

From Stall to Screen: Increasing MSMEs Exposure and Sales in Pering Village Through Online Marketing

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Abstract

Limited marketing access remains a major obstacle for Micro, Small, and Medium Enterprises (MSMEs) in Pering Village, Blahbatuh District, Gianyar Regency, Bali Province, leading to low sales volumes and profits. Although these enterprises have the potential to produce various superior products, their market reach is constrained, partly because digital technology is still used primarily for personal rather than business communication. To address this issue, a community service program was implemented that included digital marketing training, product photography assistance, the development of compelling promotional narratives, and support in creating business accounts on appropriate digital platforms. The program has enabled MSME actors to expand their marketing access and become more prepared to compete in the digital marketplace, thereby supporting increased sales performance and business growth. Participants improved their digital marketing skills, creating better product photos and promotions. They applied this knowledge by setting up Google Business profiles and social media accounts, expanding their online presence.

Keywords: MSMEs, Online Marketing, Pering Village.

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) in Pering Village, located in Blahbatuh District, Gianyar Regency, Bali Province, are one of the economic activities that have great potential to produce a variety of superior products. Like MSMEs in general, the classic problems experienced by business activists in Pering Village are limited access to capital and marketing. Limited access to marketing results in low sales volume and profits. The profits earned are insufficient to develop the business, making it difficult to expand the scale of the business. External funding in the form of loans is also not easily accessible, given the limited collateral and the inability to repay the principal and interest. Therefore, in order to help develop MSME businesses, it is necessary to expand market access first (Halida, 2022).

Technology and the internet have developed rapidly and have influenced the activities of most people and significantly changed marketing strategies (Butenko et al., 2023). In today's digital era, online marketing, often referred to as digital marketing, has become a promising solution to overcome limited market access (Leeflang et al., 2014). Digitalisation allows local products to be known by consumers in various regions without geographical restrictions (Bollweg et al., 2020). Digital marketing offers various advantages over conventional marketing methods. Through platforms such as social media, marketplaces, and



websites, MSME products can be more easily accessed by consumers (Ago et al., 2023). In addition, digital marketing strategies enable business owners to target more specific markets, increase interaction with customers, and build consumer loyalty through continuous communication (Ikenga & Egbule, 2024).

Through the use of digital technology, SMEs in Desa Pering have the opportunity to expand their product market reach not only nationally, but also internationally. Digital marketing can be an effective tool in increasing product competitiveness while providing added value for business owners, but its successful implementation requires specialised skills.

Most MSME entrepreneurs in Desa Pering are not yet accustomed to utilising digital technology for their businesses, so introducing online marketing to MSMEs is an important first step. This introduction can be done through training that covers various aspects of digital marketing. In this context, digital technology not only functions as a marketing tool, but also as a means of economic empowerment that can drive inclusive growth, from the use of social media such as Instagram and Facebook, the creation of attractive visual content, to the management of online stores in marketplaces such as Shopee and Tokopedia. With these skills, it is hoped that there will be an increase in marketing access.

MSME activists in Pering Village generally use digital technology only for personal communication, not for business-related purposes. Pering Village was selected as the focus of this activity because it hosts a growing number of MSMEs that produce and sell a diverse range of local products, with food products, such as traditional snacks, processed foods, and ready-to-eat items, being the dominant category. Despite this economic potential, MSMEs in the village continue to struggle with limited market reach due to the absence of systematic marketing strategies, particularly in the digital domain. To accelerate the adoption of online marketing, MSME actors require not only digital marketing training but also hands-on assistance in producing high-quality product photographs, crafting engaging promotional narratives, and creating business accounts on the most feasible and relevant digital platforms. These efforts are essential to support MSMEs in strengthening their visibility and competitiveness in the digital marketplace. Therefore, this study aimed to assess the impact of a combined training and mentorship program on the digital marketing capabilities and sales outreach of MSMEs in Pering Village.

