

# The Effectiveness of Digital Marketing Training in Increasing Sales of MSME Products in Lemahputro Village

Novia Rahma Damayanti<sup>1</sup>, Isnaini Rodiyah<sup>2</sup>  
<sup>1,2</sup>Muhammadiyah University of Sidoarjo, Indonesia



DOI: <https://doi.org/10.61796/icossh.v2i2.521>



## Sections Info

### Article history:

Submitted: June 14, 2025

Final Revised: July 24, 2025

Accepted: August 10, 2025

Published: September 27, 2025

### Keywords:

Effectiveness

Digital marketing

MSMEs

Education and training

Digital governance

## ABSTRACT

**Objective:** This study aims to analyze the effectiveness of digital marketing training in improving the marketing of Micro, Small, and Medium Enterprises (MSMEs) products in Lemahputro Village, Sidoarjo. **Method:** The research uses a qualitative descriptive approach by applying Campbell's effectiveness theory through four indicators, namely program success, target accuracy, program satisfaction, and overall goal achievement. Data were collected through interviews, observations, and documentation, and reinforced with secondary data from government reports and village profiles. **Results:** The results showed that digital marketing training was considered effective in all four indicators: program success was supported by the active involvement of the village and regional governments, target accuracy was achieved through the selection of relevant participants, participant satisfaction increased thanks to interactive methods and adequate facilities, and overall objectives were proven through increased MSME turnover and the implementation of digital marketing practices. This training not only changed the marketing behavior of MSME actors but also contributed to village economic growth. **Novelty:** The novelty of this research lies in its emphasis on the important role of the village government as a determining factor in the success of MSME digital transformation, making synergy between MSMEs and the government the key to sustainable village economic development.

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are non-corporate businesses that are mostly independently managed and contribute significantly to the local economy. MSMEs play an important role in absorbing labor and promoting regional economic equality. The main objectives of MSMEs are to strengthen the welfare of local communities, encourage creativity and economic independence among the lower classes, and diversify local products [1]. The Indonesian government actively supports MSME development through training, financing, and market access. MSMEs are also known as a flexible sector that is resilient to economic crises. Thus, MSME development has not only an economic impact but also a social impact on local communities.

MSMEs in Indonesia are the backbone of the national economy, playing a significant role in creating jobs, driving the local economy, and maintaining the country's economic stability [2]. Based on data from the Ministry of Cooperatives and SMEs, in 2024 the number of MSMEs in Indonesia will reach more than 65 million business units, or around 99.9% of the total number of businesses, with a contribution to the Gross Domestic Product (GDP) of more than 60%. SMEs are spread across various sectors, ranging from trade, services, culinary, to creative industries, with a relatively high ability to adapt to market dynamics. However, amid technological developments, SMEs face major challenges such as limited access to capital, low digital literacy, and increasingly fierce competition, both from large businesses and imported products. The development of digital marketing has become a strategic opportunity for MSMEs to expand their markets,

increase sales, and strengthen their competitiveness in the era of globalization [3]. Therefore, strengthening the capacity of MSMEs, particularly in the use of digital technology, is key to promoting inclusive and sustainable economic growth.

MSMEs in Lemahputro Village, Sidoarjo Regency, reflect these characteristics. Local products such as lumpia rebung and traditional snacks are produced on a small scale but are rich in cultural value. The main objective of MSME players in this village is to maintain local identity and open up economic opportunities for their families. However, they face obstacles such as limited capital, technology, and access to modern markets. Therefore, strengthening SMEs is necessary so that their goals are not only to survive but also to grow. For this reason, this study focuses on the use of digital marketing as one strategic solution.

MSME products tend to be produced through manual processes, with added value from local skills and locally available raw materials. In Lemahputro Village, typical products include traditional snacks, handicrafts, and bamboo shoot-based snacks. The characteristics of these superior products are local flavors, unique designs, and high cultural value. However, their weaknesses include inconsistent quality standards, simple packaging, and almost non-existent branding [4]. This makes MSME products less known outside the local community. Therefore, strategies to improve product quality and packaging are urgently needed in order to compete more widely.

Excellent MSME products will combine local creativity with professional quality and appearance. Training in production and packaging standardization is key to increasing the selling value of MSME products [5]. As part of a modern marketing strategy, local product branding must also be developed with an aesthetic and sustainable approach. Digital branding training and partnerships with relevant institutions can help MSMEs improve their product image. Thus, MSME products are not only about taste but also about quality and professional value [6]. The following data shows the growth in the number of MSMEs in Indonesia from 2018 to 2023:



Figure 1. Growth in the Number of MSMEs in Indonesia 2018-2023 (millions)

Source: [7]

Based on Figure 1, the number of MSMEs in Indonesia fluctuated during the 2018–2023 period. In 2018, there were 64.19 million MSMEs, increasing to 65.47 million in 2019, but decreasing in 2020 to 64 million, possibly due to the impact of the Covid-19 pandemic. After that, the number of MSMEs rose again to 65.46 million in 2021, although it fell slightly to 65 million in 2022. In 2023, the number of MSMEs reached its highest point at 66 million. Although MSMEs were affected by the pandemic, this sector was able to recover and continue to grow, demonstrating the important role of MSMEs in national economic recovery and growth.

