

Empowering Of Local Communities Through English Training For Digital Marketing And E-Commerce

^{1,2,3} Fathurrahman Imran, Syahrir, Supriadin

^{1,2,3} Mandalika University of Education

fathurrahmanimran@undikma.ac.id

Article Info

Article history:

Accepted: 12 October 2025

Published: 13 December 2025

Keywords:

Digital Marketing;

Empowering MSMEs;

Business English;

E-commerce;

Product Branding

Abstract

Empowering MSMEs in Karang Bongkot Village through training in business English, digital marketing, and e-commerce aims to increase production capacity, digital marketing capabilities, and international business communication. This program responds to the challenges of low technology adoption and limited English language skills for national and international market penetration. The training is conducted using a blended learning method and supported by production technology innovations. Results show an increase in production capacity of up to 250 units per month, 100% adoption of Facebook and Instagram by participants, increased sales, and strengthened product branding. The main challenges are mastering English and advanced digital marketing, which require ongoing guidance. This program serves as the foundation for SME transformation toward broader and more competitive markets.

This is an open access article under the [Creative Commons Attribution-Share Alike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).



Corresponding Author:

Fathurrahman Imran

Universitas Pendidikan Mandalika

Email Coresspoden: farhurrahmanimran@undikma.ac.id

1. INTRODUCTION

Karang Bongkot Village, located in Labuapi District, West Lombok Regency, is one of the areas with great potential in the creative economy sector, especially in micro-based culinary businesses. One of the village's main products is shredded beef produced by the Home Industry Group, which emphasizes distinctive flavors using local ingredients and involves housewives and informal workers in driving the economy of families and the community (Sari & Wulandari, 2020). This potential should be the foundation for independent and inclusive village economic growth, in line with the national vision of strengthening MSMEs (Kemenkop UKM RI, 2022) and the achievement of the Sustainable Development Goals (SDGs) (Bappenas, 2020). The empowerment of the local community in Karang Bongkot Village through English language training for digital marketing and e-commerce is a strategic step to increase the competitiveness of the community in the digital era. This training is important because the rapid development of e-commerce requires communication skills, including mastery of English as a global communication tool (Imran, 2020).

However, behind this potential, various fundamental problems have been identified. The main problem facing the partner group is the limited adoption of digital technology in marketing and production. Until now, the marketing of Karang Bongkot's abon production has relied entirely on conventional methods through local networks and markets around the village (Pramudiana & Sutopo, 2021). In fact, the high interest of tourists in local specialty products and the increasing market confidence in MSME products open up much broader market opportunities, both domestically and internationally (UNCTAD, 2021).

In addition, business income has not reached its optimal potential because product marketing has not taken advantage of the digital ecosystem, which is now the backbone of global creative economic growth. The digital literacy of partner members, especially in digital marketing and e-commerce, is still very limited, as evidenced by data showing that almost all members have never tried e-commerce platforms and only a small portion have social media accounts, even though smartphone ownership is high in this community. This disparity has caused the window of opportunity for MSMEs to move up the ladder and penetrate modern markets to be very closed.

Business income has not reached its optimal potential because product marketing has not taken advantage of the digital ecosystem, which is now the backbone of global creative economic growth (Chaffey & Ellis-Chadwick, 2019). The digital literacy of partner members, particularly in digital marketing and e-commerce, is still very limited, as evidenced by data showing that almost all members have never tried e-commerce platforms and only a small portion have social media accounts, even though smartphone ownership is high in this community (Anggraeni & Aini, 2022).

The problem is further complicated by the obstacle of business English proficiency, which is a major barrier to international market penetration, especially for foreign tourists. The lack of international business communication skills reduces the bargaining power of the village's superior products when competing on global digital platforms (Kotler, Kartajaya, & Setiawan, 2021). This is ironic considering that Karang Bongkot is located close to the strategic tourism area of Lombok, which has a high appeal for quality local food.

Based on this comprehensive analysis, the Community Service Team selected a community empowerment program covering digital marketing training, marketplace account creation, innovative packaging and branding, and practical business English training. Each training segment was designed based on the actual needs and conditions of the community so that the approach applied was truly grounded and able to significantly increase the capacity, independence, and competitiveness of the partners.

