



PENDAMPINGAN STRATEGI DIGITAL MARKETING UNTUK MENINGKATKAN DAYA SAING UMKM DI ERA EKONOMI DIGITAL DI KABUPATEN NIAS

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Abstrak

Transformasi digital menjadi kebutuhan strategis bagi Usaha Mikro, Kecil, dan Menengah (UMKM) untuk bertahan dan bersaing di era ekonomi digital. Digital marketing membuka peluang bagi UMKM untuk memperluas jangkauan pasar, meningkatkan brand awareness, serta mendorong peningkatan penjualan. Namun, proses digitalisasi UMKM masih menghadapi berbagai kendala, terutama keterbatasan literasi digital, minimnya penguasaan teknologi, akses infrastruktur internet yang belum merata, serta belum adanya strategi pemasaran digital yang terencana. Kondisi tersebut juga dialami oleh UMKM di Kabupaten Nias, yang sebagian besar bergerak pada sektor agraris, perdagangan, dan kerajinan dengan karakter usaha masih bersifat informal dan berorientasi pasar lokal. Program pengabdian ini bertujuan untuk meningkatkan kapasitas UMKM Kabupaten Nias melalui pendampingan strategi digital marketing yang kontekstual dan aplikatif. Metode pelaksanaan dilakukan melalui enam tahapan, yaitu: (1) persiapan dan pemetaan kebutuhan UMKM; (2) sosialisasi program; (3) pelatihan intensif digital marketing; (4) pendampingan praktik langsung; (5) monitoring dan evaluasi berkala; serta (6) pendampingan berkelanjutan dan penguatan jejaring kolaboratif. Pendekatan yang digunakan bersifat partisipatif dengan mengutamakan praktik langsung seperti pembuatan akun media sosial bisnis, toko marketplace, penyusunan konten promosi, dan pemanfaatan analitik sederhana. Hasil pelaksanaan menunjukkan peningkatan signifikan pada literasi dan kompetensi digital UMKM. Sebanyak 25 UMKM berhasil mengaktifkan akun Instagram Business dan Facebook Page, 18 UMKM memiliki toko marketplace, serta seluruh peserta memiliki katalog digital berbasis WhatsApp Business. Terjadi perubahan pola pemasaran dari konvensional menjadi lebih terencana dan berbasis digital, disertai peningkatan interaksi dengan konsumen. Dampak ekonomi awal terlihat dari kenaikan penjualan rata-rata 15–25%, bertambahnya pelanggan dari luar daerah, serta meningkatnya kecepatan layanan. Selain itu, terbentuk ekosistem kolaboratif antara UMKM, tim pengabdian, dan pemerintah lokal sebagai fondasi keberlanjutan program. Dengan demikian, pendampingan digital marketing terbukti efektif dalam meningkatkan daya saing dan kemandirian UMKM di Kabupaten Nias.

Kata Kunci: Strategi, Digital Marketing, Daya Saing, UMKM, Ekonomi Digital

DIGITAL MARKETING STRATEGY GUIDANCE TO IMPROVE MSME COMPETITIVENESS IN THE DIGITAL ECONOMY ERA IN NIAS REGENCY

Abstract

Digital transformation has become a strategic necessity for Micro, Small, and Medium Enterprises (MSMEs) to survive and compete in the digital economy. Digital marketing opens up opportunities for MSMEs to expand market reach, increase brand awareness, and drive sales growth. However, the MSME digitalization process still faces various obstacles,





