

Training And Education for Umkm Actors Related to Digital Marketing Strategies and Business Financial Management in Paropo Village, Panakukang District, Makassar City

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Abstract. *This community service activity aimed to improve the capacity of Micro, Small, and Medium Enterprises (MSMEs) in Paropo Village, Panakukang District, Makassar City, to face the challenges of the digital era. Training and education are focused on two main aspects: digital marketing strategies and business financial management. The implementation method included a participatory approach through interactive training sessions, simulations, group discussions, and direct mentoring. The results demonstrated an increase in participants' understanding and skills in using social media and other digital platforms for product promotion and marketing. Furthermore, participants gained practical knowledge in simple financial record keeping, cash flow management, and short- and long-term financial planning. Evaluation of the activity, conducted through pre- and post-tests, demonstrated significant improvements in participants' knowledge and skills. It is hoped that this activity will have a sustainable impact on the development of participants' businesses and strengthen the competitiveness of MSMEs in the region. This activity also opens up opportunities for further collaboration with the local government and related institutions in digital-based MSME development.*

Keywords: *MSMES, Digital Marketing, Financial Management, Training, Community Empowerment*

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) occupy a central role in Indonesia's economic and social development (Hayati & Fatarib, 2022; Puspitaningrum et al., 2021). Their significance is underscored by their contribution of more than 60% to Gross Domestic Product (GDP) and their role in absorbing approximately 97% of the national workforce (Kambono et al., 2024; Mamonto et al., 2024; Arifa et al., 2025). Unlike large-scale corporations, MSMEs are often

rooted in local communities, making them important drivers of grassroots economic activity, job creation, and poverty reduction.

Their flexibility, adaptability, and close relationship with local markets are key strengths that enable them to survive in competitive and dynamic environments (Hitt et al., 1998; Gunasekaran et al., 2011). At the same time, MSMEs are seen as catalysts of innovation because of their ability to quickly respond to consumer needs and experiment with new business models. According to Munawara & Rohmah (2025) and Lubis & Salsabila (2024). Despite this important role, MSMEs continue to face structural weaknesses that constrain their contribution to the economy.

The most common challenges include limited access to capital, lack of technology adoption, and inadequate human resource capacity (Dzikrullah & Chasanah, 2024; Aini et al., 2024; Kuntoro & Suseno, 2024; Hidayat & Kholik, 2024). Many MSMEs operate without proper management systems, particularly in the areas of marketing, accounting, and financial planning. This lack of organizational discipline often translates into low productivity, inefficiency, and vulnerability to external shocks such as market volatility and economic crises (Grewal & Tansuhaj, 2001). In times of disruption, whether due to global financial instability or public health emergencies, MSMEs are often among the first sectors to experience business decline, further highlighting their fragile foundations.

Hariyanti & Kristanti (2024) said that, recent advances in digital technology, however, present new opportunities for MSMEs to overcome some of these barriers. Digital marketing, in particular, has emerged as a transformative tool for small businesses by allowing them to reach larger audiences, interact directly with customers, and evaluate performance in real time at relatively low cost. Tiago & Veríssimo (2014) define digital marketing as all marketing efforts that utilize internet-based platforms and electronic devices, including email, websites, social media, and mobile applications. For MSMEs with limited budgets, the use of these platforms is especially advantageous because it levels the playing field, enabling them to compete with larger enterprises.

Mou et al. (2022) and Rahman (2024) said that, further emphasize that digital marketing allows for personalized communication, measurable impact, and stronger customer relationships features that are particularly valuable for resource-constrained enterprises. However, the ability of MSMEs to adopt digital tools is uneven. Many enterprises lack the digital literacy required to create content, manage online platforms, or optimize social media for business purposes. The gap is not only technological but also strategic, as small businesses often fail to align their digital marketing with broader goals or consumer behavior patterns (Olson, 2021).

The Integrated Marketing Communication (IMC) framework articulated by Chang (2018) highlights that marketing effectiveness depends on message consistency, relevance, and coherence across platforms. For MSMEs, understanding and applying IMC principles can significantly enhance their visibility and credibility. Without adequate training and knowledge, however, most small businesses are unable to exploit these advantages. In addition to marketing, financial management represents another critical dimension of MSME sustainability. Effective financial management, as defined by Grozdanovska et al. (2017), involves planning, organizing, directing, and monitoring financial resources to achieve business objectives.

