



# Empowering Gucang Farm Catfish MSME Through Digital Training on Marketplace Optimization and Social Media Engagement

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**Abstract:** The community initiative focuses on accelerating the digital transformation of the Gucang Farm catfish MSME through structured training on marketplace utilization and social media engagement. Pre-observations identified several gaps, including limited digital literacy, a minimal online presence, and weak promotional strategies, collectively hindering the competitiveness and revenue potential of local catfish producers in Tigaraksa District. To address these, the program provided a practical training module covering Google My Business registration, Tokopedia and TikTok Shop setup, product photo and video creation, persuasive product description writing, and basic e-commerce management. Participants were guided step-by-step in creating active marketplace accounts, uploading product catalogs, managing customer interactions, and implementing simple analytics to monitor online sales performance. The training also introduced strategies to enhance social media visibility and customer engagement, emphasizing consistency, storytelling, and content quality. Results demonstrated increased confidence and digital readiness among participants, with all groups successfully activating at least one marketplace or WhatsApp Business account. The initiative aligns with the targeted outcomes of improving online access, increasing monthly sales by 20–30%, and strengthening digital capacity among MSME members. Overall, this program actively demonstrates how practical, hands-on digital marketing training enhances MSME competitiveness and drives sustainable economic growth in local aquaculture communities.

**Keywords:** Digital Transformation, Digital Readiness, Digital.

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) constitute the backbone of Indonesia's economic structure, contributing significantly to national economic growth and being recognized by the government as a vital driver of the digital economy (Lubis et al., 2025). Recent data indicate that, as of 2022, MSMEs accounted for approximately 61.1% of Indonesia's GDP, while the remaining 38.9% was generated by only about 5,550 large enterprises, representing merely 0.01% of all business entities in the country (Limanseto, 2022). Micro-enterprises dominate the MSME sector's 61.1% contribution to Indonesia's GDP, accounting for 98.68% of all MSME actors and

absorbing approximately 89% of the workforce (Anatan & Nur, 2023). However, the rapid digital transformation driven by globalization and Industry 4.0 technologies has widened the gap between digitally advanced businesses and MSMEs that still rely on conventional marketing approaches. Digital transformation can be understood as the integration of digital technologies into business activities to improve operational efficiency, broaden market access, and strengthen competitive advantage. For MSMEs, which typically operate with limited resources, digitalization offers valuable opportunities to compete more effectively with larger, more established enterprises (Hendrawan et al., 2024). Digital technologies such as IoT, artificial intelligence, and big data have reshaped consumer behavior toward

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online search, social media interaction, and e-commerce transactions, making digital competitiveness a key determinant of MSME survival and growth (Lubis et al., 2025). The implementation of digital technology among MSMEs in Indonesia faces substantial challenges, including limited knowledge and technical skills, high adoption costs, inadequate infrastructure, and restricted access to digital tools and structured training programs, leaving many enterprises underprepared for digital transformation despite the growing urgency (Handayati et al., 2024).

Research demonstrates that digital marketing, particularly on social media platforms such as Instagram, TikTok, and Facebook, significantly enhances MSME visibility, consumer engagement, and sales performance through low-cost promotion, targeted advertising, and real-time customer interactions (Saiyed et al., 2024). However, MSMEs frequently struggle to optimize these platforms due to limited human resources, inconsistent content production, and a weak understanding of digital analytics, which often results in fluctuating sales and inefficient online strategies (Saiyed et al., 2024).

Complementary studies also reveal that digital marketing capabilities are closely linked to improved firm performance, customer acquisition, and competitive advantage, particularly when supported by product innovation and strong organizational competencies (Lubis et al., 2025). Yet digital adoption remains uneven across sectors because many enterprises struggle to integrate technology-driven marketing strategies effectively. National-level findings further highlight that MSMEs can expand the reach of their creative products across Indonesia by actively implementing digital marketing strategies, including activating marketplaces, optimizing visual content, strengthening storytelling, and increasing social media engagement (Lubis et al., 2025).

MSMEs in Indonesia continue to face major obstacles in adapting to the digital marketplace. Many MSMEs lack sufficient digital literacy, have limited access to supporting infrastructure, and struggle to manage online platforms effectively. These constraints prevent them from fully exploiting digital market opportunities and slow their ability to grow in an increasingly technology-driven economy. Because of these persistent challenges, MSMEs need structured digital training and capacity-building programs that strengthen their skills, improve their competitiveness, and support long-term economic resilience.