particularly limited digital literacy, limited technological mastery, unequal access to internet infrastructure, and the absence of a planned digital marketing strategy. This condition is also experienced by MSMEs in Nias Regency, which are predominantly engaged in the agricultural, trade, and craft sectors, with businesses that are still informal and oriented towards the local market. This community service program aims to increase the capacity of MSMEs in Nias Regency through contextual and applicable digital marketing strategy assistance. The implementation method is carried out through six stages, namely: (1) preparation and mapping of MSME needs; (2) program socialization; (3) intensive digital marketing training; (4) direct practical assistance; (5) periodic monitoring and evaluation; and (6) ongoing assistance and strengthening collaborative networks. The approach used is participatory, prioritizing direct practice such as creating business social media accounts, marketplace stores, compiling promotional content, and utilizing simple analytics. The implementation results showed a significant increase in MSMEs' digital literacy and competency. Twenty-five MSMEs successfully activated Instagram Business accounts and Facebook Pages, 18 MSMEs established marketplace stores, and all participants had WhatsApp Business-based digital catalogs. Marketing patterns shifted from conventional to more planned and digital-based, accompanied by increased interaction with consumers. Initial economic impacts were seen in an average increase in sales of 15–25%, an increase in customers from outside the region, and an increase in service speed. Furthermore, a collaborative ecosystem was formed between MSMEs, the community service team, and the local government as a foundation for the program's sustainability. Thus, digital marketing assistance has proven effective in increasing the competitiveness and independence of MSMEs in Nias Regency.

Keywords: Strategy, Digital Marketing, Competitiveness, MSMEs, Digital Economy.

INTRODUCTION

In the context of digital marketing, MSMEs in many regions in Indonesia face relatively similar challenges. Digital transformation for MSMEs actually opens up great opportunities to expand market reach, increase brand awareness, and increase the sales value of their products. However, a number of academic studies show that the process of digitizing MSME businesses is often hampered due to the limited number of human resources who have digital capabilities, uneven access to technology, suboptimal internet infrastructure in rural areas, and lack of understanding and effective digital marketing strategies. This condition is also seen nationally, the digitalization of MSMEs is a strategic need to survive in the digital economy competition, but many MSMEs are still constrained in mastering digital technology and preparing marketing strategies that are relevant to the dynamics of digital platforms. (Juwita, 2022)

Nias Regency & the Nias Islands region have an economy dominated by the agrarian sector, trade, and small-medium enterprises. Local MSMEs are mostly engaged in agriculture, plantations, handicrafts, and trade, but market access is still limited because many businesses are synonymous with informal and are not optimal in the modern market. (Munthe, 2020)

Gea's research (2025) shows that in the Nias Islands region there are challenges and opportunities in the implementation of e-commerce-based digital marketing, but there are still obstacles in mastering digital technology and online marketing strategies for local MSME actors. In addition, many MSMEs in rural areas of Indonesia (including





Nias) have not optimally utilized social media and digital platforms as marketing channels due to low digital literacy and limited resources. (Nisa, 2024)

Digital technology and e-commerce are now a force in changing consumer behavior, encouraging MSMEs to be able to be present on online platforms to expand market reach, improve operational efficiency, and create new added value. (Fadillah, 2025)

Based on the above conditions, there are several urgent needs that must be met to help MSMEs in Nias Regency in digital marketing, including:

1. Improving Digital Literacy & Mastery of Digital Tools

MSMEs in Nias Regency need structured training on how to:

- Create engaging marketing content on social media (Instagram, Facebook, TikTok).
- Operate a marketplace account (Shopee, Tokopedia, etc.).
- Use simple analytics to evaluate content/ad performance. (Nisa, 2024)

2. Contextual Digital Marketing Strategy

MSMEs need:

- Marketing strategies that are in line with the characteristics of local products (e.g. typical crafts, robusta coffee, agricultural products).
- Assistance to design a sustainable digital marketing strategy, not just uploading content. (Gea, 2025)

3. Technical and Practical Assistance

MSMEs need direct assistance in:

- Creation of marketplace and social media accounts.
- Low-cost digital ad managements
- Digital marketing effectiveness reporting. (Nisa, 2024)

4. Access Basic Infrastructure

Although it is not the direct focus of the marketing strategy, the availability of a stable internet network and digital devices is a prerequisite for the digital approach to run effectively.

