

University and Community Collaboration in Empowering the Local Economy through Entrepreneurship and Digital Marketing Training for MSMEs and the Outer Baduy Community

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ABSTRACT

Backgrounds: The limited access to markets, technology, and business development opportunities has become one of the key challenges hindering the economic growth of the Outer Baduy community and local MSMEs.

Objectives: This community service activity aims to empower micro, small, and medium enterprises (MSMEs) and the Outer Baduy community through entrepreneurship and digital marketing training.

Methodology: The program was implemented collaboratively by universities and involved 30 participants, consisting of youth, craft workers, and tourism stakeholders. Implementation methods included entrepreneurial motivation, social media-based digital marketing training, and hands-on practice in creating promotional content for local products.

Findings: Results showed that 66.7% of participants were able to create digital business accounts, 50% successfully produced simple promotional content, and the majority began to understand the importance of innovation and digital market access. The resulting impacts included increased digital literacy, entrepreneurial knowledge, collaborative networks, and a shift in mindset toward technology.

Conclusions: Thus, this program has proven effective as an initial model for local economic empowerment based on university collaboration that is inclusive, adaptive, and aligned with the cultural wisdom of the Outer Baduy community.

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1. INTRODUCTION

The acceleration of digitalisation and the tide of globalisation have brought both challenges and new opportunities for micro, small and medium enterprises (MSMEs), particularly in rural areas and isolated communities such as Baduy Luar or Outer Baduy. In order to survive and thrive, MSMEs need to rely not only on traditional skills, but also on entrepreneurship and digital marketing capabilities in order to reach a wider market, both online and offline. However, many MSME operators still face obstacles in terms of technology mastery, digital marketing, access to capital, and market networks (Nurendah et al., 2023). A community service study entitled 'Development of Digital Marketing Strategies for MSMEs in the Digital Age' reported that through training and

practical guidance, for example, on the use of social media, e-commerce, SEO, and Google Ads, participants experienced an increase in skills and digital engagement, which led to increased traffic on their digital platforms (Sidiq et al., 2024). Other report also show that MSMEs that implement digital marketing strategies are able to increase sales volume and profits compared to those that do not use digital marketing (Astuti et al., 2025).

Higher education institutions have strategic potential in empowering communities through community service/outreach programmes. Collaboration between academic institutions, local governments, and communities is an important bridge in knowledge transfer, entrepreneurship training, and digital marketing assistance (Jariyah et al., 2024). Outreach programmes that are designed to be inclusive and sustainable can strengthen the local economy while providing social benefits to the community. O'Brien and Cooney (2025) emphasises that higher education institutions can co-create inclusive entrepreneurial training initiatives with local communities to expand entrepreneurial participation. Similarly, Wirdiani et al. (2020) emphasises that universities that are active in training, mentoring, and cross-sector collaboration can contribute significantly to the development of community entrepreneurship. In addition, structured entrepreneurship education has been proven to shape socially-oriented entrepreneurs (Suguna et al., 2024) and support sustainable community development (Lalaun & Cornelis, 2023).

Local economic empowerment through community-based training has also been tested in various community service programmes. For example, Putra et al. (2020), through the study 'Local Potential Based-Entrepreneurship Development through Community Service Program,' shows that a series of training, production, and marketing in community service programmes can encourage village tourism MSMEs to be more innovative with a wider market reach, despite still facing obstacles in terms of capital and production capacity. Similar experiences have also been demonstrated in various digital marketing training programmes for MSMEs in Indonesia. Collaboration between universities and other stakeholders, such as government agencies, business incubators, and companies, has proven to have a positive impact on digital literacy and the strengthening of local businesses. A concrete example is the digital marketing training programme for MSMEs by Poltek BPI in collaboration with the campus incubator unit, as well as similar activities at ISI Padangpanjang and UPI as part of their community service activities.

In the context of the Baduy Luar community, an empowerment approach must take into account unique social, cultural, and economic characteristics. This community often faces limitations in access to information, capital, and market networks. Therefore, university-based collaborative service programmes with a digital entrepreneurship approach need to be designed adaptively to suit the local context, rather than simply adopting a general model. With this foundation, the community service aims to design and evaluate a university-based collaborative community service model that combines entrepreneurship and digital marketing training for MSME actors and the Baduy Luar community, as well as analysing its impact on local economic empowerment.

