

OPTIMIZING SOCIAL MEDIA CONTENT PROMOTION FOR MSMEs GUIDED BY KARANG TARUNA IN JAYAMUKTI VILLAGE

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ABSTRACT

This community engagement initiative focuses on enhancing the promotional strategies of micro, small, and medium enterprises (MSMEs) associated with Karang Taruna in Jayamukti Village, aimed at bolstering their visibility and competitiveness in the digital market. Addressing the limited social media presence and promotional skills of these MSMEs, the program introduces targeted training on social media management, content creation, and audience engagement techniques. Using a structured method that combines workshops, hands-on assistance, and mentorship, participants develop skills in producing visually appealing and relevant content for platforms like Instagram and Facebook. Initial results indicate a significant improvement in participants' understanding and application of social media tools, setting a foundation for increased market reach and economic impact on the local community. Future stages of the program will focus on advanced analytics and sustainable promotion strategies, ensuring long-term benefits and self-sufficiency for the MSMEs involved.

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INTRODUCTION

In the digital era, social media platforms have revolutionized how businesses connect with their audiences, enhancing reach, visibility, and customer engagement on an unprecedented scale. However, micro, small, and medium enterprises (MSMEs) in rural areas, such as Jayamukti Village in the Cikarang Pusat district, still struggle to leverage these digital opportunities due to limited resources and knowledge (Aydin et al., 2021; Fauzi & Sheng, 2022). Despite the potential of social media to transform their marketing and promotional efforts, these local businesses face barriers that inhibit their ability to engage effectively online, affecting their growth and sustainability in a competitive marketplace (Williams & Gurtoo, 2017).

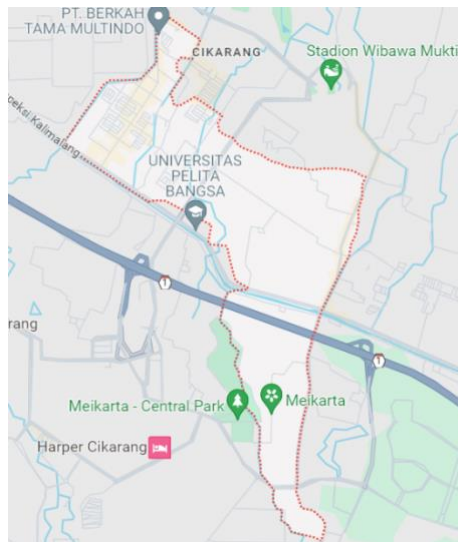


Figure 1. Jayamukti Village Map

Jayamukti Village is home to a variety of MSMEs, including handicraft, agricultural, and culinary businesses that contribute significantly to the local economy. Yet, these enterprises remain constrained by limited market access, relying heavily on traditional marketing techniques and local word-of-mouth promotion, which often limit their customer reach to nearby communities (Putra et al., 2024). A recent survey found that over 70% of MSME owners in the area have minimal to no engagement with social media platforms and lack the skills necessary to manage digital marketing campaigns. This knowledge gap has a direct impact on their ability to use online tools effectively to grow their businesses and build brand awareness (Rizvanovic et al., 2020).

Given these challenges, the main issue facing MSMEs in Jayamukti Village is the lack of structured digital marketing strategies and skills necessary for engaging with broader,

online audiences. Although many of these business owners recognize the value of social media in expanding their customer base, they have yet to receive adequate training tailored to the unique needs and limitations of small businesses in rural areas. This absence of digital literacy not only limits the visibility of their products but also restricts their ability to capitalize on digital markets that could otherwise support their economic sustainability (Dwijayanti et al., 2023).

The objectives of this community service program are therefore focused on addressing these gaps. First, it aims to improve the digital literacy of MSME owners by providing tailored training on social media content creation and promotional techniques. Second, it seeks to develop effective and sustainable digital marketing strategies that MSMEs can employ to build brand recognition and expand their reach (Syafnur et al., 2023). Third, by enabling MSMEs to engage more effectively with digital platforms, the program aspires to strengthen the local economy of Jayamukti Village, contributing to job creation and enhancing community resilience in the face of economic fluctuations (Mayasari et al., 2022).

