



Strengthening Digital Literacy and MSMEs Marketing Innovation in Supporting the Sustainability of Local Businesses in Purwokerto

Sev Rahmiyanti^{1*}, Wiwiek Rabiatul Adawiyah², Christina Tri Setyorini³

^{1*}Students of the Doctoral Program in Accounting,

^{2,3}Faculty of Economics and Business, Universitas Jenderal Soedirman, Indonesia.

*Corresponding Author. Email: sev.r@mhs.unsoed.ac.id

Abstract: This community service activity aims to enhance the digital literacy capacity and marketing innovation of micro, small, and medium enterprises (MSMEs) in supporting the sustainability of local businesses in Bobosan Village, North Purwokerto District, Banyumas Regency. The program was initiated in response to the low level of digital literacy among MSME actors, limited use of social media and marketplace platforms, and a lack of innovation in marketing strategies, all of which have constrained market reach and business competitiveness. The implementation methods included digital literacy training, digital marketing strategy workshops, assistance in the use of social media and marketplaces, and simulations of digital content creation, conducted in stages ranging from needs identification to monitoring and evaluation. Evaluation instruments included pre-test and post-test questionnaires, observation sheets, and participant feedback forms to assess changes in knowledge, skills, and attitudes. The data were analyzed using descriptive quantitative techniques by comparing participants' conditions before and after the program. The results showed measurable improvements among participants, with understanding of digital marketing increasing by approximately 35%, ability to use digital platforms by 30%, and skills in creating digital content by 25%. Participants also began implementing digital marketing strategies in their businesses. In addition, partners responded positively to the program, stating that the materials were easy to understand, the activities were beneficial, and their digital knowledge and skills had improved. This activity was further supported by participants' enthusiasm, internet access, and practical learning materials, although challenges remained in the form of limited technological capabilities and implementation time. Overall, the findings indicate that the community service program effectively enhanced the digital literacy capacity and marketing innovation of MSMEs while encouraging the adoption of digital marketing to support the sustainability of local businesses.

Article History:

Received: 19-03-2026
Reviewed: 21-04-2026
Accepted: 30-04-2026
Published: 20-05-2026

Key Words:

Digital Literacy;
Digital Marketing;
Mentoring; Business
Sustainability.

How to Cite: Rahmiyanti, S., Adawiyah, W. R., & Setyorini, C. T. (2026). Strengthening Digital Literacy and MSMEs Marketing Innovation in Supporting the Sustainability of Local Businesses in Purwokerto. *Jurnal Pengabdian UNDIKMA*, 7(2), 495-503. <https://doi.org/10.33394/jpu.v7i2.20321>



<https://doi.org/10.33394/jpu.v6i3.16760>

This is an open-access article under the [CC-BY-SA License](https://creativecommons.org/licenses/by-sa/4.0/).



Introduction

In this community service activity, it departs from the reality that MSMEs are an important pillar in the local economy, including in the Purwokerto area, especially Bobosan Village, North Purwokerto District, Banyumas Regency, which has quite high MSME-based economic activities with the dominance of the culinary, processed products, and trade sectors. However, the development of an increasingly digitized business environment requires a transformation in business management, especially in the aspects of digital literacy and marketing innovation. Digital transformation has become a key factor in increasing business capacity, where digital literacy serves as the main prerequisite for technology adoption, the



use of digital platforms, and improving the managerial ability of MSMEs in facing digital-based competition (Krajčák et al., 2023); (Anugrahwati et al., 2024). In this context, digital literacy is not only limited to the technical ability to use devices, but also includes the ability to search for information, conduct digital marketing, and data-based decision-making (Priambodo et al., 2024); (Andika et al., 2021). Therefore, strengthening digital literacy is very important to increase productivity, operational efficiency, and the competitiveness of MSMEs in the digital economy era (Aini et al., 2024); (Putri et al., 2023). This condition shows that digital capacity development is no longer an option, but a strategic need for the sustainability of MSME businesses. Thus, this community service activity is present as a response to the increasingly inevitable demands of digital transformation in the modern business ecosystem.