Based on this analysis, the community service team chose a local community empowerment program through training in digital marketing, marketplace account creation, innovative packaging and branding, and practical business English training. This approach, based on the conditions and needs of the community, aims to significantly increase the capacity, independence, and competitiveness of partners (Middleton, 2021; Rahman & Daniel, 2020). This program is in line with the national agenda, namely SDG 8 and SDG 9 (Bappenas, 2020), the main performance indicators for higher education (IKU), and the National Research Master Plan (RIRN) related to the digitization of village MSMEs (Kemenristekdikti, 2017) which is related to the digitization of village MSMEs that supports economic equality and poverty reduction based on local community empowerment. The empowerment of Karang Bongkot is expected to create a best practice model for strengthening MSMEs based on technology, global communication, and synergistic collaboration among stakeholders that is applicable and replicable in other regions.

Through digital training accompanied by an introduction to efficient production techniques, modern packaging, and strengthening branding in two languages, the Karang Bongkot abon group is expected to be able to meet the demands of the digital market, which requires quality, consistency, promotional competence, and responsive service for both local and foreign consumers (Kotler, et al., 2021). The ultimate goal is market expansion, increased income, job creation, and the achievement of sustainable and inclusive economic independence for the village, serving as a best practice model for other villages in strengthening technology-based SMEs and global communication.

The culmination of all interventions is to bring about comprehensive change (digital and social transformation), not just in terms of production and marketing capacity. With the active involvement of residents, multidisciplinary team collaboration, and the role of students from various study programs, this community service program has become a catalyst for change that is not only economic but also social and educational for the target group in Karang Bongkot, West Lombok.

2. RESEARCH METHODS

This community service method applies a participatory and educational approach, which focuses on empowering MSME abon craftsmen through gradual training, the application of digital production and marketing technology, and continuous mentoring. All stages are carried out with the active involvement of partners from planning, execution, to evaluation, so that the solutions are truly tailored to the needs and create a sustainable impact on the community. Therefore, there are five stages of implementation of this community service, namely:

a. Socialization and Problem Mapping

- 1) The activity begins with socializing the program to all members of the partner group, explaining the objectives, schedule, and benefits of the community service activity.
- 2) The team and partners conduct participatory problem mapping, delving into local needs related to production, digital marketing, branding, and the required technology.
- 3) The training curriculum is adjusted based on the problems identified in the field, ensuring that the intervention is truly contextual and optimal.

b. Training and Capacity Building

- a) Intensive training was conducted in several phases: digital marketing (use of social media, marketplaces, promotional content, and SEO), business English (product descriptions, promotional communication, foreign customer service), packaging, and product branding.
- b) Each session involves hands-on practice with facilitator guidance until all partners are competent and confident in applying their new skills.
- c) The blended learning method (theory, demonstrations, group practice, case simulations) is applied alternately each week of training.

c. Application of Production and Marketing Technology

- a) Partners are guided to directly operate new technologies (abon mixer, spice blender, digital scale, spinner/oil separator, sealer), with a focus on production efficiency and quality standardization.
- b) Marketing technology implementation also includes creating an online store, managing business accounts on social media, and creating an English-language digital product catalog.
- c) Workshops on visual content creation (photos, videos) and copywriting are conducted to enable partners to attract the online market professionally.

d. Mentoring and Monitoring

- a) Following training and technology implementation, all partners receive individual mentoring—including field visits and regular online consultations.
- b) Evaluations are conducted to identify implementation barriers and optimize solutions gradually, such as addressing digital, language, or capital constraints.
- c) Success monitoring is carried out by periodically measuring improvements in production, sales, competencies, and the effectiveness of digital promotions.

e. Program Sustainability

- a) To ensure the sustainability of change, a digital partner community, a forum for sharing among business actors, and documentation of best practices are established.
- b) Partners are encouraged to develop independent digital training modules so that knowledge continues to be disseminated to members and the wider community.
- c) Partnerships with relevant agencies/institutions are strengthened for ongoing assistance, market access development, and long-term business incubation programs.

Table 2.1. Implementation Stages

Stage	Activity Description
Socialization & Problem Mapping	Program explanation, discussion of local issues, curriculum adjustment
Training & Capacity Building	Digital marketing training, business English, packaging, branding, hands-on practice
Technology Implementation	Operation of new production tools, creation of online stores, digital catalog content
Mentoring & Monitoring	Individual guidance, site visits, evaluation of challenges, assessment of impact and success
Program Sustainability	Digital community forums, self-paced training modules, collaboration with partner institutions

This systematic approach ensures that technology transfer, capacity building, and marketing innovation are truly effective, have a tangible impact on SMEs, and enhance the competitiveness of Karang Bongkot residents in the digital age.

