

Optimizing Digital Marketing Product Strategy for MSMEs At Tanwir Study Members in Malang

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ABSTRACT

The promotion of a creative economy based on transformative communication is a strategic effort that integrates economic, social, and cultural aspects through transformative communication processes. This approach aims to do more than just increase creative economy income; It also creates a space for dialogue that enables sustainable social transformation. In this context, transformative communication plays a central role as a medium that drives paradigm change among society. Participatory and inclusive communication allows diverse groups—including those marginalized—to participate in discussions and decision-making about the direction of the creative economy. Through in-depth interactions, communities can realize the previously neglected potential of local economies and begin to develop creative ideas that are relevant to their social and cultural environment. The form of the result is a more transformative concept of creative economy development, fully involving the community in the process of economic advancement in question. This process focuses not only on the development of individual skills, but also on the creation of collaborative networks that strengthen the creative economy ecosystem. Collaboration between artists, entrepreneurs, communities, and governments sparked local innovations that were able to compete in a wider market, both nationally and globally. Transformative communication encourages people to view creativity no longer as a mere product, but as a tool for social change, economic empowerment, and the enforcement of cultural identity.

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1. INTRODUCTION

Since social media has strengthened in the last five years in Indonesia, it has changed behavior patterns and strategies in running marketing for all business actors, both micro and medium and high enterprises. The conventional marketing strategy model that relies on place, price has been refuted.

Because with the power of social media such as tik tok, Instagram, youtube, WhatsApp and the like, it has made marketing for a product move faster and be very creative. Someone who has a business no longer needs a place such as a strategic physical take, but it is enough to have an online take with an account, then someone can sell anything and anywhere without having to need more business capital, they can even penetrate regional boundaries in promoting their products.

Such a reality has also changed marketing patterns by prioritizing digital marketing more because people's consumption patterns have also undergone a very significant shift. People just need to stay at home by playing their smartphones, then they can shop as they please by choosing any product in the online store.

In recent years, MSMEs in Indonesia have also increasingly adopted digital technology to strengthen their businesses. Based on data from the Ministry of Cooperatives and SMEs, in 2020, there were 10.5 million MSMEs in Indonesia who used social media to market their products. In addition, in the same year, around 2 million MSMEs used e-commerce as their sales channel. The increase in the use of digital technology in MSME businesses in Indonesia continues to grow. According to a survey from Google, Temasek, and Bain & Company in 2020, the value of e-commerce in Indonesia is projected to reach USD 82 billion by 2025, with MSMEs being the largest contributor. In addition, internet penetration in Indonesia is increasing, with the number of internet users reaching 196 million in 2020, or around 73% of the total population.

The Government of Indonesia continues to encourage the development of MSMEs through various programs and policies. For example, in 2020, the Ministry of Cooperatives and SMEs launched the "National Movement of Proud of Made in Indonesia" program which aims to increase the competitiveness of MSME products, including MSMEs in villages and sub-districts. In 2020, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration also launched the "Productive and Healthy Villages" program which aims to improve the welfare of village communities through the development of MSMEs. In addition, government programs such as Village Funds and People's Business Loans (KUR) can also be used to support the development of MSMEs in villages and sub-districts.

The use of digital marketing media by MSMEs in Indonesia has grown rapidly in recent years. This is because the growth of internet use in Indonesia is increasing from year to year, along with the increase in internet access in various regions, including villages and sub-districts. According to data compiled by the Indonesian Internet Service Providers Association (APJII), in 2021 there were around 196.7 million internet users in Indonesia or around 72% of the total population. Meanwhile, the use of social media in Indonesia is also increasing from year to year. Data released by We Are Social and Hootsuite in 2021 shows that there are around 160 million social media users in Indonesia, with the majority of users in the age range of 16-34 years.