MSME products often lose out to industrial products in terms of quantity. This is due to the limited capital and human resources available to MSMEs. The manufacturing industry is capable of producing thousands of products in a short period of time, while MSMEs can only produce hundreds. This difference in production volume means that MSME products are relatively more expensive. This situation leads consumers to prefer industrial products that are more affordable. In addition, industrial products have wider and faster distribution. As a result, MSMEs find it difficult to expand their market share.

In addition to quantity, product quality is also a major obstacle for MSMEs. Industrial products have uniform quality standards because they use modern machinery and technology. Meanwhile, MSMEs still rely on human labor and simple equipment. As a result, MSME products tend to be inconsistent in shape, taste, or durability. Consumers often consider product quality as a major factor in choosing goods. Therefore, MSMEs are in a weak position when competing with industrial products. This situation highlights the need for quality improvement in MSMEs.

Limited promotion is also a reason why MSME products lose out to industrial products. Large companies have well-developed marketing strategies with nationwide advertising. They use television, social media, and billboards to introduce their products. In contrast, MSMEs rely only on word-of-mouth promotion or simple media. As a result, the consumer reach of MSME products is limited. The public is more familiar with industrial products than local products. This weakens the competitiveness of MSMEs in the open market.

Another aspect is unattractive product packaging. The manufacturing industry has modern, practical packaging designs that meet safety standards. Good packaging makes consumers more confident and interested in buying products. Meanwhile, MSMEs still use simple and unprofessional packaging. This reduces the appeal of products in the eyes of consumers. Ultimately, the public's perception of MSME products is less than positive. Therefore, MSMEs need to improve the quality of their products and packaging.

Improving the quality of MSME products can be done by improving raw materials. Good raw materials will produce more durable and consistent products. MSMEs need to ensure a stable supply of raw materials of guaranteed quality. In addition, the use of more modern production equipment can improve quality. Although it requires more capital, investing in equipment will bring long-term benefits. The government or relevant institutions can help through production equipment assistance programs. In this way, the quality of MSME products can be improved.

The development of digital technology has brought about major changes in consumer patterns and corporate marketing strategies. Digital marketing is defined as the process of marketing products or services by utilizing digital technology, particularly

the internet, through various media such as websites, search engines, email, and social media. Digital marketing has proven to be more efficient and effective than conventional methods because it can reach a wider audience at a relatively low promotional cost. In addition, digital marketing enables real-time data analysis to understand consumer behavior and adjust promotional strategies according to market needs. The main benefits of digital marketing for businesses include savings on advertising costs, increased market reach, and a means of building closer relationships with consumers.

Skills training is also an important way to improve the quality of MSME products. MSME players need to be educated on better production techniques. Through training, they can learn about product quality standards in line with market needs. In addition, training can help create new innovations in products. These innovations can increase added value and competitiveness. Local governments and universities can act as facilitators in training. Thus, the skills of MSME players can develop more optimally.

Marketing must also be improved so that MSME products become better known. One way to do this is by utilizing social media. Social media has a wide reach and relatively low costs. MSMEs can use Instagram, Facebook, or TikTok to introduce their products. With interesting content, products can reach more consumers. In addition, digital marketing allows MSME products to penetrate markets outside the region. This will open up greater sales opportunities.

Digital marketing is a marketing strategy that utilizes digital technology. MSMEs can use social media, marketplaces, or websites to market their products. With digital marketing, MSMEs can reach not only local consumers but also national consumers. The advantage of digital marketing is that it costs less than conventional promotion. In addition, this strategy enables direct communication with consumers. MSME products can be introduced in more creative ways through digital content. Therefore, an introduction to digital marketing is very important for MSMEs.

In Lemahputro Village, some MSMEs have begun to learn about digital marketing. Learning about digital marketing also involves understanding consumer trends. Consumers today prefer to search for product information online. Therefore, the presence of SME products on digital platforms is essential. Without digital marketing, SMEs will fall behind their competitors. With the right strategy, local products can compete with larger brands. Additionally, digital marketing can build a stronger brand image. This will support increased sales of SME products.

The use of marketplaces is also an effective form of digital marketing. Platforms such as Tokopedia, Shopee, or Bukalapak provide space for MSMEs to expand their markets. MSME products can be sold online without having to open a physical store. This is very helpful for businesses with limited capital. However, using marketplaces requires skills in online store management. Therefore, assistance from relevant parties is very important. That way, MSMEs can maximize their digital marketing potential optimally.

Digital marketing currently plays a very significant role in the business world. Almost all business sectors utilize digital media for promotion. For MSMEs, digital marketing is a solution for expanding their market at a low cost. In the digital age, consumers more often search for product information on the internet. Therefore, the presence of products on digital platforms is crucial to competitiveness. MSMEs that

actively use digital marketing are more easily recognized by the public. This makes digital marketing a primary need for MSMEs.

In Lemahputro Village, the use of digital marketing has begun to grow. Several MSMEs utilize social media to introduce their products. However, not all businesses are able to manage digital marketing consistently. Some are still limited to simple posts without a clear strategy. This means that promotional results are not yet optimal in increasing sales. Therefore, further training and assistance are needed. In this way, the role of digital marketing can be utilized to the fullest.