2. Literature Review

2.1. MSMEs

MSMEs, which stands for Micro, Small and Medium Enterprises, are businesses or ventures run by individuals, groups, small business entities, or households. MSMEs play an important role in the Indonesian economy, and this is also true for the province of Bali. MSMEs are the backbone of Bali's economy. According to data from the Ministry of Cooperatives and SMEs, MSMEs contribute around 60% of Bali's GDP and create more than 70% of jobs (Tambunan, 2023). The role of MSMEs is crucial in supporting Bali's economy, particularly in the handicraft, culinary, and creative industries that support tourism. In uncertain situations, especially when Bali's tourism sector was shaken by the COVID-19 pandemic, MSMEs became the saviour of the local economy. MSMEs contribute significantly to the Gross Domestic Product (GDP) and employment in Bali. MSMEs not only drive the economy but also play a vital role in maintaining social stability and community welfare.

According to Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises, MSMEs are independent productive economic enterprises, carried out by individuals or

business entities, which are not subsidiaries or branches of large or medium-sized enterprises. Based on this regulation, MSMEs are described in more detail as follows:

- a. Micro enterprises are productive enterprises owned by individuals and/or individual business entities that meet the criteria for micro enterprises as stipulated in this Law (Article 1 Paragraph 1).
- b. Small Enterprises are independent enterprises that are not owned or controlled directly or indirectly by medium or large enterprises, and meet the criteria for small enterprises as stipulated in this Law (Article 1 Paragraph 2).
- c. Medium Enterprises are independent enterprises that are not part of small or large enterprises, with net assets or turnover within the limits stipulated by this Law (Article 1 Paragraph 3).

According to Government Regulation No. 7 of 2021 concerning Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises, there are a number of criteria for business activists to be included in the MSME category, namely (Anggahegari et al., 2025):

- a. Micro Enterprises
 - 1) Have a maximum business capital of IDR 1,000,000,000 (one billion rupiah), excluding land and business premises.
 - 2) Have a maximum average annual turnover of IDR 2 billion.
- b. Small Enterprises
 - 1) Has business capital of more than IDR 1,000,000,000 to IDR 5,000,000,000 (five billion rupiah), excluding land and business premises.
 - 2) Has an average annual turnover of more than IDR 2 billion to IDR 15 billion.
- c. Medium Enterprises
 - 1) Has a business capital of more than £5,000,000,000 to £10,000,000,000 (ten billion pounds), excluding land and business premises.
 - 2) Has an average annual turnover of more than £10 billion to £50 billion.

These criteria are an important basis for identifying the scale of a business, so that the guidance, support and incentives provided can be more targeted. In Indonesia, the principles of empowerment and the objectives of MSME empowerment are also regulated as follows:

- a. Fostering independence, togetherness, and entrepreneurship among MSMEs to work independently
- b. Developing businesses based on regional potential and market orientation
- c. Implementing transparent, accountable, and fair public policies
- d. Improving the competitiveness of MSMEs
- e. Conducting integrated planning, implementation, and control

These five points serve as principles in the development and empowerment of MSMEs, which is carried out with the aim of realising a balanced, developed and equitable national economic structure.

2.2. Marketing and Online Marketing

Marketing is a series of activities or processes aimed at understanding consumer needs and desires, then creating, communicating, and offering relevant value through products or services. Marketing is not just a sales process, but encompasses a broader strategy that involves market research, branding, distribution, and building long-term relationships with customers. According to Tjiptono and Diana (2020), 'marketing is an activity, a series of

institutions and processes of creating, communicating, for customers, clients, partners and the general public'. conveying and exchanging valuable offerings. According to Alav et al. (2018), online marketing is a strategy for the distribution, promotion and pricing of goods and services in the internet market share or through other digital equipment.

In today's digital age, online marketing has become a key strategy for businesses to reach more customers, increase sales and strengthen their brand. According to Anggraini and Santhoso (2017), online marketing is essentially a marketing communication activity that uses the internet as a medium. In line with its development, online marketing does not only use websites, but also email and other applications that run on internet protocols. Compared to traditional marketing, online marketing is more flexible, efficient, and can be measured more effectively. Marketing is carried out to reach customers through channels where they spend their time reading, searching, or socialising online. For sellers, implementing this system means cutting expenses that would have been incurred in the old system. For example, in the old system, a new branch would have to be opened to expand the business, but this is not the case with the online system. With the online system, sellers can introduce their products through a website or application. According to Alav et al. (2018), online marketing consists of the following three indicators:

1) Convenience

With online marketing, consumers can order products at any time and do not need to go to a shop to buy the products they want.

