



## Ayaq World SDN BHD MSMe Business Development Malaysia with the Implementation of Digital Marketing Strategies

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### *Abstract*

The Community Service International (CSI) project is a collaboration between the Veteran National Development University of Jakarta, Indonesia, and the University of Kuala Lumpur, Malaysia, which focuses on improving the sales performance of Micro, Small, and Medium Enterprises (MSMEs). This activity targets Ayaq World Sdn Bhd (AWSB), a small business under the guidance of Majlis Amanah Rakyat (MARA) in Kuala Lumpur, which is engaged in the production and marketing of natural fruit juices. The CSI team visited production sites, held face-to-face discussions, and analyzed the conditions and challenges faced by AWSB. Based on this analysis, the team proposed solutions, including the use of digital marketing to expand the market, increase interaction with consumers, and build brand awareness. This is expected to significantly increase AWSB's sales turnover. In addition to providing practical solutions, this activity also shows how academic collaboration can strengthen the relationship between the world of education and industry, create sustainable synergies, and encourage innovation in business strategies. Thus, CSI has succeeded in creating a sustainable positive impact, not only for AWSB, but also for other MSMEs who can benefit from the results and findings of this activity.

**Keywords :** Community Service, Digital Marketing, MSME, Business Development

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## INTRODUCTION

The COVID-19 pandemic has had a very significant impact on various sectors of life around the world, as explained in the socio-economic resilience theory which states that global crises can weaken the social and economic structure of society (Holling, 1973). Restrictions on the movement of people are a measure implemented by many countries to reduce the spread of the virus, including banning mass gatherings and closing access to certain countries. These measures, while important to control the pandemic, have also resulted in many individuals losing their jobs, which in turn affects the food security of the affected countries (Ministry of Health Malaysia, 2021). Almost all countries, including Malaysia, have to struggle to survive this global health crisis, which is in line with the concept of resilience in resilience theory, which emphasizes the ability of people to survive and adapt in the face of sudden changes (Folke, 2006).

In Malaysia, the Micro, Small and Medium Enterprises (MSMEs) sector is one of the hardest hit by the pandemic. According to microeconomic theory, MSMEs have an important role in economic stability because of their flexibility and adaptability in dealing with market changes (Schumpeter, 1942). The Government of Malaysia has implemented various strategies to support the sustainability of MSMEs during times of crisis, such as granting operating licenses for essential

businesses to ensure food security and support national economic growth (Bank Negara Malaysia, 2020). This shows that MSMEs play a crucial role in maintaining economic stability during the pandemic, which is in line with Schumpeter's view of the importance of innovation and sustainability of small businesses in economic dynamics.

The characteristics of MSMEs in Malaysia and Indonesia have many similarities, especially in terms of contribution to the economies of their respective countries. In 2018, MSMEs in Malaysia absorbed 66.2% of the workforce and contributed 38.9% to the Gross Domestic Product (GDP). Meanwhile, in Indonesia, MSMEs absorb almost 97% of the workforce and contribute 57.8% to GDP (Central Statistics Agency, 2019). This data underscores the importance of the MSME sector for the economies of both countries, as well as the need for policies that support the sustainability and growth of MSMEs, especially in crisis situations such as the pandemic. This is in line with economic development theory which emphasizes the importance of the role of the MSME sector in creating jobs and supporting inclusive economic growth (Todaro & Smith, 2015).

