



Strengthening the Capacity of Micro Enterprises Through Google Business Profile-Based Digitalisation Strategies

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Abstract: This community service program aims to enhance the skills of MSME partners of MeykeTalentCookies Balikpapan in utilizing Google Business Profile to support business sustainability. The program was implemented through socialization activities, interactive discussions, and hands-on assistance, with a focus on creating and managing Google Business Profile and Google Maps accounts. Program evaluation employed a qualitative descriptive approach, with data collected through interviews and observations. The evaluation results indicate an improvement in participants' understanding and skills related to the use of Google Business Profile. This improvement is reflected in the high level of participant engagement and their ability to independently apply and manage the platform. The program is expected to optimize the utilization of existing digital strategies, increase product visibility, and enhance the competitiveness of the MSME partner.

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) have played a significant role in the Indonesian economy, contributing approximately 61 percent to the national Gross Domestic Product (GDP) (djpb.kemenkeu, 2024). Furthermore, MSMEs create jobs and reduce poverty, driving economic growth from the local to the national level. MSMEs have even become the main pillar of the community's economy during times of crisis. Their local reach and low dependence on international markets enable MSMEs to withstand economic pressure (Permata, 2025). However, the contribution of MSMEs in East Kalimantan to the Regional Gross Domestic Product (RGDP) remains low. The contribution of SMEs to the Regional Domestic Product (RDP) of East Kalimantan is 13 percent. The reliance on the mining sector in the regional economic structure poses a significant challenge to promoting the role of SMEs (Salsabila, 2024). Local SMEs face various challenges, such as limited access to technology and markets, which restrict their growth potential. Although the growing trend of digitalization has offered opportunities for SMEs to expand their markets and reach their customers, the adoption of digital technology remains relatively slow due to the lack of technical skills among SME operators (Statista, 2025).

Meyke Talent Cookies is a Balikpapan business that offers a variety of cookies. The business is located in Gunung Bahagia Village, South Balikpapan, East Kalimantan. It offers a variety of dry cookies, such as peanut cookies, kastangel, nastar, rambutan chocolate, onion cookies, rambutan peanut cookies, snow princess cookies, and eight cookies. Packaged exclusively with premium ingredients and a distinctive flavor, Meyke Talent Cookies stand out from cookies produced by other businesses or stores. Unfortunately, consumer awareness of this cookie business is low. Most customers are still referrals, relatives, or repeat customers who purchase products because of their high-quality taste.



Figure 1. Meyke Talent Cookies Business

Based on discussions with partners, several efforts have been made to expand market reach and sales in the past. To guarantee the halal status of its products and increase trust and competitiveness in the market, Meyke Talent Cookies has provided halal certification for its products by affixing halal labels to each product. Business operators have also made efforts to use Instagram and participate in activities such as food bazaars at various locations. However, the market reach of this “homemade” business remains limited to local consumers. The limited skills of partners in optimizing product visibility for consumers remain a challenge. Therefore, mentoring activities regarding the adoption and utilization of digital marketing are necessary.

Research highlights the importance of integrating other digital technologies to support sustainable business (Ariani & Farida, 2025). GBP is a digital marketing strategy that can increase brand awareness (Alawi et al., 2024) and improve business visibility (Rahma & Wikartika, 2024; Tanjung et al., 2023; Yuliani & Novita, 2019), in addition to Instagram (Martiyanti et al., 2025). GBP ensures that businesses appear with complete, credible, and actionable information, such as location, operating hours, directions, reviews, and direct contact options. As a result, the GBP makes it easier for consumers to find businesses with complete information through search engines (Rahma & Wikartika, 2024; Tanjung et al., 2023)

This is in line with the results of community service activities carried out by Rahma & Wikartika (2024) in Medokan Ayu Village. The results of these activities show that GBP can increase the online visibility of SMEs (such as addresses, operating hours, and customer reviews of SME products), facilitate interaction with consumers, and improve service quality. These findings are further supported by Tanjung et al. (2023), who found that the use of GBP facilitates businesses in promoting their products and increasing sales revenue in the Paya Gambar Village. However, even though GBP offers promising opportunities for MSMEs, Meyke Talent Cookies operators still face challenges in adopting it. A lack of understanding and skills in using and managing online businesses through the GBP remains an issue.