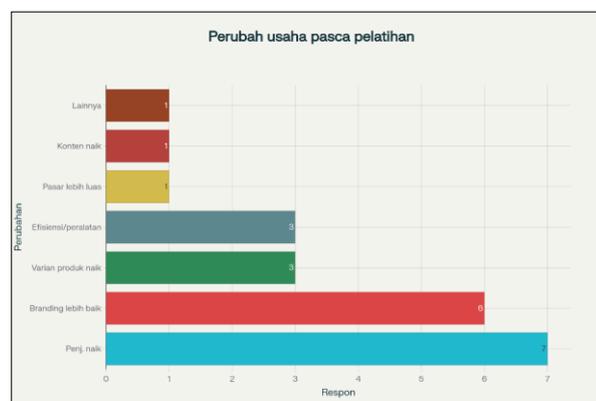
3. RESULTS AND DISCUSSION

a. Analysis of Business Changes Post-Training

Significant changes were not only felt in terms of confidence, but also in the technical and business aspects of the participants' businesses. The following is a summary of the changes experienced by MSME actors after completing the entire training program:

Table 3.1. Business Changes Post-Training

Type of Change	Number of Respondents
Sales increased	7
Better branding	6
Product variety increased	3
Increased efficiency/equipment	3
Wider market	1
Increased content	1
Others	1
Total	22

**Graph 1. Business Changes After Training**

Based on the post-training survey data shown in the second graph, it can be concluded that the type of business change most felt by participants was in the aspect of increased sales, with 7 respondents (31.8%) stating that they experienced an increase in sales after participating in the program. Furthermore, 6 respondents (27.3%) experienced improved

product branding, indicating that training related to packaging, visualization, and product identity was very helpful in improving the image of the business in the eyes of digital consumers.

On the other hand, an increase in product variants and efficiency/equipment was felt by 3 respondents (13.6%). This indicates that there is a group of business actors who are able to diversify and develop their production capacity thanks to the training and equipment support provided. Meanwhile, changes in the form of a wider market, an increase in digital content, and other categories were each felt by 1 respondent (4.5%) per category, providing an overview that a small number of participants began to penetrate new markets, increase digital content activities, or experience other changes that have not been specifically classified.

Overall, out of the 22 respondents involved, the main changes that occurred were dominated by sales and branding aspects, followed by product development and production efficiency, indicating that the training and mentoring program has a real and diverse impact on MSMEs in Karang Bongkot.

b. Impact of New Technology and Equipment Use

The implementation of tools such as abon mixers, spice blenders, spinner drainers, digital scales, and meat shredders has proven to increase production efficiency.

- 1) Over 80% of participants reported being more productive, improved abon quality, and easier, faster, and more accurate weighing/packaging processes.
- 2) SMEs can now produce consistent abon output, easily adjust variations, and enhance their competitiveness in online stores.

Daily activity logs and training records show that all participants have undergone phased machine training and have conducted hands-on field practice with team supervision.

c. Digital Platform Usage by SMEs

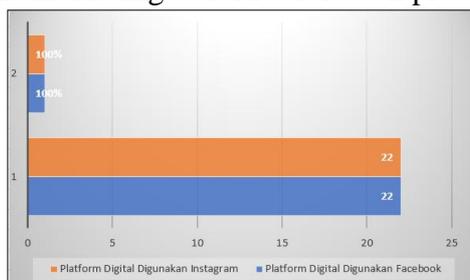
The penetration of Facebook and Instagram usage was very high during the program, with the following results:

Table 3.2. Use of Digital Platforms by MSMEs

Digital Platform	Number of Users	Percentage
Facebook	22	100
Instagram	22	100

Each participant has been taught how to create a business account, upload promotional content, and interact with potential buyers through this platform. In addition to being a promotional tool, both platforms are also used to build networks and bring Karang Bongkot abon products closer to a wider market, both locally and regionally.

The digital platforms used by all participants in the Karang Bongkot MSME empowerment program are Facebook and Instagram. The results of the questionnaire data compilation show that both platforms were selected and activated by 100% of participants (22 people) to support online marketing activities for abon products.