At the symposium entitled "Impact of Covid-19 on Micro Small Medium Enterprises (MSMEs): Issues and Solutions," Assoc. Prof. Dr. Dzuljastri Abdul Razak explained the challenges faced by Micro, Small and Medium Enterprises (MSMEs) in Malaysia due to the COVID-19 pandemic. First, MSMEs are in dire need of financial support from the government, considering that many of them are experiencing difficulties in cash flow and do not meet the criteria set by banks to get loans. This limited access to capital hampers their ability to survive in this difficult situation. Second, the low level of financial literacy among MSME actors is a significant problem. Many MSMEs do not have an adequate understanding of their financial position, making it difficult to develop effective financial planning and foresee future funding needs. This can result in inappropriate business decisions and an inability to adapt to changing market conditions. Third, the lack of knowledge about digitalization has become a serious obstacle for MSMEs. Many small businesses are unable to leverage conventional marketing to increase sales, especially in the midst of circumstances that demand minimal physical contact. Therefore, the application of information technology and digitalization is very important for business sustainability. By increasing their understanding and ability in technology, MSMEs can develop more effective marketing strategies and expand their market reach in today's digital era (Razak, 2022).

One of the strategic steps taken by the Malaysia government to support, promote, and encourage the socio-economic development of the community, especially in rural areas, is through the functionality of Majlis Amanah Rakyat (MARA). As a legal entity under the Ministry of Regional and Rural Development (KKDW), MARA has been operating since March 1, 1966 and has a crucial

role in creating an integrated entrepreneurship development ecosystem in Malaysia (Zainudin et al., 2020).

MARA implements an entrepreneurial development program that includes entrepreneurship training, coaching, and mentoring. This program not only provides technical skills, but also creates in-depth business insights for business actors. For example, through the training, participants can learn about effective financial management, marketing strategies, and human resource management (Razak & Zainal, 2021). In addition, MARA also facilitates better market access for MSMEs, helping them reach a wider range of customers and increase product visibility in domestic and international markets. Research shows that MSMEs that have good market access tend to experience more significant growth (Abdul Rahman et al., 2019).

MARA also focuses on the development of supporting facilities, which include business financing and infrastructure that supports the operational continuity of MSMEs. The financial support provided by MARA allows business actors to obtain the necessary capital to develop their businesses. In addition, business consulting services provided by experienced advisors provide MSMEs with access to the strategic advice needed to improve their operational efficiency and effectiveness. With this comprehensive approach, MARA strives to empower MSME actors, strengthen local economic resilience, and increase Malaysia's competitiveness in the global context (MARA, 2020). Majlis Amanah Rakyat (MARA) is committed to providing comprehensive support to Micro, Small and Medium Enterprises (MSMEs) through the provision of business incubators. This incubator is designed to meet the various needs of business actors, including production facilities, marketing galleries, and warehousing. With this step, MARA seeks to create an environment conducive to the development and growth of MSMEs in Malaysia. One of the MSME actors who has received coaching from MARA is AYAQ WORLD SDN BHD (AWSB). The company is engaged in the manufacturing, production, and marketing of packaged beverages based on real fruit juice. AWSB not only focuses on product quality, but is also committed to implementing sustainable business practices. Through guidance from MARA, AWSB gained access to various resources and facilities needed to improve production efficiency and expand marketing reach.

MARA provides support to AWSB, can utilize existing infrastructure to strengthen its market position. The business incubator provided allows AWSB to innovate and improve products according to consumer needs and expand its distribution network. This not only has a positive impact on the company's growth, but also contributes to the improvement of the local economy by creating jobs and strengthening food security in the community (Zainuddin et al., 2020). AYAQ WORLD SDN BHD (AWSB) was founded by Siti Aisyah Kamaruddin, a young woman who showed

extraordinary dedication and commitment in the world of entrepreneurship. At a young age, Siti Aisyah managed to develop her company by using her own business and capital. The beginning of his business journey began in 2014, when he sold mango juice at the Ramadan Bazaar. Initially, it only operated in one bazaar location, but thanks to an effective marketing strategy and high quality of its products, it managed to expand its reach to three different bazaar locations. During the peak of its sales, AWSB is able to sell between 30 to 50 jars of mango juice every day. However, in 2016, changes implemented by local authorities to the bazaar site led to a significant decline in its sales volume. The sharp decline in sales prompted Siti Aisyah to look for new opportunities, which led to innovation in her business model. He took advantage of technological developments and changes in consumer behavior by pioneering an online juice sales business, known as "online night market water". With this approach, AWSB has not only managed to maintain its existence, but also develop its market share in the midst of existing challenges.