2) Information

Customers can obtain a lot of comparative information about companies, products, and competition without leaving their activities. Consumers can focus their attention on criteria such as price, quality, performance, and availability.

3) Fewer persuasions and inducements

With online services, customers do not have to face or deal with persuasions and emotional factors.

Several reasons why online marketing has become a must-have strategy for businesses in the digital age:

- 1) Wider Reach: The internet allows businesses to reach customers in various regions, even globally.
- 2) Cost-Effective: Compared to conventional marketing, online marketing is more cost-effective with more optimal results.
- 3) Ease of Analysis: Online marketing performance can be easily measured using various tools such as Google Analytics.
- 4) Enhanced Customer Interaction: Social media and email marketing enable direct communication with customers.

3. Methods

This study employed a descriptive qualitative method to comprehensively examine the implementation of online marketing training and mentoring activities in Pering Village. The program was designed as an integrated set of mutually supportive sub-activities, beginning with MSME data collection to map the characteristics, needs, and digital readiness of local entrepreneurs. This was followed by digital marketing training aimed at improving participants' understanding of basic concepts, strategies, and practical applications of online promotion. In addition, a series of mentoring activities was conducted, including hands-on

guidance in product photography, assistance in developing compelling promotional narratives, and support in creating Google Business profiles as well as social media accounts suited to each MSME’s product type, particularly food products, which dominate the village’s MSME sector.

The implementation of these activities involved collaboration among multiple stakeholders: Udayana University lecturers acted as program implementers, Community Service Programme students served as facilitators, Pering Village officials provided local coordination and logistical support, and MSME actors in Pering Village participated as the primary beneficiaries. This methodological approach enabled a detailed portrayal of the processes and outcomes of the online marketing empowerment activities.

4. Results and Discussion

4.1. Overview of MSMEs in Pering Village

Based on the data collection results, the characteristics of MSMEs in Pering Village can be seen in Table 1.

Table 1. Characteristics of MSMEs in Pering Village

No	Participant Characteristics	Number	Percentage
1	Age	<25-35 years old	4 people 13%
		>35-45 years old	10 people 33%
		>45-55 years old	7 people 23%
		>55 years old	9 people 30%
2	Gender	Male	10 people 33%
		Female	20 people 67%
3	Education	Primary school	7 people 23%
		Junior high school	5 people 17%
		Senior high school	13 people 43%
		Diploma	4 people 13%
		Bachelor's degree	1 person 3%
4	Type of Business	Crafts	8 businesses 27%
		Culinary	10 businesses 33%
		Fashion	3 businesses 10%
		Agriculture	3 businesses 10%
		Manufacturing	1 business 3%
		Banten Facilities	2 businesses 7%
		Trade	3 businesses 10%
5	Business duration	<2 years	3 people 10%
		>2-3 years	4 people 13%
		>3 years	23 people 77%
6	Business Capital	<Rp.10-25 million	26 people 87%
		>Rp.25-50 million	2 people 7%
		>Rp.50 million	2 people 7%
7	Average turnover per year	<Rp 2 billion	30 people 100%
		Rp. 2 billion - Rp. 15 billion	0 0%
		>Rp. 15 billion - Rp. 50 billion	0 0%
8	Marketing Outreach	Pering Village and surrounding areas	12 people 40%
		Gianyar Regency	10 people 33%
		Bali Province	4 people 13%
		Outside Bali Province	2 people 7%
		Overseas	2 people 7%
9	Utilising online marketing	Yes	4 people 13%
		No	26 people 87%

Table 1 shows that there are 30 MSME entrepreneurs in Pering Village. Most of them (33%) are engaged in culinary businesses, followed by handicrafts (27%). The majority of MSME entrepreneurs are under 50 years old and have been running their businesses for more than three years with relatively low capital. The marketing reach of MSME entrepreneurs is relatively limited, with only two having successfully penetrated foreign markets. Most MSMEs have not yet utilised digital technology in marketing their products. All MSMEs in Pering Village are classified as micro enterprises.

