because it lacks visual aesthetics, lacks storytelling, and is not supported by increased engagement.

Digital Literacy and Community Empowerment

Digital literacy is a key prerequisite for successful digital marketing. This literacy encompasses users' ability to understand, evaluate, and utilize digital technology productively. According to Gunawan and Tasrim (2025)**,** digital literacy is a structural factor determining the ability of MSMEs to survive in the digital economy. Without adequate literacy, MSMEs become passive users unable to leverage technology strategically.

In the realm of community empowerment, digital literacy connects community development theory with technology. Increasing digital literacy in villages creates a social impact in the form of the emergence of village digital communities that serve as spaces for knowledge sharing and collaboration-based innovation. This is why mentoring and training in the Sewagati Go Digital program not only enhances individual technical skills but also creates collective cultural change. This digital empowerment theory explains why KWT Sewagati members have been able to move from simply uploading sporadic content to having a more structured collaborative work structure oriented towards long-term marketing goals.

This program has given rise to a village digital community that serves as a collective learning space. This community fosters the program's sustainability, allowing residents to share knowledge, discuss content, and collaborate on product promotion. Furthermore, several young village members have begun acting as "local mentors," supporting more senior members in operating editing applications or using insight features. This phenomenon demonstrates that digital transformation not only brings about individual change but also creates new social structures that are more adaptive to technology.

Furthermore, there has been a significant change in content upload patterns. While before the program, participants only uploaded one post per week, this has now increased to an average of 3–5 posts per week. Account engagement has also increased by 30–50 percent following the use of

hashtags, more structured captions, and more engaging visuals. Malaysian partners also positively assessed participant's ability to create content that is easily adapted for the Malaysian market, particularly through the use of Malaysia in captions and alt text.

Cross-Border Market Expansion (ASEAN Economic Interlink)

In the context of Indonesia–Malaysia collaboration, cross-border economic theory explains that MSMEs can expand their markets through cultural adaptation, halal certification, and language adjustment. Jailani et al. (2024) states that Malay language adaptation and understanding of JAKIM halal standards are two key factors determining the success of Indonesian MSMEs entering the Malaysian market. This means that cross-border digital marketing is not just about uploading content, but also about understanding the cultural context of consumers. This concept is relevant to the International Community Service Program (KKN) because Malaysian partners provide concrete input on local consumer preferences, such as language style, simple visuals, and clarity of halal information. This theory strengthens the foundation for international collaboration in community service programs, which have strategic, not merely symbolic, value.

Discussion

The Effect of Organizational Culture on Job Satisfaction

The transformation that occurred through the Sewagati Go Digital program demonstrates that digital marketing is not just a marketing technique, but also an ecosystem that requires a shift in mindset, increased literacy, and the establishment of a digital work culture. The program's results demonstrate that when MSMEs receive structured educational support and ongoing mentoring, they are able to adapt to technology, even in rural communities.

The program findings confirm the argument.Cheung, et. al., (2020), consumer interaction with high-quality visual content can significantly increase engagement. A 30–50% increase in engagement on the Sewagati MSME account demonstrates that improving visual quality can attract consumer attention and strengthen the relationship between businesses and their audiences.

Changes in citizens' digital culture demonstrate that digital literacy has a structural impact on strengthening MSMEs. This is in line with Gunawan and Tasrim (2025) which emphasizes that digital literacy is a critical factor in determining the sustainability of MSMEs in the digital economy era. The formation of village digital communities is concrete evidence that this program not only improves individual skills but also creates a collective support system that strengthens the sustainability of village digitalization.

Furthermore, the involvement of Malaysian partners added a crucial dimension: cross-border market expansion. The Malaysian partners provided input on JAKIM halal standards, consumer preferences, and the importance of adapting promotional language. This input reinforced the findings Jailani et al. (2024) Halal certification and language adaptation are crucial factors in marketing Indonesian products to neighboring countries. Thus, this program not only serves as digital training but also opens up export opportunities and collaboration between communities across borders. Furthermore, improved branding also demonstrates that MSMEs actually have significant potential to enter the digital market if provided with adequate education. This finding aligns with Fernanda et al., (2025) which states that MSMEs that implement consistent branding strategies will more easily build consumer trust. With the increased brand awareness seen in the Sewagati KWT, expanding the market to neighboring countries through social media is no longer a difficult task.

This community service activity was implemented systematically according to the stages planned from the beginning of the program. The entire series of activities was implemented through collaboration between community partners, supervising lecturers, and students. The documentation in the following figure shows the flow of activities that took place during the community service program.

Figure 1. Extension activities with Women Farmers Group partners



Figure 2. Group photo of Women Farmers Group partners after implementing extension as a form of collaboration and togetherness



Figure 3 depicts a collaborative learning activity with Women Farmers Group partners in the process of processing household plastic waste. At this stage, participants sort, clean, and process used plastic bottles as an effort to utilize waste to create value and reduce environmental pollution. This activity is carried out through direct assistance, from material collection and cutting to the preparation of recycled materials that can then be used for environmentally friendly products. This activity is expected to increase community awareness and skills in sustainable waste management.

Figure 3. Learning with partners of the Women Farmers Group through the practice of processing and utilizing recycled materials



Figure 4. Extension activities with partners in Malaysia



CONCLUSIONS

The results of the Sewagati Go Digital Program demonstrate that increasing the digital capacity of MSMEs can be achieved through structured, practical, and sustainable mentoring. The transformation experienced by KWT Sewagati and its Malaysian partners demonstrates that limited digital literacy is not a permanent obstacle, but rather a problem that can be overcome when participants receive direct mentoring, intensive practice, and consistent feedback. Improved content quality, consistent brand identity, increased social media engagement, and new habits of reading insights and analytics are indicators that MSMEs have begun to understand how digital marketing works more strategically. Digital marketing through social media is a strategic solution for community-based MSMEs to increase online product marketing. Utilizing digital platforms allows businesses to expand consumer reach, strengthen branding, and increase sales of local products (Azriya et al. 2023).

In addition to generating changes in technical skills, the program also fosters a new digital culture at the community level. The presence of village digital communities is a crucial form of sustainability, enabling members to continuously learn, share best practices, and collectively solve challenges. Furthermore, input from Malaysian partners broadens MSMEs' perspectives on regional market opportunities, particularly regarding halal certification, language adaptation, and ASEAN consumer preferences.

To ensure the sustainability of this digital transformation, several strategic steps are required. First, established village digital communities need to actively function as a space for coordination and joint content production to maintain marketing consistency even after the Community Service Program (KKN) has concluded. Second, MSMEs need to familiarize themselves with using social media insights as a basis for decision-making to ensure more targeted promotional strategies. Third, to expand cross-border marketing opportunities, MSMEs need to begin preparing legal aspects such as halal certification, packaging that meets export standards, and product narratives that use adaptive promotional language. Finally, support from village governments and universities is crucial to maintaining program continuity, both in the form of advanced training and the provision of digital facilities.

Overall, this program demonstrates that MSME digitalization is a sustainable process with a commitment to learning, cross-community collaboration, and consistent ecosystem support. The foundation built through Sewagati Go Digital provides a strong foundation for MSMEs to continue growing and adapting to the increasingly competitive dynamics of the digital economy at the national and ASEAN levels. This opens a new paradigm that village MSME products do not have to stop at the local market. This program ultimately not only results in improved technical skills but also builds a new foundation for thinking that MSMEs can play a larger role in the digital economy through a strong brand identity and appropriate marketing strategies.

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