The use of digital marketing media by MSMEs in Indonesia is increasing. In a survey conducted by APJII in 2020, there were around 40.3% of MSMEs who used digital marketing media as one of their product promotion tools. Some types of digital marketing media that are commonly used by MSMEs in Indonesia include:

- a. Social media such as Facebook, Instagram, and WhatsApp
- b. Marketplace platforms such as Tokopedia, Bukalapak, and Shopee
- c. Business website or blog
- d. Email marketing

The use of digital marketing media by MSMEs in Indonesia provides an opportunity to increase the marketing of their products effectively and efficiently at a more affordable cost. This also helps MSME players to reach a wider market and get new customers. In terms of the use of digital marketing media by MSMEs, it is important for MSME actors to understand how to use digital marketing media correctly and effectively.

According to data from the Ministry of Cooperatives and SMEs, in 2019 around 12.6 million MSMEs in Indonesia still did not use digital platforms for their businesses. Data from the Central Statistics Agency (BPS) shows that only about 17.5 percent of MSMEs in Indonesia have a business website, and only about

6.2 percent use social media as a marketing platform. Meanwhile, a survey conducted by Hootsuite and We Are Social in 2021 showed that internet penetration in Indonesia reached 73 percent, with more than 196 million active internet users. However, only about 11 percent of MSMEs operate online businesses in Indonesia. Similarly, a survey conducted by Facebook and Bain & Company in 2020 showed that only about 18 percent of MSMEs in Indonesia have sufficient digital marketing skills, and about 52 percent of those who have such skills have managed to increase sales through digital marketing.

Based on the data above, it shows that the ability of MSME actors in the use of digital marketing varies greatly, depending on the educational and training background possessed by these MSME actors. Most MSME actors in Indonesia are small business people who do not have enough knowledge and skills in the use of digital marketing. Even though the development of media has been so rapid, the potential of infrastructure has also been improved by the government and the government's efforts to improve the digital marketing capabilities of MSME actors have also been carried out, but there are still many MSME actors who have not taken advantage of this opportunity and still lack to understand the potential of digital marketing. Some of the challenges faced by MSME actors in the use of digital marketing include lack of knowledge about technology and digital marketing, limited budget to develop digital marketing, and lack of skilled human resources in digital marketing. Therefore, training and mentoring in terms of the use of technology and digital marketing (digital marketing) still need to be improved so that MSMEs in villages and sub-districts can compete in an increasingly competitive market.

Table 1: Performance Indicators of Community Service

No.	External Shape		External Properties		Ket.
	Category	Sub Category	Mandatory	Addition	
1.	Publication in Printed Scientific Journals	Reputable International			
		National Accredited			
		National Not Accredited			
2.	Articles in Proceedings	International Indexed			
		National			
3.	Invited Speaker	International			
		National			
4.	Visiting Lecturer	International			
5.	Articles Mass Media print or electronic	National/Local	√		
6.	Documentation of Activity Implementation	Activity Video			
7.	Intellectual Property Rights (IPR)	Patent			
		Simple Patents			
		Copyright			
		Trademarks			
		Trade Secrets			
		Industrial Product Design			
		Geographical Indications			
		Variety Protection			
		Plant			

		Topographic Protection			
		Integrated Circuits			
8.	Appropriate Technology				
9.	Model/Prototype/Design/Artwork/Social Engineering				
10.	Textbook (ISBN)				
11.	Policy Brief/Working Paper				

As an output of community service activities, the program Optimizing Digital Marketing Product Strategies for MSMEs Members of At Tanwir Studies in Malang will be published in local online media. This output is intended not only to be proof of the implementation of activities but also to disseminate information about women's issues in Greater Malang.

Partner Problems

Tanwir al Afkar student boarding school, located at: Perum Brawijaya Residence no. 2, jl. Joyo Agung 2 Tlogomas Lowokwaru, Malang. This boarding school is a boarding school for fostering the understanding of Islamic thought and leadership insight in Muslim students through integral and comprehensive religious education by providing reinforcement in the field of religious materials that emphasize the implementation of noble morals and soft skills in the form of leadership, entrepreneurship, independence and problem solving.

