

The Effectiveness of Digital Marketing Training Programs in Enhancing the Competitiveness of Culinary MSME Products in Tanggulangin Subdistrict

Elza Dwi Nur Ardianti¹, Isnaini Rodiyah²

^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/icossh.v2i2.541>



Sections Info

Article history:

Submitted: August 25, 2025

Final Revised: September 07, 2025

Accepted: September 14, 2025

Published: September 26, 2025

Keywords:

MSMEs

Digital Marketing

Effectiveness

Training

Competitiveness

ABSTRACT

Objective: This study aims to analyze the effectiveness of government-sponsored digital marketing training programs in enhancing the competitiveness of culinary small and medium enterprises (SMEs) in Tanggulangin Subdistrict, particularly those specializing in processed milkfish products, a local specialty. **Method:** A descriptive qualitative approach was employed using interviews, observations, and documentation, with data analyzed through the Miles and Huberman interactive model. The program's effectiveness was evaluated based on Sedarmayanti's (2014) framework, which includes input, process, output, and outcome indicators. **Results:** The findings reveal that the training has led to improved understanding of digital marketing, enhanced promotional skills through social media, and increased willingness to utilize online marketplaces. Nonetheless, challenges persist, such as overly theoretical materials, limited facilities, and insufficient post-training support. Long-term impacts, including sales growth and improved business efficiency, are emerging but remain constrained by inadequate technological access and financial assistance. **Novelty:** This study contributes to the limited empirical evidence on the practical impact of digital marketing training for local SMEs by integrating a contextual evaluation framework and emphasizing the need for sustained mentorship and infrastructure development to achieve long-term competitiveness.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the most crucial economic sector at the national level, showcasing their growth significantly impacts lower-income communities [1]. Consequently, MSMEs serve as the backbone of the nation's economy. As a vital part of Indonesia's economy, MSMEs play an essential role (Sugianti, 2019). The presence of MSMEs within the community creates substantial effects, enabling individuals to satisfy their daily needs [2]. Furthermore, MSMEs make a critical contribution to reducing poverty levels and enhancing the welfare of local populations. They possess several advantages over larger businesses, such as ease in product development innovation, the capacity to absorb a considerable workforce, and superior flexibility and adaptability to swift market changes compared to larger firms [3]. MSMEs (Micro, Small, and Medium Enterprises) are also significant for Indonesia as they drive a major portion of the country's economic progress and create job opportunities for a large segment of the Indonesian population. They are crucial for development in various regions, especially in remote rural areas, as they bolster local economies and help diminish poverty rates. In addition, MSMEs are a source of innovation and creativity, aiding in accelerating economic growth and enhancing competitiveness at the global level [4].

Culinary products in Tanggulangin face intense competition, both locally and nationally. The high number of culinary entrepreneurs in this area intensifies the rivalry. In such a competitive environment, MSME operators need to possess robust marketing skills to stay competitive and not be overshadowed by rivals. This fierce competition requires business owners to highlight the distinctiveness and advantages of their culinary offerings compared to similar products from other businesses. One highly effective approach is leveraging digital marketing. With digital marketing strategies, MSMEs can significantly broaden their market reach compared to traditional marketing methods [5]. They can connect with a larger and more varied consumer base without being restricted by geographical boundaries. However, many MSMEs in Tanggulangin have yet to fully utilize digital marketing effectively. This poses a significant hurdle in attracting consumer interest and boosting sales. Therefore, training and guidance in utilizing digital marketing technology are crucial for culinary entrepreneurs to master how to use social media, e-commerce platforms, and other digital strategies to strengthen their market positioning.

Based on information from the Ministry of Cooperatives and Small and Medium Enterprises, there were 65.46 million registered MSME units in Indonesia in 2021. The contribution of MSMEs to the national Gross Domestic Product (GDP) exceeded 60% and they employed around 97% of the workforce, demonstrating their crucial role in bolstering the national economy [6]. In Sidoarjo Regency, a total of 13,075 MSME units were recorded across 18 districts, with the food and beverage sector being the most prominent, accounting for 24% of the total MSME count [7]. Specifically, in Tanggulangin District, about 200 MSMEs are part of the Tanggulangin Jaya MSME community, primarily focusing on culinary products made from bandeng fish, such as bandeng presto, crispy bandeng, and boneless bandeng. This situation highlights that culinary MSMEs in Tanggulangin possess significant potential for growth, but they need support through digital marketing training to compete in an increasingly competitive market, both locally and nationally [8].

