



## DIGITAL LITERACY TRAINING FOR MSMEs IN SERANG CITY TO IMPROVE SOCIAL MEDIA-BASED MARKETING

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### Abstract

This community service activity aims to improve the digital literacy skills of Micro, Small, and Medium Enterprises (MSMEs) in Serang City through social media-based marketing training. The activity was carried out in December 2025 using participatory training methods and direct mentoring. The activity stages included preparation, training, practice, mentoring, monitoring, and evaluation. The training materials covered digital literacy, digital marketing strategies, social media management, promotional content creation, and the use of business features on digital platforms such as Instagram, Facebook, and WhatsApp Business. The results of the activity showed an increase in participants' understanding and skills in utilizing social media as a marketing tool. Participants were able to create business accounts, create promotional content, and implement digital marketing strategies according to the characteristics of their respective businesses. In addition, the mentoring process helped participants implement digital marketing effectively and sustainably. This activity also increased participants' motivation and confidence in developing digital technology-based businesses. Thus, digital literacy training is an effective solution in helping MSMEs adapt to technological developments and increase business competitiveness in the digital era.

**Keywords:** Digital Literacy, MSMEs, Social Media Marketing, Digital Marketing, Community Service

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### INTRODUCTION

Management is a process involving planning, organizing, implementing, and monitoring to achieve goals effectively and efficiently. In today's digital era, management focuses not only on human and financial resource management, but also on information management and technology-based marketing strategies. Changes in people's behavior, which are increasingly dependent on the internet, require businesses to adapt to developments in digital technology. According to Paransa (2024), the development of digital technology has transformed conventional marketing patterns into digital marketing, which is more effective in reaching consumers widely. Therefore, the implementation of modern management is crucial for businesses, especially Micro, Small, and Medium Enterprises (MSMEs), to survive and thrive in increasingly competitive business environments.

One form of modern management implementation in the business world is social media-based marketing. Social media is currently a highly effective tool for introducing products, building communication with consumers, and increasing sales. Platforms such as Instagram, Facebook, TikTok, and WhatsApp Business provide significant opportunities for MSMEs to conduct promotions at relatively low costs while achieving broad market reach. According to Syafa Nadya et al. (2024), utilizing social media as a marketing strategy can significantly increase product visibility and expand the MSME market. Furthermore, social media also makes it easier for businesses to understand consumer needs and interests through direct interactions on these digital platforms.

Despite this, many MSMEs still lack the ability to utilize social media optimally as a marketing tool. Most businesses still use social media solely as a communication tool and lack an understanding of effective digital marketing strategies. Putri and Riofita (2024) explain that poor promotional content creation skills, a lack of understanding of social media algorithms, and limited technological capabilities are the main obstacles to MSME digital marketing. This situation results in less than optimal product marketing, thus lowering business competitiveness. Therefore, efforts are needed to improve the capabilities of MSMEs through training activities oriented towards improving digital literacy.



Figure 1. Community Service Activities

Serang City is one of the regions experiencing rapid MSME growth. Various types of businesses, including culinary, fashion, crafts, and household products, are growing as part of the local economy. However, most MSMEs in Serang City still face challenges in product marketing. Many businesses still rely on conventional marketing methods such as word-of-mouth and direct sales within their local communities. This situation limits their product reach and makes it difficult to compete with other products that have optimally utilized digital marketing. Furthermore, changes in consumer behavior, which increasingly seeks product information through social media, poses a challenge for MSMEs in Serang City to adapt their marketing strategies.

A crucial factor influencing the success of MSME digital marketing is digital literacy. Digital literacy is a person's ability to understand, use, manage, and utilize digital technology effectively and responsibly. In the context of MSMEs, digital literacy is essential for entrepreneurs to utilize social media as a means of product promotion and marketing. Paris (2024) states that strong digital literacy skills can help entrepreneurs develop more creative, innovative, and market-focused marketing strategies. MSMEs with digital literacy skills will more easily understand promotional content creation techniques, the use of social media features, digital communication strategies, and online consumer behavior analysis.

Digital literacy training is one solution that can be implemented to improve the ability of MSMEs to utilize social media as a marketing tool. Through this training, business owners can gain knowledge and practical skills in using social media effectively to support their business development. Agam Arsyad et al. (2024) explain that implementing social media in marketing

strategies can increase sales, expand market networks, and strengthen MSME competitiveness. Furthermore, Ramadhani et al. (2024) also emphasize that the use of social media supported by good digital skills can improve product image and strengthen relationships with consumers.

