



## Community Service: Digital Accounting and Digital Marketing Training for MSMEs in Desa Baru, Pancur Batu District

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### ARTICLE INFO

*Keywords:* Msmes, Digital Marketing, Accounting Digitalization, Community Empowerment, Technology

*Received :* 9, November

*Revised :* 20, November

*Accepted:* 25, December

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### ABSTRAK

This Community Service Program aims to improve the competitiveness of MSMEs in Desa Baru, Pancur Batu District through digital marketing training and accounting digitalization. This training equips participants with the skills to utilize online platforms and social media in product marketing, as well as using digital accounting software for more efficient and accurate financial management. The results of this program show an increase in participants' understanding of the use of digital technology in managing their businesses, which has a positive impact on operational efficiency and increasing market reach. MSMEs in this village are now better prepared to adapt to technological developments and the ever-growing digital market.

## **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in the Indonesian economy, both in absorbing labor and in increasing Gross Domestic Product (GDP). Based on data from the Ministry of Cooperatives and MSMEs, this sector contributes more than 60% to GDP and absorbs around 97% of the total workforce in Indonesia. However, MSMEs in many areas, including Desa Baru, Pancur Batu District, face major challenges in terms of financial management and adaptation to digital technology (Evangeulista et al., 2023). Most MSMEs in this area still rely on traditional methods in financial recording and marketing, which limits their ability to compete in an increasingly competitive market (Permatasari et al., 2023). Lack of understanding of accounting and digital marketing strategies results in low operational efficiency and narrow market reach.

This Community Service Program aims to help MSMEs in Desa Baru overcome these obstacles through accounting digitalization and digital marketing training (Arumsari et al., 2022). Accounting digitalization focuses on introducing simple bookkeeping applications that enable MSMEs to record financial transactions efficiently, prepare transparent financial reports, and conduct analysis for better business planning. Meanwhile, digital marketing training is designed to help MSMEs utilize digital platforms such as Shopee, TikTok, Instagram, and Facebook to expand their market reach, build stronger product branding, and increase sales. This approach is expected to not only provide practical solutions but also create a sustainable technology-based business ecosystem.

By integrating digital technology into business operations, MSMEs in Desa Baru are expected to be able to improve business efficiency, expand their markets, and strengthen their competitiveness both locally and internationally. This transformation not only has a direct impact on MSME actors but also contributes to more inclusive local economic growth (Asysyifaa et al., 2024). In the long term, this program is expected to become a model for technology-based MSME development that can be replicated in other regions, thus encouraging the acceleration of digital transformation in the MSME sector in Indonesia (Fauzi et al., 2023). Ongoing support through mentoring and additional training will also ensure the sustainability of the results achieved, making Desa Baru a real example of the success of collaboration between education, technology, and society in empowering the local economy.

## **IMPLEMENTATION AND METHODS**

### ***Identification of Problems***

Rapid technological developments have changed market dynamics, requiring business actors, including Micro, Small, and Medium Enterprises (MSMEs), to adjust their business strategies to remain relevant (Farida & Setiawan, 2022). However, many MSMEs in Baru Village, Pancur Batu District, still face obstacles in maximizing digital technology. Lack of knowledge about accounting digitalization and digital marketing is a major obstacle for MSMEs to increase competitiveness and expand market reach. Most business actors in this area still use traditional methods in financial and marketing records, thus

hampering their operational effectiveness and access to the global market (Santiago, 2024).

To overcome these challenges, this Community Service program is designed to provide comprehensive training in accounting digitalization and digital marketing (Yu et al., 2024). This training not only focuses on technical aspects, such as the use of accounting applications and digital marketing strategies, but also includes the development of business insights that are relevant to the digital era. The main objective of this program is to equip MSMEs with practical skills that can improve operational efficiency, expand market reach, and strengthen their competitiveness both locally and internationally (Hariyanti & Kristanti, 2024).

### *Preparation and Coordination*

After identifying the problems, the location for implementing digital marketing training and digitalization of MSME accounting through the Community Service program was determined in Baru Village, Pancur Batu District. The preparation stage involved coordination with various parties, including the village government, MSME actors, and experts in the fields of digital marketing and accounting. This step aims to ensure that the program can be implemented according to local needs and produce maximum impact.

With a collaborative approach, this program is designed to provide real contributions in improving the digital capabilities of MSMEs in Desa Baru. In addition, the success of this program is expected to be a model that can be replicated in other areas. With structured training, this program aims to prepare MSMEs to be more competitive in local and global markets, thus supporting sustainable economic growth in the region.