This community service activity focuses on optimizing digital marketing strategies through Google Business Profile at Meyke Talent Cookies. This aligns with the Regional Medium-Term Development Plan (RPJMD) of East Kalimantan Province (RPD, 2024-2026) and the Provincial Department of Industry, Trade, Cooperatives, and Small and Medium Enterprises (DPPKUKM) of East Kalimantan Province in supporting the enhancement of the capacity and competitiveness of SMEs (Kaltimprov.go.id, 2025). The local government is striving to enhance and strengthen the competitiveness of local SME products to revive the economy and create job opportunities for the community (RPD, n.d.). Therefore, we propose a solution by optimizing digital marketing strategies using Google Business Profile. This initiative aims to improve business owners' understanding of digital marketing strategies, such as Google Business Profile or Google Business Profile.



Method

This community service program was conducted at Meyke Talent Cookies, located in Gunung Bahagia Village, South Balikpapan, East Kalimantan. Community service activities were conducted in several stages (see Table 1).

Table 1. Methods of Community Service Program Implementation

Stage 1: Identify the Problem	
Activities	Discussion with the Owner of MeykeTalentCookies
Objectives	Identifying Partners' Problems
Period of Implementation	The activity was conducted from 6 to 8 August 2025
Stakeholders Involved in the Program	The community service team and the business owner
Stage 2: Implementation of activities	
Activities	<ol style="list-style-type: none"> 1. Socialization and Interactive Discussion — The socialization session involved discussions with the partner regarding Google Business Profile (GBP) and the opportunities it offers as a solution to the partner's problems. This activity was accompanied by interactive discussions between the community service team and the partner 2. Assistance — Direct assistance was provided through the creation of a Google Business Profile account
Objectives	To assist partners in understanding the functions, benefits, and practical application of Google Business Profile
Period of Implementation	The activity was conducted from 07 to 26 Agustus 2025
Stakeholders Involved in the Program	The community service team and the business owner
Stage 3: Evaluation	
Activities	Interviews with the business owner regarding the activities that have been implemented, along with observations of the partner's Google Business Profile
Objectives	Menilai efektivitas kegiatan atau program yang telah dilaksanakan, peningkatan kapasitas mitra dan dampak program pada usaha mitra
Period of Implementation	The activity was conducted from 27 August to 18 September 2025
Stakeholders Involved in the Program	To assess the effectiveness of the implemented activities or program, the improvement of partners' capacity, and the impact of the program on the partner's business

Result and Discussion

This community service activity was conducted to increase the visibility and competitiveness of MeykeTalent Cookies. Delicious and high-quality cookies have not been optimally promoted through online media. The limited number of buyers in the surrounding areas has resulted in suboptimal sales. The potential benefits of Google Business Profile (GBP) for providing information, enhancing visibility, fostering interaction, and promoting the business have not yet been fully utilized to support the business. Therefore, there is a need to enhance understanding and skills regarding the importance of Google Business Profile for businesses. This activity is carried out in several stages: problem identification, implementation, and evaluation.

The first stage is problem identification. At this stage, the community service team identifies problems in the partner. This activity is conducted through interviews or



discussions with business owners. Based on the results of interviews conducted with business owners, the following was found:

- a) The business is still home-based.
- b) The sales and market reach of Meyke Talent Cookies are not yet optimal.
- c) The use of online media to optimize businesses remains limited. Business owners use conventional marketing media, such as direct sales at home and participation in bazaars in their city. In addition, the partner already has an Instagram account to support her business. Specifically, the partner has not utilized Google Business Profile to support their business in increasing visibility. This is shown in Figure 2.
- d) Understanding and skills in optimizing marketing efforts through online media, particularly Google Business Profile, have not been developed.

