

DIGITAL TRANSFORMATION OF INDRAMAYU MSMEs WITH DIGITAL MARKETING APPROACH: STRATEGIC STEPS TOWARDS THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDG'S)

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ABSTRACT

This study assesses the efficacy of training, mentorship, and evaluation programs in facilitating the digital transformation of MSMEs in Indramayu through the use of digital marketing, in alignment with the Sustainable Development Goals (SDGs). The curriculum encompasses SEO, social networking, e-commerce, and digital business management. The methods for assessing immediate understanding during direct presentations included observation of responses during interactive discussions and evaluations of conceptual knowledge demonstrated in real-time. Results indicate a clear improvement in the participants' conceptual understanding observed during the presentation sessions. Furthermore, a significant number of participants out of 26 successfully established online enterprises as a result of the overall program. Participation reached 90%, with 92% of respondents expressing high satisfaction and enthusiasm for future sessions. The digital transformation initiative enhances local economic competitiveness and contributes directly to SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure). The report advocates for the expansion of similar programs to accelerate digital inclusion among MSMEs and promote sustainable development.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute the foundation of the Indonesian economy, making substantial contributions to the Gross Domestic Product (GDP) and employment (Kementerian Koperasi dan UKM, 2023). Nonetheless, MSMEs frequently encounter difficulties in competing in the digital age, especially concerning the limited use of technology and contemporary marketing tactics. Conversely, the global community has established a comprehensive agenda comprising 17 Sustainable Development Goals (SDGs) designed to eradicate poverty, safeguard the planet, and guarantee prosperity for all. The intersection of MSME empowerment via digital transformation and the attainment of SDGs is essential. Indramayu, a district with considerable MSME potential, must expedite digital adaptation to ensure the survival and growth of its MSMEs. The application of digital marketing, encompassing Search Engine Optimization (SEO), social media marketing, and e-commerce, has demonstrated the ability to broaden market reach, enhance operational efficiency, and ultimately stimulate economic growth (Chaffey & Ellis-Chadwick, 2019; Nurpratama & Anwar, 2020; Kaharuddin et al., 2024; Galib et al., 2024). This research arises from the pressing necessity to enhance Indramayu's MSMEs via a systematic digital marketing training and mentoring initiative, aiming to yield beneficial effects on profitability and contribute significantly to the attainment of the Sustainable Development Goals (SDGs). The primary objective is to enhance the capability of MSMEs to embrace digital technology for marketing and business management, hence fostering inclusive and sustainable economic growth.

LITERATURE REVIEW

The digital transformation of MSMEs has emerged as a fast evolving area of research in recent years. Prior research indicates that the integration of digital technology markedly improves the competitiveness and market penetration of MSMEs (Jones & Smith, 2020; Alviani & Munawaroh, 2025; Septi et al., 2025; Farhani & Chaniago, 2021; Anjarwati & Rizkina, 2025). Digital marketing, as a pivotal approach in this shift, comprises multiple facets. SEO (Search Engine Optimization) is the procedure of enhancing website presence in organic search engine results, essential for attracting prospective clients (Moz, 2024). Social media has demonstrated efficacy in enhancing brand awareness, engaging with customers, and directing visitors to sales platforms (Mangold & Faulds, 2009). Simultaneously, e-commerce offers a platform for MSMEs to market their products and services online,

transcending geographical and temporal limitations (Turban et al., 2015). Enhancing MSMEs via training and mentorship is an efficacious strategy for augmenting their digital literacy and business competencies. Research conducted by Rahman et al. (2021) indicates that extensive training programs... (Kaharuddin et al., 2024; Salam & Imilda, 2024; Alam et al., 2023). Moreover, digital business management is crucial for operational efficiency, encompassing inventory management, finance, and customer relations (Kotler & Keller, 2016). The relationship between MSME digital transformation and the Sustainable Development Goals (SDGs) is being progressively analyzed. Strengthening MSME capacity through digitalization can contribute to SDG 1 (No Poverty) by creating new economic opportunities, SDG 8 (Decent Work and Economic Growth) by increasing productivity and job creation, and SDG 9 (Industry, Innovation, and Infrastructure) through increased access to technology and innovation (Abdillah & Sholihah, 2023; Nofi & Choirunnisa, 2024). Consequently, intervention initiatives centered on digital marketing for MSMEs represent a strategic initiative for attaining sustainable development.