Recent research further strengthens the evidence that entrepreneurship training combined with digital marketing is effective in increasing the capacity and productivity of MSMEs. For example, an entrepreneurship training programme with coaching and mentoring in Ambon City showed an improvement in MSME performance, particularly in terms of management and innovation. The digital marketing training programme in Padangsambian Village has also been proven to significantly increase sales of local products. A similar result was shown in a study in Guntung Village, where hands-on training in the use of social media and marketplaces, ranging from logo design to marketing content, changed the marketing patterns of MSMEs from local to wider markets.

Other studies also support the effectiveness of digital training. Research on social media training in Pari City found that participants who previously did not understand digital branding are now able to create attractive promotional content while analysing their social media performance. A study in Bogor City showed that digital marketing training helped MSMEs design a more effective promotion mix through the selection of digital media and strategic campaigns. In the context of local culture, the study 'Utilisation of Marketing Digitalisation for Baduy Tribe SMEs in Banten Province' revealed that digital marketing and digital payments are beginning to be adopted by Baduy MSMEs to expand market access, despite facing cultural resistance and technological limitations.

Furthermore, research in Ponggok, Kediri shows that social media-based digital marketing training (TikTok, Instagram, Facebook) involving local youth can increase product engagement and

awareness. However, the study ‘Transformation of Local Potential-Based Digital MSMEs’ in Pangalengan, West Java, emphasises that low digital literacy, capital constraints, and access to technology remain serious obstacles to the digital transformation of MSMEs. From a theoretical perspective, the study ‘The Role of Entrepreneurship Training on Business Sustainability (Study on MSMEs Fostered by Rumah BUMN Bandung)’ found that entrepreneurship training has a significant positive influence on the sustainability of MSME businesses. Approximately 79.3% of the variability in business sustainability can be explained by training factors, while the rest is influenced by innovation, stakeholder support, and other managerial aspects.

Overall, empirical evidence from various regions in Indonesia shows that a combination of entrepreneurship training and digital marketing, especially through collaborative methods involving universities and communities, not only increases knowledge and skills but also has a real impact in the form of increased sales, market expansion, and business sustainability. This reinforces the argument that community service programmes in Baduy Luar should be designed to be adaptive, involving technical training, mentoring, and support for access to technology to overcome cultural barriers, capital constraints, and lack of market networks. Thus, university-based collaborative community service is expected to become an effective, inclusive, and sustainable model for local economic empowerment.

This community service activity is designed not only as a means of knowledge transfer, but also as a strategic effort to strengthen the local economic capacity of the Baduy Luar community. Although digital marketing training proves effective in various contexts, there remains limited evaluation of community service models that specifically integrate entrepreneurship and digital marketing while simultaneously addressing the unique cultural resistance and technological limitations of the Baduy Luar community. Therefore, this project aims to provide a more contextualised empowerment approach through entrepreneurship and digital marketing training tailored to the socio-cultural characteristics of the community.

Through entrepreneurship and digital marketing training, this programme aims to address major challenges faced by MSMEs, including limited innovation, market access, and technology utilisation. Implemented through a collaborative approach between universities and local communities, the activity focuses on enhancing entrepreneurial capacity through structured training in business management, product innovation, and development strategies based on local potential; improving digital literacy and online marketing skills through assistance in the use of social media, marketplaces, and digital branding techniques; and developing a sustainable collaboration model that strengthens economic independence, business networks, and the competitiveness of MSMEs rooted in local wisdom.

2. METHOD

This Community Service Activity (PKM) is the result of collaboration between several universities, namely the University of Science Indonesia, Ma'soem University, and Dr. Khez Muttaqien Islamic University. The programme was held on 4 and 5 October 2025, involving 30 participants from the Baduy Luar community, particularly young people and tourism operators. All activities used a participatory and contextual approach, so that participants played an active role in the learning process and the material provided remained in line with local cultural values and relevant to their needs.

The activities were held at the Kanekes Village hall, Leuwidamar Subdistrict, Lebak Regency, Banten, as agreed with local traditional leaders. The activities took place face-to-face for 1.5 hours, involving four lecturers from various fields of study and two students as facilitators and documenters. The stages of the implementation method included:

2.1. Preparation

- 1) Coordination with traditional leaders and representatives of the Outer Baduy community to determine the location, time, and technical aspects of the activity.
- 2) Preparation of training materials covering entrepreneurship based on local potential, product innovation, and simple digital marketing.