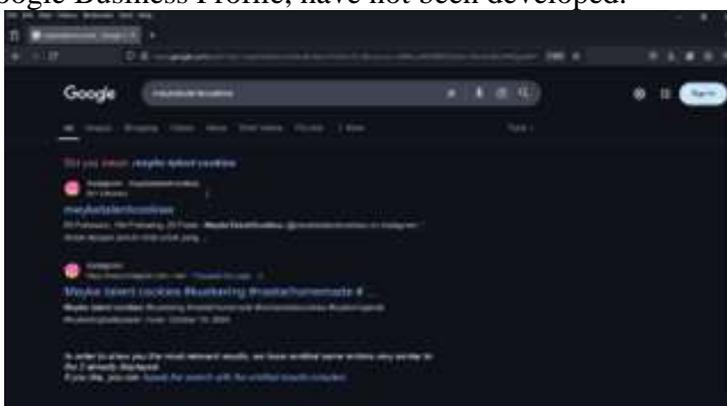


Figure 2. Identify Google Business Profile on partners

Based on the identification of these issues, efforts are needed to optimize online businesses in the future. This is due to the increase in internet usage by consumers to search for products (Martiyanti & Rahmayana, 2024; Wearesocial, 2024). Google Business Profile is an online marketing strategy that can be used to enhance visibility when consumers search for information about a product or service through search engines, and improve the performance of SMEs (Rahma & Wikartika, 2024; Tanjung et al., 2023). Additionally, there is a need to enhance understanding and skills to optimize online business operations, particularly Google Business Profile (GBP).

The second stage is the implementation of the activities. After identifying the partner's problems, the team prepares activities to provide solutions to the problems faced by the partner. This stage is carried out by conducting socialization and interactive discussions with the partners. Socialization with partners involves discussions about Google Business Profile and the opportunities it offers by Google Business Profile as a solution to the problems faced by partners.

Google Business Profile has become a digital marketing strategy that can help SMEs maximize their businesses. In this case, SMEs can maximize the visibility of their businesses by having their business profiles appear in search results or maps when consumers search on Google Search. Consumers can obtain information about the address, operating hours, contact number, reviews, and more (Rahma & Wikartika, 2024; Yuliani & Novita, 2019). For business owners, Google Business Profile can enhance visibility by displaying accurate business information, increasing interaction with consumers, and attracting more consumer visits to view their business (Yuliani & Novita, 2019), and expanding market share (Rahma & Wikartika, 2024).



Figure 3. Discussion Process with Partners

In addition to discussions related to understanding the Google Business Profile application, the team also provided direct assistance through GBP creation activities. This stage was carried out by registering the business on the <https://www.google.com/business/> page by identifying the type of production, business name, business category, adding location, contact details, operating hours, business description, and several images related to the product.



Figure 4. The Process of Creating a Google Business Profile

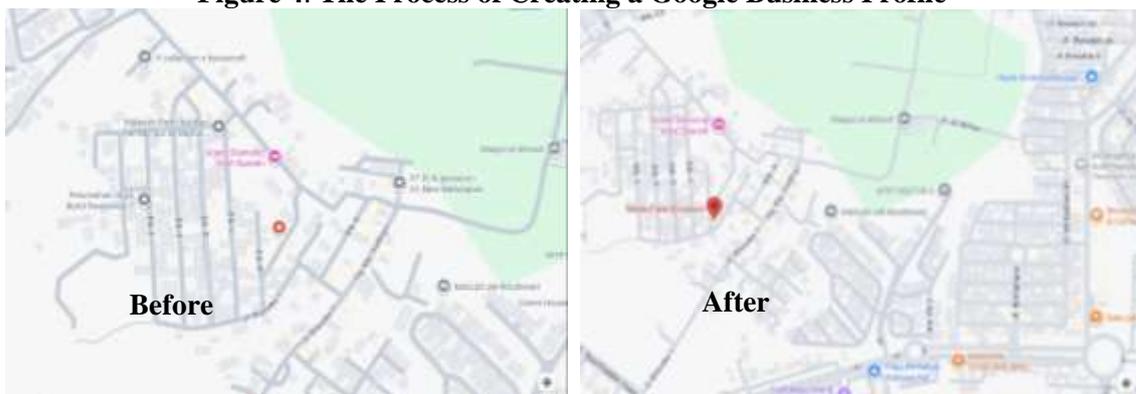


Figure 5. Google Maps display for MeykeTalentCookies before and after creating a Google Business Profile