Training programs for MSMEs in Tanggulangin focus on culinary businesses, particularly fish dishes that are regional icons, such as Bandeng Presto. Common training topics include basic business and financial management, production techniques, product quality control to meet market standards, innovative product design aligned with trends, digital marketing through online marketplaces and social media, brand development strategies, as well as access to funding, legal compliance, and intellectual property rights. Additionally, there are sessions on business sustainability, such as managing waste from fish processing and implementing safety and health regulations in production workshops. All these programs aim to enhance the competitiveness of Tanggulangin MSMEs to not only survive in the local market but also succeed nationally. However, during implementation, some aspects are considered ineffective. Training content often tends to be too general and not tailored to the specific needs of Tanggulangin MSMEs, making practical application challenging. Post-training support is also limited, as

business operators require ongoing assistance to effectively apply what they have learned. Furthermore, many training sessions remain mostly theoretical, with insufficient hands-on practice, leading participants to forget and hesitate to try new things. Inflexible training schedules pose another obstacle, as they frequently conflict with production hours, causing many business owners unable to attend fully. Additionally, limited access to technology and low digital skills hinder the effectiveness of training centered on online marketing or financial applications. These issues need to be addressed to ensure that training programs genuinely have a significant impact on the sustainability and growth of MSMEs in Tanggulangin.

In the implementation of the digital marketing training program, various components of digital marketing strategy are the main focus to support culinary SMEs in Tanggulangin. This training includes how to utilize social media, online marketplaces, create digital content, branding strategies, and assistance in applying digital marketing. Each segment has a distinct goal but works together to enhance the competitiveness of SMEs. However, there are still several challenges that entrepreneurs face when trying to apply what they learned in the training. For further clarity, the objectives and obstacles of each component can be found in the table below.

Table 1. Digital-Based Marketing Training

Aspect	Objective	Constraint
Social Media	Increase product promotion through Instagram and TikTok	Limited ability to create attractive and consistent content
Online Marketplace	Expand the market through GoFood/GrabFood	Lack of understanding in managing online stores and pricing strategies
Digital Content Design	Make products more appealing with photos, videos, and creative promotional designs	Limited editing skills and use of design applications
Branding Strategy	Build brand image for greater recognition	Branding is still inconsistent; confusion in differentiating from competitors
Mentoring/Guidance	MSMEs are able to apply digital marketing independently and sustainably	Limited mentoring after training; practice not sustainable

Source: Data from the Sidoarjo Regency Cooperative and Micro Business Office, 2023–2024

Based on the table, it is evident that digital marketing training offers significant benefits, yet there are still numerous obstacles that require further attention. Issues such

as the inability to create content, challenges in managing online stores, and a lack of support after the training indicate that the organizers need to develop improved strategies. By enhancing the training system and providing ongoing assistance, it is hoped that culinary entrepreneurs in Tanggulangin can utilize digital marketing more effectively. This will aid them in broadening their market reach, boosting brand visibility, and encouraging further business growth.

The maintenance and development program for culinary SMEs in Tanggulangin District, Sidoarjo, is conducted systematically through digital marketing training and e-commerce facilitation organized by the local government, particularly the Department of Industry and Trade. This initiative aims to equip SMEs with the skills needed to market products digitally via social media, marketplaces, and the implementation of digital payment systems like QRIS. Additionally, SME practitioners receive guidance to effectively use e-commerce platforms and prepare simple financial reports to support market expansion and enhance product sales. In terms of the current status, Tanggulangin's culinary SMEs are well-known for their processed presto milkfish products. A notable SME in this sector is UD. Bunda Food, which produces a variety of milkfish-based dishes such as presto milkfish, milkfish otak-otak, tandu grilled milkfish, fish crackers, fish floss, and shrimp paste. These products are widely marketed in local and national markets, as well as on digital marketplaces. The adoption of modern cooking technology has also enabled presto milkfish SMEs to improve production efficiency and quality, with average daily production ranging from 10 to 50 kg depending on demand. According to secondary data, the number of SMEs in Sidoarjo Regency has reached approximately 13,075 units spread across 18 districts, with the food and beverage sector making up 24% of the SMEs affected by the pandemic. In Tanggulangin, the UTJ community (UMKM Tanggulangin Jaya) reports around 200 SMEs, including those involved in processed milkfish. Culinary products based on milkfish, such as presto milkfish, deboned milkfish, crispy milkfish, and other innovations, represent the main identity of Tanggulangin SMEs, successfully entering the digital market and becoming a culinary icon of Sidoarjo.

