

ENHANCING MSME SALES PERFORMANCE THROUGH SOCIAL MEDIA MARKETING TRAINING

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in local economic recovery, particularly in tourism-dependent regions such as Senggigi, Lombok. However, many local business units face substantial challenges in reaching broader consumer bases due to conventional marketing constraints and limited digital literacy. This community service initiative aimed to enhance the sales performance and marketing capabilities of MSME 'Nutsafir Cookies' in Senggigi through structured social media marketing intervention. Participated in by enterprise members, the program applied an integrated approach comprising counseling, interactive training, and hands-on mentoring. The activities focused on content creation, social media branding, target audience engagement, and digital promotional execution. The evaluation results demonstrate a significant improvement in both the theoretical knowledge and technical skills of the participants regarding digital marketing strategies. Furthermore, the adoption of digital platforms enabled MSME Nutsafir to expand its market reach and establish a stronger online brand presence. This program underscores the imperative of continuous mentoring and digital transformation in empowering local MSMEs to achieve competitive advantage and sustainable economic growth.

Keywords: MSMEs, Social Media Marketing, Digital Literacy, Sales Performance

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute the primary backbone of Indonesia's national economy, contributing significantly to gross domestic product (GDP) and absorbing a vast majority of the national workforce (Kotler & Keller, 2016). In tourism-centric areas such as Senggigi, Lombok, West Nusa Tenggara, local MSMEs serve as vital economic drivers by supplying authentic regional products to both domestic and international travelers. However, the dynamics of global commerce and post-pandemic economic shifts have drastically altered consumer purchasing behaviors, shifting the commercial paradigm toward digital channels and electronic commerce (Chaffey & Ellis-Chadwick, 2019). Consequently, traditional business models that rely solely on word-of-mouth recommendations or physical storefront traffic are increasingly vulnerable to market isolation and stagnation.

One prominent local enterprise facing these structural challenges is MSME Nutsafir, situated in the strategic tourist hub of Senggigi, Lombok. Operating with a team of 8 members, MSME Nutsafir possesses strong product value and local authenticity; nevertheless, its growth trajectory has been severely restricted by acute marketing bottlenecks. Preliminary observations indicated that the enterprise suffered from limited market reach, suboptimal brand visibility, and a lack of systematic promotional strategies. Most team members possessed minimal technical proficiency in utilizing digital platforms, resulting in an underutilization of social media as a low-cost, high-impact

marketing medium. This digital divide prevented MSME Nutsafir from capturing broader commercial opportunities beyond immediate geographic proximity.

To overcome these operational limitations, a targeted capacity-building initiative was essential to transition the enterprise from conventional sales practices to an empowered digital framework. The objective of this community service program was to enhance the sales performance and business sustainability of MSME Nutsafir through comprehensive social media marketing intervention. By combining theoretical enlightenment with practical skill building, the initiative aimed to equip the 8 participants with end-to-end digital marketing competencies. The practical novelty of this program lies in its integrated methodology, which bridges conceptual understanding with real-time operational adoption, thereby enabling local enterprises in tourist destinations to establish resilient digital marketing channels.

METHODS

This community service initiative was designed using a participatory action development approach involving active members of MSME Nutsafir Cookies in Senggigi, Lombok. The activity framework was executed through three synchronized and sequential stages: counseling, training, and intensive mentoring. The counseling phase focused on building fundamental awareness regarding digital economics, consumer behavior trends, and the strategic importance of social media branding. The training phase provided technical workshops covering social media account optimization, visual content design using user-friendly mobile applications, persuasive copywriting, and promotional scheduling.

The final stage comprised intensive hands-on mentoring, during which facilitators directly guided participants in producing real promotional media, executing marketing campaigns, and analyzing audience engagement metrics. Data regarding program efficacy were collected using a quantitative-qualitative mixed instrument, comprising pre-intervention and post-intervention evaluations, direct observational rubrics, and structured feedback surveys. The evaluation metrics measured changes in participants' theoretical understanding of digital marketing and their practical execution proficiency across specified operational indicators.

RESULTS AND DISCUSSION

The international community service program was conducted on 15 July 2026 at Aruna Senggigi Resort & Convention, Lombok, Indonesia. The activity was designed to strengthen the digital marketing capacity of MSME actors, particularly Nutsafir Cookies, through practical training and business mentoring. The program focused on improving sales performance by enhancing the use of social media, strengthening brand communication, and expanding online market reach.

The implementation of the program consisted of several stages. The first stage involved preliminary coordination with the partner to identify existing marketing practices, business needs, and the main challenges encountered in reaching a wider market. The second stage was the main activity held on 15 July 2026, which included the delivery of materials on social media marketing, digital content development, product promotion, and strategies for increasing customer engagement. The final stage involved mentoring and direct assistance to support the participants in applying the knowledge and skills gained during the training.

Overall, Nutsafir Cookies had already demonstrated good marketing practices and promising business potential. However, its brand still needed to be introduced more widely to the public, while its online marketing activities required further improvement and greater consistency. Through the training and mentoring process, the participants were encouraged to optimize their business accounts, improve product catalogs, create more structured promotional content, and use digital platforms more strategically to reach a broader customer base. The active implementation

of social media marketing enabled the enterprise to showcase its products directly to broader consumer segments outside the immediate Senggigi tourism area. This finding aligns with established marketing literature, confirming that targeted capacity building combined with ongoing technical assistance effectively reduces the digital divide for rural and tourism-based small enterprises (Chaffey & Ellis-Chadwick, 2019).

CONCLUSION

The community service program conducted for MSME Nutsafir in Senggigi, Lombok, successfully overcome the enterprise's marketing challenges by enhancing the digital literacy and sales promotion capabilities of its members. Through an integrated methodology combining counseling, interactive training, and hands-on mentoring, participants significantly improved their digital marketing knowledge and practical content creation skills. The establishment of optimized social media channels enabled MSME Nutsafir Cookies to expand market reach and strengthen brand visibility. Practical implications suggest that local government and academic institutions should maintain continuous mentoring frameworks to ensure sustainable digital adoption among tourism-linked MSMEs. Future community development initiatives are recommended to incorporate e-commerce integration and digital financial management training to further reinforce enterprise resilience.

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