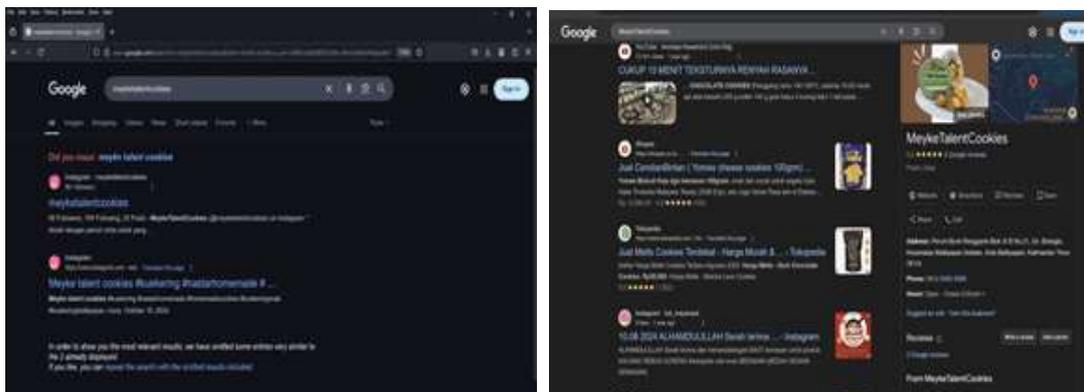


Figure 6. Google Business Profile display for MeykeTalentCookies before and after creating a Google Business Profile

The target outcome of this community service activity is to display MeykeTalentCookies on Google Business Profile and Google Maps on the Google search engine.

- 1) Figure 5 shows the change in the digital visibility of MeykeTalentCookies before and after creating a Google Business Profile, particularly on the Google Maps platform. Before the community service activity, the business did not appear as a business entity on Google Maps, so the information accessible to potential customers was still limited. After creating a Google Business Profile, the business appeared with a clearer identity, accompanied by basic information, such as business name, location, and business category. This makes it easier for people to find and recognize businesses through location-based searches. MeykeTalentCookies location: <https://maps.app.goo.gl/mo6ZYAdTvGuJWptd7>
- 2) The MeykeTalentCookies business has been registered and verified on Google Business Profile. The results are visible in Figure 6. On Google Business Profile, the site displays information about the business description, such as products and services. The Google Business Profile-based website can serve as an online showcase for SME products (Rohmah & Hera, 2022). The MeykeTalentCookies business website is <https://share.google/EcTo6F9Y0HhZMJQbW>

Next, outreach activities are concluded with an evaluation to measure the effectiveness of the implemented program. This evaluation was conducted to assess whether the activities achieved their objectives. In this case, the partners understood the objectives and targets of the outreach activities that had been carried out, namely, Google Business Profile (GBP) support for their businesses. *First*, this evaluation was conducted through interviews by team members with MSME partners regarding their understanding of and the benefits of the GBP for their businesses. The following are the partners' answers to the question, "Do you understand how to use GBP to support the smooth running of your business?", "What do you think about the benefits of Google Business Profile (GBP) for your business?" and "Are there any other impacts of this GBP assistance activity?":

"Yes... I understand now... but I will continue to learn more so that I don't forget."

"Of course, it makes things easier... because now with GBP, I can directly share my location via Google Maps when someone asks for my address."

"Yes, this has motivated me to manage my business... because customers can now easily find our products online and see reviews from others."