Culinary SMEs based on milkfish in Tanggulangin are positively evolving by innovating their products and leveraging digital technology. Processed milkfish items like presto milkfish, crispy milkfish, deboned milkfish, and various other innovations have become signature offerings that have penetrated local, national, and online markets. The growth in the number of SMEs in this sector can be seen from the following data, indicating an annual increase in the number of businesses, types of products, and average production.

Table 2. Growth Data of Presto Milkfish MSMEs in Tanggulangin

Year	Number of MSMEs in Sidoarjo	Number of MSMEs in Tanggulangin (UTJ)	Types of Milkfish Products	Average Production
2022	12,800 units	190 MSMEs	Presto Milkfish, Crispy Milkfish, Deboned Milkfish	10–40 kg per day
2023	13,000 units	195 MSMEs	Presto Milkfish, Processed Milkfish Innovations (floss, fish cakes)	15–45 kg per day
2024	13,075 units	200 MSMEs	Presto Milkfish, Crispy Milkfish, Deboned Milkfish, Digital Marketing Innovations	20–50 kg per day

Source: Data from BPS Sidoarjo, Cooperative and MSME Office of Sidoarjo Regency

From the table, it can be observed that the number of micro, small, and medium enterprises (MSMEs) in Sidoarjo District, especially in Tanggulangin area, has steadily increased from 2022 to 2024. Moreover, the variety of processed milkfish products being offered has expanded, and daily production levels have also risen. This indicates that the MSMEs specializing in pre-cooked milkfish are not only surviving but are also adapting to market trends and leveraging digital marketing technology, thus enhancing their competitiveness as a regional specialty food.

The E-Commerce training program for culinary MSMEs in Tanggulangin is systematically designed to enhance business competitiveness. This program aims to equip MSME operators with the skills to utilize digital platforms like marketplaces, social media, and sales websites for product marketing. The training content includes an introduction to relevant e-commerce platforms, methods for setting up and managing online stores, techniques for writing appealing product descriptions, and strategies for creating more professional product photos and videos. The training is organized into multiple phases. The first phase focuses on business strategies, basic accounting for MSMEs, and the selection of healthy food ingredients. The second phase covers product marketing and branding via social media, along with an understanding of halal food standards, accompanied by practical activities in culinary product diversification. The third phase involves guidance in creating promotional media, where MSME participants receive support in crafting effective promotional concepts such as product photography and engaging marketing narratives. Throughout the training, participants benefit from insights delivered by experts and practitioners, combined with hands-on practices that allow for immediate application in daily operations. The outcomes of this training indicate a significant enhancement in basic accounting proficiency, marketing strategies, and halal food safety. Culinary MSMEs are now capable of designing and managing their

own promotional materials, diversifying their products, and keeping simplified financial records [9]. Ongoing support is a crucial element for the success of business operators, enabling them to continually develop their enterprises independently and sustainably. This program is guided by the MSME training framework from the Ministry of Cooperatives and SMEs, in addition to best practices already adopted in Tanggulangin District, particularly in the Perum MCA Boro Village, serving as a successful model for improving the quality of culinary MSMEs in the region. Through thorough training processes that encompass theory, practice, and support, this program aims to strengthen the capacity of MSMEs to innovate and compete in both local and national markets, while significantly boosting the economy of Tanggulangin District.

The MSME training initiative in Tanggulangin is developed continuously with the involvement of various stakeholders, including central government, local government, and the community. This training not only emphasizes enhancing essential skills but also discusses digital marketing strategies, product innovation, and the sustainable growth of enterprises. Below is a table that provides comprehensive data on the MSME training program, categorized by year, location, organizer, main material, number of participants, and achieved results.

Table 3. MSME Training Program Guide

Year	Training Location	Organizer	Main Material	Participants	Results/Outputs
2022	Perum MCA, Boro Village, Tanggulangin	Ministry of Cooperatives & SMEs in collaboration with Tanggulangin Jaya MSME Community (UTJ)	Business management, simple finance, product quality	80 culinary MSME players	Improved basic business management skills; products more standardized
2023	Perum MCA, Boro Village, Tanggulangin	Ministry of Cooperatives & SMEs & Cooperative Office of Sidoarjo	Product design, digital marketing (marketplace & social media)	100 MSME players	Formation of digital MSME groups; some products started entering online markets
2024	Perum MCA, Boro Village, Tanggulangin	Ministry of Cooperatives & SMEs & local mentors	Culinary product innovation, branding & intellectual property	120 MSME players	More innovative MSME products (modern presto milkfish, crispy, deboned); increased