- 3) Provision of supporting facilities such as presentation tools, training modules, leaflets, and documentation.

2.2. Training Implementation

- 1) Session I (Motivation & Entrepreneurship): Presentation of material on the basics of entrepreneurship, small business management, and the importance of product innovation based on local potential.
- 2) Session II (Digital Marketing): Training on the use of social media (WhatsApp Business, Facebook, Instagram) and simple marketplaces for promoting local products.
- 3) Session III (Field Practice/Hands-on Training): Participants are invited to practise creating promotional content (product photos, caption writing, simple logos) with the assistance of facilitators.
- 4) Discussion & Question and Answer Session: Participants share their experiences, challenges, and expectations so that solutions can be better tailored to local needs.

2.3. Evaluation

Evaluation is conducted through two approaches: formative evaluation during the training process by measuring participants' understanding through question-and-answer sessions, and summative evaluation after the training by assessing the application of acquired skills in real business contexts. The results of these evaluations serve as the basis for designing more targeted follow-up programmes, including intensive mentoring in financial management, product packaging, and the expansion of market networks.

3. RESULTS AND DISCUSSION

3.1. Research Results

The Community Service (PKM) activity in the form of entrepreneurship and digital marketing training for the Baduy Luar community was held on 4 October 2025 at the Kanekes Village Open Hall, Leuwidamar Subdistrict, Lebak Regency, Banten. The activity was attended by 30 participants consisting of Baduy Luar youth, craft entrepreneurs, and local tourism entrepreneurs. In general, the activity went well and received positive responses from participants and community leaders. The series of activities are explained below.

3.1.1. Motivation and Entrepreneurship Session

Participants gained an understanding of the fundamentals of entrepreneurship, small business management, and the importance of innovation based on local potential, such as woven crafts, woven fabrics, and herbal products. Observations indicated that most participants began to recognise the significance of product differentiation and the application of appropriate pricing strategies.

3.1.2. Digital Marketing Training

Participants received training on the use of WhatsApp Business, Facebook, and Instagram to promote their products. Of the 30 participants, 20 (66.7%) were able to create simple business social media accounts with the assistance of facilitators. In addition, participants who had not previously used social media for product promotion reported an increased understanding of the potential of digital marketing in expanding market reach.

3.1.3. Hands-on Training

Participants engaged in hands-on practice in creating digital content, including product photography, writing promotional captions, and designing simple logos. The results indicated that 15 participants (50%) were able to produce promotional content suitable for publication, although the outputs remained relatively simple. The remaining participants required further assistance, particularly in mastering basic editing applications.

3.1.4. Discussion and Reflection

During the discussion and reflection session, participants expressed several key challenges, including limited internet access, constrained capital, and cultural resistance to the adoption of new technologies. Nevertheless, the majority of participants (80%) indicated a strong willingness to continue implementing digital marketing practices, particularly with the support of younger individuals who are more familiar with smartphone use.

3.1.5. Activity Evaluation

Formative evaluation conducted through question-and-answer sessions indicated that 70% of participants were able to explain the basic concepts of entrepreneurship and digital marketing. Furthermore, summative evaluation revealed that 10 participants demonstrated a commitment to begin selling their products through local marketplaces and social media platforms.

3.1.6. Impact of Activities

The implementation of entrepreneurship and digital marketing training for the Baduy Luar community not only resulted in improved technical skills, but also had a tangible impact that was immediately felt by the participants. This impact included knowledge, attitudes, and mindsets, which collectively strengthened the community's capacity to manage businesses based on local potential. The main impacts of this activity were as follows.

- a) Improved Entrepreneurial Knowledge and Attitudes: Participants gained new insights into the importance of product innovation, small business management, and managing businesses based on local potential.
- b) Improved Digital Literacy: Participants who initially did not understand social media for business began to be able to create business accounts, upload products, and compile simple content.
- c) Formation of Collaborative Networks: The involvement of universities has created opportunities for further assistance in the form of access to information, market networks, and product innovation.