MATERIAL AND METHOD

This study employed a mixed-method approach, combining both qualitative and quantitative techniques through a structured program of training, mentoring, and evaluation. A total of 26 MSMEs in Indramayu were selected as participants using purposive sampling, based on their readiness to adopt digital technologies and the relevance of their businesses to online marketing.



Figure 1.
Documentation of the Community Service Program conducted by the Faculty of Economics and Business, Universitas Negeri Jakarta, in Indramayu

The training curriculum was carefully designed around four core pillars of digital marketing and business management:

1. SEO (Search Engine Optimization): covering basic SEO principles, keyword analysis, on-page and off-page optimization, and performance evaluation.
2. Social Media Marketing: focusing on content strategy, platform management (Instagram, Facebook, TikTok), audience engagement, and business features.



Figure 2.

E-commerce training session for MSME participants, covering product photography, digital marketing strategies, and performance analytics tools.

3. E-commerce: including the setup and management of online stores on platforms such as Tokopedia and Shopee, product handling, order processing, and customer service.
4. Digital Business Management: introducing digital tools for financial recordkeeping, inventory control, and customer data management.



Figure 3.

In-class training session with MSME participants during the digital marketing mentoring program in Indramayu.

Each pillar was delivered through interactive in-class sessions, followed by individual and group mentoring to ensure practical application. The training was conducted over eight sessions, each lasting approximately 2-3 hours, combining lectures, demonstrations, and hands-on practice. The program emphasized both theoretical understanding and hands-on implementation to enhance participants' digital capabilities.

To evaluate the program's effectiveness, particularly in terms of immediate understanding during direct presentations, several indicators were used:

1. **Conceptual Understanding:** Measured through interactive discussions and direct observation of participants' responses during Q&A sessions within the presentation, focusing on participants' ability to explain key digital marketing concepts.
2. **Autonomous Digital Content Creation:** Evaluated by observing the establishment and management of participants' online stores or business social media accounts throughout the entire program duration.
3. **Active Participation:** Tracked through engagement during sessions, including questions, discussions, and contributions to exercises.
4. **Participant Satisfaction:** Measured using a Likert-scale questionnaire covering material relevance, instructor competence, facilities, and interest in future sessions.

Quantitative data were analyzed descriptively (mean, percentage), while qualitative data from observations and interviews were analyzed thematically to identify patterns and insights. Importantly, this initiative was strategically aligned with the Sustainable Development Goals (SDGs). It contributed to :

1. **SDG 1 (No Poverty)** by expanding digital market access and increasing MSME income,
2. **SDG 8 (Decent Work and Economic Growth)** by enhancing productivity and creating new job opportunities, and
3. **SDG 9 (Industry, Innovation, and Infrastructure)** by promoting the adoption of digital technologies and innovation in MSME operations.

RESULT AND DISCUSSION

The digital marketing training and mentoring program for Indramayu MSMEs showed substantial outcomes in enhancing participants' digital competencies and favorably influencing their business operations.

Enhancement in Conceptual Understanding During Interactive Sessions: A clear increase in participants' understanding was observed during the interactive presentation and discussion sessions. Most of the 26 participants demonstrated the ability to rearticulate SEO ideas, social media algorithms, and e-commerce tactics directly during the sessions. This indicates that the training materials were effectively disseminated and successfully improved participants' foundational to intermediate understanding of digital marketing and digital business management.