Graph 1 . Use of Digital Platforms by MSMEs

The implementation of marketing using Facebook and Instagram effectively increases product visibility, strengthens the brand, and facilitates communication with customers. The adoption of both platforms was also chosen because of their ease of access, familiarity to participants, and free and paid marketing features that are easy to apply by beginner MSMEs.

Thus, the training has successfully driven the adoption of two main digital platforms, which are now the backbone of Karang Bongkot SMEs' digital marketing and the main foundation for their business transformation into the digital era.

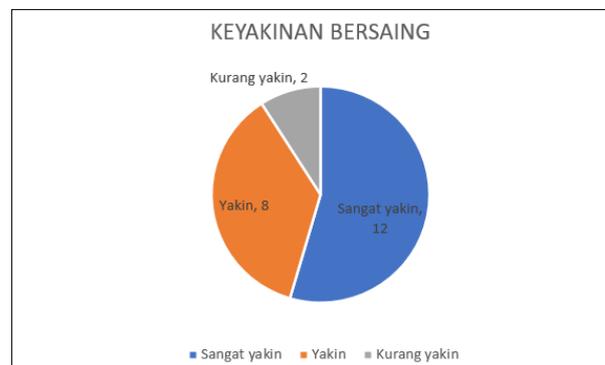
d. Enhanced Competitive Confidence of SMEs

The implementation of the empowerment program has had a tangible impact on increasing the confidence of MSMEs in Karang Bongkot Village to compete in the digital market. Post-training survey results show that most participants feel highly confident in their ability to compete in the online business world:

Table 3.3. Increased Competitive Confidence of MSMEs

Confidence Category	Number of Participants	Percentage
Very confident	12	54.5
Confident	8	36.4
Not sure	2	9.1

From the table above, more than 90% of participants stated that they were confident and very confident in competing in the digital market after receiving training, a positive increase compared to the conditions before the program began. These results indicate a transformation in the mentality and readiness of MSMEs to face the era of marketing digitalization.



Graph 2 . Increase in SME Competitiveness Confidence

e. Participants' Perceptions of Training Benefits

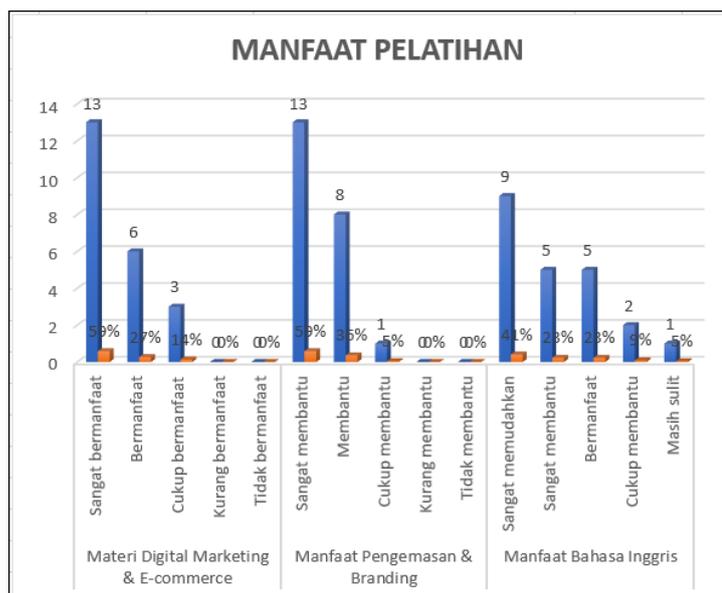
Participants' assessments and satisfaction with the benefits of the training can be seen from several aspects, namely Digital marketing materials, Branding packaging, and Business English. The following is a summary of the detailed questionnaire results:

Table 3.4. Participants' Perceptions of Training Benefits

Category	Choice	Number of Participants	Percentage
Digital Marketing & e-commerce Materials	Very useful	13	59
	Useful	6	27
	Somewhat useful	3	14
	Not very useful	0	0
	Not useful	0	0
Benefits of Packaging & Branding	Very helpful	13	59
	Helpful	8	36
	Somewhat helpful	1	5
	Not very helpful	0	0
	Not helpful	0	0
Benefits of English	Very helpful	9	41
	Very helpful	5	23
	Useful	5	23

Category	Choice	Number of Participants	Percentage
	Somewhat helpful	2	9
	Still difficult	1	5
Confidence in Competing in the Digital Market	Very confident	12	55
	Confident	8	36
	Not sure	2	9

The above assessment shows that more than half of the participants responded that the three core training aspects were "very useful/very helpful." Although English language training was highly appreciated, it was still considered difficult by a small number of respondents. This indicates the need for ongoing assistance with foreign language communication for the export market and tourists.