Previous studies that serve as references include research conducted by [8] entitled "Improving the Competence of MSME Actors through Digital Marketing Training in Ketimang Village, Wonoayu District, Sidoarjo Regency" can be concluded Based on the research, it shows that digital marketing training in Ketimang Village, Wonoayu, Sidoarjo, is effective in improving the competence of MSME actors in online marketing, with program success indicators, target accuracy, participant satisfaction, and increased sales, in line with Campbell's effectiveness theory. Second, based on the results of previous studies [9] entitled "Strategies for Implementing Digital Technology to Improve Product Marketing in Mesak MSMEs," the conclusion that can be drawn is to examine the implementation of digital marketing training in MSMEs in Mesak. The results of the study show that training is effective when participants can understand the material and immediately apply it, as seen from the increase in skills in creating digital content and utilizing the marketplace. MSME sales increased after participants consistently used digital marketing strategies. This study emphasizes the importance of training methods that are simple and tailored to the needs of participants. In addition, periodic evaluations are also needed to maintain the effectiveness of training. Therefore, this study supports the importance of training for MSMEs. Third, from the results of research conducted [10] entitled "Digitalization-Based MSME Development Strategies: Implementation of Digital Marketing Training and Mentoring Programs to Improve the Competitiveness of MSMEs in Balikpapan City," it can be concluded that the emphasis is on practice-based training and direct mentoring strategies. According to the research results, training will be more effective if participants are actively involved in creating content and managing digital accounts. Participants find it easier to understand the material when they directly try out digital marketing strategies. Training is not only measured by the knowledge gained, but also by changes in marketing behavior. In this way, training and mentoring have been proven to improve skills and sales results.

Campbell's theory of effectiveness is a framework used to evaluate the success of a program, organization, or activity through a number of key indicators. These indicators include program success (the extent to which program objectives are achieved), target success (the accuracy of the program in reaching the intended group), satisfaction with the program (the level of satisfaction of participants or stakeholders), input and output levels (the efficiency of resource use compared to the results achieved), and overall goal achievement (the program's contribution to long-term impact). This theory is widely applied in research in Indonesia, particularly to evaluate the effectiveness of social programs or public policies, such as the Family Hope Program (PKH) or village administration management.

In addition, in the context of organizational management, Campbell (as cited by Nawawi Uha) also highlights additional relevant indicators, such as productivity, efficiency, quality, accident rates, employee turnover, absenteeism, employee morale, employee satisfaction, and profit margins. These indicators enable a more comprehensive evaluation, not only of program outcomes, but also of internal processes and organizational dynamics. This approach is often used in qualitative analysis to ensure that a program or policy is not only effective in achieving its objectives, but also sustainable and provides tangible benefits to stakeholders.

Although the potential of digital marketing has been recognized by many studies, there is a gap in terms of access to systematic training for MSMEs at the village level, such as Lemahputro. The main problem lies in the effectiveness of digital marketing, which is still basic and not yet strategic. Social media such as WhatsApp, Instagram, and Facebook can help the marketing process with digital marketing, but without the implementation of a planned and measurable content strategy, digital marketing efforts are less effective, resulting in low engagement such as little interaction or sales. Important features such as WhatsApp Business, Instagram Insights, or Facebook Ads can be utilized to their fullest potential, thereby increasing the reach of promotions and the level of interaction with potential customers. Additionally, the analysis of digital marketing data, such as monitoring traffic, engagement, and conversion rates, enables the implementation of data-driven evaluations that can enhance product quality.

Based on the findings of previous studies, the research question can be formulated as follows: "How effective is digital marketing training in improving the marketing of MSME products in Lemahputro Village, Sidoarjo District?" The urgency of this research lies in the urgent need to improve the competitiveness of MSMEs in Lemahputro Village, which face challenges in market access, limited digital literacy, and changes in consumer behavior that are shifting to digital platforms. Digital marketing training offers a cost-effective solution to expand market reach and support sustainable local economic growth.

## **RESEARCH METHOD**

This study uses a qualitative approach. According to [11], qualitative research methods have various approaches that allow researchers to adapt them to the object being studied. A qualitative approach was chosen to explore and interpret information in depth related to the development of micro, small, and medium enterprises (MSMEs). This research was conducted in Lemahputro Village, Sidoarjo Regency, which was chosen because it has a variety of developing MSMEs, even though they still face challenges in management and marketing. In addition, this village also receives support from the government in the development of MSMEs. The main focus of this study is the effectiveness of digital marketing training in improving the marketing of MSME products in Lemahputro Village, Sidoarjo District. The research indicators in this study include the types of digital platforms used and the role of village governments in supporting the digitization of MSMEs. In determining the informants, purposive sampling was used by selecting MSME actors, village officials, and MSME assistants as sources. The data collected consisted of primary and secondary data. Data collection techniques included interviews, observation, and documentation, which aimed to obtain information relevant

to the study. Data analysis used the interactive model of Miles and Huberman, which includes three main stages: (1) Data reduction, which is the process of simplifying, focusing, and selecting data that is relevant to the research objectives. (2) Data presentation, which is done by compiling and displaying the results systematically in the form of tables, graphs, or narratives to make them easier to understand. (3) Drawing conclusions, which involves compiling a descriptive narrative that describes the results of data analysis in detail and logically based on observations, interviews, and documentation.