The main problems faced by partners in this activity are the low digital literacy of MSME actors, limitations in the use of social media and marketplaces, and lack of innovation in marketing strategies which have an impact on limited market reach and low business competitiveness. Based on the results of the need assessment through observations, interviews, and group discussions, it was found that approximately 80% of MSME actors already own smartphones; however, their use is still limited to personal communication such as messaging and social media browsing. Only about 25% of participants have used social media for business purposes, and less than 20% have utilized marketplaces as a sales channel. In addition, around 70% of MSME actors do not yet understand basic digital marketing strategies, including content creation, branding, and online customer engagement. These findings indicate a significant gap between the availability of digital technology and the ability of MSME actors to utilize it effectively for business development. Therefore, strengthening digital literacy and marketing innovation is essential to improve market access, business competitiveness, and sustainability of MSMEs in the digital era. This condition is in line with the findings of the literature which states that the level of technology adoption in MSMEs still varies and tends to be low due to limited digital literacy, human resource capabilities, and access to training and digital infrastructure (Tambunan & Busnetti, 2024); (Andika et al., 2021). In addition, obstacles in digital literacy cause MSMEs to be unable to optimally utilize the potential of social media and marketplaces as an effective marketing tool. In fact, various studies show that digital marketing through social media and marketplaces can increase brand awareness, expand market reach, and increase MSME sales if done in a structured manner and based on the right strategy (Katuuk et al., 2023); (Elizabeth, 2022). Thus, the gap between digital potential and the actual capabilities of MSME actors is a fundamental problem that needs to be addressed immediately through systematic intervention.

The urgency of this community service activity is even stronger when it is associated with the need for the sustainability of MSME businesses in the face of increasingly competitive and digital-based economic dynamics. Digital literacy and marketing innovation not only play a role in improving short-term business performance, but also contribute to business resilience and the long-term sustainability of the local economy. The literature shows that digital literacy functions as an enabler in digital transformation, which ultimately has an impact on improving business performance and sustainability through expanding market access, operational efficiency, and adaptability to changing business environments (Yuniar et al., 2023); (Suleman & Talib, 2024). In addition, marketing innovation through digital marketing and creative content development is also an important factor in increasing competitiveness and strengthening the position of MSMEs in the digital market (Widyono et al.,



2023); (Dewi et al., 2023). However, some studies have also shown that the impact of digital marketing on business sustainability can vary depending on the context of the sector and region, so a contextual and needs-based approach is needed (Fitri & Halik, 2023); (Haryati et al., 2024). Therefore, this community service activity is very relevant to answer the need to increase the digital capacity of MSMEs contextually in the Purwokerto area, with a structured training and mentoring approach.

The main goal of this community service activity is to increase the capacity of digital literacy and MSME marketing innovations in supporting the sustainability of local businesses, with specific objectives including increasing understanding of digital marketing, improving digital platform use skills, and developing digital-based marketing strategy innovations. To achieve this goal, this activity is designed in the form of digital literacy training, digital marketing strategy workshops, assistance in the use of social media and marketplaces, and simulations of digital content creation. This approach is in line with the literature recommendations that emphasize the importance of integrated training and mentoring programs to improve digital literacy and MSME marketing capacity (Priambodo et al., 2024; Andika et al., 2021). In addition, this program also adopts a multi-channel digital marketing approach by utilizing social media as a means of branding and marketplace as a means of transactions, which has proven effective in expanding the MSME market (Katuuk et al., 2023; Widyo et al., 2023). Thus, this activity is not only educational, but also applicable and results-oriented that can be directly implemented by MSME actors.