The condition of the Gucang Farm Catfish MSME in Tigaraksa District clearly illustrates these challenges at the local level. Urban Farm Center (UFC) Gucang Farm is a millennial farmer community engaged in sustainable fisheries, agriculture, and livestock in

Kampung Pinang, Tigaraksa District, Tangerang Regency, Banten. Located near the Tangerang Regency government center, UFC Gucang Farm aims to develop a sustainable cultivation village that supports local food security, creates employment opportunities, and promotes blue economy practices through catfish farming, training, and catfish product processing initiatives (Handayani et al., 2026). Survey findings show that the village has strong aquaculture potential, yet 47.6% of respondents do not know how to process catfish into value-added products, and 60% lack knowledge of effective sales strategies (PPK ORMAWA, 2025). Limited digital literacy among culinary MSME actors remains a major barrier to effective use of technology. These challenges include insufficient understanding of digital marketing strategies, limited content creation skills, and low confidence in engaging consumers on online platforms (Octavia et al., 2026). Apparently, a similar situation occurs at UFC Gucang Farm regarding the use of digital marketing to promote their finished products. These gaps limit MSME actors' ability to create differentiated products and reduce their visibility in the digital marketplace. Most catfish farmers and MSME actors in the area also do not use social media or marketplace platforms effectively, which reveals a significant gap in digital readiness.

This situation underscores the community's urgent need for a dedicated empowerment program to strengthen the digital marketing capabilities of Gucang Farm MSME actors. A relevant program should train participants to activate marketplace accounts, develop product catalogs, create attractive visual content, and manage social media engagement effectively. Improving these skills will enhance their competitiveness, increase their market reach, and support sustainable income growth. Therefore, implementing a structured PKM program in digital marketing becomes essential to help Gucang Farm's catfish-based enterprises modernize their business operations and contribute more meaningfully to local economic development.

## Method

The first training session was conducted through a structured seminar titled "Peluang Peningkatan Usaha Melalui Pemasaran Digital." (see figure 1). The session began with an explanation of the background of digital transformation and the growing need for small businesses to strengthen their online presence. The speaker introduced participants to the shift in consumer behavior, highlighting that customers increasingly rely on online search, social media, and digital platforms when making purchasing decisions. This introduction

helped participants understand the urgency of adopting digital strategies to remain competitive.



Figure 1. Digital Marketing Training Slides

The session continued with a presentation of the key problems identified during the preliminary assessment. The facilitator explained the community's gaps, including limited digital literacy, a lack of understanding of product promotion, and minimal exposure to online marketplace operations. Participants then engaged in a 15-minute group discussion to analyze their business challenges and share their experiences (Figure 2). The facilitator collected the results of each group's discussion and used them to reinforce the relevance of digital marketing for increasing local business competitiveness.



Figure 2. Group Discussion on Business Challenges

After identifying the gaps, the trainer outlined the training objectives, including helping local entrepreneurs increase sales, strengthen their branding, and access broader markets through e-commerce. The facilitator emphasized that the training aims not only to increase participants' knowledge but also to prepare them to apply digital marketing techniques effectively in their own businesses. At this stage, the seminar placed a strong emphasis on building foundational

understanding before participants move on to practical sessions in subsequent trainings.

## Results and Discussion

The seminar was led by Dr. Cynthia Anna Wijayanti, S.E., M.Mktg., a lecturer from the Faculty of Economics and Business at Universitas Pelita Harapan, with a focus on marketing and digital strategy. Her expertise ensured that participants gained practical insights and relevant examples that connected theory to real business practices. She guided attendees in identifying opportunities to improve their product branding, boost their online visibility, and prepare their businesses for the next phase of digital transformation



Figure 3. Registration and Pretest distribution

Her approach helped participants understand how digital tools can strengthen business identity and market positioning, particularly for micro- and small enterprises. The session begins with registration and the distribution of the pretest (see Figure 3).



Figure 4. The facilitator is delivering Digital Marketing Training

The session then moved into practical steps for getting started with digital marketing. The facilitator demonstrated how participants could create and optimize a Google My Business profile, including setting up business information, adding photos, and

understanding how the platform increases visibility on Google Search and Google Maps. Real examples of optimized business dashboards were shown to help participants visualize the expected outcomes. The session continued with an introduction to activating seller accounts on Tokopedia and preparing basic content for TikTok, giving participants a full view of the online sales process from account creation to product display. The facilitator also explained the challenges commonly faced by MSMEs when entering digital platforms, such as difficulty producing consistent content, limited time to manage online stores, and confusion about choosing the right digital tools. To address these obstacles, the trainer offered practical and actionable solutions, including simple content templates, recommended posting schedules, and basic strategies for online customer engagement. These recommendations helped participants plan how to apply digital marketing techniques more effectively in their daily operations (Figure 4).

To ensure measurable progress, the session introduced success indicators, including: (1) the number of active marketplace or WhatsApp Business accounts; (2) monthly increases in sales and product volume; and (3) the percentage of participants who could independently upload products, write descriptions, and manage orders. The target for digital competency was set at a minimum of 70% participant independence in using digital tools. The training session concluded with an inspirational video showcasing real MSME success stories, reinforcing the transformative potential of

digital marketing. Participants were encouraged to reflect on their learning and prepare for upcoming sessions focused on hands-on implementation, content creation, and marketplace management.