IMPLEMENTATION METHOD

The method of implementing this program refers to community service practices and MSME empowerment approaches through digital marketing that have been used in various similar activities. Broadly speaking, this method is divided into several main stages that are interrelated: (Kembang, 2025)

1. Preparation and Needs Mapping Stage

Before the main activity began, the service team conducted a mapping of the needs and characteristics of MSMEs in Nias Regency, including:

- The character of the business product (culinary, handicrafts, services, etc.)
- Mastery of technology and digital media owned by MSME actors
- Obstacles they face in digital marketing

This mapping was carried out through initial surveys, interviews, and direct observation to MSME partner locations. The objective of this stage is to ensure that





the training materials and mentoring activities are relevant to the real needs of the partners. A similar approach has been carried out in e-marketing assistance to MSMEs which includes needs mapping as the initial stage of the program.

2. Program Socialization to MSME Partners

After the mapping, the team socialized the activity to MSME actors who became partners. Socialization includes:

- Explanation of the program's goals and benefits
- Activity plan and implementation schedule
- The role of MSMEs in the mentoring process

This socialization activity is important so that partners understand the commitments and contributions required during the program, as well as to build cooperative partnerships throughout the activity. This socialization method has been used in many digital marketing training and mentoring programs as an important initial stage.

3. Intensive Training on Digital Marketing Strategies

The core stage of the implementation method is intensive training focused on understanding digital marketing strategies. Training materials include, among others:

- Introduction to digital marketing and its role in expanding the market
- Use of social media as a marketing tool (Instagram, Facebook, TikTok)
- Creation and management of e-commerce accounts
- Product photography techniques and engaging content creation
- Simple analytical understanding for content performance evaluation

This training is delivered through presentations, workshops, discussions, and hands-on practice so that participants not only receive theory but also directly practice the material presented. A similar approach is carried out in digital marketing training and mentoring activities consisting of socialization, intensive training, technology implementation, mentoring, and evaluation.

4. Direct Practice Assistance

After the training, the mentoring team provides direct assistance with MSMEs to help them implement the digital marketing strategies that have been learned. This mentoring activity includes:

- Creation of business social media accounts (Instagram Business, Facebook Page)
- Creating an online store on a marketplace (e.g. Shopee, Tokopedia)
- Creation of promotional content (product photos, short videos)
- Preparation of a content calendar and periodic promotional strategy

This assistance is on-the-job (directly at the place of business or MSME location), so that MSMEs can directly practice these digital marketing steps. This method has proven to be effective in helping MSMEs implement the knowledge that has been gained during the training before the evaluation is carried out.

5. Periodic Monitoring and Evaluation

The mentoring program does not stop at providing materials and practices, but also





continues with continuous monitoring and evaluation. Monitoring is carried out to see the extent to which MSMEs can:

- Manage digital accounts independently
- Increase engagement through content
- Opening new sales channels through marketplaces or other digital media

Evaluations are carried out periodically using indicators such as:

- Social media and marketplace account activation
- Number of content uploaded
- Engagement (likes, comments, shares)
- Changes in market reach or product demand

Monitoring and evaluation are important to determine the effectiveness of the digital marketing strategy that has been implemented and as a basis for program follow-up. This monitoring and evaluation approach has been used in various similar activities to find out the development of digital marketing that has been carried out by MSMEs after mentoring.

6. Continuous Mentoring and Collaborative Networking

As a final step, the service team builds a collaborative network and continuous support for MSMEs that have participated in the program. This can be:

- Online discussion groups for follow-up consultations
- Facilitate access to additional digital resources
- Collaboration with campuses, local governments, or other digital business actors

This follow-up assistance helps MSMEs to not only complete the program, but continue to grow and adapt to changes in digital marketing technology.

IMPLEMENTATION RESULTS

The implementation of this community service activity has resulted in several measurable achievements both in terms of increasing the capacity of MSME actors, changes in marketing patterns, and the initial economic impact felt by partners. The results of the activity can be described as follows:

1. Improving MSME Digital Literacy and Competency

Before the program was implemented, most of the partner MSME actors did not have an adequate understanding of the concept of digital marketing. Based on initial assessments, more than 70% of participants only market products conventionally through direct and word-of-mouth sales.