Current trends indicate that most MSMEs are beginning to recognize the importance of using social media to support product marketing, but their implementation is still not optimal. Many MSMEs in Serang City already have business social media accounts, but their use is still limited to simple product posts without a targeted marketing strategy. Furthermore, business owners still lack understanding of techniques for creating engaging content, utilizing digital promotional features, and building effective interactions with consumers through social media. This situation prevents social media from being utilized as an optimal marketing tool to increase product sales. According to Putri and Riofita (2024), the low understanding of digital marketing among MSMEs means that social media-based marketing has not yet provided optimal results for business development. This phenomenon demonstrates that improving digital literacy is a crucial need for MSMEs to be able to compete in the digital era.

This community service activity was implemented through digital literacy training focused on improving the ability of MSMEs to utilize social media as a marketing tool. The training activities were designed to include material delivery, hands-on practice, discussions, and mentoring on the use of digital platforms such as Instagram, Facebook, TikTok, and WhatsApp Business. The materials provided included promotional content creation techniques, digital marketing strategies, the use of social media features, simple product photography techniques, and ways to increase online consumer interaction. Furthermore, participants were provided with guidance in creating business accounts and developing digital promotion strategies tailored to their respective product characteristics. According to Syafa Nadya et al. (2024), social media-based digital marketing training can improve the ability of MSMEs to expand market reach and increase product competitiveness. With the implementation of this activity, it is hoped that MSMEs in Serang City can be more adaptive to technological developments and be able to utilize social media optimally to support their business growth.

Various community service activities demonstrate that digital literacy training and social media-based marketing have a positive impact on the development of MSMEs. Digital marketing training conducted by Agam Arsyad et al. (2024) demonstrated an increase in MSMEs' ability to utilize social media as a means of product promotion and expanding their business markets. Furthermore, Syafa Nadya et al. (2024) explained that digital marketing training can enhance MSMEs' creativity in creating more engaging and communicative promotional content, thereby increasing consumer interest in marketed products. Similar activities conducted by Ramadhani et al. (2024) also demonstrated that utilizing social media and influencer marketing strategies can help MSMEs build product image and enhance customer interaction more effectively. Furthermore, Paris (2024) revealed that improving digital literacy through training activities can help business owners understand the

ethics and strategies for using digital media more optimally to support business activities. Meanwhile, Paransa (2024) emphasized that strengthening digital skills in MSMEs is a crucial factor in increasing business competitiveness amidst the rapidly developing digital economy. Based on these various previous activities, it can be concluded that digital literacy training for MSMEs in Serang City has a great opportunity to provide real benefits in improving social media-based marketing capabilities and supporting the sustainable development of community businesses.

The implications of this community service activity are expected to have a positive impact on MSMEs in Serang City, particularly in improving their social media-based marketing capabilities. Through digital literacy training, business owners are expected to understand the importance of using digital technology to support sustainable business development. Improving their ability to create promotional content, manage business accounts, and optimally utilize social media features will help MSMEs expand their market reach and increase the competitiveness of local products. Furthermore, this activity also has implications for increasing business awareness of the importance of innovation and adaptation to digital technology developments in the modern era. By improving digital marketing capabilities, MSMEs will not only be able to increase product sales but also build a more professional business image and gain consumer trust. In the long term, this activity is expected to support community economic growth and strengthen the presence of MSMEs as one of the main drivers of the regional economy in Serang City.

The novelty of this community service activity lies in its digital literacy training approach, which focuses not only on the use of social media as a promotional tool but also emphasizes hands-on practice and mentoring in digital marketing strategies tailored to the characteristics of local businesses in Serang City. This activity integrates aspects of digital literacy, content creativity, marketing communication strategies, and social media feature optimization in a single integrated training series for MSMEs. Furthermore, this training is designed to be applicable, tailored to the needs and abilities of participants, making it easier to apply in daily business activities. Another novelty is the mentoring in developing a business's digital identity and online consumer interaction strategies to increase customer loyalty. With this approach, this community service activity not only provides theoretical knowledge but also builds practical skills that MSMEs can immediately use to improve their social media-based product marketing effectively and sustainably.

