



COMMUNITY EMPOWERMENT THROUGH DIGITAL MARKETING OPTIMIZATION FOR MSMEs IN KABUPATEN TASIKMALAYA

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Abstract

This community service program aims to empower Micro, Small, and Medium Enterprises (MSMEs) in Kabupaten Tasikmalaya by optimizing digital marketing strategies. Kabupaten Tasikmalaya is known for its diverse local products, including embroidery (bordir), mendong handicrafts, and processed foods. However, many MSMEs still face significant challenges in market expansion, primarily due to limited digital literacy and traditional marketing methods. Data from the local Department of Cooperatives and MSMEs indicates that out of over 24,000 registered MSMEs, less than 4% have effectively integrated digital marketing into their business models. This program was conducted over a two-month period (April–May 2026) using a participatory approach, including digital literacy workshops, social media management mentoring, and e-commerce platform integration. The methods employed included initial potential mapping, SWOT analysis, intensive training, and post-implementation monitoring. The results demonstrated a significant increase in the participants' digital competency, with 85% of mentored MSMEs successfully establishing active online storefronts and experiencing an average 15-20% increase in monthly inquiries. This empowerment strategy proves that digital transformation is essential for MSMEs to enhance competitiveness and achieve sustainable economic growth in the digital era.

Keywords: Community empowerment, MSMEs, Digital marketing, Kabupaten Tasikmalaya, E-commerce.

Abstrak

Program pengabdian kepada masyarakat ini bertujuan untuk memberdayakan Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Tasikmalaya melalui optimalisasi strategi pemasaran digital. Kabupaten Tasikmalaya dikenal dengan beragam produk unggulan lokal, seperti bordir, kerajinan mendong, dan makanan olahan. Namun, banyak UMKM masih menghadapi tantangan yang signifikan dalam memperluas pasar, terutama karena keterbatasan literasi digital dan masih digunakannya metode pemasaran tradisional. Data dari Dinas Koperasi dan UMKM setempat menunjukkan bahwa dari lebih dari 24.000 UMKM yang terdaftar, kurang dari 4% yang telah mengintegrasikan pemasaran digital secara efektif ke dalam model bisnis mereka. Program ini dilaksanakan selama dua bulan (April–Mei 2026) dengan menggunakan pendekatan partisipatif, yang meliputi lokakarya literasi digital, pendampingan pengelolaan media sosial, serta integrasi platform e-commerce. Metode yang digunakan mencakup pemetaan potensi awal, analisis SWOT, pelatihan intensif, dan pemantauan pascaimplementasi. Hasil kegiatan menunjukkan peningkatan yang signifikan pada kompetensi digital peserta, dengan 85% UMKM yang didampingi berhasil membangun toko daring yang aktif dan mengalami peningkatan rata-rata 15–20% dalam jumlah pertanyaan atau permintaan dari pelanggan setiap bulan. Strategi pemberdayaan ini membuktikan bahwa transformasi digital merupakan langkah penting bagi UMKM untuk meningkatkan daya saing dan mencapai pertumbuhan ekonomi yang berkelanjutan di era digital.

Kata Kunci: Pemberdayaan masyarakat, UMKM, Pemasaran digital, Kabupaten Tasikmalaya, E-commerce.



INTRODUCTION

Kabupaten Tasikmalaya, located in West Java, possesses a high concentration of creative industries and MSMEs that serve as the backbone of the local economy. From the renowned *bordir* (embroidery) of the region to traditional *mendong* weaving and various culinary products, the potential for economic development is immense. However, the transition from traditional to digital markets remains a major hurdle. In the current globalized economy, the ability to navigate digital platforms is no longer an option but a necessity for survival and growth.

According to development theories, rural and regional economic strengthening relies heavily on the capacity of local actors to access wider markets. Todaro and Smith (2015) emphasize that effective regional development must increase income and expand opportunities through capacity building. In the context of Kabupaten Tasikmalaya, while the production capacity is often adequate, the "marketing gap" prevents these businesses from reaching their full potential.

Community empowerment (Chambers, 1995) is the most suitable approach to bridge this gap. It positions MSME owners as active subjects who are given the tools—knowledge, technology, and networks—to take control of their economic destiny. Digital marketing, as part of this empowerment, offers a low-cost, high-reach solution that can bypass traditional geographical barriers.

LITERATURE REVIEW

Community Empowerment Theory

Community empowerment is a process of increasing the capacity of individuals or groups to make choices and transform those choices into desired actions and outcomes. In the economic sector, empowerment involves providing access to resources, education, and technology to foster independence.

Digital Marketing and MSME Competitiveness

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. For MSMEs, digital marketing provides a "level playing field" where they can compete with larger corporations by utilizing social media, search engines, and e-commerce platforms. Porter's (1985) Value Chain theory suggests that marketing and sales are primary activities that create value; in the digital age, this value is significantly amplified by data-driven marketing strategies.