At its simplest level, this includes recording income and expenditures, preparing budgets, and calculating profits and losses. Siegrist et al. (2020) argues that sound financial management improves operational efficiency and long-term sustainability by providing accurate information for decision-making and enabling businesses to access external funding. Yet, many MSMEs do not practice even basic bookkeeping. Financial records are often incomplete, mixed with personal expenses, or entirely absent. This lack of discipline not only hinders internal decision-making but also disqualifies MSMEs from accessing loans or grants from formal financial institutions.

Training in simple, practical financial practices is therefore indispensable for strengthening their resilience and competitiveness. These challenges and opportunities are particularly relevant in Paropo Village, Makassar City. The village has been designated as part of the "Tourism Alley" program, an initiative aimed at revitalizing alleys as productive community spaces and strengthening local economic potential. MSMEs in Paropo are expected to serve as engines of growth in this program by offering goods and services to both local and visiting consumers.

However, their actual capacity to benefit from these opportunities remains limited. Field observations and preliminary assessments indicate that most Paropo MSMEs lack the knowledge and skills to utilize digital platforms effectively. Their marketing strategies are typically confined to traditional, face-to-face methods, while financial records are rarely kept in a systematic manner. This situation undermines their ability to compete in a tourism-driven market where visibility, professionalism, and efficiency are essential.

The urgency of addressing these gaps cannot be overstated. Without interventions that enhance digital literacy and financial discipline, Paropo MSMEs risk being excluded from the economic benefits of the Tourism Alley program. The potential of digital marketing and financial management theories becomes particularly salient in this context. IMC principles suggest that small businesses with limited budgets can still thrive by crafting consistent and targeted messages across affordable digital channels. Similarly, Gitman's financial management framework underscores that even the smallest enterprises can improve sustainability through simple but disciplined record-keeping and cash flow monitoring. By linking these theoretical perspectives to the specific problems faced by Paropo MSMEs, it becomes clear that targeted community interventions are both relevant and necessary.

This study, conducted as a community service initiative, is designed to respond to these challenges. Its objectives are threefold: (1) to educate MSME actors in Paropo Village about the importance of digital marketing for expanding market access; (2) to provide hands-on training in the use of accessible digital tools such as Instagram, WhatsApp Business, and e-commerce platforms for product promotion; and (3) to strengthen MSMEs' capacity in financial management by introducing simple, practical bookkeeping practices that separate business and personal finances. By addressing these interrelated gaps in marketing and financial management, the initiative seeks not only to improve the competitiveness of local MSMEs but also to ensure their active and sustainable participation in the broader Tourism Alley program.

METHODS

Implementation Approach and Strategy

This community service activity uses an educational-participatory approach, where the community in this case, MSMEs is not merely an object but also an active subject in the capacity building process. This approach aligns with the concept of community engagement according to Brody (2003), which emphasizes direct community involvement in program planning and evaluation, ensuring that the program truly aligns with local needs and conditions. The implementation strategy is designed in the form of direct training conducted through interactive lectures, case studies, and hands-on practice. This method was chosen because it fosters a participatory and applicable learning environment. Each participant is provided with training modules, simulation examples, and practice using digital platforms such as Instagram and WhatsApp Business as marketing tools. Regarding finance, participants are trained in recording cash flow using a simple format accessible through a spreadsheet application on a mobile phone.

Time and Location

This activity will be held for one day on May 15, 2025, in Paropo Village, Panakkukang District, Makassar City, South Sulawesi. This location was chosen based on the consideration that Paropo Village is one of the areas included in Makassar City's "Tourism Alley" program, where local MSMEs are concentrated in the culinary, craft, and tourism services sectors. Furthermore,

this area also has potential for community-based tourism development, which can be supported by strengthening the MSME sector.

Implementation Stages

The activity was implemented through several stages, namely: Initial Identification and Coordination: The implementation team coordinated with the sub-district government and local MSME group leaders to recruit participants and develop a schedule. Development of Training Modules and Materials: The implementation team developed training materials focusing on two main topics: digital marketing and MSME financial management. The materials were presented in PowerPoint formats, practice sheets, and practical simulations. Training Implementation: The training was conducted over a full day using interactive methods. The first session discussed digital marketing, while the second focused on financial management. Participants were divided into small groups to participate in simulations and hands-on practice. Discussion and Evaluation: At the end of the session, an open discussion was held to gather participant feedback and conduct a brief evaluation of the training's effectiveness. Documentation and Follow-up: All activities were documented in the form of photographs and field notes. Follow-up, in the form of a periodic monitoring plan, will be conducted through communication with community leaders and selected participants.

Implementation Team

This activity was implemented by a team of lecturers from Fajar University, who have experience in community empowerment and MSME training. The implementation team was tasked with developing materials, coordinating activity implementation, and facilitating training sessions and evaluations. The team's competencies in economics, management, and communication were fundamental to the success of this activity.