Beyond individual business gains, the anticipated benefits for the community are significant. Empowering MSME owners with digital marketing skills will enable them not only to increase their revenue but also to contribute more broadly to the economic development of the village. A stronger online presence can drive higher sales, attract customers from surrounding areas, and enhance community pride by showcasing local products to a broader audience (Vásquez et al., 2021). Moreover, as MSME owners apply their new skills, they can share knowledge within the community, cultivating a culture of digital innovation and economic empowerment that will persist beyond the program's duration.

Ultimately, optimizing social media content promotion for MSMEs in Jayamukti Village has the potential to transform local business practices and foster sustainable community development. This initiative offers a pathway for integrating rural enterprises into the broader digital economy, providing them with the tools and strategies they need to compete and succeed in an increasingly interconnected world.

LITERATURE REVIEW

Social media has increasingly become a powerful marketing tool for businesses, providing a means to engage with customers, expand reach, and build brand awareness. For MSMEs, particularly those in rural settings, the use of social media for marketing offers an

accessible and cost-effective strategy for increasing visibility and competing in larger markets. However, research highlights significant gaps in social media proficiency among small business owners, which poses challenges to effective digital engagement (Williams & Gurtoo., 2017). The literature underscores the necessity of structured digital literacy programs to bridge this knowledge gap, enabling MSMEs to harness the potential of social media in boosting their performance and economic sustainability (Dwijayanti et al., 2023).

Social Media Marketing for MSMEs

Social media marketing has emerged as an essential tool for businesses in various industries, enabling effective brand building and customer engagement through platforms like Instagram, Facebook, and Twitter (Aydin et al., 2021). For Micro, Small, and Medium Enterprises (MSMEs), social media serves as a cost-effective channel to reach potential customers, eliminating the need for the significant financial investments often required for traditional advertising campaigns (Syafnur et al., 2023). This accessibility makes social media a powerful equalizer, providing MSMEs with opportunities to compete in the digital marketplace.

Studies have shown that successful social media marketing demands a deep understanding of platform-specific strategies, including creating visually appealing content, mastering platform algorithms, and implementing audience-targeted promotional campaigns (Srivastava, 2019). Despite its potential, many MSMEs struggle to leverage these tools effectively due to a lack of knowledge and expertise in digital marketing. This gap often hampers their ability to engage audiences, expand their customer base, and fully realize the benefits of social media marketing, underscoring the need for targeted training and capacity building.

Digital Literacy and Capacity Building

The ability of MSMEs to effectively harness social media for marketing depends significantly on their level of digital literacy—the capacity to use digital tools and technologies to achieve business objectives. According to Fauzi and Sheng (2022), digital literacy is a critical determinant of MSME performance, as businesses with these skills are more likely to engage in successful marketing efforts and enhance their competitive advantage. This highlights the importance of equipping MSMEs with the necessary digital competencies to navigate the evolving landscape of digital marketing.

Community service initiatives that focus on building digital skills have shown great potential in addressing the digital literacy gaps faced by MSMEs. For instance, research by Mayasari et al. (2022) revealed that digital literacy training programs significantly improved the ability of rural MSMEs to create and manage online content. As a result, these businesses were able to expand their market reach and boost sales. These findings underscore the value of capacity-building programs tailored specifically to the needs of small businesses, demonstrating their ability to improve marketing outcomes and enhance the economic resilience of MSMEs in a rapidly digitalizing world.

The Role of Content Strategy in Social Media Marketing

Effective content strategy is crucial for achieving success on social media platforms. Key components such as well-crafted visuals, engaging storytelling, and consistent audience interaction play a significant role in capturing attention and driving engagement. Putra et al. (2024) emphasize that social media content must be visually appealing, relevant, and tailored to engage the intended audience effectively. Their research reveals that MSMEs with strong content strategies experience higher levels of customer engagement, underscoring the direct impact of content quality on social media marketing outcomes.