## **LITERATURE REVIEW**

### **Management**

Management is the process of planning, organizing, implementing, and monitoring to achieve organizational goals effectively and efficiently. In the context of MSMEs, management plays a crucial role in establishing business strategies to thrive amidst digital competition. Good management practices can help businesses determine marketing strategies, manage resources, and make technology-based decisions. According to Robbins and Coulter (2022), modern management must be

able to adapt to developments in digital technology to maintain competitiveness. Furthermore, Daft (2021) explains that management effectiveness is influenced by an organization's ability to utilize digital information and innovation.

### **Social Media Marketing**

Social media marketing is a marketing strategy that utilizes digital platforms to build communication, promotion, and relationships with consumers. Social media offers significant opportunities for MSMEs to expand their market at a lower cost than conventional marketing. According to Kotler, Kartajaya, and Setiawan (2021), social media-based digital marketing is a crucial approach for building interactive relationships with customers in the Society 5.0 era. Meanwhile, Tuten and Solomon (2023) state that social media has a significant influence on consumer purchasing decisions because it can create faster and more effective two-way communication.

### **Digital Literacy**

Digital literacy is an individual's ability to understand, use, evaluate, and utilize digital technology effectively and responsibly. In this community service activity, digital literacy is a crucial factor in enhancing the ability of MSMEs to utilize social media as a marketing tool. According to Gilster (2021), digital literacy relates not only to technical skills in using digital devices but also to the ability to critically analyze information. Furthermore, Hague and Payton (2022) explain that digital literacy plays a role in enhancing creativity, communication, and community productivity in utilizing digital technology for economic and social activities.

## **IMPLEMENTATION METHODS AND ACTIVITY PROCEDURES**

This community service activity was implemented to improve the skills of MSMEs in Serang City in utilizing social media as a digital marketing tool. The activity method was systematically designed through preparation, implementation, and evaluation stages to ensure effective digital literacy training. The entire series of activities was implemented over a month in December 2025, using a participatory approach and hands-on practice.



Figure 2. Implementation of Activities Participatory Training and Direct Mentoring

### **Activity Method**

The methods used in this community service activity were participatory training and direct mentoring. Participatory methods were chosen because they actively engage participants in every aspect of the activity, including discussions, simulations, and practical exercises on using social media to market MSME products. This approach is expected to optimally enhance participants' understanding and skills.

The training included material on digital literacy, digital marketing strategies, social media techniques, and product promotional content creation. Participants also received hands-on practice in creating business accounts, managing social media platforms, designing simple content, and developing digital marketing strategies. The training was conducted in stages to help participants understand how to effectively use social media features according to their individual business needs.

The evaluation method involves observation, question-and-answer sessions, and assessment of participants' practical results during the training. This evaluation aims to determine participants' level of understanding of the training material and their ability to implement social media-based marketing in their businesses.

### **Activity Procedures**

The procedure for implementing community service activities is carried out through several stages as follows:

#### **1. Preparation Stage**

The preparation phase involved conducting an initial survey of the situation of MSMEs in Serang City, particularly regarding the use of social media in product marketing. This phase also involved coordination with relevant parties, developing training materials, determining the activity schedule, and preparing training facilities and infrastructure. Furthermore, the implementation team identified participant needs to ensure that the materials provided were tailored to the conditions and capabilities of MSMEs.

## 2. Implementation Stage

The implementation phase involved digital literacy and social media-based marketing training. This included presentations on digital marketing, the use of social media for business, digital promotion strategies, simple product photography techniques, and practical promotional content creation. Participants were also given the opportunity to discuss and simulate the use of social media as a marketing tool for their business.

## 3. Mentoring Stage

Following the training, participants receive support in implementing the material provided. This support includes monitoring their businesses' social media usage, providing feedback on their promotional content, and consulting on challenges they face in digital marketing. This phase aims to ensure participants are able to apply the knowledge they have acquired sustainably.



Figure 3 Provides an Example of Digital Literacy Assistance for MSMEs in Serang City

## 4. Evaluation Stage

The evaluation phase is conducted to determine the effectiveness of the training activities. This phase examines participant participation levels, their ability to use social media as a marketing tool, and changes in their understanding of digital literacy. The evaluation results serve as the basis for determining the success of this community service activity.

Table 1. Schedule for Implementation of Community Service Activities

No	Activity	Execution time
1	Preparation and Initial Survey	First week of December 2025
2	Implementation of Digital Literacy Training	Second week of December 2025
3	Social Media Practice and Mentoring	Third week of December 2025
4	Monitoring and Evaluation of Activities	Fourth Week of December 2025

Source: Data processed by the author, 2026.