**Figure 1. Early Sales at Ramadan Bazaar 2014**

Since 2017, AWSB's business has started bottling mango juice and its sales method is focused online. The ever-increasing demand is causing AWSB to seek and move to larger processing venues. In the same year, AWSB was officially registered under the name AYAQ WORLD SDN BHD. AWSB began to introduce an agent and stockiest system, until now it has more than 1000 sales agents throughout Malaysia.



**Figure 2. AWSB Company Logo**



**Figure 3. Siti Aisyah Kamaruddin, Founder AWSB**

Until this CSI activity was carried out, AWSB has 9 types of products consisting of food and beverages with various flavor variants, as well as household needs including: 500 ml bottled fruit juice, with flavor variants; Mango, Soursop, Matcha (Green Tea), Strawberry & Blueberry, Kedondong, Longan, Guava, Corn, Pineapple and Katira. Fruit juice pouch 300 ml, with flavor variant; Sweet Sweet Mango, Soursop, Strawberry & Blueberry, and Pineapple MD2, Fruit stick, with flavor variants; Mango, Soursop, Mixed Berries, MD2 Pineapple, Pink Guava, Matcha, Corn and Katira. Milk series, with flavor variants; Musang King Durian Water, Green Tea Water, Corn Water and Katil Water. Dessert series : Premium Chocolate Almond & Cranberry Dessert series : Promium Chocolate Biscoff, Dessert series : King Pudding, Dessert Series : Crunchiz, Detergent : DOLIVE All-Purpose Soap 4 kg.



Figure 4. AWSB Fruit Juice Products

All AWSB products have received Halal certificates and certificates from the Ministry of Health Malaysia.

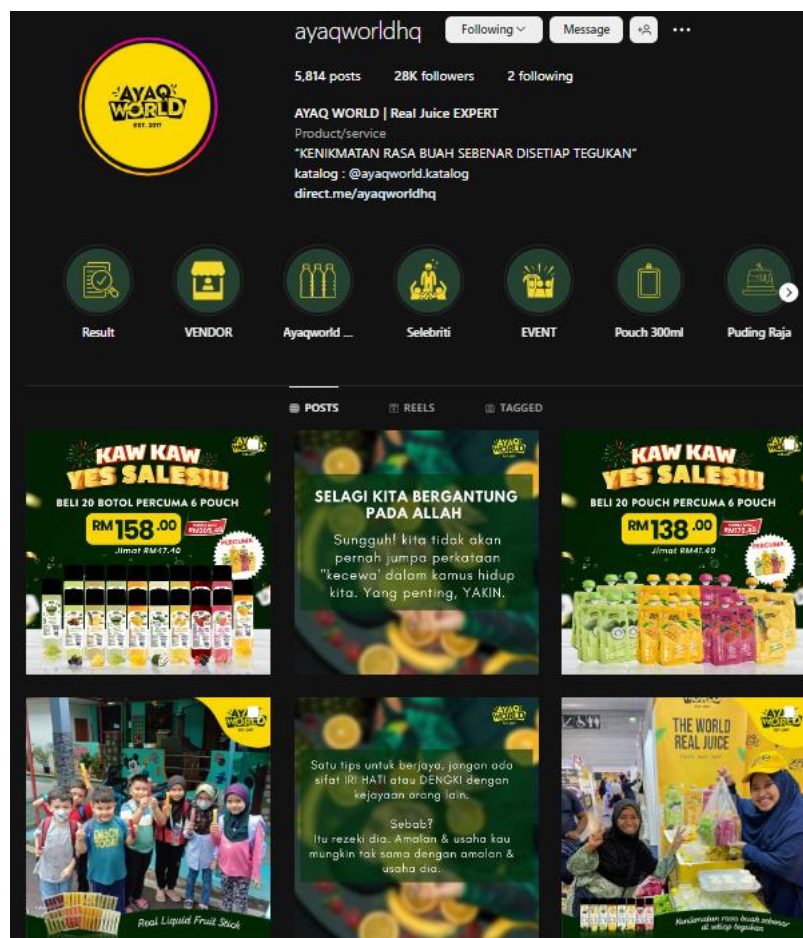


Figure 4. Malaysia Halal Certificate and Safe Food Certificate  
 from the Ministry of Health of Malaysia