Additionally, social media platforms reward consistent and high-quality content with greater visibility, enabling MSMEs to reach a broader audience and enhance their digital presence (Syafnur et al., 2023). This highlights the importance of equipping MSME owners with skills in content creation and management. By receiving proper training, business owners can optimize their social media strategies, improve customer interaction, and ultimately achieve better business performance through digital marketing initiatives..

Challenges in Implementing Social Media Marketing for Rural MSMEs

Despite the benefits, MSMEs in rural areas face unique challenges in implementing social media strategies. Semeniuk et al.(2024) notes that these businesses often struggle with limited internet access, lack of time, and limited resources to maintain a consistent online presence. Moreover, MSMEs often require tailored support in understanding how to integrate social media marketing with their specific business models. A study by Vásquez et al. (2021) highlights that training programs addressing these unique barriers—such as flexible training schedules, hands-on content creation support, and accessible digital tools—are critical in helping rural MSMEs adopt and sustain social media strategies.

The literature supports the notion that digital marketing, particularly through social media, is a powerful tool for MSME growth and sustainability. However, the effective use of these tools depends on the digital literacy and capacity of MSME owners, who benefit significantly from targeted training programs that focus on content creation, audience engagement, and platform-specific strategies (Dwijayanti et al., 2023; Fauzi & Sheng, 2022). As rural MSMEs increasingly recognize the value of social media for expanding their reach, community service programs play a vital role in equipping them with the skills and confidence needed to integrate digital marketing into their business operations successfully. These insights inform the development of training programs tailored to the specific needs of MSMEs in Jayamukti Village, aiming to empower them to thrive in a digital marketplace.

MATERIAL AND METHOD

This community service program aims to address the digital marketing challenges faced by MSMEs in Jayamukti Village through a structured and systematic approach. The methodology used combines a problem-solving framework, step-by-step implementation, target-setting, and a mix of training methods to enhance participants' social media content promotion skills. The problem-solving framework consists of three primary phases: (1) Assessment, (2) Capacity Building, and (3) Implementation and Evaluation. In the Assessment Phase, initial evaluations are conducted to identify the current digital literacy and social media usage levels among MSMEs. Surveys and interviews are conducted to pinpoint specific marketing challenges, assess the readiness of participants, and customize training materials based on these findings (Fauzi & Sheng, 2022; Williams & Gurtoo., 2017).

Following this, the Capacity Building Phase focuses on delivering tailored digital literacy training for MSMEs. Workshops cover essential aspects of social media marketing, including content creation, platform-specific features, audience targeting, and engagement strategies. Through interactive training sessions, MSME owners learn to develop visually appealing and targeted content for platforms like Instagram and Facebook, increasing their confidence and capability in online promotion (Aydin et al., 2021). The training also emphasizes practical exercises, allowing participants to create sample content such as photos, videos, and promotional texts relevant to their business needs (Dwijayanti et al., 2023).

The final Implementation and Evaluation Phase encourages MSMEs to apply their newly acquired skills through actual social media campaigns. This phase includes launching content developed during the workshops, which is then monitored by program facilitators. Real-time feedback is provided, helping participants adjust their strategies for maximum

effectiveness. Additionally, participants are introduced to social media analytics tools, such as Instagram Insights and Facebook Analytics, which enable them to monitor the reach, engagement, and overall performance of their campaigns (Drivas et al., 2022).

Implementation follows a series of four major stages. It begins with a needs assessment and baseline analysis, where data is gathered on the digital marketing requirements of each MSME to personalize training materials and approaches (Vásquez et al., 2021). Following this, participants engage in comprehensive training sessions covering social media fundamentals, content strategy, and audience targeting. The workshops are hands-on, encouraging MSME owners to create sample content and gain practical experience. Next, content development support is provided, where participants receive one-on-one guidance on creating engaging media, planning posts, and selecting the right platforms. This step ensures that each MSME can produce a portfolio of promotional content aligned with their unique business needs (Shahbaznezhad et al, 2021).