Second, the evaluation was conducted by observing the Google Business Profile account of MeykeTalentCookies. The following are the results of this observation:

Table 2. Results of Observations with the Partner

Results	Explanation
1. GBP profile	
<ul style="list-style-type: none"> Active and verified MSME GBP profiles, as seen from the complete display (cookie product photos, operating hours, location). 	Now available
<ul style="list-style-type: none"> Contact information (telephone number, WhatsApp, email) is updated and can be clicked directly from the GBP profile 	Now available
2. Optimise content or improve product display	
<ul style="list-style-type: none"> Upload at least 3 photos of the latest cake products with attractive descriptions (e.g. flavour variants, promotional prices) 	Improved
<ul style="list-style-type: none"> The business category is correct (“Cake Shop” or “Cake Factory”) 	Improved
3. Knowledge of Product Development and Digital Media	
<ul style="list-style-type: none"> Partner knowledge of the benefits of GBP in increasing visibility, interaction, and customer conversion 	Improved
<ul style="list-style-type: none"> Partner knowledge of developing the use and operation of GBP (such as uploading product photos, creating compelling descriptions, adding information, regular updates, and using interactive features) 	Improved
4. Increased Community Participation	
<ul style="list-style-type: none"> Increased consumer participation in GBP interactive features 	Improved
5. Free Local Marketing through Google Business Profile	
<ul style="list-style-type: none"> Free local marketing through GBP 	<ul style="list-style-type: none"> https://share.google/EcTo6F9Y0HhZMJQbW
<ul style="list-style-type: none"> GBP integration with Google Maps shows accurate directions to partner locations 	<ul style="list-style-type: none"> https://maps.app.goo.gl/mo6ZYAdTvGuJWPtd

Table 1 shows the positive impact of community service activities on the use of Google Business Profile (GBP) by service partners. Partners have now fully completed, activated, and verified their business profiles. These profiles include business categories, product photographs, operating hours, locations, and telephone numbers. This information is useful for establishing connections with potential businesses and consumers and increasing the search visibility on Google. In addition to the technical features of GBP, partners have also improved their knowledge and skills in managing GBP and can utilize GBP features such as sharing Google Maps links and managing their business information. This was also emphasized by partners who shared in interviews their optimism in managing their businesses and the ease of sharing Google Maps links. Therefore, the results show that community service activities produce results in the form of fully completed digital business profiles and have a positive impact on attitude change and increased sustainability in business management practices.

Conclusion

Community service activities focus on enhancing the capabilities and skills of partners, enabling them to become more competitive and independent in managing their businesses through the use of a Google Business Profile. The PKM activities carried out have positively impacted the competitiveness and sustainability potential of partners' businesses by increasing their visibility on search engines. This is evident from the increase in product searches by consumers, driven by the availability of consumer ratings and reviews. Partners also have a better understanding of the use and



benefits of the GBP in supporting their businesses. It is hoped that similar activities can be continued regularly to increase the capacity of business actors. Follow-up mentoring activities can focus on electronic or social commerce (such as TikTok, Tokopedia, Shopee, etc.), creating websites for online stores (e.g., WordPress), and implementing search engine optimization (SEO) strategies to increase brand awareness and website traffic.

Recommendation

Here are some recommendations for partners regarding the use of digital technology to support increased MSME competitiveness.

- Regularly monitor the implementation of digital marketing strategies. This can be done by reviewing feedback, adding photos or the latest information, and improving services through interaction with consumers
- Increased use of social media platforms such as TikTok and marketplaces (Tokopedia, Shopee, etc.) to make products easier for buyers to find.
- They can improve their services with additional support, such as creating a website for their online store (e.g., WordPress) and implementing search engine optimization (SEO) strategies to enhance brand awareness and website traffic.
- Optimize services through integration with digital services (e.g., Gojek-Gosend, GrabExpress, etc.)
- Digital tools are used to understand customer behavior (e.g., Google Analytics).

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