The table above shows the implementation stages of the community service activities, which will be conducted over a one-month period in December 2025. The activities begin with preparation and an initial survey to determine participant needs, followed by digital literacy training and social media practice. This is followed by mentoring to help participants implement the training materials, and concludes with monitoring and evaluation to determine the effectiveness of the activities.

Through these activity methods and procedures, it is hoped that MSMEs in Serang City will be able to improve their digital literacy skills and utilize social media as an effective marketing tool. Furthermore, this activity is also expected to increase the competitiveness of local MSMEs and expand the reach of digital product marketing, thus positively impacting community incomes.

## DISCUSSION OF THE IMPLEMENTATION OF SERVICE

A community service activity in the form of digital literacy training for MSMEs in Serang City was held during December 2025. This activity aimed to improve participants' ability to utilize social media as a marketing tool. Results showed an increase in participants' understanding, skills, and abilities in managing their business' social media more effectively and effectively.

The activity began with an initial survey to determine participants' understanding of digital marketing and social media usage. Based on initial observations, most participants still used social media in a simplistic way and lacked an understanding of effective digital marketing strategies. After the training and mentoring, participants began to be able to create business accounts, manage promotional content, and understand how to use social media features to support MSME product marketing.

Table 2. Characteristics of Activity Participants

No	Participant Characteristics	Amount
1	Culinary Business	12 People
2	Fashion Business	8 People
3	Craft Business	6 People
4	Household Product Business	4 People
5	Total Participants	30 People

Source: Processed data, 2026.

The table above shows that the majority of community service participants were culinary entrepreneurs, with 12 participants. This indicates that the culinary sector is a growing business sector in Serang City. Additionally, participants from the fashion, crafts, and household products sectors also participated in the training. The diverse business types of participants provide an opportunity for the training to develop various digital marketing strategies tailored to the characteristics of each business.

Participants were provided with material on basic digital literacy concepts, social media-based marketing strategies, promotional content creation techniques, and the use of simple content design support applications. Practical activities were conducted directly using each participant's smartphone, allowing them to more easily understand the steps involved in using social media. Participants received guidance on creating business accounts on Instagram and Facebook and managing WhatsApp Business. They were taught how to create compelling business profiles, craft promotional captions, use relevant hashtags, and leverage the stories and reels features to increase consumer engagement. This activity received positive feedback from participants, as most of them were learning how to systematically understand digital marketing strategies for the first time.

Table 3. Level of Participants' Understanding Before and After Training

No	Evaluation Aspects	Before Training	After Training
1	Understanding Business Social Media	45%	85%
2	Content Creation Skills	40%	82%
3	Using WhatsApp Business	50%	88%
4	Digital Promotion Strategy	38%	84%

Source: Processed data, 2026.

The table shows an increase in participants' understanding after participating in the digital literacy training. Prior to the training, most participants did not understand how to optimally use social media for business. However, after the training, participants' skills improved significantly, particularly in the use of WhatsApp Business and digital promotion strategies. This improvement demonstrates that the training and mentoring methods provided helped participants understand digital marketing more effectively.

The results of the activity showed that participants began to be able to create simple promotional content using digital design applications. The content created included product photos, discount promotional designs, short product videos, and business service information. Participants also began to understand the importance of consistent content uploads and interacting with consumers through social media. This activity also had a positive impact on participants' motivation to develop digital-based businesses. Participants expressed more confidence in marketing products through social media and began to understand that digital marketing can help expand consumer reach. Some participants even began receiving product orders through social media during the activity.

Table 4. Participant Responses to Training Activities

No	Assessment Indicators	Percentage
1	Easy to Understand Material	90%
2	Interesting Training	92%
3	Mentoring to Help Participants	95%
4	Beneficial Activities for Business	96%

Source: Processed data, 2026.

The table above shows that the majority of participants responded positively to the community service activities. Participants considered the training materials easy to understand and relevant to their business needs. Furthermore, the mentoring activities were deemed very helpful in understanding the use of social media as a marketing tool. The high percentage of participants benefiting from the activities indicates that digital literacy training has a significant contribution to improving the marketing capabilities of MSMEs in Serang City.

Thus, this community service activity successfully improved the digital literacy skills of MSMEs in Serang City. Through the training and mentoring provided, participants were able to understand digital marketing strategies and begin implementing them in their daily business activities. The results of this activity demonstrate that digital literacy training is an effective solution in helping MSMEs adapt to technological developments and business competition in the digital era.



