



Digital Marketing for Micro Businesses in Tenrigangkae Village Through Shopee and Instagram

Rahmawati^{1*}, Muhammad Ammar Naufal¹, Muhammad Ikram¹, Alimuddin¹

¹Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Negeri Makassar, Makassar, Indonesia

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ABSTRACT

The development of digital technology has opened great opportunities for Micro, Small, and Medium Enterprises (MSMEs) to expand their markets through digital-based marketing strategies. However, MSME players in Tenrigangkae Village still face limitations in digital literacy, social media utilization, and marketplace management. This community service article aims to improve the digital marketing capacity of MSME actors through a Participatory Action Research (PAR) approach that emphasizes active participation in every stage. The activities carried out include an initial survey, discussions with partners, as well as socialization and assistance in creating Instagram and Shopee accounts. This community service article shows an increase in the understanding and skills of MSME players in managing social media, uploading products, editing photos, and developing more effective promotional strategies. This program not only increases the competitiveness of MSMEs locally but also opens marketing opportunities to a wider market. This community service article concludes that practice-based mentoring can have a tangible impact on SME development and has the potential to be replicated in other regions with similar contexts.

1. INTRODUCTION

The development of information and communication technology has brought significant changes to the economic activity patterns of society. The most prominent transformation is the shift in marketing strategies from conventional methods to digital marketing, which allows businesses to expand their market reach without space and time limitations [1]. This phenomenon is not only experienced by large companies, but also by Micro, Small, and Medium Enterprises (MSMEs), which now have greater opportunities to compete at the national and even global levels [2]. MSMEs play an important role in the economic and industrial growth of a country because they are able to create jobs and reduce unemployment [3]. With the continuous development of innovation and communication transformation, the use of internet technology and social networks enables MSME players to market their businesses effectively and reach consumers more widely and in a timely manner [4].

However, many micro-businesses in rural areas still face obstacles in utilizing digital marketing. Limited digital literacy, low understanding of online marketing strategies, and minimal knowledge of administrative management result in their businesses having relatively low competitiveness [5]. This means that local products that are actually of saleable quality are unable to reach a wider range of consumers.

Digital marketing itself is understood as activities, processes, and intuition that utilize digital technology to create, deliver, and communicate product value to consumers [6]. Compared to conventional marketing, digital marketing has a number of advantages, including the ability to measure the effectiveness of strategies, expand interaction with consumers, and make it easier for customers to find product information through the virtual world [7]. Unlike conventional advertising, which is only one-way, social media allows users to represent themselves, collaborate, share information, and interact with others [8]. Digital marketing can be utilized by uploading product images or videos to social networking platforms such as Instagram [9]. Digital marketing can also utilize advertisements without service marks but with significant impact through innovation in the digital realm [10]. Product and service promotion is the main objective of marketing strategies, as well as a strategic step taken by business actors to achieve company

* Corresponding Author

Rahmawati (Email: rahmawati010903@gmail.com)

Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Negeri Makassar, Makassar, Indonesia
Menara MIPA Lantai 4, Jalan Mallengkeri, Parangtambung 90221, Makassar, Indonesia

goals [11]. Therefore, digital marketing-based strategies are very relevant to be applied in the context of MSMEs in order to increase sales and expand market reach.

Tenrigangkae Village is one of the areas with micro-business potential that faces these challenges. The village's local products are still limited in their use of digital media, so they are not well known to the wider community. In fact, platforms such as Shopee as an e-commerce marketplace and Instagram as a visual-based social media have great potential in helping to promote and market micro business products [12]. The use of these two platforms can encourage business actors to display their products, reach new consumers, and build closer interactions with customers.

This community service article focuses on direct assistance to micro-business owners in Tenrigangkae Village. Activities include creating Shopee and Instagram accounts, assistance in uploading products, and simple guidance on digital promotion strategies. The innovative value of this community service article lies in its practical approach, which not only describes the phenomenon but also provides real solutions in the form of digital empowerment. As such, this community service article is expected to serve as a replicable model to help micro-businesses in other villages adapt to the digital economy era.

2. METHOD

This community service article uses a qualitative approach with the Participatory Action Research (PAR) method. Participatory Action Research (PAR) is one of the popular social research models in community service activities, especially in universities [13]. The PAR method was chosen because this community service article involved the active participation of micro-business actors in Tenrigangkae Village in every stage of the research during the service period, from planning and implementation to reflection.