Method

The method of implementing community service activities is designed in a systematic and participatory manner by referring to the needs of partners and the findings of the need assessment which show low digital literacy and limitations in the use of digital marketing by MSME actors. The design of the activity integrates several forms of intervention, namely counseling (digital literacy training), workshops (digital marketing strategies), role-play/simulation (digital content creation and practice of using social media and marketplaces), as well as counseling or direct assistance in the implementation of digital marketing. This approach is in line with the literature that emphasizes that MSME capacity building requires a combination of conceptual training and hands-on practice so that digital literacy can be translated into effective operational and marketing capabilities (Priambodo et al., 2024); (Andika et al., 2021); (Katuuk et al., 2023).

The participants of the activity are 15 MSME actors in Bobosan Village, North Purwokerto District, Banyumas Regency. The participants were selected using purposive sampling and are members of a local MSME association, with inclusion criteria including: (1) actively running a micro or small business, (2) owning a smartphone, and (3) having limited experience in using digital marketing. Most participants represent micro and small businesses with business management characteristics that are still simple and experience-based, so they require an applicative and contextual learning approach.. The stages of implementing activities consist of five main stages, namely:

- 1) Preparation and identification of needs through observation, interviews, and group discussions.
- 2) The implementation of digital literacy training to improve basic understanding.
- 3) Digital marketing strategy workshop to deepen technical and strategic capabilities.
- 4) Assistance in the implementation of the use of social media and marketplaces as well as simulations of digital content creation.



5) Monitoring and evaluation to assess program outcomes and sustainability.

The evaluation instruments used in this activity include pre-test and post-test questionnaires to measure participants' knowledge improvement, observation sheets to assess practical skills during training and mentoring, and participant feedback forms to evaluate satisfaction and perceived usefulness of the program. The data analysis technique used is descriptive quantitative analysis by comparing the results of pre-test and post-test to identify the level of improvement in participants' digital literacy and marketing skills. The results are presented in percentage form to show measurable changes after the intervention.

Result and Discussion

The implementation of community service activities began with the process of preparation and identification of needs carried out through observation, interviews, and group discussions with MSME actors in Bobosan Village, North Purwokerto District, Banyumas Regency. Based on this process, it was found that most MSME actors still have limitations in digital literacy, especially in the use of social media and marketplaces as marketing tools, and do not have a structured digital marketing strategy. These initial findings are supported by the pre-test results, which show that the average participant score was 45 out of 100, indicating a low level of understanding of digital marketing concepts and practices. After the implementation of training, workshops, and mentoring, there was a significant improvement in participants' knowledge and skills. The post-test results showed an increase in the average score to 85, indicating a substantial improvement in digital literacy and marketing understanding.

Table 1. The Result of Pre-test and Post-test

| Indicator | Pre-test | Post-test | Improvement |
|------------------------------------|----------|-----------|-------------|
| Understanding of digital marketing | 45 | 85 | +40 |
| Ability to use social media | 50 | 80 | +30 |
| Content creation skills | 40 | 75 | +35 |

In addition to knowledge improvement, the results of mentoring activities also show concrete outputs in the use of digital platforms.

Table 2. Digital Platform Utilization Outcomes

| Output Indicator | Total |
|---------------------------------------|-------|
| New Instagram business accounts | 15 |
| Marketplace stores created (Shopee) | 10 |
| Participants actively posting content | 12 |

These results indicate that the program not only improves theoretical understanding but also successfully encourages participants to implement digital marketing practices in their businesses. This condition is in line with the literature that states that the level of technology adoption in MSMEs still varies and is influenced by digital literacy factors, human resource capabilities, and access to training and infrastructure support (Tambunan & Busnetti, 2024); (Andika et al., 2021); (Krajčák et al., 2023). In addition, digital literacy is understood not only as the technical ability to use devices, but also includes the ability to search for information, conduct digital marketing, and data-driven decision-making (Priambodo et al., 2024); (Andika et al., 2021). Therefore, the results of this need identification are the basis for designing activities that are applicable and in accordance with the conditions of the partners. This preliminary data also shows that most MSMEs still rely on conventional marketing with limited market reach, so interventions focused on digital capacity building are needed. Thus,



the initial stage of activities provides a clear foundation for the implementation of more targeted programs based on real needs in the field.