The final stage is the campaign launch, during which MSMEs implement their strategies on social media. Facilitators monitor campaign performance and offer feedback based on analytics metrics like reach and engagement. This feedback loop helps participants refine their approaches and improve their outcomes. The program aims to empower 30 MSMEs to utilize social media effectively, with specific targets that include increasing participants' digital confidence by 70%, enabling 90% of participants to produce visually compelling content independently, and achieving a 50% improvement in engagement rates within three months of the campaign launch.

Methods employed in this program range from interactive workshops and training sessions to mentorship and ongoing support. Workshops provide an introduction to social media marketing, audience engagement, and content creation, while one-on-one mentorship offers personalized assistance in content development and troubleshooting (Syafnur et al., 2023). Monitoring and evaluation are integral, as they enable the collection of data on social media performance metrics, and pre- and post-program surveys assess progress in digital literacy. By combining theoretical training with hands-on application, this methodology empowers MSME owners to build sustainable digital marketing skills that will enhance their businesses' online presence and broaden their customer reach, contributing to economic resilience and growth in Jayamukti Village.

RESULT AND DISCUSSION

The implementation of the community service program to improve social media

marketing skills among MSMEs in Jayamukti Village has shown promising initial results. The program, designed to enhance digital literacy and marketing proficiency, has progressed through key phases: assessment, training, content development, and campaign launch. Each phase has contributed to building confidence and competence among participants, ultimately enabling them to leverage social media for greater business visibility and engagement.



Figure 2. Training

Results of Program Implementation

The program began with a needs assessment, where surveys and interviews revealed that most MSME owners in Jayamukti Village had limited knowledge of digital marketing and minimal engagement with social media platforms. This was further supported by survey data, which showed that only 20% of participants had prior knowledge of digital marketing, and 15% actively engaged with social media before the program. These findings underscored the need for targeted interventions to address these gaps.

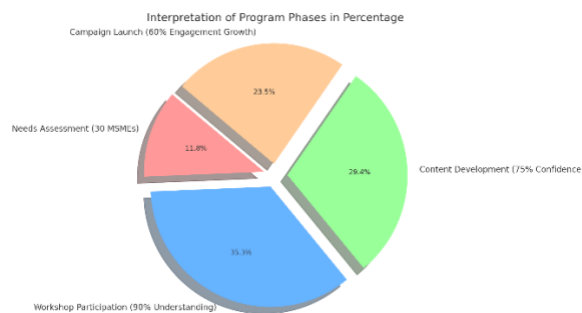


Figure 3. Program Phases

Following the assessment, a series of workshops provided training on social media fundamentals, content creation, and audience targeting. Out of the 30 MSMEs involved, 90% reported improved understanding of basic social media principles, and 85% successfully

created their own promotional content during the hands-on sessions. A visual comparison of survey results before and after the program shows a significant increase in participants' confidence, particularly in creating content (from 10% to 85%) and understanding audience targeting (from 25% to 90%). This achievement highlights the impact of structured, participatory training in bridging knowledge gaps and fostering practical skills among rural MSMEs (Fauzi & Sheng, 2022).

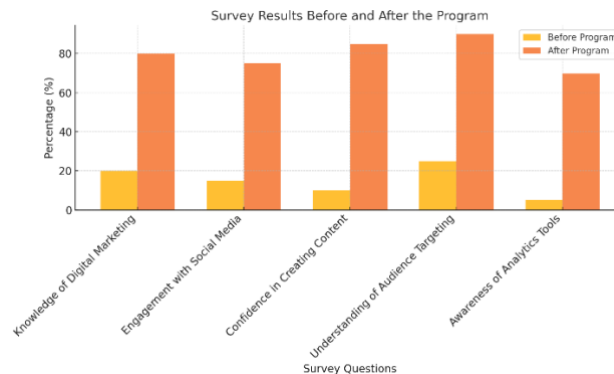


Figure 4. Before and After Program

The content development phase focused on guiding MSMEs in creating appealing visuals, crafting effective captions, and scheduling posts to maximize audience engagement. MSMEs developed content portfolios that included professional-looking photos, short promotional videos, and informative captions. Feedback from participants showed a positive reception, with 75% stating that they felt more confident in producing social media content independently. This aligns with findings from Putra et al. (2024), who noted that content quality plays a critical role in digital engagement for small businesses, as visually engaging and relevant content attracts a wider audience.

