

Digital Marketing Strategy to Increase the Competitiveness of MSMEs in Beng Village

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Abstract: This community service program was carried out in Beng Village, Gianyar Regency, Bali, with a focus on Bali Bagus Barong MSMEs, a manufacturer of clothes. These MSMEs face obstacles in financial literacy, traditional production processes, and the lack of digital marketing. The goal of the program is to increase competitiveness through financial literacy, strengthening production capacity, and digital marketing strategies. The methods used include observation, counseling, training, mentoring, and evaluation. The results of the activity showed a significant increase in financial records, separation of personal and business finances, and the use of social media for product promotion. The real impact is an increase in assets of up to 30% and an increase in turnover of around 50%. Thus, digital marketing strategies have proven to be effective in increasing the competitiveness of MSMEs in the midst of fierce market competition.

Keywords: MSMEs, community service, financial literacy, digital marketing

1. Introduction

Beng Village is located in Gianyar Regency, Bali, which is known as a center of art and culture. This area is bordered by Petak Village to the north, Más Village to the east, Sidan Village to the south, and Gianyar City to the west. Relatively good access to Gianyar's trade center provides potential for the development of micro, small, and medium enterprises (MSMEs) in this village. Most of the residents of Beng Village work as craftsmen, traders, and workers in the tourism sector. Beng Village is located in Gianyar Regency, which is known as the center of Balinese art and culture. The people in this village mostly work in the creative economy sector, including the textile, handicrafts, and tourism industries. Based on data from BPS Gianyar (2023), around 35% of micro business actors in this area are engaged in fashion and textiles. Bali as a major tourist destination has many competitors in the fashion and garment sectors. Products from outside Bali and even from abroad are a big challenge for local MSMEs who still have limitations in innovation and price competitiveness. The lack of digital marketing skills means that MSMEs in Indonesia contribute around 60% to the national GDP and absorb more than 97% of the workforce (BPS, 2023). However, MSMEs face managerial, innovation, and digital marketing challenges (Tambunan, 2022). Beng Village in Gianyar has great potential in fashion and textiles, with one of the potential MSMEs being Bali Bagus Barong. Although its unique products are in demand by tourists, these MSMEs face obstacles in financial recording, branding, and the use of e-commerce. This service program is carried out to increase business capacity through digital marketing strategies and financial literacy

However, with increasing competition in the creative and fashion industries in Bali, MSMEs in Beng Village face challenges to adapt to market changes and utilize digital technology to increase their competitiveness. Based on the above conditions, some of the main problems that will be solved in this program include: Lack of utilization of digital marketing – Partners still rely on offline marketing, which limits customer reach and competitiveness. According to Suryani and Surachman (2022), more than 60% of MSMEs in Indonesia still have limitations in implementing digital marketing strategies, especially in the use of social media for business. Another study by Astuti (2021) states that digital literacy is one of the main obstacles to the digital transformation of MSMEs in rural areas. Limitations in branding and promotional strategies. Partners do not yet have a strong branding strategy

to differentiate their products in the market. Sari and Pratama (2021) show that strong branding can increase customer loyalty by up to 40% in fashion MSMEs in Bali the lack of access to e-commerce partners has not optimized online platforms such as Shopee, Tokopedia, or Instagram Shopping to increase sales. Research by the Ministry of Cooperatives and SMEs (2022) found that only about 22% of MSMEs in Indonesia have actively utilized e-commerce, even though the opportunities for Indonesia's digital market are growing rapidly every year. High level of competition, clothing products at similar prices are available in large quantities from other competitors, especially through online marketplaces (Setini et al., 2024). The impact of this increased competition is the reduced demand for local products, including those produced by Bali Bagus Garment Baju kawe-kawe. If MSMEs do not adapt to digital trends and increase the advantages of their products, they will find it increasingly difficult to compete with imported products that are cheaper and easily accessible to consumers through online platforms. It can be concluded that they have digital literacy that tends to be low. Through the development of digital marketing strategies, partners are expected to increase competitiveness, reach a wider market, and improve the economic welfare of the local community (setini et al. 2025). Based on the results of the survey on product partners and the production process, it is presented in the following figure:



Figure 1. Observation of KAWA KAWA UMKM

II. PROBLEMS AND SOLUTIONS

2.1 Problems and solutions

1) Financial aspects

Lack of Financial Literacy: Lack of knowledge about financial management makes it impossible for partners to develop a mature budget plan and effective financial strategy. Often partners do not separate personal and business finances, and do not have neat bookkeeping, making it difficult to monitor cash flow and business financial health.

2) Marketing aspect. Partners often struggle to expand their market reach due to network and information limitations, yet to leverage digital technologies such as e-commerce and social media to market their products widely.