Graph 3. Participants' Perceptions of Training Benefits

Based on the survey results of the Karang Bongkot MSME empowerment training, there are several key points that stand out from the collected data. In terms of digital marketing & e-commerce material, 59% of participants said this material was very useful, 27% said it was useful, and the remaining 14% said it was quite useful. Not a single participant felt the material was unhelpful or not helpful, emphasizing that digital transformation is highly relevant for driving the development of SMEs in the modern era.

Furthermore, regarding the benefits of packaging and branding, 59% of participants stated that this training was very helpful in increasing the competitiveness of their products, 36% felt it was helpful, and 5% found it somewhat helpful. No participants felt that it was not helpful or not helpful at all. This shows that packaging innovation and branding reinforcement are the main drivers of positive change in MSME product marketing after the training.

For English language training, 41% of participants felt that this training greatly facilitated their efforts to expand their market, 23% found it very helpful, 23% found it useful, 9% found it somewhat helpful, and only 5% still experienced difficulties. Despite challenges in foreign language skills, more than 85% of participants have felt immediate benefits, making English increasingly accepted as a real necessity in digital competition.

In terms of confidence in competing in the digital market, the majority of participants experienced a surge in confidence: 55% of respondents felt very confident, 36% felt confident, and only 9% still lacked confidence after participating in this program. This finding is very important because increased confidence is a strong indication that training and mentoring have

a positive impact on building the mental readiness of MSMEs to face increasingly competitive and digital market competition.

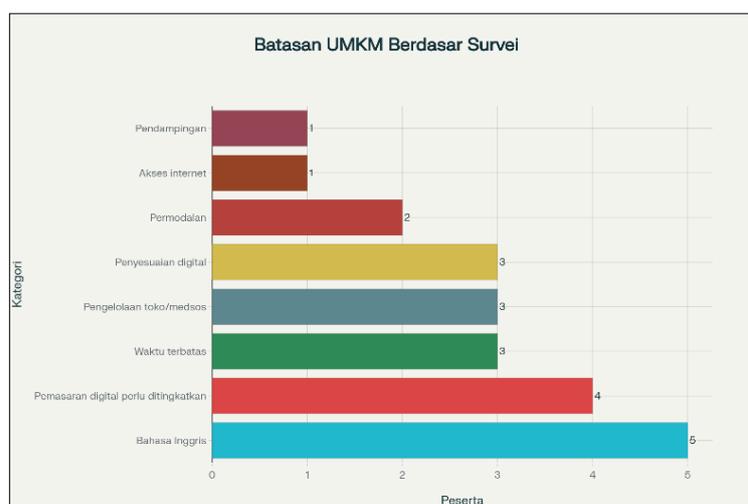
f. Identification of Obstacles and Limitations

Not all aspects went smoothly. From the survey results and discussions, there were several dominant challenges faced by Karang Bongkot SMEs after the program was implemented:

Table 3.5. Obstacles and Constraints

Type of Challenge	Number of Respondents
English	5
Lack of digital marketing	4
Digital Adaptation	3
Store/social media management	3
Limited time	3
Capital	2
Internet access	1
Need assistance	1
Total	22

The main obstacles remain centered on limitations in business English (communication with export/foreign markets), mastery of digital marketing, time management between production and marketing, and capital requirements for digital operations and promotional support.



Graph 4 . Challenges and Constraints

Based on a survey conducted among training participants, it was found that the main obstacle most frequently faced by MSMEs after training was in the area of English, as reported by 5 respondents (22.7%). This shows that limited foreign language skills remain a significant barrier to developing digital marketing and expanding into broader or international markets.

Furthermore, digital marketing was considered insufficient by 4 respondents (18.2%), indicating the need for further assistance regarding promotional techniques and the optimal use of digital marketing features. In addition, digital adaptation, store/social media management, and limited operating hours were each experienced by 3 respondents (13.6%). These three obstacles are related to technological adaptation, online sales platform management, and limited time to manage increasingly digital business processes.

Capital problems are also still faced by some participants, as reflected by 2 respondents (9.1%) who feel constrained in developing their businesses due to limited funds. Meanwhile, internet access and the need for further assistance were reported by 1 respondent each (4.5%),

indicating that there are still infrastructure barriers and a need for intensive guidance for a small number of MSMEs.