The next program of this student pesantren is mostly carried out in the form of taklim, coaching, training or daurah both understanding Islam, insights, self-development, leadership, entrepreneurship and community service. Along with the development, this Islamic boarding school in addition to coaching students also provides guidance to the surrounding community by holding routine activities every two weeks which are attended by approximately 70 pilgrims who routinely become pilgrims to this activity consisting of the poor and other communities. This coaching activity contains spiritual strengthening activities and also strengthening the economy of the pilgrims. One of the economic programs of the pilgrims. One of the activities to strengthen the pilgrims' economy is the provision of revolving business capital for the poor. That is, for those who get capital, it is expected that they can give daily alms and the accumulated results of their alms will be rolled back to other pilgrims

Here are some of the names of fostered MSMEs from the Tanwir Al Afkar Islamic Boarding School Assembly

1.	Name : Titik Elya Rachmawati Address : villa bukit tidar A1/135 Date of Birth : November 2, 1972 Status : Widow Job : Selling cakes and rice Monthly income : 800.000 Number of Dependents : 1 person
2	Name: Sunariah Address: Villa Bukit Tidar A4/310 Rt06 Rw011 Merjosari Lowokwaru Place of Birth: Malang, 01-01-1975 Status: Married Occupation: Grocery and IRT Sales Monthly earnings: 700,000 Number of dependents: 2 children

3.	Name. Bianti Address. VbBT A4. No. 237 Date of birth. 10. 12. 65 Status. Widow Job. Vegetable sales Earnings 750 Number of dependents. 5
4.	Name: Leny Setianingsih Address: VBT A4 no 289 Date of Birth: October 1, 1974 Status : Nikah Job : Londre Business Taxi Earnings: 750k/month Number of dependents: 5 people
5	Name. Copyright © 2019 Copyright © 2019 Date of birth. : 1 nof 83 Address. : Vbt A4 No 340 Status. : Marry Title: Selling Cakes Monthly income : 500,000 Number of dependents of 2 children
6	Name:jumaika Address:jl Gajayana 5 no 600 Credit: August 18, 1967 Status: Married Occupation: rujak sales Monthly income:500,000 Number of dependents:6 people
7.	Name: Sunarti Address:jl Gajayana 5 no 594 Date of Birth:13-11-1971 Status: Married Occupation:online sales Monthly income: approximately 1000,000 Number of dependents:3 people
8.	Name: Praise Astutik Address: Jl gajayana 4/634 Date of Birth : 30 November 1968 Status: Married Job Selling Groceries Monthly earnings of 500,000 Number of dependents: 3 people
9.	Name :Yeti Farida Address :Jl.Kertoraharjo 1/9 Date : 27-11-1982 Status: widow/divorced dead Occupation:Vegetable sales Monthly income: -+600.000 Number of dependents: 2 children
10	Nama : bu solichatin

	Address : jl. Gajayana IV/642 Date of birth: Malang,27-08-1972 Status; Widow (divorced) Work; Noodle Sale Monthly income: IDR 900,000/mo Number of dependents: 2 children 1 sister
11	Name:Rita Kurniawati Address:Jl.Buring Dalam no.161-a (PMI) Date :16 November 1986 Status:Married Occupation:Rujak sales Monthly income:+-800,000 Number of dependents: 4 people
12	Name : Angesti Pujaningrum. Address : Joyo Tambak Sari 92 Date : 18 December 65 Status : dead widow Work. : Reflexology therapist, online trading Monthly income 500,000 There is no number of dependents.
13	Sumiati name Address : Jl Joyo Tambaksari No 38 Date of Birth : 20 May 1964 Status: Widow Job : Wet Cake Seller Monthly Income: 600,000/month Number of dependents : none
14	Name: Warsini Address: Vila Bukit Tidar Blok A4/270 Date of birth: 06 july 1961 Status: Married Occupation: Soto Seller Monthly income: 800,000/month Number of dependents: 3
15	Name: Enny Sudarsasi Address :perum.vila bukit tidar Block A1- 242 Date of birth: November 28, 1969 Status:marriage Occupation: cracker sales Monthly income: 150,000/month Number of dependents: 1

Based on the background that has been explained earlier, there are at least two problems that are to be solved through this service program.