## RESULTS AND DISCUSSION

Digital marketing as a modern marketing strategy has become an urgent necessity for MSME players to reach a wider market. Based on the interview results, most MSMEs in Lemahputro Village have used social media such as WhatsApp, Instagram, and Facebook to promote their products. MSME players use social media to post photos of products, prices, and promotions to attract consumers. They acknowledge that digital marketing is more cost-effective than conventional marketing. However, not all MSMEs have optimized digital marketing due to limited capabilities in managing digital platforms.

### A. Program Success

The success of the digital marketing training program in Lemahputro Village cannot be separated from the support of the village government. The village government played a role in providing facilities, training venues, and coordinating MSME participants. The presence of village officials at the opening ceremony provided additional motivation for the participants. This proves that the success of the program is not only determined by the implementers, but also by structural support from the government. The village government acts as a liaison between the training team and the community. Without this coordination, the training would not run smoothly. Thus, the success of the program reflects the synergy between the community and the village government.

The training material was successfully delivered because the village government helped with the dissemination process. Before the activity began, the village government directly informed MSME actors to attend. This resulted in a larger number of participants. The dissemination also made participants feel that the training had official legitimacy from the government. The village government played an important role in ensuring the accessibility of information. This confirms that the success of the program is closely related to the administrative support of the village. Therefore, success is an indicator that shows the real contribution of the government.

In addition to the village government, the local government through relevant agencies also contributed to the success of the program. The Sidoarjo Cooperative and MSME Agency provided competent resource persons in the field of digital marketing. The involvement of the agency added to the quality of the material because it was delivered by experienced practitioners. The presence of official resource persons added to the credibility of the training in the eyes of the participants. This increased the success rate of the program because participants were more confident about the benefits they would gain. The local government also provided support in the form of training modules

and materials. With the participation of various levels of government, the success of the program became even more apparent.

The change in participants' behavior after the training also reflected the success of the program involving the government. Many MSME participants began to actively promote their products through social media after receiving training. The village government facilitated this by creating a WhatsApp group as a forum for communication between participants. This group became a means for sharing marketing information and business opportunities. The government also monitors the development of MSMEs through these groups to ensure the program's sustainability. This step demonstrates the government's active role in maintaining long-term success. Thus, the success of the program does not end on the day of the training.

The tangible impact of the training was an increase in orders for several MSME products after digital promotion was carried out. The village government provided support by promoting MSME products through the village's official social media accounts. This expanded the marketing reach of participants beyond the Lemahputro area. This success was made even more meaningful by the synergy between the community and the government. The program not only benefited individuals, but also had an economic impact on the village. The government views this as an opportunity to position SMEs as the driving force of the local economy. Thus, the program's success is achieved comprehensively with government participation.

An interview with one of the participants in the snack food MSME program revealed, *"This training was very helpful, especially because it was facilitated by the village government. I now feel more confident using Instagram to promote my products."* *"I am grateful for the opportunity to participate in this training, and I hope to participate in other training programs in the future."* *"The digital marketing training was very useful for me as a beginner entrepreneur."* This quote shows that the village government is not only a facilitator but also a motivator for participants. The village government is considered capable of providing important legitimacy and moral support for MSMEs that are still hesitant to use technology. In addition, public trust increases when the village government is involved in the success of the activity. This makes the participation of the village government one of the main factors in the success of the program. This kind of support distinguishes the program in Lemahputro Village from other villages where training is conducted without government assistance. Therefore, the involvement of the village government can be considered a tangible indicator of success. The success of the program can also be demonstrated by the significant change in the level of digital marketing usage by MSMEs. The following data shows a comparison of conditions before and after training:

**Table 1.** Significant changes in the level of digital marketing use by Digital Marketing Training Participants in Lemahputro Village (2025).

Digital Marketing Usage Categories	Before Training	After Training
Not Using at All	120	6
Using Limitedly	16	7
Using Optimally	32	155

Source: Results of Interviews with MSME Actors in Lemahputro Village

The table shows a significant increase, with MSMEs that use digital marketing optimally increasing several times over. This change indicates that training can have a direct impact on the marketing behavior of MSMEs. The success of the digital marketing training program in Lemahputro Village can be seen from the increased ability of MSME players to utilize digital platforms as a promotional medium. Before the training, most MSMEs relied solely on word-of-mouth promotion and direct sales in traditional markets. After the training, they began to switch to using WhatsApp Business, Instagram, and Facebook to market their products. The village government also played an active role by providing training facilities in the form of a village hall and projector equipment. This shows that the success of the program was not only determined by the training material, but also by institutional support from the village government. This support gave participants the confidence to learn new things that were previously considered difficult. Thus, the success of the program can be categorized as high due to the combination of government participation and the enthusiasm of MSME players.

This success is in line with previous research by [12] which found that digital marketing training can improve the skills of MSMEs in managing social media as a means of promotion. The study confirms that when MSMEs are given the right understanding, they are better prepared to compete with industrial products that use modern marketing strategies. The support of the village government in Lemahputro reinforces these results by providing access to facilities and mentors. Thus, the success of the program is not only seen from the internal results of the participants, but also from the supportive external environment. This is in line with Campbell's theory of effectiveness, which emphasizes that the success of a program is determined by the extent to which its objectives are achieved. Therefore, the training in Lemahputro Village can be categorized as effective.