AWSB carries out its marketing activities online, through: Website [www.ayaqworld.com](http://www.ayaqworld.com), Instagram @ayaqworldhq, Facebook @Ayaqworldsdnbhd, Partnership website and stockist <https://direct.me/ayaqworldhq#>



Figure 5. AWSB Website View



## Figure 6. AWSB Instagram Views

### METHODS

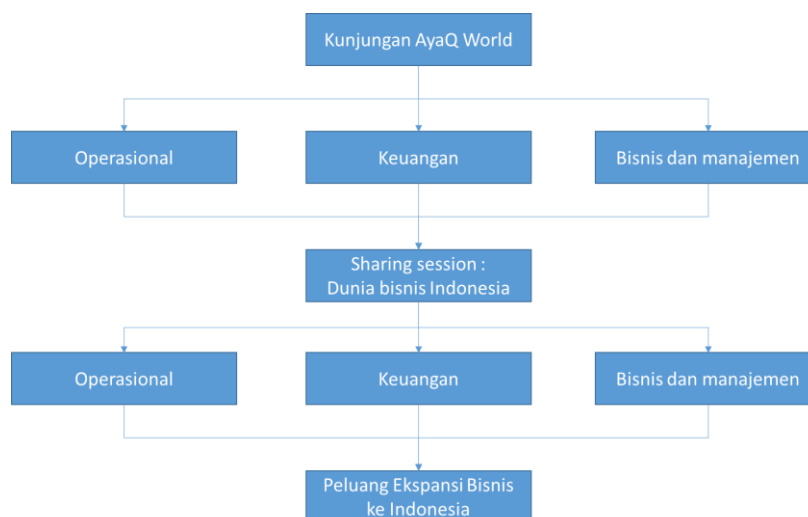
The form of service to businesses that operate in a different culture and regulation from Indonesia cannot be done with the exact same approach or "apple to apple" as applied in our country. Therefore, the implementation method in Community Service International (CSI) focuses on attracting the attention of international businesses to explore opportunities to enter the Indonesia market (Razak, 2023). The initial stage in the CSI implementation method began with a direct visit to the business operational area of AYAQ WORLD SDN BHD (AWSB). At this stage, the community service team conducts in-depth observations of the entire production process, from raw materials to final products that have been packaged and ready for distribution. In addition, there was a session to share information related to the business model and management implemented, as well as a discussion on the financial aspects faced by AWSB, from the initial stage of establishment to the current financial condition. This method allows teams to understand the challenges and opportunities facing AWSB in a local and regional context (MARA, 2022).

In the observation stage, the next step is to conduct a comparative analysis with domestic businesses. This includes an in-depth study of the regulations governing operational activities, expansion opportunities into Indonesia, and appropriate business concepts to implement. The CSI implementation method also involves data collection through interviews with stakeholders, as well as a thorough market analysis to identify growth potential. At the end of this process, the CSI team is expected to provide concrete inputs and recommendations to be implemented in AWSB operations, as well as provide comprehensive insights related to business expansion opportunities in the Indonesia market (Suharto, 2024). With a structured approach and based on in-depth analysis, this program is expected to support sustainable and effective business development for AWSB.

The methods used in the implementation of Community Service International (CSI) include several stages as follows:

1. **Field Visit and Direct Observation:** The first stage in the CSI method is to make a direct visit to the business operations of AYAQ WORLD SDN BHD (AWSB). The CSI team conducted in-depth observations of the entire production process, from raw material processing, manufacturing processes, to packaging the final product that is ready for distribution. These observations aim to understand how businesses are run in a local context, including the challenges faced and potential areas for improvement or development.