This situation underscores that to support the sustainability of digital transformation in MSMEs, strengthening English language skills, improving digital marketing strategies, and providing mentoring and access to digital infrastructure must remain priorities in future training programs.

4. CONCLUSIONS

The empowerment program based on training in digital marketing, e-commerce, modern packaging, and business English has clearly brought significant changes to the Karang Bongkot MSME. The majority of participants felt great benefits, reflected in an increase in production capacity of up to 250 units/month, improved packaging quality, and an increase in product variety and digital marketing strategies. Most members are now actively conducting regular promotions through Facebook and Instagram, while scientific documentation, audio-visual materials, and promotional posters are ready for public dissemination. The survey results show that confidence in competing in the digital market is very high, with 54.5% of respondents "very confident" and 36.4% "confident" that they can compete in the digital realm.

The implementation of production technologies such as mixers, blenders, meat shredders, oil strainers, and digital scales has received positive responses and has been able to accelerate work efficiency and final product quality. Challenges in digital marketing, time constraints, internet access, and English language skills remain issues that require continuous follow-up through mentoring and further training.

5. ACKNOWLEDGMENTS

Thank you to the Directorate of Research and Community Service (DPPM) of the Ministry of Higher Education, Science, and Technology (*Kemdiktisaintek*) of the Republic of Indonesia for its full funding support in the implementation of this community service program through the Community-Based Empowerment Scheme with the scope of Community Partnership Empowerment (PKM) in 2025, with Main Contract Number 125/C3/DT.05.00/PM/2025 and Sub-Contract Numbers: 2167/LL8/AL.04/2025 and 049/L1/PM/UNDIKMA/2025.

Gratitude is also extended to the program partner, Mandalika Education University, for providing full support in conducting the English language training for Digital Marketing and E-Commerce, as well as to the entire implementation team, training participants, and all parties directly or indirectly involved in the success of this local community empowerment program.

6. BIOGRAPHY

- Anggraeni, D., & Aini, N. (2022). *Literasi digital UMKM desa: Tantangan dan peluang di era ekonomi kreatif*. Jurnal Abdimas Indonesia, 3(4), 789–798.
- Badan Pusat Statistik Kabupaten Lombok Barat. (2023). *Statistik ekonomi kreatif Kabupaten Lombok Barat*. BPS Kabupaten Lombok Barat.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice (7th ed.)*. Pearson Education Limited.
- Imran F, Aprianoto A, Sandiarsa KD, Muhlisin M, Hasby MA, Firman E. *Pelatihan Bahasa Inggris Pada Pedagang Kain Tenun Di Desa Pringgasela Melalui Direct Selling*. *Abdi Masyarakat* 2020;2. <https://doi.org/10.58258/ABDI.V2I2.1604>.
- Kementerian Koperasi dan UKM Republik Indonesia. (2022). *Blueprint penguatan digitalisasi UMKM*. Kemenkop UKM.
- Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional. (2020). *Roadmap Sustainable Development Goals (SDGs) Indonesia 2020-2030*. Bappenas.
- Kementerian Riset, Teknologi, dan Pendidikan Tinggi. (2017). *Rencana Induk Riset Nasional (RIRN) 2017–2045*. Kemenristekdikti.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.

- Middleton, K. L. (2021). *E-commerce strategies for small business*. Routledge.
- Pramudiana, R., & Sutopo, W. (2021). Peningkatan daya saing UMKM melalui digital marketing untuk pemulihan ekonomi masa pandemi COVID-19. *Jurnal Pemasaran Kompetitif*, 5(2), 85–94.
- Rahman, A., & Daniel, E. (2020). Digital transformation and micro-enterprises performance: A developing country perspective. *International Journal of Entrepreneurial Behavior & Research*, 26(3), 684–707. <https://doi.org/10.1108/IJEER-07-2019-0436>
- Sari, N. P., & Wulandari, R. (2020). Strategi branding produk olahan pangan lokal berbasis kearifan lokal di Lombok. *Jurnal Ekonomi Kreatif*, 4(1), 50–60.
- United Nations Conference on Trade and Development. (2021). *Harnessing e-commerce for sustainable development*. UNCTAD. <https://unctad.org/webflyer/harnessing-e-commerce-sustainable-development>