#### B. Target Accuracy

The accuracy of the digital marketing training targets in Lemahputro Village was achieved due to the selection of participants involving the village government. The village government identified active MSMEs that needed strengthening in digital marketing. The list of participants was collected through the neighborhood and community associations so that it accurately targeted business actors who were actually engaged in production activities. With this coordination, the training was not attended by irrelevant parties. The village government acted as a filter to ensure that the program truly targeted productive MSMEs. This proves the importance of government involvement in determining the target. As a result, the training targets became more measurable and in line with the objectives.

Local governments also play a role in ensuring accuracy by providing data on MSMEs under their supervision. This data is used as a reference to determine who is eligible for training. With an official database, training participants match the profile of MSMEs that need marketing improvement. This prevents abuse of opportunities by uninterested parties. Local governments ensure that the selected MSMEs truly have the potential to grow. With integrated data, the program's targets become more accurate. Thus, maximum accuracy in targeting can be achieved.

The village government also supervises the implementation of activities to ensure that they are properly followed by the target participants. For example, the village government checks attendance lists and follows up on inactive participants. This ensures

that participants who attend consistently follow the entire training program. The accuracy of the target is also evident from the involvement of women MSMEs who have the opportunity to develop their businesses. The government pays special attention to vulnerable groups so that they are not left behind in digitalization. Thus, the program targets are not only economically appropriate but also inclusive. The government plays a decisive role in ensuring the inclusiveness of the training targets.

The results of the accuracy of the targets can be seen in the increased understanding of participants who are indeed engaged in MSMEs. They understand the material more quickly because they already have business experience. The village government facilitates question and answer sessions so that the material is more relevant to the participants' needs. With this approach, participants are not only physically present but also actively involved. The government supports sustainability by monitoring which participants immediately put digital marketing strategies into practice. This shows that the accuracy of the targets has a real effect. Accurate targets produce measurable benefits in business improvement.

Government support in maintaining target accuracy is also evident in post-training evaluation efforts. The village government re-collects data on MSMEs that have experienced growth after participating in the program. This data is used to assess whether the selected participants have truly benefited. The accuracy of the targets is evident in the SMEs that have successfully increased their sales. The local government uses these results to determine future SME development policies. Thus, the accuracy of the targets is an indicator that shows the importance of the government's role. The program becomes more effective because the targets are determined collaboratively.

Several MSME entrepreneurs stated, *"I feel that this program is indeed for us, business owners, because the material fits our needs. The village government also selected participants who actually have businesses, so we are more focused on learning."* *"This training has really helped me understand how to use social media to promote products."* *"This training has opened my eyes to the importance of branding in business."* These statements confirm that the program's targets are in line with the initial objectives of the training, which is to improve the digital marketing capabilities of MSMEs. The village government plays an important role in selecting participants so that the program does not extend to irrelevant targets. In addition, participants feel more valued because this program is truly aimed at supporting their businesses. Thus, the presence of the village government in the selection stage ensures that the training runs effectively. This makes accuracy of target one of the main indicators that has been well achieved. The following data shows the profile of digital marketing training participants in Lemahputro Village:

**Table 2.** Profile of Participants in the Lemahputro Village Digital Marketing Training (2025)

Type of Business	Number of Participants
Food and Beverages	103
Handicrafts	15
Clothing and Accessories	20
Others	30

Source: Direct observation at the Lemahputro Village Office

The table shows that the majority of participants are food and beverage MSMEs, which dominate businesses in Lemahputro Village. The distribution of participants is in line with the village's potential so that the training material can be directly applied to the products being marketed. This shows that the program is on target because it touches on the dominant sector in the local economy. Overall, the targeting indicators show that the digital marketing training in Lemahputro Village has been directed at the right group, namely MSME players. The village government not only facilitated but also participated in the selection process so that the participants truly matched the needs. Participant distribution data proves that the dominant businesses in the village are the priority in this training. Interview results also show that participants are satisfied with the program's accuracy of target. This makes the training more efficient because the benefits are directly felt by the main group being targeted. Thus, the accuracy of target can be categorized as high in this program. This factor supports the overall effectiveness of the program.

The accuracy of this program's targets is in line with research [13] which emphasizes that MSME training will be more effective if the participants are active business people. The study found that inaccurate targets in training often result in low implementation of training outcomes in the field. Thus, the training in Lemahputro Village can be considered effective because participant selection was strictly carried out by the village government. In addition, the suitability of the material to the dominant types of businesses made the training easier to understand and apply. These findings support Campbell's theory of effectiveness, which states that targeting is an important indicator of a program's success. Therefore, the program in Lemahputro Village has met these standards.

### C. Satisfaction with the Program

Participant satisfaction with the digital marketing training in Lemahputro Village was greatly influenced by the involvement of the village government. The village government provided adequate facilities, such as a comfortable training venue and stable electricity access. Participants feel valued because the village government provides logistical needs during the activities. This satisfaction arises because participants feel cared for by the local government. The presence of village officials in accompanying the training also adds to the sense of togetherness. Participants feel that they are not alone, but fully supported by the government. With this support, satisfaction with the program has increased significantly.