Quantity of MSMEs Effectively Generating Autonomous Digital Content: The program's success was further demonstrated by the concrete outputs generated by the participants throughout the entire training and mentoring program. A significant number of participants out of 26 successfully established and administered online stores. Examples of products sold include local crafts, fashion items, and packaged food, primarily through platforms such as Tokopedia and Shopee. This figure indicates a significant rate of adoption and execution. The capacity to autonomously establish and administer online stores is a vital component of the digital transformation of MSMEs, enabling them to broaden market access and enhance online transactions. This further validates that the training and initial coaching were exceptionally effective in enabling practical application.

Engagement Rate in Training Sessions: The elevated participation rate signifies the fervor and dedication of the participants. Ninety percent of the 26 attendees actively posed inquiries and participated in discussions during the course. This active engagement indicates that the training materials were pertinent to the requirements of MSMEs and fostered curiosity and a motivation to learn. The interactive learning environment promoted problem-solving and the exchange of experiences among participants.

Participant Satisfaction with Training (derived from survey results): Participants provided quite favorable feedback. Ninety-two percent of participants indicated that the training was highly advantageous and conveyed a wish to participate in additional sessions. This elevated degree of satisfaction signifies that the program not only fulfilled expectations but also surpassed them, delivering substantial additional value for participants. The inclination to participate in more sessions indicates a necessity for ongoing education and the

possibility for future program enhancement.

The findings of this study align with existing literature that underscores the significance of training and mentoring in facilitating the digital transformation of MSMEs (Rahman et al., 2021; Nurpratama & Anwar, 2020; Kaharuddin et al., 2024; Abdillah & Sholihah, 2023; Salam & Imilda, 2024; Alam et al., 2023). The enhancement of comprehension and practical expertise in SEO, social media, and e-commerce immediately bolsters the competitiveness of MSMEs in the digital marketplace. The capacity of a significant number of participants out of 26 to autonomously establish and oversee online enterprises serves as definitive proof of the program's efficacy in promoting digital inclusion.

The program's role in attaining the Sustainable Development Goals (SDGs) can also be recognized. The enhanced capabilities of MSMEs and their access to digital markets advance SDG 1 (No Poverty) by generating new economic possibilities and augmenting income for MSME stakeholders. By fortifying MSMEs, the initiative directly advances SDG 8 (Decent Work and Economic Growth) through the promotion of inclusive and sustainable economic development and employment generation. Moreover, by promoting the integration of digital technology and innovation in corporate operations, the program additionally endorses SDG 9 (Industry, Innovation, and Infrastructure). Consequently, the digital marketing strategy for empowering MSMEs transcends a basic economic tactic; it serves as a crucial tool in the sustainable development goal. The forthcoming challenge is to ensure the program's viability while broadening its reach to extend its beneficial effects to a greater number of MSMEs in Indramayu and beyond.

CONCLUSION AND RECOMMENDATION

The digital marketing training, mentoring, and assessment program has effectively facilitated the digital transformation of MSMEs in Indramayu. The elevated degree of conceptual comprehension observed during presentation sessions, the achievement of a significant number of participants out of 26 in establishing and overseeing online stores (as a result of the overall program), and the exceptionally high rates of participant engagement and satisfaction (90% and 92%) underscore the efficacy of this program. The digital transformation of MSMEs via a digital marketing strategy has demonstrated the ability to enhance business capacity and local economic competitiveness, while also significantly contributing to the attainment of various Sustainable Development Goals (SDGs), notably ~~SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry,~~

Innovation, and Infrastructure).

Suggestions: This research yields various recommendations. **Initiative Sustainability:** It is essential to maintain analogous training and mentoring programs utilizing updated information pertinent to the latest digital developments. **Expanded Coverage:** Broaden the program's outreach to encompass a greater number of MSMEs in Indramayu, incorporating enterprises from other sectors to optimize the beneficial effects.

Multi-Stakeholder Collaboration: Promote cooperation among local governments, educational institutions, commercial sectors, and communities to establish a robust supportive ecosystem for MSMEs in digital adaption. **Assessment of Long-Term Economic Impact:** Undertake additional study to evaluate the long-term economic effects of this digital transformation, including enhanced revenue, job creation, and particular contributions to local GDP.

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