### *Implementation of Activities*

Community Service Program: Accounting Digitalization and Digital Marketing Training for MSMEs in Desa Baru, Pancur Batu District, was held on November 20, 2024 with the aim of providing practical skills to MSME actors in the area. This activity was organized by a community service team consisting of lecturers and students from various universities who have expertise in digital marketing and accounting. The activity began with an introductory session, where participants were given an explanation of the objectives and benefits of this program. In the opening session, the expected output of this training was also explained, namely improving digital skills that can be directly applied in MSME business operations. After that, the training continued with the delivery of materials related to digital marketing and accounting digitalization. Participants were taught how to use digital platforms to market their products effectively, including the use of social media and marketplaces to reach a wider consumer base.

In addition, participants are also given an understanding of the importance of accounting digitalization in managing their business finances, with a focus on the use of accounting software that can help simplify the process of recording and reporting finances. This training is interactive, with participants directly involved in each session. They are given the opportunity to practice

directly using the digital software and digital marketing platforms that have been introduced. Competent speakers in their fields provide direct assistance to ensure that participants can master the new skills they have acquired. Through this approach, it is hoped that MSMEs in Desa Baru can optimally utilize digital technology to develop their businesses and increase competitiveness in an increasingly competitive market.

## **RESULTS AND DISCUSSION**

Community Service Program: Accounting Digitalization and Digital Marketing Training for MSMEs in Baru Village, Pancur Batu District aims to improve the skills and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in the village by utilizing digital technology. This program is designed to help MSME actors adapt to increasingly rapid technological developments. It is hoped that through this training, MSMEs in Baru Village will be more competitive and able to make greater contributions to the local economy. This program also aims to be a successful collaboration model in improving the capabilities of MSMEs through cooperation between educational institutions and the community.

This training has two main focuses, namely digital marketing and accounting digitalization. Participants are taught how to utilize digital platforms to market their products more widely, as well as how to use digital accounting software to increase efficiency in recording and managing their business finances. With this understanding and skills, it is hoped that MSMEs in Desa Baru can more easily access wider markets, both locally and nationally.

This program will be held on November 20, 2024 in Baru Village, Pancur Batu District. In this training, participants are provided with four main materials related to digital marketing and accounting digitalization. The materials presented include marketing strategies through e-commerce platforms, the use of social media for promotion, and efficient ways to manage finances using digital accounting applications. With the practical approach used in this training, participants are expected to be able to immediately apply the knowledge gained in their daily businesses.

### ***First Material: Digital Marketing in MSMEs***



**Figure 1. First Material**

The first material was delivered by Kristanty M.N. Nadapdap, S.E., M.Si., a lecturer from the Universitas Methodist Indonesia. The Digital Marketing material aims to provide comprehensive guidance for MSMEs in utilizing digital technology to improve competitiveness and operational efficiency. The presentation of this material includes marketing as a strategic business concept with a focus on positioning and differentiation, as well as market segmentation so that marketing is more targeted, also discussing the differences between offline and online marketing, as well as product digitalization steps starting from production research to online marketing and copywriting.

In addition, the material also covers the digital sales transaction flow, which includes product preparation to the shipping process. The importance of expanding market reach is also discussed through promotional strategies, both free and paid. Participants are taught about the dropship transaction flow without initial capital, which allows them to start an online business with minimal costs. Kristanty also provides practical tips on how to create an attractive and credible online sales account, as well as effective ways to promote products on digital platforms such as Shopee, TikTok Shop, and Tokopedia. With this material, it is hoped that MSMEs can remain relevant, competitive, and thrive in the increasingly competitive digital market.

### *Second Material: Marketing Through Marketplace*



**Figure 2. Second Material**

The second material was delivered by Dr. Siti Normi, S.E., M.Si., a lecturer from the Universitas Methodist Indonesia. In the Marketing through Marketplace material, the speaker provided practical guidance for MSMEs in utilizing the marketplace platform to increase market reach and sales. In this presentation, Dr. Siti Normi highlighted the popularity of Tokopedia in Indonesia as one of the largest and most trusted platforms. She outlined the

various advantages of this online market, such as ease of operation, relatively minimal capital, an established market, and a very wide market reach.

Dr. Siti Normi also provided various tips for selling in the marketplace, including how to choose the right platform, utilize customer databases to increase sales, focus on product categories that match market demand, and the importance of providing a quick response to customers to build a store's reputation. In addition, she also explained about content management on the marketplace platform, including using titles that contain relevant keywords, including attractive product images, and providing complete and informative product descriptions.

This presentation also includes details of practical steps in creating an account and opening a store on Tokopedia, which includes installing the application, verifying personal data, and activating the Power Merchant feature to increase trust between sellers and buyers. With this material, MSMEs are expected to be able to utilize the marketplace more effectively to increase sales and expand customer networks.