4.2. Implementation of Activities

The stages of implementing community service activities in Pering Village are as follows:

1. Preparation (15–31 July 2025)
 - a. Socialisation and data collection on MSMEs
 - b. Socialisation of training and mentoring plans
 - c. Registration of training and mentoring participants
2. Implementation of Training and Mentoring (2 August 2025)
The activity was attended by 30 MSME activists from Pering Village.
3. Compilation of activity outputs (September-December 2025)
 - a. Compilation of activity videos
 - b. Intellectual property rights management for activity videos
 - c. Compilation and publication of articles
 - d. Compilation of reports
 - e. Dissemination

4. Evaluation of Activity Results

The activity was evaluated by asking participants to assess the community service activity using a questionnaire with a 5-point Likert scale. Table 2 shows the respondents' assessments of the activity implementation.

Table 2. Respondents' Responses to the Implementation of Activities

No	Statement	Average Score	Predicate
1	Duration of activity	3,01	Fairly Good
2	Location of mentoring	4.63	Very Good
3	Improvement of online marketing knowledge	4.91	Very Good
4	Success in creating Google Business addresses and Instagram accounts	4,27	Very Good
5	Competence of resource persons	4,38	Very Good
6	Technical mentoring	4.28	Very Good
7	Competence of mentors	4.64	Very Good
8	Services provided by the implementation team	4,82	Very Good
9	Ability of resource persons and implementation team to provide motivation	4,36	Very Good

The initiative started by gathering data from small business owners in the area (refer to Figure 1). This was followed by an online training session on marketing strategies (see Figure 2). Participants were then provided with practical help in setting up social media accounts and capturing high-quality product photos (refer to Figure 3). The reach and immediate outcomes of this mentorship program are shown in Figure 4.