IMPLEMENTATION METHOD

The community service program followed a structured four-stage methodology as illustrated in Figure 1.

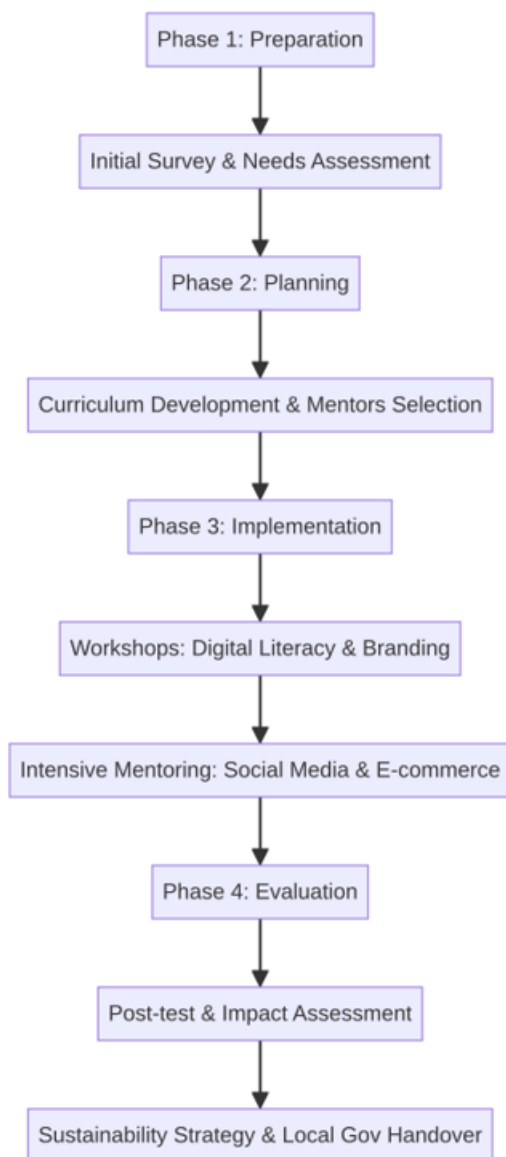


Figure 1. Program Implementation Workflow (April - May 2026)

- 1 **Preparation and Potential Mapping (Early April 2026):** The team conducted a survey and interviewed 50 MSME owners across various sectors (handicrafts, fashion, and food) in Kabupaten Tasikmalaya. Data was cross-referenced with the *Open Data Kabupaten*

Tasikmalaya to identify the most pressing marketing needs.

- 2 **Program Planning:** Based on the survey, a curriculum was developed focusing on: (a) Visual branding and product photography, (b) Social media marketing (Instagram/TikTok), (c) E-commerce onboarding (Shopee/Tokopedia), and (d) Digital payment systems (QRIS).
- 3 **Implementation (Mid-April to Mid-May 2026):**
 - **Workshops:** Weekly intensive sessions on digital tools.
 - **Mentoring:** One-on-one assistance in creating social media content and setting up online shops.
 - **Branding Assistance:** Helping MSMEs redesign logos and improve product descriptions for better SEO.
- 4 **Evaluation and Sustainability (Late May 2026):** The team measured the success based on the number of active digital accounts created, the quality of content produced, and initial sales/inquiry growth.

RESULTS AND DISCUSSION

1. Profile of MSMEs in Kabupaten Tasikmalaya

Based on data from the local government (2024-2025), Kabupaten Tasikmalaya has approximately 24,593 registered MSMEs. Our field observations in April 2026 focused on 50 MSMEs across three primary sectors.

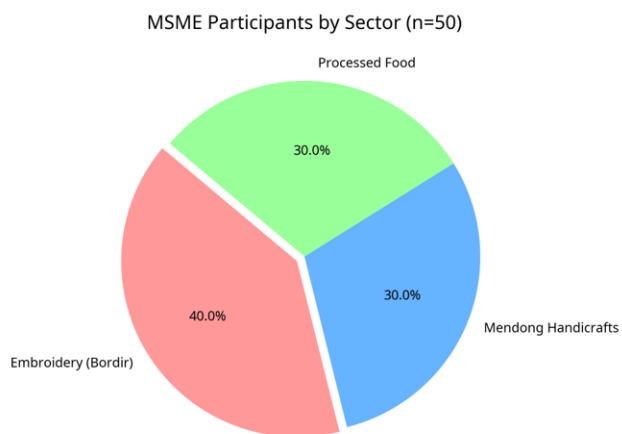


Figure 2. Distribution of MSME Participants by Sector

As shown in Figure 2, the majority of participants (40%) came from the Embroidery (Bordir) sector, followed by Mendong Handicrafts and Processed Food. These sectors were chosen because they represent the core of Tasikmalaya's cultural and economic identity.