Figure 4. Group photo as the closing of the Training and Mentoring Activities

## Discussion

This community service activity demonstrates the critical role digital literacy plays in enhancing the marketing capabilities of social media-based MSMEs. The training and mentoring demonstrated changes in participants' knowledge, skills, and motivation in utilizing digital technology to support business development. The results of this activity align with the digital transformation of the MSME sector in the modern era.

### 1. Improving Digital Literacy of MSMEs

The results of the activity showed that digital literacy training improved participants' understanding of the use of social media for business. Prior to the activity, most participants only used social media for personal communication and did not yet understand digital marketing strategies. After the training, participants began to understand how to create business accounts, manage promotional content, and use social media features effectively. These results align with research by Paris (2024), which states that improving digital literacy can help MSMEs understand the use of technology more productively and innovatively. Furthermore, Hague and Payton (2022) also explain that digital literacy can improve individuals' ability to utilize technology for economic activities and communication. Thus, the training provided has a positive impact on participants' ability to develop digital-based businesses.

### 2. The Effectiveness of Social Media as a Marketing Tool

Social media has proven to be an effective marketing tool for MSMEs in Serang City. Training participants began to understand that platforms like Instagram, Facebook, and WhatsApp Business can be used to expand market reach at a relatively low cost. Participants also began implementing promotional strategies through product uploads, short videos, and online interactions with consumers. These results align with research by Syafa Nadya et al. (2024), which explains that social media-based marketing can increase product visibility and expand the MSME market. Furthermore, Tuten and Solomon (2023) stated that social media has a significant influence on consumer purchasing decisions because it can create faster and more interactive two-way communication. Therefore, the use of social media is an important strategy in supporting the development of MSMEs in the digital era.

### 3. The Role of Mentoring in Digital Marketing Implementation

The mentoring provided after the training significantly contributed to the success of this community service activity. Participants not only received theoretical material but also received direct guidance in implementing digital marketing strategies in their respective businesses. The mentoring helped participants understand the obstacles they faced and provided practical solutions related to the use of social media for business promotion. These results align with the opinion of Agam Arsyad et al. (2024), who stated that digital marketing mentoring can improve the ability of MSMEs to optimally utilize social media. Furthermore, Yusuf (2021) explained that a participatory approach and direct mentoring can increase the effectiveness of training because participants are actively involved in the learning process. Thus, mentoring is a crucial factor in the successful implementation of digital marketing for MSMEs.

### 4. Impact of Activities on MSME Development

This community service activity had a positive impact on the development of participants' businesses, particularly in increasing the motivation and confidence of MSMEs in using social media as a marketing tool. Participants began to understand the importance of digital innovation and consistent online promotion in increasing business competitiveness. Some participants even began receiving product orders through social media after participating in the training. These results align with research by Paransa (2024), which states that digital transformation in MSMEs can increase business competitiveness and expand market opportunities. Furthermore, Kotler, Kartajaya, and Setiawan (2021) explain that technology-based digital marketing is a crucial strategy for building long-term relationships with consumers in the Society 5.0 era. Therefore, this activity makes a significant contribution to supporting the development of digital-based MSMEs in Serang City.

## CONCLUSION

Community service activities in the form of digital literacy training for MSMEs in Serang City have been implemented successfully and have had a positive impact on improving social media-based marketing capabilities. This activity was carried out through preparation, training, practice, mentoring, and evaluation stages, which took place throughout December 2025. The training provided covered understanding digital literacy, digital marketing strategies, the use of social media for business, promotional content creation techniques, and utilizing social media features to support MSME product marketing.

The results of the activity demonstrated an increase in participants' understanding and skills in using social media as a marketing tool. Participants began to be able to create business accounts, develop digital promotion strategies, create simple promotional content, and utilize social media applications such as Instagram, Facebook, and WhatsApp Business more optimally. Furthermore, the

mentoring activities provided helped participants implement digital marketing strategies tailored to their respective business characteristics.

This activity has increased the motivation and confidence of MSMEs in developing digital-based businesses. Participants recognized the crucial role of social media in expanding market reach, enhancing interaction with consumers, and strengthening business competitiveness in the digital era. Therefore, digital literacy training can be an effective solution in helping MSMEs adapt to technological developments and modern marketing transformations. Therefore, similar activities need to be conducted continuously to ensure the continued development of MSME digital capabilities and support the economic growth of the community in Serang City.

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