- 1) Providing skills in making digital marketing products in the form of short videos for TikTok and Instagram,
- 2) Assisting in the promotion strategy of digital marketing products by using various existing social media

Solutions Offered

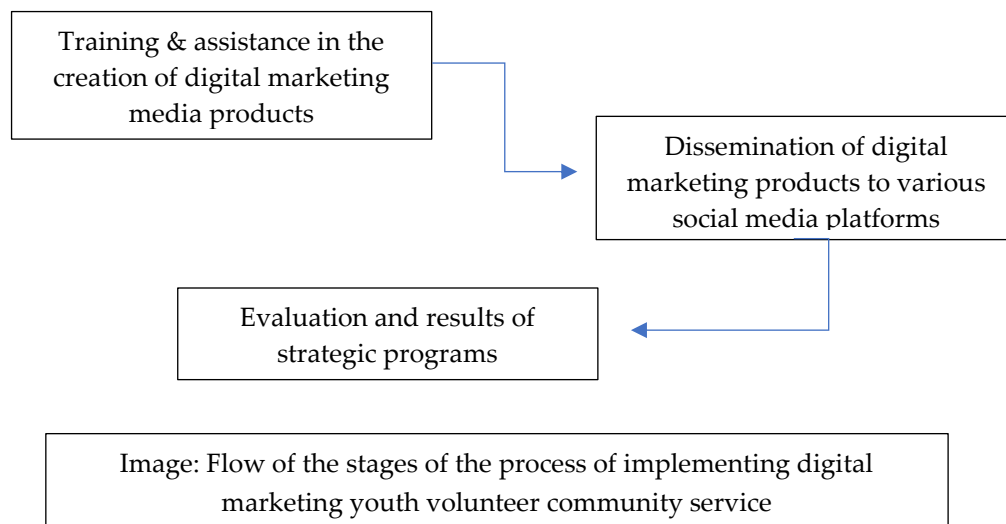
This community service activity is trying to provide effective solutions to a number of problems on how they manage their business better so that there is an increase in sales and the funds provided will run well, namely they can roll to other residents. For this reason, the solutions offered are:

- 1) Providing training and mentoring on Providing skills in making digital marketing products in the form of short videos for TikTok and Instagram.
- 2) Assisting in the promotion strategy of digital marketing products by using various existing social media

2. METHOD

The method that will be implemented in this service program is focus group discussion, which invites participants consisting of youth and MSME actors from village representatives to discuss together various problems of MSME economic development faced by village residents and then a joint strategy is prepared that focuses on optimizing digital marketing media by involving the young generation who are media literate to help solve the problems that have been discussed. At this stage, the target is to raise awareness about the importance of being involved in the problems of citizen MSMEs and an agreement to form a digital marketing volunteer youth community for the development of citizen MSMEs and the formation of community structures. The next stage is to hold socialization and training to strengthen and improve the management capabilities of social media digital marketing by presenting experts in the field of digital marketing as well as mapping citizen MSMEs. The next stage is the mentoring process carried out by the volunteer youth community by involving BUMDES to continue to develop citizen MSMEs, especially in the aspect of digital marketing.