2. **Discussion and Knowledge Sharing:** After field observations, the CSI team held a discussion session with AWSB management. In this session, there was an exchange of information about the business model implemented, management strategies, and the financial condition of the business from the early days of its establishment to the present. The discussion also covered aspects such as marketing strategies, human resource management, and technology used in business operations. The goal is to build a comprehensive understanding of AWSB's business dynamics.
3. **Comparative Analysis and Regulatory Evaluation:** At this stage, the CSI team conducted a comparative analysis between AWSB and similar businesses in Indonesia. This analysis includes an evaluation of regulations that affect business operations, as well as a study of AWSB's expansion opportunities into the Indonesia market. The team also considered cultural differences, consumer preferences, and business environments to identify the most suitable business concepts to implement in Indonesia.
4. **Recommendation Preparation:** Based on the results of observations, discussions, and analysis, the CSI team develops strategic recommendations that can be implemented by AWSB. These recommendations not only focus on improving operational efficiency but also include digital marketing strategies, supply chain management optimization, and business model adjustments to meet challenges in different markets. In addition, this recommendation is also designed to support AWSB in exploring and taking advantage of business expansion opportunities in Indonesia.



**Figure 7. CSI Implementation Method**

The next stage is to compare with domestic businesses starting from existing regulations in operational activities, opportunities to expand to Indonesia and business concepts that are suitable to be run in Indonesia. It is hoped that the output of this implementation *Community Service International* can provide input and suggestions that can be implemented in AWSB's business and operational activities and can provide a view of business expansion opportunities in Indonesia.



**Figure 8. CSI Team Group 1**

## **DISCUSSION**

Community Service International (CSI) activities began by following a strict guest welcoming procedure in the Majlis Amanah Rakyat (MARA) area, an MSME development area managed by the Malaysia government. The procedure includes knowledge of the location overview and safety protocols that are mandatory for all participants to follow. After the welcome procedure was completed, participants were divided into several groups to maximize the effectiveness of the visit. This MSME development area is located within an indoor industrial complex, which is designed to support small to medium-scale business operations. Each industry in this region has its own separate operational space and is equipped with special facilities for packaging, logistics, and offices. With a well-organized layout, the area ensures that every business actor can run their business efficiently, while also complying with safety standards and regulations imposed by the local government. The presence of CSI participants in the region is not only to observe but also to understand how the infrastructure provided by MARA helps in supporting and accelerating the growth of MSMEs in Malaysia. This

understanding is important to apply in developing relevant strategies for MSMEs operating under different conditions and regulations, including the possibility of applying similar concepts in Indonesia.