The local government also contributed to participant satisfaction by providing high-quality speakers. The speakers were experienced digital marketing practitioners. This made the training material more applicable and easier to understand. Participants are satisfied because they gain knowledge that is relevant to their businesses. Satisfaction increases because the material is not only theoretical, but also includes hands-on practice. The local government ensures that the material is tailored to the local needs of MSMEs. This way, participants feel that the training is truly beneficial.

Participant satisfaction is also influenced by the village government's attention to individual constraints. For example, the village government provided additional assistance to participants who had difficulty understanding the technology. This made participants feel valued because the government did not leave them behind. Satisfaction

increased because each participant had the same opportunity to learn. The village government provided laptops for those who did not have them so they could participate in the practical sessions. In this way, the training became more inclusive. Satisfaction arose because the government helped overcome the limitations of the participants.

In addition, satisfaction was also supported by the government's attitude of opening up two-way communication. Participants were given the opportunity to express their criticism and suggestions directly. The village government records this input for future program improvements. This gives the impression that participants' voices are truly valued. Satisfaction increases because participants are not only objects but also subjects in the training. The government ensures that the training is in line with the aspirations of the community. That way, participants feel that they have ownership of the program.

Overall, satisfaction with the training program has increased due to the collaboration between the village government and the local government. Participants feel that this training is not just a formality, but a serious program that receives full support. The presence of the government makes participants more confident in the benefits of the activity. They feel that their efforts are being taken into account as part of local economic development. This satisfaction is an important indicator in assessing the effectiveness of the program. The government is the main factor in maintaining the quality of the training. This way, satisfaction with the program is further guaranteed.

Interviews with several beverage MSME entrepreneurs revealed the following: *"I am very satisfied with this training, especially because the facilitator explained in simple language and immediately gave examples of how to create content."* *"I feel more prepared to develop my business after attending this training."* *"With this training, I understand how to market my products digitally."* These testimonials illustrate that participant satisfaction is not only due to the material, but also the delivery style that is appropriate for village MSMEs. Participants felt actively involved, not just passively receiving theory. The village government was also seen as paying full attention to participants' needs during the training. This satisfaction encouraged participants to be more enthusiastic about applying the knowledge they gained. Thus, participant satisfaction serves as evidence of the program's success from a learning experience perspective. The following data shows a satisfaction levels of participants in the lemahputro village digital marketing training:

**Table 3.** Satisfaction Levels of Participants in the Lemahputro Village Digital Marketing Training (2025)

Assessment Aspect	Satisfied (%)	Somewhat Satisfied (%)	Dissatisfied (%)
Relevance of Material	80	20	0
Delivery Method	75	25	0
Training Facilities	70	25	5
Role of the Village Government	85	15	0

Source: Primary Data from Interviews with Participants of the Lemahputro Village Digital Marketing Training

The table shows that the aspect with the highest satisfaction rating is the role of the village government (85%), followed by the relevance of the material (80%). These figures indicate that, in general, participants are very satisfied with the training provided. This data further reinforces satisfaction as an important factor in program effectiveness. Overall, participant satisfaction with the digital marketing training in Lemahputro Village has been well met. The high level of satisfaction is supported by the relevance of the material, interactive training methods, adequate facilities, and the role of the village government. The results of interviews and survey data prove that most participants are satisfied with the implementation of the program. This satisfaction encourages participants to apply the knowledge they have gained in their daily activities. With a high level of satisfaction, the sustainability of the training program in the future is also more assured. Therefore, the satisfaction indicator can be categorized as successful in supporting the effectiveness of the training. This further strengthens the overall success of the program.

This high level of satisfaction is in line with research [14] which states that participant satisfaction is positively correlated with the successful application of post-training knowledge. In this study, participants who felt satisfied were more likely to consistently implement digital marketing strategies. This shows that satisfaction is not merely an emotional aspect, but also has a direct impact on the performance of MSMEs. In Lemahputro Village, high satisfaction was driven by the role of the village government in providing full support. Therefore, satisfaction indicators can be considered an important factor in maintaining the sustainability of training results. These findings support Campbell's effectiveness theory, which places satisfaction as one of the measures of program success.

#### D. Achievement of Overall Objectives

The overall objectives of the digital marketing training in Lemahputro Village were achieved thanks to strategic support from the government. The program aimed to improve the competitiveness of MSMEs through marketing digitalization. The village government helped realize this goal by facilitating participants to apply the results of the training. The local government also provided support by promoting MSME products through exhibitions and official platforms. This ensured that the training objectives did not stop at theory. Government support expanded the impact to the level of real marketing. Thus, the overall objectives of the program were achieved more optimally.

The village government actively integrated the training results with the village economic empowerment program. For example, the village government includes the MSME products of training participants in the village bazaar agenda. In this way, participants can directly practice digital marketing while expanding their market reach. This shows that the goal of increasing MSME sales is truly being realized. The village government ensures that the training results make a real contribution to the local economy. The overall goal is not only to increase individual capacity but also the village economy. With government support, the achievement of goals is becoming more tangible.

The local government also played a role in expanding market access for MSMEs after the training. Participants' products were promoted through the official MSME office website and government social media. This provided a broader market reach than before.