Year	Training Location	Organizer	Main Material	Participants	Results/Outputs
			rights, business sustainability		competitiveness in local & national markets

Source: Ministry of Cooperatives & SMEs, Cooperative Office of Sidoarjo, and Tanggulangin Jaya MSME Community (UTJ)

Based on the table above, it is evident that the quality and capacity of small and medium enterprises (SMEs) are continuously improving every year. Initially, the training concentrated solely on basic skills, but in the following year, it expanded to cover digital marketing, product innovation, and brand strengthening. This development indicates that a structured and ongoing training program has successfully created SMEs that are more competitive, innovative, and prepared to compete in both local and national markets.

The previous research conducted on the effectiveness of digital marketing training for SMEs includes a study by Isnaini Rodiyah as the Supervising Lecturer, titled "*Effectiveness of E-Government Implementation through PLAVON Dukcapil Online Services in Jatikalang Village.*" This study aims to evaluate how effective the PLAVON Dukcapil online service application is in managing population documents in Jatikalang Village, Sidoarjo Regency. The method used is descriptive qualitative, collecting data through interviews, observations, and documentation, analyzed using the interactive model of Miles and Huberman. The findings of the research indicate that PLAVON has successfully improved efficiency in population administration services by reducing queues, speeding up document issuance, and enhancing transparency and accountability. However, challenges remain, such as low digital literacy among the community, especially the elderly, limited internet access, and technical issues in using the application. Support through socialization and training from the village government has aided in raising awareness and usage of the system.

Secondly, the research by [10] examines the effectiveness of digital marketing in boosting sales for SMEs in Siti Rejo. This research employs a deductive qualitative approach using the theory of Tjiptono (as noted by Hariyanti, 2018) which involves a strategic process of developing, distributing, promoting, and pricing goods and services for a target market using the internet or digital platforms like smartphones. It demonstrates that many business owners still lack understanding of what digital marketing entails, with only a small number utilizing social media to grow their businesses. It has been identified that employing digital marketing via social media can contribute positively to the growth of SMEs.

Thirdly, the researchers [11] as a Strategy for Recovering SMEs After the COVID-19 Pandemic" using a qualitative approach. The results indicate that various SMEs have

started to utilize e-commerce platforms and social media to reach a broader consumer base. This is considered significant as it provides in-depth insights into the effectiveness of the strategies employed while also offering new perspectives on the development of SMEs in the post-pandemic landscape.

Effectiveness in the culinary SMEs can be understood in terms of how well the business achieves its set objectives, such as increasing sales, expanding market reach, and ensuring customer satisfaction. According to Sedarmayanti (2014), effectiveness can be assessed through four indicators: input, process, output, and outcome. In the context of culinary SMEs, effectiveness pertains to how entrepreneurs leverage available resources, including raw materials, labor, technology, and training, to refine their production and marketing processes, ultimately resulting in high-quality products that attract consumers. A greater positive impact of the produced goods on income and competitiveness indicates higher effectiveness of the SME. In the digital age, the effectiveness of culinary SMEs is also significantly influenced by their ability to adopt modern marketing strategies, particularly digital marketing, since this allows them to reach a wider consumer audience and strengthen their position amidst market competition.

The issues surrounding the effectiveness of the culinary MSME training program in Tanggulangin can be examined through various factors that affect the program's success. First, the training content often fails to be fully relevant and targeted to the actual needs of local culinary MSME operators. Many attendees find that the material is overly general and lacks depth, making it challenging to directly apply in their businesses. Second, the limited duration of the training prevents participants from having enough time to thoroughly understand and practice the new skills. This results in a low level of mastery of the competencies that are supposed to be acquired during the training. Third, inadequate post-training support plays a significant role in the sustainability of applying the knowledge gained. Without ongoing supervision and guidance, participants are likely to face difficulties when encountering challenges in the field, leading to suboptimal absorption and implementation of knowledge. Fourth, the lack of supporting facilities such as practice equipment, appropriate training spaces, and access to funding also restricts the chances of the program's success. Additionally, participants' motivation and commitment vary, with some MSME operators lacking seriousness in completing the training or applying the training outcomes in their everyday business practices. These collective factors indicate that, although the training program is in place, its effectiveness has not reached optimal results. From the described issues, this research aims to analyze the real obstacles within the culinary MSME training program in Tanggulangin, with the intention of enhancing skills and competitiveness. However, the impacts have not yet been optimal, and the expected results have not been fully achieved. The problems further illustrate that the culinary MSME training in Tanggulangin is not operating effectively; the provided content is not relevant, the training time is limited, there is no follow-up support, resources and funding are minimal, and participants' motivations

vary, resulting in challenges in implementation and the training outcomes not significantly improving the capacity and competitiveness of culinary MSMEs in the Tanggulangin district.