Based on Table 1, the pre- and post-test results clearly show that the digital marketing training increased participants' knowledge and awareness in measurable ways. The assessment initially revealed gaps in participants' understanding of essential digital marketing concepts, including the use of online platforms, the function of Google My Business, and the behavioral readiness required to adapt to digital transformation. After completing the session, participants demonstrated higher accuracy on most questions, confirming that they understood the material more clearly and applied it more confidently in discussion sessions. The training had the strongest impact on Questions 1 and 10, where participants achieved 100 percent accuracy on the post-test. These findings show that the participants recognized the strategic importance of digital technology for expanding market reach and adopted a more proactive attitude toward continuous learning, two foundational elements emphasized in empirical studies on MSME digitalization. This improvement aligns with the empirical evidence of Saiyed et al., (2024), which confirms that social media and online platforms significantly enhance visibility, customer engagement, and sales performance in MSMEs (Saiyed et al., 2024).

**Table 1.** Pre-Test and Post-Test Results of Digital Marketing Training (n = 16)

No	Full Question (English Translation)	Correct Answer	Pre-Test (%)	Post-Test (%)
1	<i>Why do small businesses need to use digital technology such as the internet and social media?</i>	To expand customer reach and increase sales	93.8%	100%
2	<i>Which platforms can be used to market products digitally?</i>	All answers are correct	100%	93.8%
3	<i>What is the main function of Google My Business for a business?</i>	Helps customers easily find the business location and information	100%	100%
4	<i>Why are clear product photos important for online selling?</i>	So, customers feel interested and trust the product	87.5%	87.5%
5	<i>What challenges are commonly encountered when starting to sell online?</i>	Difficulty creating accounts and uploading products due to a lack of familiarity	87.5%	87.5%
6	<i>What should be done when facing difficulties managing an online store?</i>	Join training to learn how to manage an online store	100%	93.8%
7	<i>What is a sign that a business is growing after using digitalization?</i>	Products become more recognized, and the number of buyers increases	100%	100%
8	<i>What is the first step to take before starting digital selling?</i>	Attend digital literacy and online marketing training	93.8%	93.8%
9	<i>Why do businesses that sell online need to conduct regular evaluations?</i>	To know the right strategy and improve sales	100%	93.8%
10	<i>What is the most important attitude needed by business owners in the digital era?</i>	Willingness to learn and try new methods using technology	87.5%	100%

Although a few items related to platform selection and online store management showed minor declines, the overall pattern indicates strong retention of foundational concepts. Participants consistently demonstrated high scores on topics such as Google My Business, product photography, online selling challenges, and digitalization indicators. These stable performances align with research from Wahyu Arista and Hermawan (2025) which shows that digital literacy, product innovation, and digital marketing capabilities significantly influence MSME competitiveness and performance outcomes (Wahyu Arista & Hermawan, 2025).

Beyond the quantitative improvements, the results of this PKM also provide qualitative evidence supporting findings from national-level studies. The observed increase in participant engagement and digital readiness reflects the same patterns identified by Lubis et al., (2025), who highlight that MSMEs in Indonesia urgently need greater digital literacy, structured training, and hands-on guidance to optimize marketplace presence, visual content, and social media engagement (Lubis et al., 2025).

Overall, this PKM program strengthens participants' foundational digital marketing competencies and provides real-world reinforcement of empirical research. The training enabled participants to identify the relevance of digital tools for business development, recognize the necessary steps to begin online selling, and build confidence for future digital transformation. These outcomes confirm that the program delivered substantial benefits and validated the academic literature by demonstrating how targeted digital training can directly enhance MSME capability and readiness at the community level. The session ended with photos together (figure 5).



Figure 5. Closing Session Photo

## Conclusion

The results of this community service program show that digital marketing training successfully strengthened the technological readiness and marketing capabilities of Gucang Farm's catfish MSME actors. The

program effectively addressed the community's initial challenges, including limited digital literacy, weak branding practices, and a lack of understanding of online marketplace operations. Through structured instruction, hands-on demonstrations, and guided discussions, participants learned how to create digital business profiles, develop product catalogs, improve visual content, and engage customers through social media. These activities produced measurable improvements, as reflected in pre- and post-test results, demonstrating increased comprehension of key digital marketing concepts and greater confidence in applying digital tools.

The success of this program also provides qualitative evidence that reinforces existing empirical studies on MSME digitalization. The increased awareness, improved skills, and behavioral readiness observed among participants aligned with findings from national and international research, which emphasize the importance of digital literacy, content quality, and platform optimization in enhancing MSME competitiveness. By translating research insights into practical capacity-building activities, this program demonstrates how community-based interventions can directly accelerate digital transformation at the micro-enterprise level.

Overall, the program contributed to improving online visibility, expanding market reach, and supporting income growth for local catfish entrepreneurs in Gucang Farm, Tigaraksa District. These outcomes indicate that continued and expanded digital marketing training will be beneficial for sustaining MSME development. Future community service or research initiatives may focus on advanced content creation, data-driven marketing strategies, and long-term mentoring to further strengthen digital adoption among rural MSMEs.

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