The following is a chart of the process flow of the stages of community service implementation:



3. FINDINGS AND DISCUSSION

Targets and Outputs

In this community service program are:

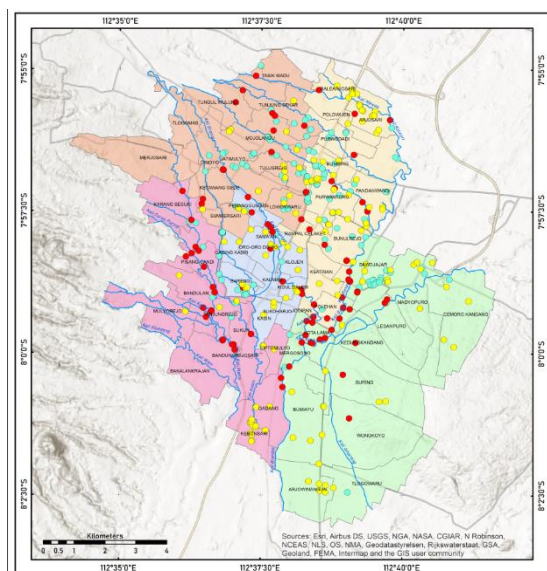
- 1) The formation of digital marketing products for MSMEs participating in the development of the Tanwir Al Afkar Assembly
- 2) Dissemination or viralization of digital marketing products of MSMEs participating in the assembly to various digital marketing media platforms such as tik tok, Instagram, yuotube, etc.

External Lists

No.	Category	External Type	Mandator y	Addition
		Sub Category		
1.	Economic Non-Productive Partners	The infrastructure is increasing	v	
		The institution is getting better	v	
		Its management is improving	v	
		His knowledge increased	v	
		Her skills improve	v	
2.	Publication in print or electronic scientific journals	Articles in Accredited National Journals		v
		Articles in National Journals Not Accredited		v
3.	Articles in print mass media orElectronics	Local	v	
4.	Implementation documentation	The 3-minute video of the activity was posted on You Tube, UB's Instagram and the official VBT sobogenting page	v	
5.	Intellectual Property (IP)	Copyright		v
6.	Model/Prototype/Design /Artwork/Engineering Social			v
7.	Document Generated MoA between partners and UB	Number 1 MoA	v	

Location Map

The community service activity entitled Optimizing Digital Marketing Product Strategies for MSMEs At Tanwir Recital Members was held in Malang City. The following is an overview of maps and satellite images of the location of Community Service activities.



Picture. Map of Malang Regency

Source: <http://setwan.malangkab.go.id/pd/>

Overview of Science and Technology

The community service activity entitled Optimizing Digital Marketing Product Strategies for MSMEs Members of At Tanwir Recital will be implemented as the flow of the method of implementing the activity in the previous chapter. And the final output of this activity is the implementation of the Digital Marketing Product Strategy Optimization Program for MSMEs Members of At Tanwir Studies in Malang. The expansion of community group empowerment from various aspects is very important to realize strengthening knowledge about Digital Marketing Product Strategies for MSMEs. The active participation of the community is essential to encourage empowerment and independence so that they can develop and avoid the problem of poverty.

4. CONCLUSION

The study concludes that the revitalization of Madurese hospitality values through the establishment of an indigenous village in Giliyang Island is an effective cultural-based development strategy. The findings indicate that hospitality traditions such as beburughen, mutual cooperation (gotong royong), and respect for guests serve as social capital that strengthens community cohesion and becomes a potential cultural tourism attraction.

Through the ethnographic communication approach, it is revealed that communication practices rooted in local wisdom have a significant role in shaping harmonious social relations and preserving cultural identity. The indigenous village model not only preserves tradition but also opens economic opportunities through creative industries and cultural tourism managed directly by local communities.

This initiative is supported by strong community participation and local government commitment to developing infrastructure, cultural education, and tourism training. Therefore, the revitalization program is expected to enhance economic welfare while maintaining cultural sustainability.

Future research should explore models of cultural revitalization in other Madurese regions and evaluate the long-term impact of indigenous village development on social transformation, intergenerational learning, and sustainable tourism.

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