The main objective is not only to produce scientific findings, but also to bring about real change in the form of improved digital marketing capabilities through the use of Shopee and Instagram. The steps taken are presented in the following image:

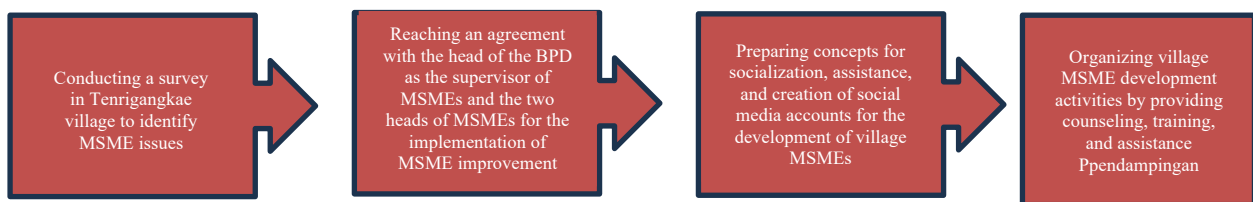


Figure 1. Stages of implementation of MSME development activities

The implementation of these outreach and assistance activities is tailored to the problems faced by MSMEs in Tenrigangkae Village, so that the activities carried out are expected to achieve the objectives that have been set. More details on the implementation of outreach and assistance can be seen in Table 1 below.

Table 1. Implementation Table

No	Partner Issues	Steps for Use	Approach Method
1.	The use of the internet to support the business activities of MSMEs in Tenrigangkae Village is still very limited.	Providing assistance in using the internet as the main tool to support business activities, such as searching for information, communicating with consumers, and conducting online transactions.	Involving MSME actors directly in the practical use of the internet (e.g., how to edit product photos using Canva).
2.	MSMEs in Tenrigangkae Village are not optimally utilizing social media as a means of business development.	Creating a business account and managing Instagram social media, focusing on how to post products, interact with consumers, and build business branding.	MSME participants were not only given materials, but also instructed to immediately post their products and practice writing interesting captions.
3.	Suboptimal use of the Marketplace feature.	Conducting technical guidance on the use of the Shopee e-commerce platform, covering steps for creating an online store, setting up a product catalog, and sales strategies in the marketplace.	MSME entrepreneurs are encouraged to upload their products to the Shopee marketplace and learn how to enhance their stores on the marketplace.

3. RESULTS AND DISCUSSION

The initial stage involved conducting a survey in Tenrigangkae Village to identify the problems faced by MSME players. This coordination activity was carried out on June 28, 2025. From the observations made by the team, it was found that MSMEs were already using WhatsApp and Facebook as promotional media. However, they did not yet have Instagram and Shopee accounts, which could actually support market expansion and increase competitiveness. The number of Instagram users is increasing, leading to the creation of many Instagram accounts to market business products [14]. This shows that Instagram has great potential as a digital marketing tool that can reach a wider range of consumers.

Limited knowledge of digital marketing strategies and a lack of understanding of how to manage online platforms are among the main obstacles. Based on these findings, the team then held discussions and grouped the issues to provide a clearer direction. The issues identified in this survey stage will form the basis for designing a program to assist and develop MSMEs, particularly in the optimal use of social media and marketplaces.



Figure 1. Coordination activities with MSME partners

The second stage is to reach an agreement with the Head of the Village Council as the supervisor of MSMEs and MSME actors in Tenrigangkae Village. At this stage, a deliberation process is carried out to align perceptions regarding the direction of the program to be implemented. This agreement is not merely a formal approval, but also serves as a platform to foster a sense of ownership among the partners toward the program. Through this coordination, it was agreed that the focus of the activities would be on marketing management assistance, digital skills enhancement, and the utilization of social media and marketplaces as tools for business development, specifically Instagram and Shopee.

The outcome of this agreement serves as an important foundation for designing the next stages. With the support of the BPD Chair as an MSME advisor and the direct involvement of MSME actors, it is hoped that the program can run in a more focused and sustainable manner, truly addressing the real needs of MSME actors in Tenrigangkae Village.