The overall goal of expanding marketing access was achieved through this collaboration. The local government also connected participants with national marketplaces. This way, the training outcomes were not limited to the local scale but ultimately achieved the overall goal at the regional and national levels.

The achievement of these goals is also evident in the increased independence of MSMEs in implementing digital marketing. The village government supports this by providing post-training consultation services. Participants can ask questions directly if they encounter any challenges in their digital marketing practices. With this assistance, participants are able to carry out marketing activities independently. The overall goal of business independence has been achieved. The government plays a crucial role in ensuring the sustainability of digital marketing practices. Therefore, the training objectives are not limited to a single activity.

The ultimate impact of achieving the overall goal is an improvement in the economy of the Lemahputro Village community. The village government reported an increase in MSME turnover after the training. The local government also used this data for evaluation and the basis for subsequent policies. Thus, the overall goal of improving community welfare was truly realized. The training program is clear evidence that synergy between the government and the community can increase development effectiveness. The goal was not only achieved but also provided broad benefits to the local economy. With government participation, the overall goal became more measurable and sustainable.

Interviews with several culinary MSME owners confirmed the success of the program's objectives. *"Previously, I relied solely on buyers from my neighbors, but now, after learning digital marketing, orders can come in from outside the city via WhatsApp and Instagram."* *"This training helped me understand how to use technology to improve promotional efficiency."* *"I am very grateful for the support and guidance provided in this training."* These testimonials demonstrate that digital marketing truly helps MSMEs expand their markets. The village government supported this by creating a WhatsApp group that facilitated participants in sharing promotional tips. This demonstrates that achieving the overall goal is not only the result of individual efforts but also collective support. With participant testimonials, the program's success is further validated, strengthening the effectiveness indicators within Campbell's theoretical framework. The following is the development of the number of MSMEs in Lemahputro from 2021 to 2024:

**Table 4.** Development of the Number of MSMEs in Lemahputro (2021-2024)

Year	Number of MSMEs	Description
2021	120	Many MSMEs were impacted by the pandemic, resulting in decreased turnover
2022	135	Basic digital marketing training began

2023	150	Increased promotions via WhatsApp and Instagram
2024	168	MSMEs actively used digital marketing and increased turnover

Source: Secondary Data from MSMEs at the Lemahputro Village Office

The table shows that the number of MSMEs in Lemahputro Village increased from 120 in 2021 to 168 in 2024. This increase indicates that digital marketing training contributes to the achievement of the overall goal, namely the growth of local MSMEs. Overall, the achievement of the overall goal of digital marketing training in Lemahputro Village can be categorized as successful. This success is evident in the increase in MSME digital marketing. Support from the village and regional governments also strengthens this achievement through promotional facilitation and ongoing mentoring. By achieving the overall goal, this program can serve as a model for digital-based MSME development in other regions. Therefore, the indicators for achieving the overall goal demonstrate that digital marketing training in Lemahputro Village is effective in increasing MSME product marketing.

Research [15] shows that digital marketing training increases MSME turnover by up to 35% within six months. Another study by [16] also proves that training effectiveness increases when accompanied by support from the village government as the primary facilitator. Meanwhile, [17] found that MSMEs that actively used social media after training experienced an increase in the number of customers of more than 40%. These three studies reinforce the findings in Lemahputro Village that the achievement of overall objectives is significantly influenced by actual implementation after training. This aligns with Campbell's effectiveness theory, which places goal achievement as the primary indicator. Thus, the results of previous research support the program's success in the field.

## CONCLUSION

**Fundamental Finding :** Digital marketing training in Lemahputro Village was effective in increasing the marketing of MSME products. Based on Campbell's effectiveness theory, all indicators, program success, target accuracy, program satisfaction, and overall goal achievement were achieved successfully thanks to the collaboration between MSMEs and the government in supporting digital transformation as a local economic empowerment strategy. **Implication :** Digital marketing training is not merely a transfer of knowledge but also a strategy for sustainable village economic development. The training program can serve as a model for other villages by emphasizing active government participation. The success in Lemahputro demonstrates that digital marketing can be a tool for expanding markets, increasing competitiveness, and encouraging MSME growth. **Limitation :** This study's limitations lie in its limited coverage, which focused only on Lemahputro Village. It also did not measure the long-term impact on increasing MSME income over a specific period. Therefore, the results are still limited to the existing conditions at the time of the training. **Future Research :** Future

research is expected to expand the scope to other villages in Sidoarjo Regency to compare the training's effectiveness. Longitudinal analysis is also needed to determine the long-term sustainability of training outcomes. Thus, future research can provide a more comprehensive picture of the role of digital marketing training in local economic development.