Furthermore, the implementation of digital literacy training is carried out to improve participants' basic understanding of the concept and practice of using digital technology in business activities. The training material includes the introduction of social media, marketplaces, and the basic principles of digital marketing that are relevant to the needs of MSMEs. The results of the activity showed that after participating in the training, participants began to understand the concept of digital marketing as well as the function of social media and marketplaces in expanding market reach. This increase in understanding can be seen from the ability of participants to identify digital platforms that can be used for marketing and understand the basic ways to use them. These findings are in line with the literature that states that digital literacy is a major enabler in the adoption of technology and digital transformation of MSMEs, which has an impact on increasing operational and managerial capacity (Krajčák et al., 2023); (Aini et al., 2024); (Putri et al., 2023). In addition, digital literacy training also provides a foundation for participants to develop more complex skills in digital marketing. These results show that increasing digital literacy can be the first step in encouraging the digital transformation of MSMEs. Thus, digital literacy training acts as a foundation in increasing participants' readiness to participate in the next stage of activities.



Figure 1. The resource person presented the material

The next stage is focused on a digital marketing strategy workshop which aims to deepen participants' technical and strategic skills in managing digital-based marketing. In this activity, participants were introduced to the concept of digital marketing which includes content creation, branding, and the selection of platforms that are in accordance with business characteristics. The results showed that participants began to understand the importance of quality content and branding strategies in attracting consumer attention and increasing sales. In addition, participants also gained an understanding of the different functions of social media as a means of branding and marketplaces as a means of transactions. This finding is in accordance with the literature that states that digital marketing plays a role in increasing brand awareness, expanding market reach, and improving MSME sales performance through the use of digital platforms (Katuuk et al., 2023); (Elizabeth, 2022). In addition, the effectiveness of digital marketing is highly dependent on the quality of content, branding consistency, and the right channel selection (Widyono et al., 2023); (Dewi et al., 2023). Thus, this workshop provides a deeper understanding of digital marketing strategies that can be applied by participants in their businesses.

The implementation of implementation assistance is an important stage in ensuring that the knowledge gained by participants can be applied directly in business activities. In this



stage, participants are accompanied in the use of social media and marketplaces and simulate digital content creation. The results of the activity showed that participants began to be able to use digital platforms independently, including in creating promotional content and managing social media accounts and marketplaces. In addition, participants also began to implement digital marketing strategies in their businesses, which was shown through the activities of using digital platforms during the mentoring process. These findings are in line with the literature that emphasizes the importance of practice-based approaches and mentoring in increasing the effectiveness of digital technology adoption in MSMEs (Dewi et al., 2023); (Andika et al., 2021). In addition, the mentoring process also provides an opportunity for participants to overcome the obstacles faced in the use of digital technology. Thus, the mentoring stage plays a role in connecting theoretical knowledge and real practice in digital marketing.



Figure 2. Participants are participating in community service activity

The monitoring and evaluation stages are carried out to assess the results of activities and identify the level of achievement of program objectives. Based on the data obtained, the activity showed that participants experienced an increase in understanding and skills in digital marketing, and began to implement digital strategies in their businesses. In addition, the results of the evaluation showed that participants responded positively to the activity, stating that the material was easy to understand, the activity was useful, and improved digital insights and skills. This data is also supported by documentation of activities in the form of photos, videos, and training materials that show the overall implementation of the program. In addition, the evaluation also noted the existence of supporting factors such as participants' enthusiasm, adequate internet access, and applicable materials, as well as inhibiting factors such as limited technological capabilities and implementation time. These findings are in line with the literature that states that the success of the MSME digitalization program is influenced by internal and external factors, including human resource capacity, technology access, and environmental support (Krajčik et al., 2023); (Uli & Anggraini, 2024). Thus, the monitoring and evaluation stage provides an overview of the results of activities and factors that affect the implementation of the program.