Figure 2. Joint deliberation with the Head of the Village Council and MSME actors in Tenrigangkae Village

The next step is to prepare a concept for socialization, assistance, and social media account creation as part of efforts to develop MSMEs in Tenrigangkae Village. At this stage, the community service team and its partners formulate a work program that not only focuses on increasing understanding but also provides hands-on practice for MSME players. The concept designed includes socialization on the importance of digital marketing, assistance in managing social media such as Instagram, and the creation and development of Shopee marketplace accounts.



Figure 3. preparation of socialization concepts, assistance, and creation of social media accounts

Through this concept, MSME players not only gain theoretical insights, but are also guided to directly apply them, such as creating new accounts, uploading products, editing photos using design applications, and developing effective online promotion strategies. Thus, this stage becomes an important foundation to ensure that the development program runs in a focused and practical manner, and is in line with the real needs of MSMEs in Tenrirangkae Village.

At this stage, the process is carried out according to the PAR method with regular guidance on how to manage the Shopee marketplace and branding on Instagram social media. Participants are provided with knowledge about digital marketing strategies, while also being guided to be directly involved in the practice of creating an online store on Shopee with a mentor. Through this type of training, MSMEs are expected to be better prepared and able to compete in taking advantage of opportunities in the digital era [15].

In the business world, community involvement is an important factor because it can generate profits and business sustainability [16]. the community service team also provides alternative assistance in the form of packaging design or product stickers as an effort to strengthen the identity and increase the competitiveness of MSMEs. In the business world, community involvement is an important factor because it can generate profits and business sustainability [16]. Therefore, sales can also be used as a way to evaluate a business [17]. In order for social media to have a positive impact on people's lives, it must be well designed [18]

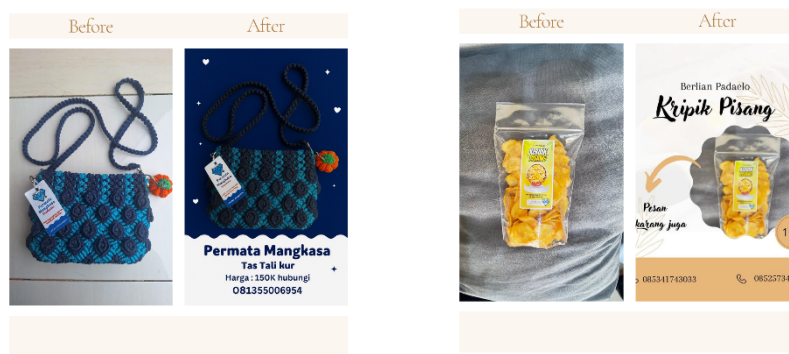


Figure 4. product photo editing results

The results achieved in this community service program were an increase in the knowledge of MSME partners in managing the Shopee marketplace and branding on Instagram social media. The knowledge gained by MSME partners included understanding how to manage the Shopee marketplace, the importance of taking and editing product images to attract consumers, and the importance of branding on Instagram social media to expand marketing reach.