3.2. Discussions

This community service activity provided a number of relevant findings for further analysis, both in terms of the effectiveness of the training and the socio-cultural context of the Outer Baduy community. The analysis of the discussion aimed to link the results obtained in the field with previous theories and research, so that the suitability, uniqueness, and challenges in its implementation could be seen. With this approach, the programme that has been implemented can be positioned not only as a short-term intervention but also as an initial model for sustainable local economic empowerment.

The results of this activity are in line with previous studies which confirm that entrepreneurship and digital marketing training can increase the capacity of MSMEs and expand market access (Salim et al., 2025). The fact that 66.7% of participants successfully created digital business accounts shows that skills transfer can be carried out despite digital literacy barriers. This activity also highlights the importance of a participatory and contextual approach. As emphasised by O'Brien and Cooney (2025), collaboration between universities and local communities can produce inclusive training models that are tailored to the needs and characteristics of the community. In the case of Baduy Luar, cultural resistance to technology was a challenge, but by involving traditional leaders and using a local wisdom approach, the training was well received.

Furthermore, this activity proves that the role of the younger generation of Baduy Luar is very important as agents of digitalisation. This is in line with studies in Guntung and Ponggok villages, which show that youth involvement in digital marketing has a significant effect on increasing product engagement. Limited internet access and business capital remain serious obstacles. This is in line with the findings of Suguna et al. (2024) and Putra et al. (2023), which state that although training increases capacity, business sustainability is still influenced by external factors such as infrastructure support, capital, and production capacity.

Thus, the success of this programme can be used as an initial model for local economic empowerment based on university collaboration. Still, there needs to be follow-up in the form of

Intensive post-training assistance. Provision of access to capital and simple equipment. Also, partnerships with external parties (government, NGOs, and private companies) to expand market networks.

3.2.1. Program Implications

The results of this community service activity not only have a direct impact on participants but also give rise to a number of important implications that can be used as a basis for developing similar programmes in the future. These implications cover various aspects, both for the community, universities, and local governments, which together can strengthen the ecosystem of digital-based local economic empowerment. The implications of this programme are as follows:

- a) For the Outer Baduy Community: this activity opens up opportunities for business diversification and access to digital markets without abandoning local cultural identity.
- b) For Higher Education Institutions: it serves as tangible evidence of the contribution of the three pillars of higher education in community empowerment based on research and community service.
- c) For Local Government: it can serve as input for the formulation of policies on the empowerment of MSMEs based on local wisdom and economic digitalisation.

4. CONCLUSION

This community service activity demonstrates that entrepreneurship and digital marketing training can effectively enhance the knowledge, attitudes, and practical skills of the Baduy Luar community. Participants showed improved understanding of entrepreneurship based on local potential and were able to utilise simple digital platforms for product promotion. The achievement of 66.7% of participants creating business accounts and 50% producing promotional content reflects meaningful early progress. The involvement of the younger generation as drivers of digital adoption also indicates strong potential for programme sustainability.

To strengthen future initiatives, several improvements are suggested. Programmes should include more intensive post-training mentoring, particularly in financial management, product packaging, and creative digital promotion. Support from local government and the private sector is needed to enhance technological access, including stable internet and basic digital equipment. Stronger multi-stakeholder collaborations with local government, NGOs, and private companies are essential to expand market access and capital opportunities. Moreover, all programme designs should remain adaptive and culturally sensitive to ensure the preservation of Baduy identity and values.

This activity faced several limitations, including a short implementation duration of only 1.5 hours, which restricted deeper exploration of materials and practice. The limited number of 30 participants also reduced the programme's overall reach. Infrastructure constraints such as unstable internet and limited devices further hindered optimal implementation. In addition, the evaluation conducted was primarily short-term, making it difficult to measure long-term impacts on business sustainability and community income.

Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

Author Contributions

- A.M. : Conceptualization, Investigation, Writing – Original Draft.
U.A.J. : Methodology, Supervision, Validation, Writing – Review & Editing.
C.H. : Software, Data Curation.
R.W. : Formal Analysis, Writing – Review & Editing.

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Informed Consent

Informed consent was obtained from all participants.

Ethical Approval

This study obtained informed consent from all participants involved prior to data collection.

Data Availability

The data that support the findings of this study are available from the corresponding author [U.A.J.] upon reasonable request.

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