Figure 3. Product graphic design

Overall, the results and discussion of the activities showed that the approach used, namely a combination of training, workshops, and mentoring, was able to gradually increase the capacity of digital literacy and MSME marketing innovation. Each stage of the activity is interrelated and contributes to achieving the program's objectives, from the identification of needs to implementation and evaluation. These findings are in line with the literature that emphasizes the importance of an integrated approach in MSME capacity building programs, which includes ongoing training, practice, and mentoring (Priambodo et al., 2024); (Katuuk et al., 2023); (Krajčik et al., 2023). In addition, this activity also shows that digital literacy and digital marketing innovation are important factors in improving the ability of MSMEs to face competition in the digital era. Thus, the results of this activity provide an overview of the effectiveness of the community service activity program in increasing the digital capacity of MSMEs and supporting the sustainability of local businesses.

Conclusion

This community service activity shows that the program implemented has succeeded in increasing the digital literacy capacity and marketing innovation of MSME actors, as evidenced by measurable improvements in participant performance. The results indicate that the average participant score increased from 45 in the pre-test to 85 in the post-test, reflecting a significant improvement in digital marketing understanding. In addition, the ability to use social media increased by 30%, and digital content creation skills improved by 25%. The main findings show that before the activity, MSME actors had limitations in the use of digital media and did not understand digital marketing strategies in a structured manner. After the implementation of the program, participants were able to use social media and marketplaces, understand digital marketing concepts, and improve their ability to create digital content and begin applying it in their businesses. This is also supported by the practical outcomes, where 15 participants successfully created new Instagram business accounts, and 10 participants



established marketplace stores. The direct benefits of this activity were felt by partners, who stated that the activities were useful, the material was easy to understand, and able to improve digital insights and skills in supporting business marketing activities.

Recommendation

For community members, especially MSME actors, it is recommended to continue to use social media and marketplaces consistently and follow follow-up assistance so that the digital skills that have been acquired can continue to develop. Local governments are expected to strengthen support through facilitating continuous training, providing access to digital infrastructure, and forming MSME digital communities as a forum for collaboration and sharing of good practices. Educational institutions can play an active role by developing a community service activity program based on local needs that integrates training, workshops, and mentoring on an ongoing basis and involves students in program implementation. For practitioners and service teams in the future, it is recommended to prepare training materials that are more adaptive according to the level of ability of the participants, as well as extend the duration of the mentoring to ensure that the implementation runs optimally. In addition, for the sustainability and replication of programs in other communities, it is important to conduct periodic monitoring and evaluation as well as documentation of activities as a reference, so that this program model can be applied in other regions with adjustments to local characteristics and partner needs.

References

- Aini, L. N., Santoso, F., & Khirdany, E. N. (2024). Pengembangan Umkm Kuliner Di Era Digital: Peran Inovasi Dan Jaringan Bisnis Di Kota Sampang. *CRC*, 2(1), 179–189. <https://doi.org/10.32806/syfddep09623>
- Andika, A., Jennifer, J., Huang, J. C., & Sebastian, J. C. (2021). Analysis of Digital Marketing Adoption in Indonesian Micro, Small, and Medium Enterprises. *Jurnal Manajemen Bisnis*, 18(3), 308–328. <https://doi.org/10.38043/jmb.v18i3.3173>
- Anugrahwati, L. M., Khosana, K. S., & Hidayati, U. (2024). Empowering Batik Artisans: The Synergy of UU ITE and Smart Transaction Technologies in SMEs. *Journal of Economics Finance and Management Studies*, 07(01). <https://doi.org/10.47191/jefms/v7-i1-15>
- Dewi, R. S., Arifah, I. D. C., Kautsar, A., Kharisma, F., & Hadi, H. K. (2023). Developing Small Medium Enterprise of Creative Business Through Digital Marketing and Financial Management Training. *International Journal of Multidisciplinary Research and Analysis*, 06(11). <https://doi.org/10.47191/ijmra/v6-i11-36>
- Elizabeth, M. (2022). DIGITAL MARKETING TRAINING: Strategies to Increase Sales in Indonesian Market Place. *Jurnal PKM Manajemen Bisnis*, 2(2), 63–72. <https://doi.org/10.37481/pkmb.v2i2.484>
- Fitri, F., & Halik, R. A. F. (2023). Peran Digital Marketing Dan Inovasi Produk Terhadap Kinerja Bisnis Yang Berkelanjutan Pada Usaha Mikro Dan Kecil Agribisnis Di Polewali Mandar. *Jurnal Ilmu Sosial Dan Humaniora*, 12(3), 556–563. <https://doi.org/10.23887/jish.v12i3.67832>
- Haryati, N., Wavi, M. N., Irwandi, P., Pratama, R. Y., Irbah, N. A., Putri, H. N., Syarif, H. D., Lasitya, D. S., Nurirozak, M. Z., Rif'aa, A., & Fajariyah, A. S. (2024). Pendampingan Penyusunan Model Bisnis Canvas Pada Usaha Minuman Herbal