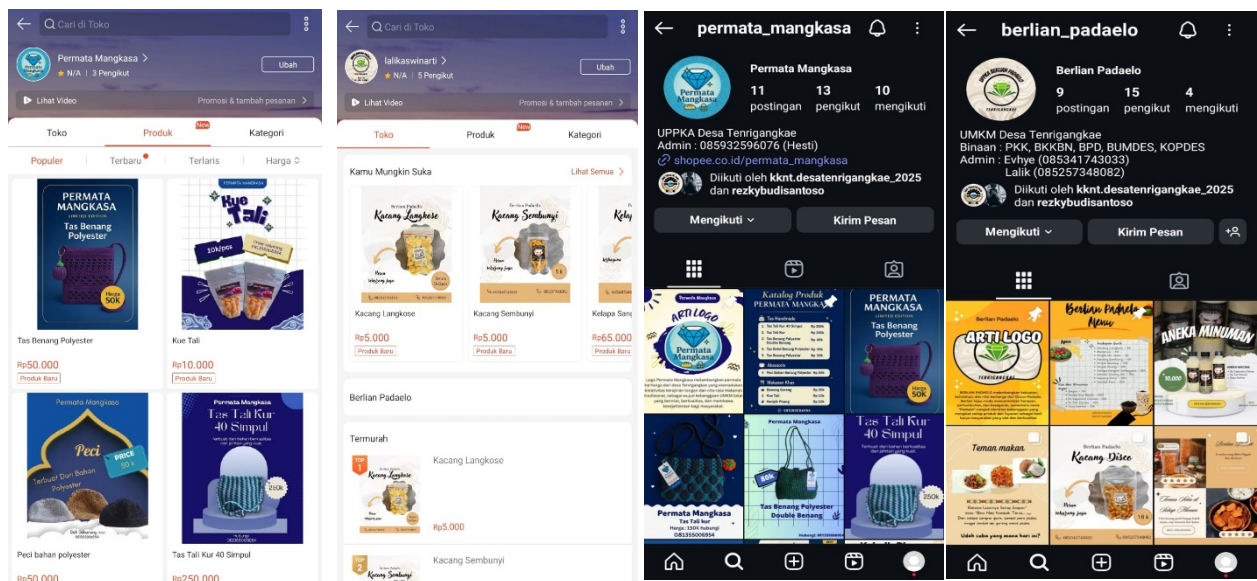


Figure 5. Shopee and Instagram accounts of MSME partners

4. CONCLUSION

Based on the results of the assistance activities that have been carried out, it can be concluded that the objectives of this community service article as described in the Introduction, namely to improve the ability of MSME actors in Tenrigangkae Village to utilize digital marketing through Instagram social media and the Shopee marketplace, can ultimately be realized as reflected in the Results and Discussion section. MSME actors not only gained theoretical knowledge but also practical skills in creating accounts, uploading products, editing photos, and developing more attractive and targeted digital promotion strategies. This indicates compatibility between initial expectations and the actual results obtained.

In addition, the prospects for developing the results of this community service article are still wide open. The assistance that has been provided can be improved by integrating other digital platforms, such as TikTok Shop or Meta Ads, as a means of promotion that is more extensive and varied. Further studies can also be directed at strengthening digital financial management and data-driven marketing strategies so that MSMEs are not only able to market their products, but also manage their businesses more professionally and sustainably. Therefore, sales can also be used as a way to assess a business [17]. In order for social media to have a positive impact on people's lives, it must be well designed [18].

Thus, this community service article not only provides contextual solutions for MSMEs in Tenrigangkae Village, but also has the potential to be replicated in other villages as a model for digital-based economic empowerment.

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In closing, the author hopes that this activity will provide tangible benefits for partners and contribute to the advancement of science and community empowerment.




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AUTHORS BIOGRAPHY






Rahmawati    is a student of the ICP Mathematics Education Study Program, Faculty of Mathematics and Natural Sciences, Makassar State University (UNM). Through the KKN-T program, he is active in community service activities with a focus on empowering MSMEs in Tenrigangkae Village, particularly in developing digital marketing through the Shopee and Instagram platforms. He can be contacted via email: rahmawati010903@gmail.com.






Muhammad Ammar Naufal    is an Senior Lecturer at the Mathematics Education Program, Faculty of Mathematics and Natural Sciences, Makassar State University, Indonesia. He holds a Ph.D. and master's degree in mathematics education from Universiti Teknologi Malaysia (UTM), Johor Bahru, Malaysia, as well as a bachelor's degree from Makassar State University (UNM), Makassar, Indonesia. In 2021, he joined as a lecturer at the Department of Mathematics, Faculty of Mathematics and Natural Sciences (FMIPA) UNM. He was elected as the secretary of the International Class Program of FMIPA UNM in 2024. His research interests include mathematics education, geometric thinking, STEAM education, inverse classes, and ethnomathematics. He can be contacted by email: ammar.naufal@unm.ac.id.



Dr. Muhammad Ikram, S.Pd., M.Pd    Lecturer in the Department of Student Affairs of FMIPA, State University of Makassar. He completed his S1 education at the State University of Makassar (2010), S2 at the State University of Makassar (2013), S3 at the State University of Malang (2020). He can be reached at the email: muhammad.ikram@unm.ac.id.



Prof. Dr. Alimuddin, M.Si.    is a lecturer at the Department of Mathematics Education, Faculty of Mathematics, State University of Makassar. He completed his S1 education at IKIP Ujung Pandang (1987), S2 at Gadjah Mada University (2001), and S3 at Surabaya State University (2012). He can be contacted by email: alimuddin@unm.ac.id