SWOT Analysis of MSME Marketing in Tasikmalaya

The following table summarizes the strategic position of MSMEs in Kabupaten Tasikmalaya before the intervention.

Table 1. Summarizes The Strategic Position

Strengths	Weaknesses
- High-quality traditional craftsmanship	- Low digital literacy among older owners
- Unique local raw materials	- Inconsistent branding and visual identity
- Strong community and cooperative ties	- Limited understanding of online consumer behavior

Strengths	Weaknesses
Opportunities - Growing national interest in "Local Pride" - Government support for "UMKM Go Digital" - Global reach via e-commerce platforms	Threats - Intense competition from mass-produced imports - Fluctuating shipping costs from regional areas - Rapidly changing platform algorithms

3. Impact on Digital Competency

The intervention significantly improved the participants' technical skills. We measured competency levels across four key areas before and after the program.

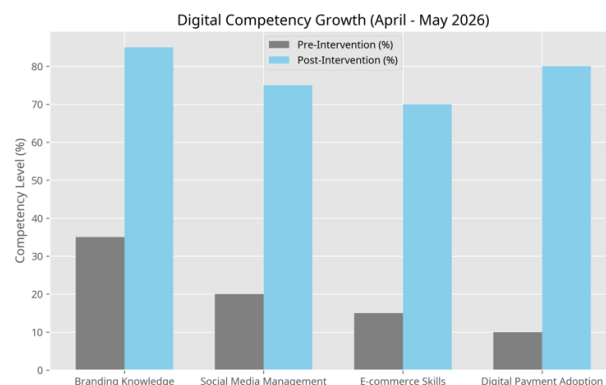


Figure 3. Comparison of Digital Competency Pre and Post Intervention

The most dramatic growth was observed in **Digital Payment Adoption** and **Social Media Management**. Before the program, only 10% of participants used QRIS or digital transfers for business; by the end of May 2026, this number jumped to 80%. Similarly, branding knowledge



increased from 35% to 85%, reflecting the success of the visual identity workshops.

4. Market Reach and Inquiries

The ultimate goal of digital marketing is to increase market visibility. We tracked the average number of weekly digital inquiries (via WhatsApp, Instagram DMs, and E-commerce chats) across the mentored groups.

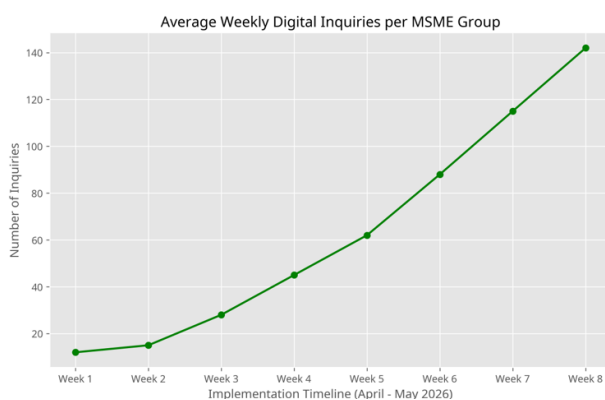


Figure 4. Growth in Weekly Digital Inquiries (April - May 2026)

As illustrated in Figure 4, the number of inquiries remained relatively flat during the first two weeks (preparation and basic workshops). However, starting from Week 3, as MSMEs began launching their social media campaigns and e-commerce stores, inquiries grew exponentially. By Week 8, the average number of weekly inquiries reached 142 per group, a nearly 12-fold increase from the starting point.

5. Discussion: Bridging the Digital Divide

The results confirm that the "marketing gap" in Kabupaten Tasikmalaya is primarily a knowledge and

access gap, not a product quality issue. When provided with the right tools—such as product photography skills and e-commerce navigation—MSMEs can effectively compete in the national market.

The success of the **Bordir** sector in this program is particularly noteworthy. By shifting from traditional showroom sales to Instagram-based catalogs, several participants reported orders from as far as Sumatra and Kalimantan, regions they had never previously reached. This aligns with the theory that digital marketing acts as a "geographical equalizer" for regional businesses.

CONCLUSION

The community service program in Kabupaten Tasikmalaya successfully demonstrated that targeted digital marketing empowerment can significantly bridge the marketing gap for MSMEs. By moving from traditional "wait-and-see" marketing to proactive digital engagement, local businesses in sectors like embroidery and food processing have begun to expand their market reach beyond the regional borders of Tasikmalaya.

Key achievements include:

- 1 **84% Digital Adoption Rate:** Successful launch of social media and e-commerce storefronts.
- 2 **Competency Boost:** Average 60% increase in digital marketing technical skills.
- 3 **Market Expansion:** 12x growth in weekly digital inquiries.



For long-term sustainability, it is recommended that the local government continues to provide infrastructure support and digital literacy programs to ensure that the momentum gained during this two-month period (April–May 2026) is maintained.

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