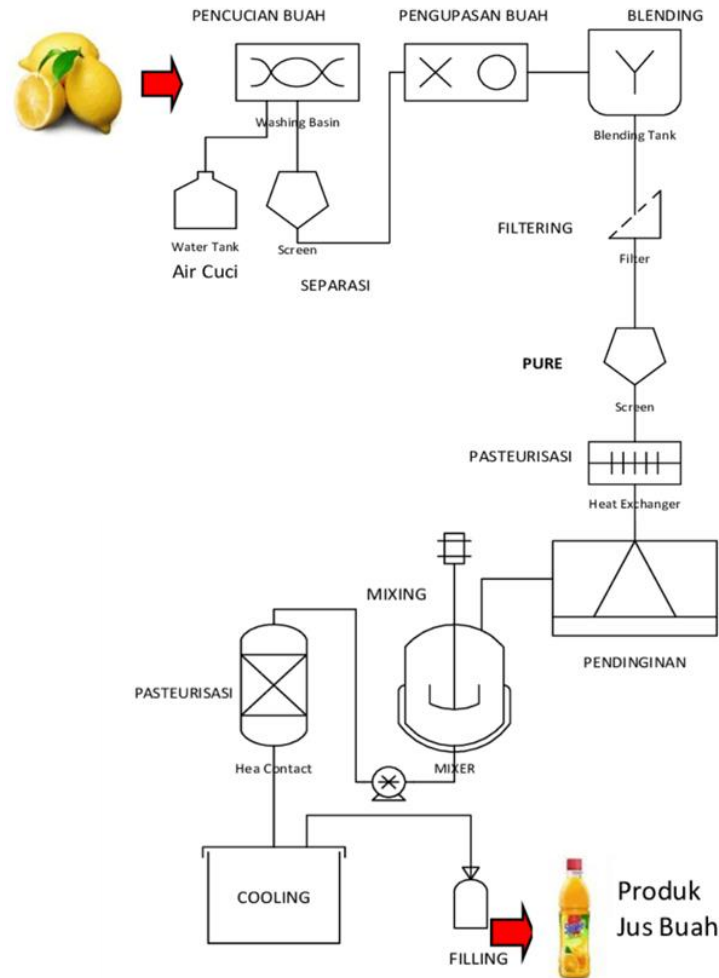


**Figure 9. Front view of the AWSB Gallery at MARA**

Operational activities at AYAQ WORLD SDN BHD (AWSB) begin by carefully examining the raw materials used in the manufacture of fruit juice, the company's main product. The process begins with the selection of fresh and ripe fruits that have gone through a rigorous selection process to ensure that only the highest quality fruits are used. These fruits are then washed thoroughly to remove impurities and residues that can affect the final quality of the product. After washing, the fruits are processed for extraction, which is done carefully so that the taste, aroma and nutritional content of the fruit are preserved. If needed, the juice is cleared to achieve the desired clarity, essential for the visual appeal of the product. Sometimes, water or sugar is added as per the recipe and market preferences. To extend shelf life without sacrificing quality, processed fruit juice undergoes a de-aeration process, in which air is removed or replaced with an inert gas such as nitrogen, to prevent oxidation and maintain the freshness of the product. The final stage is packaging and sterilization carried out under hygienic conditions to prevent contamination, as well as ensuring that all microorganisms that can cause spoilage are eliminated.

AWSB is committed not only to production efficiency but also to product safety and quality. Each stage is designed to preserve the nutritional content and natural taste of the juice, which is the main advantage of this product on the market. This strategy allows AWSB to compete with global brands, while continuing to innovate and maintain high quality standards.

**Figure 10. Flow Chart of Small and Medium Scale Industrial Juice Making Products**





**Figure 11. Observation at the AWSB factory**



**Figure 12. Observation at the AWSB factory**

In Community Service International (CSI) activities, one of the main focuses is to develop the business of AYAQ WORLD SDN BHD (AWSB) through the implementation of effective digital marketing strategies. AWSB's flagship product, Musang King durian juice, was in the spotlight during the visit, mainly due to the popularity of Musang King durian in Malaysia which drove the sales of this juice product. However, the market potential in

Indonesia is greater, considering that durian is also a fruit that is in demand in Indonesia. In an effort to expand the market, AWSB needs to utilize an integrated digital marketing strategy to reach consumers in Indonesia. This strategy includes increasing online presence through social media, search engine optimization (SEO), as well as the use of e-commerce platforms to distribute products more widely. Through digital marketing, AWSB can build brand awareness, reach consumers more effectively, and increase direct interaction with consumers. This allows companies to understand the preferences of the Indonesia market, so that they can adjust more targeted marketing strategies.

Value-added industrial waste treatment is also an important part of AWSB's business development. By utilizing durian waste from the production process, AWSB can create environmentally friendly derivative products, such as organic fertilizers or cosmetic raw materials, which not only increase economic value but also support environmental sustainability. The combination of digital marketing strategy with waste treatment innovation will have a positive impact on AWSB's business growth, both in terms of increasing turnover and strengthening the company's image as a business that cares about the environment.