After following a series of training and mentoring, there was a significant improvement:

- Participants understand the basic concepts of digital marketing, market segmentation, and the importance of online branding.
- MSMEs are able to distinguish the functions of various digital platforms (social media, marketplaces, WhatsApp Business).
- Participants have basic skills in creating promotional content in the form of product photos, captions, and short videos.

As many as 90% of participants stated that they were more confident in using digital





media to promote their products. This shows that knowledge transfer is effective.

2. The Formation of MSME Digital Channels

The most visible tangible results are the formation of digital marketing infrastructure in each partner MSMEs, including:

- 25 MSMEs successfully created and activated Instagram Business and Facebook Page accounts.
- 18 MSMEs already have stores on marketplace platforms such as Shopee/Tokopedia.
- 100% of participants have a digital catalog based on WhatsApp Business.
- There is a minimum of 10 promotional content available for each MSME in the form of product photos and short videos.

Before the activity, most partners did not have a clear digital identity. After the mentoring, each MSME has a simple logo, more professional product photos, and a brand narrative that highlights the uniqueness of Nias' locality.

3. Changing Marketing Patterns

There is a transformation of marketing patterns from being passive to more active and planned:

- MSMEs are starting to use a weekly content calendar.
- Business actors are starting to take advantage of low-cost advertising features on social media.
- There is a more intense interaction between MSMEs and consumers through online messaging.

Several culinary and handicraft MSMEs reported starting to receive orders from outside Nias Regency, especially from Medan City and its surroundings, which previously was almost unprecedented.

4. Early Economic Impact

Although the new activities take place in the short term, they have seen a positive impact on business performance:

- On average, there was an increase in sales of 15-25% in 12 active MSMEs.
- 9 MSMEs gained new customers from outside the region.
- Customer response times are faster due to the use of WhatsApp Business and marketplaces.

In addition to the sales aspect, MSMEs have also begun to have simple records related to performance

digital such as the number of followers, content reach, and number of online transactions.

5. Formation of a Collaborative Ecosystem

The program also results in a collaborative network:

- A digital mentoring group was formed consisting of all participants and the service team.
- There is a commitment from the village/sub-district government to support the promotion of local products.
- There has been collaboration between MSMEs such as bundling packages of Nias





products.

This ecosystem is an important capital for the sustainability of the program after the service period ends.

CONCLUSION

The implementation of the Digital Marketing Strategy Assistance service program to Increase the Competitiveness of MSMEs in the Digital Economy Era in Nias Regency has been effective and has had a measurable positive impact. This program has succeeded in improving the digital literacy and competence of MSME actors, as shown by the increasing understanding of participants in digital marketing concepts, market segmentation, and the ability to utilize various platforms such as social media, marketplaces, and WhatsApp Business. The level of confidence of participants in using digital media also increased significantly. Mentoring activities resulted in the formation of digital channels in most partner MSMEs, including business social media accounts, stores on the marketplace, and the availability of more professional promotional content. This encourages a change in marketing patterns from conventional methods to be more active, planned, and based on digital technology. MSMEs are starting to implement content calendars, utilizing low-cost digital advertising, and building more intense interactions with consumers online. From the economic aspect, this program is starting to show a real impact in the form of an average increase in sales of 15-25%, an increase in customers from outside the region, and an increase in the speed of service response to consumers. In addition, MSME actors are starting to have an awareness to record digital performance as a basis for business decision-making. The success of the program is also strengthened by the formation of a collaborative ecosystem between MSMEs, service teams, and local governments. This network is an important capital for the sustainability of the digital transformation of MSMEs in Nias Regency. Thus, it can be concluded that digital marketing strategy assistance is a relevant and effective approach in increasing competitiveness, market access, and independence of MSMEs in the digital economy era.

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