RESULTS AND DISCUSSION

A community service activity entitled "Improving the Capacity of MSMEs in Paropo Village Tourism Alley" was held in Paropo Village, Makassar City. Local MSMEs from various businesses, including snacks, herbal drinks, handicrafts, and local tourism services, participated in the activity. The full-day event consisted of two main training sessions: digital marketing and small business financial management. The first session began with a presentation on the importance of digital marketing in developing businesses in the digital era. Participants were introduced to various digital platforms, such as Instagram, WhatsApp Business, and Shopee, as promotional and sales tools. The presenters explained techniques for creating engaging content, consistent business account management, and how to optimize hashtag use and customer interaction.



Figure 1. Presentation by the Community Service Team

The second session focused on MSME financial management. Participants were given material on how to record cash flow, prepare a simple profit and loss report, and differentiate

between personal and business finances. In this session, participants were invited to conduct simulations using simple formats based on Microsoft Excel and Google Sheets, which are easily accessible on mobile devices.



Figure 2. Material Delivery by the Community Service Team

Activity Achievements

This activity generally went very well. Participants' enthusiasm was evident in their active participation throughout the training, both in discussions and during simulations. Some concrete achievements that can be identified include: Increased knowledge: Participants demonstrated an increased understanding of digital marketing concepts and simple financial record-keeping. Direct application: Several participants immediately created business accounts on Instagram and began uploading their products in a more professional format. Ongoing commitment: Some participants proposed forming a digital marketing study group based in the tourist alley community to share developments and strategies. These results indicate that the hands-on training method with guided practice was very effective in encouraging participant participation and understanding, especially for small business owners who were previously unfamiliar with digital or managerial approaches.

Implementation Evaluation

Based on participant feedback gathered through open discussions and short questionnaires, the majority of participants were satisfied with the training materials and methods. They stated that the training was highly relevant to their needs, practical, and easy to understand. Some of the challenges encountered included: Limited devices: Some participants did not have smartphones that optimally supported digital applications. educational background: Some participants with primary education backgrounds took longer to understand the functions of spreadsheet applications. However, these challenges were overcome through a more personalized approach and direct assistance during the session. The implementation team also provided additional facilitators to provide technical assistance to participants during the simulation process.

Through an educational-participatory approach, the training was conducted using simple yet effective methods. Participants were provided with materials tailored to the needs and real-world conditions of their businesses. In the digital marketing session, participants were not only given theory but also hands-on practice using social media platforms like Instagram and WhatsApp Business. This broadened their understanding of the importance of a digital presence and effective product promotion techniques. Meanwhile, in the financial management session, MSMEs were introduced to daily cash flow recording techniques, simple report preparation, and the importance of separating business and personal finances. Some participants even demonstrated the initiative to create their own record-keeping systems using the provided spreadsheet templates. This activity demonstrated that strengthening the capacity of MSMEs through practical training is highly effective in equipping business owners with new, applicable

skills. Digital marketing and financial management are two fundamental areas that have been common weaknesses among MSMEs, and through this activity, the intervention successfully addressed these needs. These results also align with findings from previous studies, such as that of Judiono et al. (2024), which found that hands-on digital marketing training can increase MSME sales quickly. Smallbone et al. (2012) expressed a similar sentiment, stating that disciplined financial recording has an impact on the stability of small businesses.



Figure 3. Group Photo with All Participants

The success of this activity was inextricably linked to the methods employed, namely a participatory, interactive, and applicable approach. The training was conducted in a manner that closely aligned with the participants' real-life situations, making it easier for them to absorb the material. Other contributing factors were participant commitment, support from the village government, and the readiness of the professional and communicative implementation team

CONCLUSION

The community service activity entitled "Improving the Capacity of MSMEs in Paropo Village Tourism Alley" was a success and had a tangible positive impact on participants. This training focused on two key aspects: digital marketing and MSME financial management, which have historically been fundamental weaknesses for local MSMEs. The results of the activity indicate that the majority of participants experienced an increased understanding of these two aspects. Several MSMEs immediately applied the training findings to their daily business activities. This demonstrates that short, structured and relevant training can produce tangible changes in the behavior and competencies of MSMEs.

SUGGESTION

Following the initial training, it is recommended that MSMEs conduct regular mentoring programs. This aims to ensure that the material provided is truly applied in daily business activities and helps overcome any technical obstacles encountered. Follow-up activities can focus on the use of more specific digital tools and platforms, such as training on creating online stores in marketplaces, using mobile-based financial recording applications, and optimizing marketing through social media (Instagram, TikTok, WhatsApp Business, etc.).

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