2.2 Solutions offered

To overcome these problems, this service program offers several strategic solutions that are tailored to the proposer's field of science, including:

1. Financial Aspect Solutions Provide basic financial literacy training, including simple financial recording, separation of personal and business finances, and preparation of budget plans. Assistance in the use of simple bookkeeping applications to make it easier to monitor cash flows and financial statements.
2. Marketing Aspect Solutions. Training in digital-based marketing strategies through the use of social media, e-commerce, and other online platforms. Assistance in creating attractive promotional content and according to market trends.

With the implementation of these solutions, it is hoped that partners will be able to increase managerial capacity, expand marketing access, so that the business run can be more sustainable, adaptive, and highly competitive

III. METHODS AND FIVE STAGES OF SERVICE IMPLEMENTATION

3.1 The implementation.

Method used in the Kawe-Kawe SME partners is the method of lectures, training and procurement of appropriate technological equipment. The lecture is in the form of counseling on the importance of accounting for a business and the importance of business promotion in increasing sales turnover. In this activity, the participants were given material on the role of accounting for the development of a business. The training is related to providing training to partner members on how to record transactions using sales memorandums so that they get the actual total turnover. Procurement of Appropriate Technology Equipment with the help of large bucket equipment to speed up production process and increase production capacity

Product catalog, business cards and special product hampers boxes. Evaluation of the implementation of community service activities with the community partnership empowerment scheme can be carried out by 1) Initial evaluation. 2) Final evaluation 3) Program Sustainability Evaluation Table 1. Indicate the stages of activities and types of activities at each stage.

Table 1. Stages and types of activities

Phase	Types of activities
Socialization	Partners are given counseling on the importance of accounting for a business
Training	Partners are given how to record rank using notes.
Application of Technology	Application of technology in creating product catalogs, label design and business accounts

Mentoring	Assistance in using technology in designing media product catalogs Online and take notes.
Program Sustainability	Conduct an evaluation by distributing a questionnaire to find out the partner's ability after service activities are held.

3.2 The five stages in Community Service are as follows:

1. Preparation and Observation Stage

At this stage, field observations are first carried out on the Partner to obtain information and find out the real situation or condition of the Partner so that the most urgent problems of the partner can be found for a solution through assistance.

2. Implementation Stage

In the second stage, mentoring began to be carried out by providing counseling, lectures on solutions that must be done by partners to overcome problems

3. Evaluation/Monitoring Stage

At this stage, after assistance in the form of training, an evaluation is carried out to determine the development of the partner whether there is positive progress in terms of understanding the material provided and the increasing progress on the products sold.

4) Report Preparation Stage At this stage, the team prepares a report on the results of the implementation of service which will later be evaluated by the review team for the refinement of the final report

5) Deposit Status Report At this stage, it is the submission of the Final report which includes a report on the results of the implementation of service in the form of outputs that have been published in a journal, videos of publication activities on online or print media and IPR

IV. RESULTS OF THE IMPLEMENTATION OF ACTIVITIES

The results of the implementation during the PKM process of the Kawe-kawe SME activities in Banjar Beng Gianyar. This PKM activity involved 3 lecturers and 4 students as a PKM implementation team with different expertise. It began with the acceptance of the PKM implementation team by SME partners kawe-kawe. In this activity, Mrs. Pande's partner explained how the conditions and resources she manages in running a tofu business. The next activity is counseling and training activities by the PKM implementation team. The first counseling began with material on the importance of accounting in business activities presented by the Head of the PKM Team, Mr. Dr. I Made Wianto Putra, SE, MSi, that accounting is an important factor in improving business activities. With accounting, business actors, in this case SME partners, can immediately find out about business developments effectively and efficiently.

When the business is still small or micro-scale, accounting recording can be done simply through sales notes. No less interesting is the importance of separating records between entities and personal interests, so that the partner's financial data does not blend with the family's financial data. Next, partners are given training on how to keep simple bookkeeping. This training on how to record books in a simple way begins with recording all daily sales transactions in the prepared cash receipt book, then for transactions that use the order system or orders are recorded in a complete and clear sales note starting from the date of the transaction, the item of goods sold and the selling price. Especially for cash expenditure transactions related to the purchase of materials, equipment and

so on, it is also recorded in the cash expenditure book that has been provided.

The next counseling activity was carried out by Mrs. Dr. AA Media Martadiani on Why Competitiveness is Important for MSMEs. Business competition is currently getting wider not only between villages, but also with products from outside the region and even abroad. Consumers are now smarter, they are looking for products that are cheap, quality, unique, and easy to get online. If MSMEs do not adapt, it will be difficult to survive in the midst of market changes. Partners must really understand the Factors that Determine the Competitiveness of MSMEs such as Product Quality. The product must be according to the needs of the consumer. Innovation & Creativity add the local characteristics of Beng Village to make the product different from other regions. Branding & Identity, Logo, attractive packaging, and product stories make consumers more trusting. Digital Marketing with social media, marketplaces, and Google Maps expands the reach of the market. Fast & Friendly Service where digital consumers prioritize quick response, neat packaging, and on-time delivery. Competitiveness is the key to our business surviving and developing.