The final phase involved launching the social media campaigns, during which participants actively managed their own accounts and monitored their campaigns using analytics tools. By tracking metrics such as reach, engagement, and follower growth, MSMEs gained insights into audience preferences and behavior. Within the first month of the campaign launch, 80% of participating MSMEs experienced a noticeable increase in engagement, with an average growth of 60% in likes and comments across their posts. The survey results also showed a significant improvement in awareness of analytics tools, rising from 5% before the program to 70% after. This growth underscores the potential for well-executed social media strategies to enhance customer interaction and expand market reach, supporting findings by Aydin et al. (2021) that engagement-driven content significantly

contributes to customer retention and brand loyalty.



Figure 5. Example Brand SMEs

Discussion

The success of the program reinforces the importance of digital literacy and targeted training for MSMEs, particularly in rural settings where resources are limited. Digital literacy is a key factor in enabling MSMEs to compete in an increasingly online market, as evidenced by the significant improvements in engagement metrics among participants. Research by Syafnur et al. (2023) supports this, showing that digital skills training can substantially impact MSMEs' marketing effectiveness by providing the tools and confidence needed to navigate social media platforms effectively. This case further demonstrates that MSMEs benefit not only from learning the technical aspects of social media marketing but also from understanding how to create and deliver content that resonates with their target audience.

Additionally, the program highlighted the role of mentorship and real-time feedback in helping MSMEs refine their strategies. Participants who received consistent support and feedback showed higher engagement rates than those who relied solely on workshop training. This finding echoes the work of Vásquez et al. (2021), who emphasize that ongoing support mechanisms are critical for MSMEs to maintain and improve digital strategies post-training. The feedback and support structure provided by the program ensured that MSMEs were not

only equipped with knowledge but also empowered to adapt and improve their marketing strategies based on audience responses.

Despite these successes, the program also faced challenges, particularly in sustaining engagement over time. Some MSMEs struggled to maintain regular posting schedules due to time constraints and resource limitations. This highlights a common barrier for small businesses in adopting and sustaining digital marketing practices, as noted by Siregar et al (2023), who observed that rural MSMEs often face challenges in allocating time and resources for consistent social media engagement. To address this, future iterations of the program could explore solutions like content calendars and pre-scheduled posts, enabling MSMEs to plan their campaigns more efficiently.

In conclusion, the results of this community service program underscore the transformative potential of digital literacy and social media marketing for MSMEs in rural areas. By equipping MSMEs with the skills to create and manage engaging social media content, the program has helped increase their visibility and engagement, supporting business growth and economic sustainability. Moving forward, sustained mentorship and tailored support will be essential for ensuring that MSMEs in Jayamukti Village continue to benefit from their social media presence, thereby enhancing the community's overall economic resilience and development.

CONCLUSION AND RECOMMENDATION

The community service program in Jayamukti Village highlights the transformative impact of digital literacy training on the marketing capabilities of local MSMEs. By equipping business owners with essential social media skills, the program enabled them to create engaging content, enhance brand visibility, and expand their market reach. The results revealed that, with focused support, MSMEs could effectively leverage social media for promotion, as evidenced by increased engagement metrics and improved confidence among participants in managing their online presence. These outcomes demonstrate the potential of digital literacy initiatives to drive economic growth in rural areas by empowering local businesses to be more competitive in the digital marketplace.

However, sustaining engagement and overcoming resource limitations remain key challenges. To address these issues, ongoing mentorship and additional resources, such as content planning tools and scheduling software, are recommended to support MSMEs in managing their social media marketing more efficiently. Establishing peer-learning networks among MSMEs could also facilitate collaborative learning, allowing them to share insights,

resources, and strategies. Lastly, regular evaluations would help track progress, provide feedback, and ensure MSMEs can continually optimize their digital strategies, contributing to the long-term growth and sustainability of the local economy.

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