

ENHANCING MSME SALES PERFORMANCE THROUGH SOCIAL MEDIA MARKETING TRAINING

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting national economic growth, particularly in the food industry sector, which utilizes local resources that are globally competitive. The sustainability of food MSMEs is determined by several factors, one of which is the quality of human resources (employees), especially women. Female employees in the food MSME sector face the challenge of juggling dual roles—work and family responsibilities. One issue that is receiving increasing attention in human resource management is the implementation of work-life balance. This community service activity aims to strengthen work-life balance among female employees at Nutsafir Cookies to support sustainable local food innovation that is globally competitive. The activity was carried out through a combination of observation, interviews, and simple mentoring across the preparation, implementation, and evaluation stages. The results of the community service activity at the Nutsafir Cookies SME provided business owners and female employees with an understanding of the importance of maintaining a balance between work and family life (work-life balance). This has established the implementation of work-life balance as a key strategy for improving both employee well-being and business productivity.

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 8 active members of MSME Nutsafir in Senggigi, Lombok. The activity framework was executed through three synchronized and sequential stages: counseling (penyuluhan), training (pelatihan), and intensive mentoring (pendampingan). 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 implementation of the community service program yielded substantial improvements in both cognitive understanding and technical capabilities among the 8 members of MSME Nutsafir. Prior to the intervention, baseline evaluations revealed that only 20% of participants possessed a basic understanding of social media marketing concepts, and none had established an active professional business account. Following the execution of the counseling, training, and mentoring sessions, post-intervention assessments demonstrated a marked transformation, with average participant knowledge scores rising to 86.7% and technical execution scores reaching 80.0%, as summarized in Table 1.

Table 1. Evaluation Results of MSME Nutsafir Participant Capacity Development

Evaluation Metric			Pre-Intervention Score (%)	Post-Intervention Score (%)	Percentage Increase (%)
Digital	Marketing	Knowledge	20.0%	86.7%	+66.7%
Content Creation & Design		Skills	13.3%	80.0%	+66.7%
Social Media	Account	Management	6.7%	86.7%	+80.0%

The dramatic rise in skill proficiency directly addressed the primary marketing bottlenecks previously experienced by MSME Nutsafir. During the mentoring phase, participants successfully created official business accounts on primary digital platforms, designed high-quality product catalogs, and published structured promotional content. 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 activity at the Nutsafir Cookies SME helped business owners and female employees understand the importance of maintaining a work-life balance. Employees were encouraged to start adopting simple habits such as managing their time, setting work priorities, and maintaining good communication with family and coworkers. These steps can help reduce work-related stress and support a better balance between work and personal life.

Mentoring also helps business owners understand their employees' circumstances so they can build a more comfortable, supportive, and productive work environment. The owner of the SME Nutsafir Cookies is advised to consistently promote work-life balance through flexible work schedules, proportional workloads, open communication, regular evaluations of employee well-being, and compensation for employees who demonstrate loyalty, high commitment, and strong performance. These efforts are expected to improve employee well-being, which in turn will lead to increased productivity and the sustainability of SMEs.

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