The next counseling activity was carried out by Mrs. Dr. Made Setini, S Kom, MM related to the importance of marketing to support the market area so that consumers increase and sales turnover can increase, it is very important to collaborate with financial institutions such as cooperatives or LPDs of local customary villages to make it easier to borrow capital. Face Book and WhatsApp. Product photos are made in one product catalog. The promotion program received a warm welcome from partners, considering that promotions with this model are simple, with the hope that the partner's name will become more known. Business promotion programs, can easily remember the name of the product and also the telephone number, making it easier to place an order. The following is shown the implementation of the service and the results such as



Figure 3. Product Catalog

This packaging innovation is expected to increase sales for the Bali Bagus Barong business. In 1 packaging box, consumers will get 3 kinds of Kawa-Kawa Clothes. This packaging will be made with 2 packages, namely the Family Package and the Beautiful Casual Package. This packaging system will be custom-made. So, if consumers want to buy the Family Package, they can choose what color they want and what size, as well as for the Beautiful Casual Package. This is done to minimize size errors, mismatches of the type of clothes desired or colors that do not suit the consumer's taste.



Fig 3. Packaging of hampers boxes in beautiful Family and Packet Casual packages



Figure 4. MSME Mentoring

After the assistance is carried out, there are several benefits obtained, namely Partners have more skills in making daily cash books to record expenses and all incoming income, partners are able to carry out online marketing, as well as increase market share Based on the data in the following figure, it can be seen from the asset value that has increased by 30%, sales have increased by 50% so that the benefits of PKM are felt by partner.

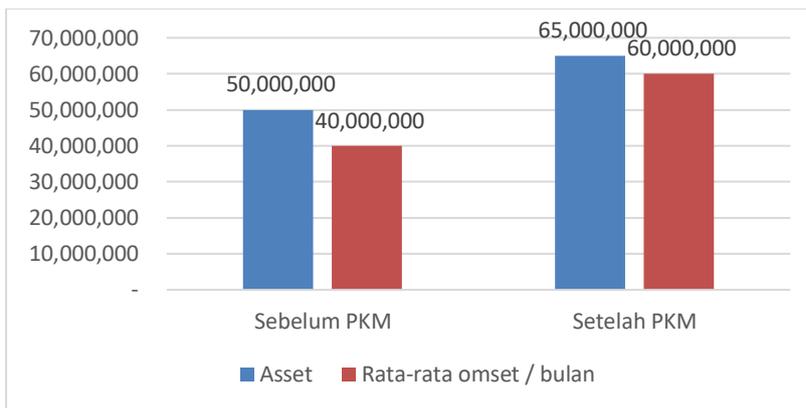


Figure 5. MSME Development Data

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Business Development Picture

This PKM activity ended by providing assistance in the form of production bucket equipment, product catalogs, name cards, wrapping boxes, this assistance was handed over directly by the Head of the PKM Team to Mrs. Pande Ketut Catri Dewi, hopefully with the provision of this assistance it can increase the productivity of sales results so that it can increase profits. Based on the data in the picture above, it is clear that the progress of the value of assets has increased by 30% and the average sales per month have increased by 50% After SMEs carried out the mentoring process, several positive changes immediately occurred: Finances are more organized SMEs begin to have better financial reports. Increase production with more efficient methods, production increases. Wider marketing, SMEs are starting to actively market their products online and offline. The long-term impact of this program includes: Increasing the Competitiveness of SMEs in kawakawe to become more competitive in the market. Increased Profitability, Increased Turnover due to more effective marketing. Sustainability SME businesses can survive in the long run with a better strategy. Improved Well-Being Income increases, family economy is more stable.



Figure 6. Handover of Production Innovation Tools

4. CONCLUSIONS AND SUGGESTIONS

Based on the activities that have been carried out, the following conclusions and suggestions can be drawn:

5.1 Conclusion

1. The PKM program has succeeded in increasing the motivation of partners in developing their businesses through the use of human resource potential and the implementation of the right business strategy.
2. Partners are able to expand their marketing reach by implementing digital marketing strategies, including the use of labels/brands and promotion through social media.
3. Partners understand the importance of simple financial records so that they can know the position of the business in profit/loss conditions and make more appropriate decisions.
4. There was a significant increase in business performance, as shown by a 30% increase in assets and a 50% increase in turnover after the mentoring program

5.2 Suggestions

Mentoring activities should be continued on an ongoing basis, especially related to the preparation of financial statements, calculation of cost of production, and digital marketing strategies. Thus, MSMEs of Baju Kawe-Kawe Scan be more competitive and able to develop the market at the local and regional levels. After the completion of the implementation of this PKM, the Partners and the PKM Team hope that there will still be a good relationship and readiness from the PKM Team to help if there are problems in the implementation, for example, problems with the preparation of financial statements, the preparation of Profit and Loss reports and the calculation of cost of production to increase revenue.

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