## REFERENCES

- [1] F. N. Aftitah, J. Labana, K. Hasanah and N. L. Hadi, "Pengaruh UMKM Terhadap Pertumbuhan Ekonomi Di Indonesia Pada Tahun 2023," *Jurnal Kajian dan Penalaran Ilmu Manajemen*, vol. 3, no. UMKM, pp. 32-43, 2025.
- [2] M. A. Manuhutu, Dewi, Yolanda, Paulinus, Yulven and Natasya Leuvol, "Strategi Implementasi Teknologi Digital dalam Meningkatkan Pemasaran Produk pada UKM Mesak," *Aspirasi: Publikasi Hasil Pengabdian dan Kegiatan Masyarakat*, p. 8, 2025.
- [3] A. I. Siregar, "DigitalMarketing dalam Menghadapi Persaingan Bisnis di Era Digital: Kajian Konseptual," *Jurnal Ilmiah Universitas Batanghari Jambi*, vol. 24, no. Digital Marketing, pp. 2921-2930, 2024.
- [4] S. Rahmawati and Sugito, "Evektivitas Pelatihan Positioning Branding Dalam Meningkatkan Brand Equity Bagi Pelaku UMKM Kelurahan Tenggilis Mejoyo Kota Surabaya," *Jurnal Akademik Pengabdian Masyarakat*, vol. 2, no. Training Branding Equity, pp. 24-31, 2024.
- [5] D. D. Muttaqien, A. M. Muhsidi and A. S. Lesmana, "Evektivitas Pelatihan Digital Marketing terhadap Peningkatan Pengetahuan dan Adopsi Teknologi pada UMKM Desa Cigugur," *Kapas: Kumpulan Artikel Pengabdian Masyarakat*, vol. 4, no. Digital Marketing, pp. 119-128, 2025.
- [6] Nuraisyah, Nasrullah and N. Mangngasing, "Pelatihan Strategi Pemasaran UMKM Melalui Platform Digital Di Desa Lero," *Jurnal Akademik Pengabdian Masyarakat*, vol. 2, no. Pelatihan Digital Marketing, pp. 184 - 188, 2024.
- [7] M. Fauzan, "Perkembangan Jumlah UMKM Indonesia," 22 Januari 2025. [Online]. Available: <https://data.goodstats.id/statistic/jumlah-umkm-indonesia-capai-66-juta-pada-2023-CN6TF..> [Accessed 28 Juli 2025].
- [8] I. Rodiyah, R. I. Wahyuningsih, A. G. Ramadhan and A. Sulistyowati, "Peningkatan Kompetensi Pelaku UMKM melalui Pelatihan Digital Marketing di Desa Ketimang Kecamatan Wonoayu Kabupaten Sidoarjo," *Jrnal Graha Pengabdian*, p. 10, 2023.
- [9] E. Melani and L. Yuliana, "Analisis Strategi Pemasaran UMKM Sandal Era Digital: Studi Kasus Juan Jaya Sandals," *Manajemen Kreatif Jurnal*, p. 12, 2024.
- [10] A. Iskandar, S. Gazali and A. Prihanisetyo, "Strategi Pengembangan UMKM Berbasis Digitalisasi: Implementasi Program Pelatihan dan Pendampingan Digital Marketing untuk Meningkatkan Daya Saing UMKM Kota Balipapan," *Jurnal Hasi Karya Pengabdian Masyarakat*, p. 16, 2025.
- [11] M. Waruwu, "Pendekatan Penelitian Kualitatif: Konsep, Prosedur, Kelebihan dan Peran di Bidang Pendidikan," *Jurnal Penelitian dan Evaluasi Pendidikan*, p. 14, 2024.
- [12] I. Jati, "Evektivitas Pelatihan Pemasaran Digital Usaha Mikro Kecil Menengah (UMKM) Oleh Dinas Koperasi Usaha Kecil dan Menengah Di Kabupaten Ngawi Provinsi Jawa Timur," *IPDN*, p. 12, 2025.
- [13] M. Ridwan, S. Erlando and K. Tapela, "Menganalisis Efektivitas Pelatihan Manajemen SDM Era Digital Bagi UMKM Binaan Dinas Koperasi dan Usaha Kecil Provinsi Lampung," *TRIDARMA: Pengabdian Kepada Masyarakat (Pkm)*, p. 9, 2023.
- [14] R. S. Purnama, A. N. Auliya, N. Rahmawati, Y. Katminingsih and S. Widodo, "Pelatihan Digital Marketing Marketplace Berbasis Hyperlocal Communication untuk Meningkatkan Daya Saing Pelaku UMKM di Desa Wisata Joho," *Sinkesjar*, p. 8, 2024.

- [15] N. R. A. Talib, "Analisis Efektivitas Penggunaan Media Sosial dalam Meningkatkan Brand Awareness Pada UMKM Kota Tangerang Selatan Di Era Digital," *Jurnal Ekonomi Akuntansi Manajemen Agribisnis*, p. 10, 2024.
- [16] I. P. Artaya and T. Purworusmiardi, "Efektivitas Marketplace Dalam Meningkatkan Konsentrasi Pemasaran dan Penjualan Bagi UMKM di Jawa Timur," *Ekonomi dan Bisnis*, p. 10, 2021.
- [17] Aminuddin and A. Choiri, "Strategi Efektifitas Digital Marketing untuk Meningkatkan Daya Saing UMKM Lokal," *Jurnal Bersama Ilmu Ekonomi*, vol. 1, no. Digital Marketing MSMEs, pp. 1-8, 2025.

---

**Novia Rahma Damayanti**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [via.rahma1304@gmail.com](mailto:via.rahma1304@gmail.com)

**\*Isnaini Rodiyah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [isnainirodiyah@umsida.ac.id](mailto:isnainirodiyah@umsida.ac.id)

---