Musang King durian juice products from AYAQ WORLD SDN BHD (AWSB) have shown significant success in the Malaysia market, thanks to the reputation of Musang King durian which is known as one of the best durian varieties in the world. However, to expand market reach and increase sales, especially in international markets such as Indonesia, AWSB needs a more innovative and scalable marketing strategy. In this context, the Community Service International (CSI) team from the Veteran National Development University of Jakarta and the University of Kuala Lumpur played an important role in formulating and implementing an effective digital marketing strategy.

The goal of implementing this digital marketing strategy is focused on three main aspects: market penetration, increasing brand awareness, and optimizing digital distribution channels. First, for market penetration, the CSI team identified that the potential of Indonesia's market, with its large population and love for durian-based products, is the main target that AWSB can take advantage of. The CSI team assisted AWSB in mapping the demographics of potential consumers in Indonesia, as well as identifying the most effective digital platforms to reach them. For example, the use of social media such as Instagram and TikTok, which are popular among young Indonesia consumers, can be maximized to promote the uniqueness of Musang King durian juice products.

Second, increasing brand awareness is carried out through the creation of attractive and informative digital content, which highlights the advantages of the product, the hygienic

manufacturing process, and the authenticity of the raw materials used. The CSI team worked closely with AWSB to develop a social media campaign involving local influencers in Indonesia, who have a loyal following and can help introduce the product to a wider market. In addition, the creation of a promotional video that showcases the production process and uniqueness of Musang King durian is also carried out to attract consumer interest. Third, the optimization of digital distribution channels is focused on the development of efficient and user-friendly e-commerce. The CSI team recommended AWSB to leverage popular e-commerce platforms in Indonesia such as Tokopedia, Shopee, and Bukalapak, as well as integrate payment systems that are easily accessible to Indonesia consumers. Thus, consumers can not only find products easily but also get a convenient and safe shopping experience.

In addition to the marketing aspect, the CSI team also identified additional opportunities for AWSB in durian industrial waste management. This waste can be processed into value-added products such as organic fertilizers, which are not only environmentally friendly but also have their own market potential. The implementation of this strategy not only increases sales of Musang King durian juice but also strengthens AWSB's image as a company that cares about the environment. With this structured and results-oriented digital marketing strategy, AWSB is expected to significantly expand its market share, both domestically and in Indonesia, as well as create new opportunities for product diversification and more effective marketing in the digital era.

## **CONCLUSION**

Community Service International (CSI) activities carried out by the team of the Veteran National Development University of Jakarta and the University of Kuala Lumpur have made a significant contribution to the business development of AYAQ WORLD SDN BHD (AWSB), especially in promoting its flagship product, Musang King durian juice. Through the implementation of a planned digital marketing strategy, AWSB has a great opportunity to expand its market share, especially in Indonesia, which is known to have a high demand for durian-based products. In addition, efforts to manage industrial waste into value-added products also show AWSB's commitment to environmental sustainability, while improving the company's image. As a further step, AWSB is advised to continue to monitor and analyze the market response to the digital campaigns that have been launched. Conducting regular customer surveys will help companies in adjusting marketing strategies and products according to consumer preferences. In addition, AWSB needs to invest more resources to improve the

quality of customer service, both online and offline, so that customers feel satisfied and more loyal to the brand.

To achieve maximum potential in market expansion and product development, it is recommended that AWSB take the following steps:

1. **Product Diversification:** In addition to Musang King durian juice, AWSB may consider developing other products based on local fruits that are also popular in Indonesia, so that it can attract more market segments.
2. **Strategic Partnerships:** AWSB is encouraged to partner with local distributors in Indonesia who have a deep understanding of the market, in order to facilitate the distribution process and reach customers more effectively.
3. **Training and Capacity Building:** Conduct training for staff on digital marketing and customer service so that they can provide accurate information and be responsive to customer needs.
4. **Sustainability Practices:** Implementing sustainable business practices, such as using environmentally friendly packaging and conducting corporate social responsibility (CSR) programs, which can attract the attention of consumers who care about environmental issues.

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