Figure 1. Data Collection Activities for MSME Practitioners



Figure 2. Online Marketing Training Activities



Figure 3. Assistance in Creating Social Media Accounts and Product Photos

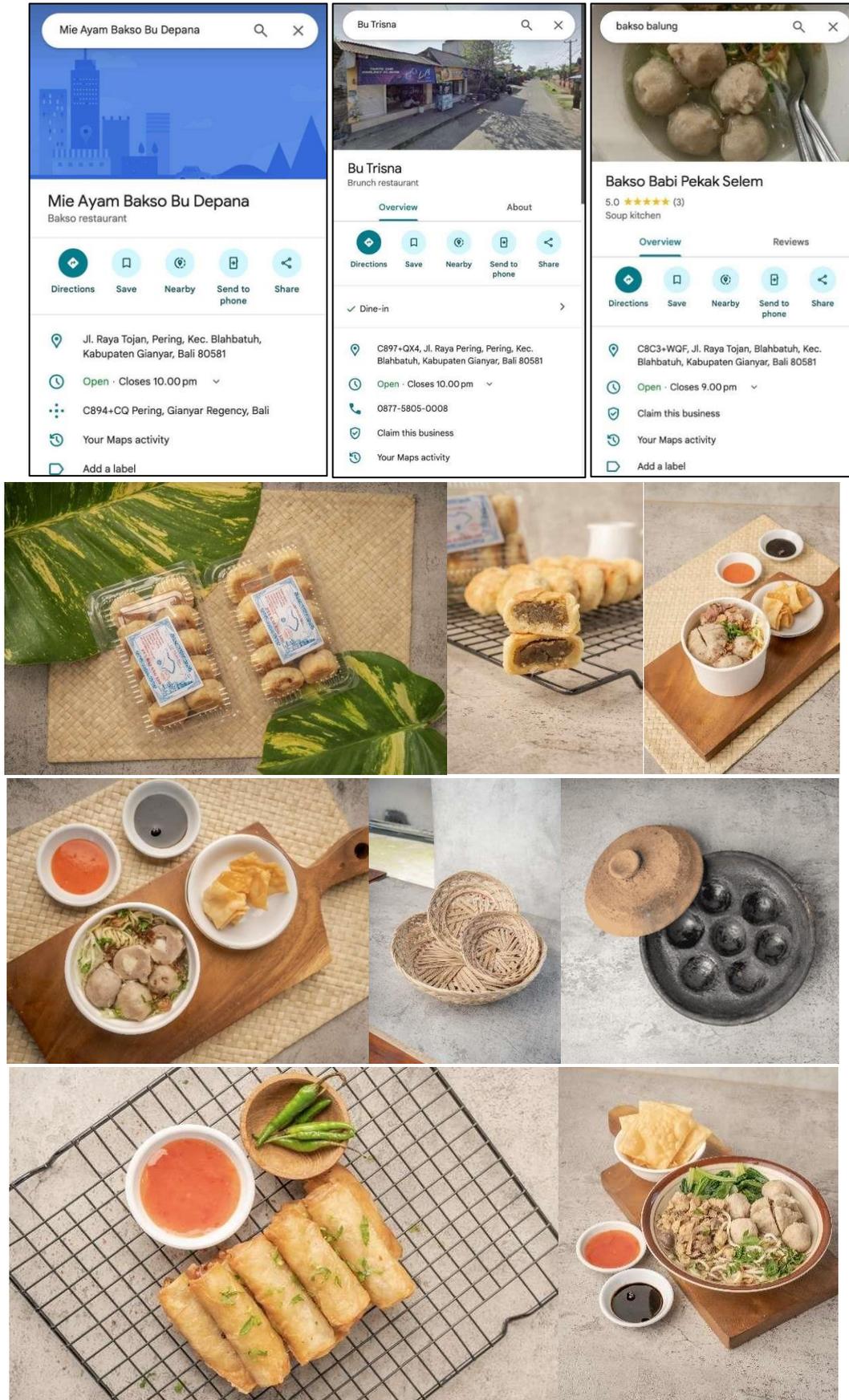


Figure 4. Partner Locations and Resulting Mentoring Products

4.3. Discussion

Online Marketing Training and Mentoring for 30 MSME activists in Pering Village was held on 2 August 2025 at the Wantilan (meeting place) in Pering Village. The training session ran from 9:00 a.m. to 12:00 p.m. WITA and was followed by assistance in creating social media accounts and taking product photos from 1:00 p.m. to 4:00 p.m. WITA. Based on participant feedback, the activity as a whole was rated very good, although the training duration was rated fairly good because it was considered too short. This response indicates that while the one-day format was effective in delivering essential knowledge, digital marketing, being a skill that requires practice, experimentation, and gradual mastery, may not be optimally conveyed within a limited time frame. The request from participants for a longer mentoring period further reinforces the need for sustained support rather than a one-off intervention.

Although brief, the activity was considered successful in increasing participants' understanding of online marketing, as well as in helping them create social media accounts and take attractive product photos. The creation of these accounts not only demonstrates immediate outputs but also represents the initial foundation for expanding their digital presence, suggesting potential longer-term impacts on market reach and business visibility if the practices are continued and refined. Participants expressed hope for extended assistance, indicating strong motivation to deepen their digital marketing capabilities.

This activity provides the following overall benefits:

- 1) For MSME activists, it increases their knowledge of online marketing and enables them to apply it directly. This foundational step opens opportunities for broader market access and potential sales growth.
- 2) For universities, it enhances their image as institutions committed to community empowerment and responsive to issues affecting MSME development.
- 3) For implementers, it strengthens creativity in designing effective, efficient, and measurable community service activities.
- 4) For the general public, it encourages greater community participation in improving the performance and competitiveness of MSMEs.

5. Conclusion

Based on the planning and implementation of the activities described above, it can be concluded that the Community Service program in the form of Online Marketing Training and Assistance for MSMEs in Pering Village successfully achieved its intended objectives. The increase in participants' knowledge and skills was reflected in their improved understanding of digital marketing concepts, their ability to take higher-quality product photographs, and their capacity to craft more compelling promotional narratives. In addition, the practical outcomes of the mentoring sessions, such as the creation of Google Business profiles and the establishment of new social media accounts for several MSMEs, demonstrate the direct application of the knowledge gained. These results collectively indicate that the activities not only enhanced digital marketing competencies but also enabled MSME actors to begin expanding their online presence in a measurable and sustainable manner.

It is hoped that this activity can be replicated and applied to SME practitioners in villages that require expanded market access through online marketing. The duration of the activity should be extended so that participants can gain more knowledge and have more time for guidance in creating social media accounts.

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