- Sebagai Upaya Untuk Meningkatkan Keunggulan Kompetitif Di Bidang Kuliner. *JMM (Jurnal Masyarakat Mandiri)*, 8(2), 2144. <https://doi.org/10.31764/jmm.v8i2.21917>
- Katuuk, I. S., Faidah, A. N., Abidin, M. Z., & Rifani, A. (2023). Analyzing the Impact of Product Innovation and Digital Marketing on Enhancing Competitive Advantages in Sasirangan Cloth MSMEs. *At-Tadbir Jurnal Ilmiah Manajemen*, 7(2), 127. <https://doi.org/10.31602/atd.v7i2.10502>
- Krajčák, V., Novotný, O., Civelek, M., & Zvolánková, S. S. (2023). Digital Literacy and Digital Transformation Activities of Service and Manufacturing SMEs. *Journal of Tourism and Services*, 14(26), 242–262. <https://doi.org/10.29036/jots.v14i26.551>
- Priambodo, A., Sulaeman, M., Permana, I., & Sugiarto, I. (2024). Enhancing the Performance and Competitiveness of Women in MSMEs Through Marketing, Capital, and Digital Literacy. *Widya Cipta - Jurnal Sekretari Dan Manajemen*, 8(1), 1–12. <https://doi.org/10.31294/widyacipta.v8i1.16298>
- Putri, A. U., Mirani, D., & Khairunnisyah, T. (2023). Digital Transformation for MSME Resilience in the Era of Society 5.0. *Iapa Proceedings Conference*, 154. <https://doi.org/10.30589/proceedings.2023.886>
- Suleman, N., & Thalib, M. K. (2024). Keberlanjutan UMKM Ditinjau Dari Digitalisasi UMKM, Financial Literacy, Dan Behaviour Financial. *Gorontalo Accounting Journal*, 7(1), 27. <https://doi.org/10.32662/gaj.v7i1.3271>
- Tambunan, T. T., & Busnetti, I. (2024). Recent Evidence on the Digitalization Process in Indonesia's Micro and Small Enterprises. *International Journal of Current Science Research and Review*, 07(08). <https://doi.org/10.47191/ijcsrr/v7-i8-18>
- Uli, N. Z., & Anggraini, S. (2024). Implementation of Digital Marketing as a Strategy to Improve Marketing Strategies in Micro, Small and Medium Enterprises (UMKM). *Conference*, 427–432. <https://doi.org/10.31603/conference.12022>
- Widyo, N. A., Natasya, I. A., & Prasetyo, S. I. (2023). MSMEs Go Digital: Marketing Assistance for Batik Tulis Products Through E-Commerce. *Journal of Community Service and Empowerment*, 4(2), 242–248. <https://doi.org/10.22219/jcse.v4i2.26261>
- Yuniar, E. S., Rahwana, K. A., Nurhayati, I., & Juliawati, D. (2023). Inklusi Keuangan Dan Transformasi Digital Sebagai Upaya Pendorong Sustainability UMKM Kota Tasikmalaya. *Journal of Management and Business Review*, 20(3), 383–393. <https://doi.org/10.34149/jmbr.v20i3.601>