### ***Third Material: Branding on Social Media***



**Figure 3. Third Material**

The third material was delivered by Dr. Thomas Sumarsan Goh, S.E., M.M., a lecturer from Universitas Methodist Indonesia. In this material, he explained the importance of branding on social media in the digital era, as well as how attractive product photos can increase sales value and consumer engagement. Branding is not just a logo or name, but also about consumer perceptions that are formed through consistent interaction and communication on various social platforms. Brands must have a strong and easily recognizable identity, and be able to interact effectively with the target market.

High-quality, attractive product photos are an important element of branding strategy because they help create a positive image and provide consumers with better information about the product. With a combination of

branding and strategic use of product photos, businesses can build brand awareness, attract attention, and build consumer loyalty.

***Fourth Material: Digitalization of Accounting***



**Figure 4. Fourth Material**

The fourth material was delivered by Duma Megaria Elisabeth, S.E., M.Si., a lecturer from the Universitas Methodist Indonesia. This material discusses accounting digitalization, namely the integration of digital technology into the accounting system to improve the efficiency and accuracy of MSME financial management. The advantages of accounting digitalization are time and cost efficiency, data accuracy and reliability, ease of access, and better financial management, also introducing various software that can be used in automatic financial reporting, inventory tracking, invoice management, and bank reconciliation. In addition, this material also emphasizes the importance of data security, with features such as encryption and data backup that provide protection for MSME financial information.

The results of the PKM program "Digital Marketing Training and Accounting Digitalization for MSMEs in Desa Baru, Pancur Batu District" are as follows:

1. Improving Participant Understanding

This training successfully increased participants' knowledge about digital marketing, especially in terms of strategies for utilizing social media and marketplaces such as Shopee and Tokopedia to market products. In addition, participants also learned about how to brand products through social media such as Instagram and TikTok, which have the potential to increase sales and brand awareness. Based on the evaluation conducted after the training, the participants showed significant improvements in their understanding and skills. Before the training, most participants were not familiar with digital platforms for marketing or financial management. However, after the training, they were able to create marketplace accounts, manage online sales, and use accounting software to create more accurate financial reports.

## 2. Increasing Market Competitiveness

This training teaches MSMEs about the use of effective digital marketing strategies. This includes techniques for utilizing online platforms and social media to reach a wider customer base. With this strategy, MSMEs can break through geographical boundaries and reach a larger market both locally and nationally. This will increase the visibility of their products and services, as well as the potential for higher sales.

## 3. Utilization of Online Platforms and Social Media

MSMEs can utilize various online platforms, such as websites, e-commerce, and social media to market their products. These platforms allow them to interact directly with customers, conduct more targeted promotions, and increase brand awareness. With digital market access, MSMEs can reach various consumer groups that previously may not have been reached through traditional marketing methods.

## 4. Digitalization of Accounting

This training also covers accounting digitalization that helps MSMEs in recording and managing finances. By using digital accounting software, MSMEs can manage financial data more accurately and efficiently. This includes recording transactions, creating financial reports, and analyzing financial data. Digitalization reduces the possibility of manual errors in recording and calculating finances. This is important to ensure that the financial reports produced are accurate and reliable.

## 5. Skills Development and Innovation

With new digital marketing and accounting skills, MSMEs in Desa Baru, Pancur Batu District can adapt quickly to changes in the digital market. They will be better prepared to face challenges and take advantage of new opportunities. The ability to utilize digital tools will increase the operational efficiency of MSMEs, allowing them to focus on product and service innovation and more effective business strategies.

## **CONCLUSIONS AND RECOMMENDATIONS**

Community Service Program (PKM) in Desa Baru, Pancur Batu District, aims to improve the capabilities and competitiveness of MSMEs through digital marketing training and accounting digitalization. This training equips MSMEs with skills in utilizing online platforms and social media, as well as managing finances using digital accounting software. This program has succeeded in increasing the visibility and sales potential of MSMEs by expanding market reach and reducing manual errors in financial recording. MSMEs in Desa Baru are now better prepared to adapt to changes in the digital market and are able to face challenges and take advantage of new opportunities more effectively.

Suggestion:

1. Improving Access and Digital Infrastructure  
The government and related parties are expected to provide more facilities and access to support MSMEs in implementing digital technology, such as ongoing training, more affordable digital devices, and stable internet access.
2. Sustainable Empowerment  
This training should not only be a one-time event, but there needs to be a follow-up empowerment program to ensure that MSMEs can continue to follow technological developments and update their skills regularly.
3. Increased Collaboration with Other Parties  
Further collaboration is needed with various sectors, including financial institutions, digital platform providers, and the education sector, to create an ecosystem that supports the growth of MSMEs as a whole.

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