RESEARCH METHOD

This study employs a qualitative approach to provide a more comprehensive understanding of the experiences, perspectives, and activities related to the implementation of digital marketing in the culinary sector of small and medium enterprises (SMEs). As the first supporting reference, Moleong (2013) states that qualitative research focuses on the meanings derived from research subjects along with their social contexts [12]. This approach is pertinent for interpreting social phenomena that emerge in society, such as the adoption of sharia business ethics in culinary SMEs. Data collection techniques may include interviews, observations, and documentation to gather rich and deep primary and secondary data [13]. The selection of informants is carried out through purposive sampling, specifically targeting the owner of UMKM UD Bunda Food Bandeng Presto in Tanggulangin, Sidoarjo, as the primary source for relevant data regarding the development and management of the presto fish business. Data analysis techniques involve four stages according to Miles and Huberman: The first stage is data collection, which encompasses the researcher gathering all pertinent information through various methods such as observation, interviews, surveys, or documentation. This process occurs throughout the study from the beginning until completion and may run concurrently with the data analysis [14]. The data reduction aspect involves simplifying, focusing, and organizing the raw data collected. Irrelevant information is filtered out, while significant data is selected and coded or categorized. Data reduction aids researchers in sharpening their focus, identifying themes or patterns, and abstracting data for easier further analysis. The data presentation phase involves structuring the condensed data into a neat and comprehensible format suitable for additional analysis. Data can be displayed in the form of tables, matrices, graphs, or narratives. The final stage is drawing conclusions, where findings or patterns derived from analyzed data are interpreted to provide meaning or answers to the research problems. The argument that the absence of evidence is not equivalent to evidence of absence is crucial; the depth and size of Loch Ness make it particularly challenging to find definitive physical proof. Furthermore, observational errors or misinterpretation of data can also influence the outcomes of the research [15].

RESULTS AND DISCUSSION

Results

Input

Input refers to the initial resources utilized within a program or process, which encompass raw materials, labor, locations, and the necessary knowledge to facilitate execution. [16] input includes essential components that must be available to initiate and

carry out activities, where the quality and suitability of inputs can significantly impact the overall success of the program [17]. In the realm of digital marketing training for small and medium enterprises, the inputs consist of instructor quality, training materials, technology resources, and participants' initial competencies, particularly in handling specialty products like presto milkfish, which require specific adjustments in production processes and culinary marketing strategies based on milkfish.

Based on findings from research conducted in Tanggulangin District, the training program inputs involve seasoned instructors, such as experts and practitioners from the Ministry of Cooperatives and SMEs, as well as local government agencies (Department of Industry and Trade). The training materials encompass an introduction to e-commerce platforms, basic business management, production techniques, and digital marketing using social media and online marketplaces, along with financial mentoring, focusing on culinary products like presto milkfish produced by SMEs such as UD Bunda Food. However, data indicate that the training content is still too generic and insufficiently tailored to the specific needs of milkfish-based culinary SMEs, where participants face limitations in digital literacy and technology access. Supportive resources such as practical equipment and internet access are also restricted, with participants like the owner of UD Bunda Food producing between 10 to 50 kg of presto milkfish daily but still relying on traditional marketing methods before attending training. Approximately 200 SMEs are involved in the UTJ community, predominantly in the culinary sector focusing on presto milkfish, crispy versions, and boneless products, but the adoption of digital technologies such as QRIS and e-commerce platforms has only recently begun.

In an interview with the owner of UD Bunda Food, Mrs. Lita mentioned: *"Resources such as training materials on e-commerce are quite helpful, but they lack relevance for our presto milkfish products, particularly in terms of how to photograph this soft fish attractively on social media without damaging its appearance."* (Interview, September 20, 2025).

To support the findings from the interview, additional data is presented in tabular format to provide a deeper understanding of the initial resources of the program. This table is essential as it reflects the real conditions of culinary SMEs in Tanggulangin concerning the number of businesses, production capabilities, workforce size, and training budget distribution. This data emphasizes that the effectiveness of program inputs should be assessed not only by the experiences of informants but also through supporting statistical data that illustrate the scale and capacity of the involved businesses.

Table 4. Inputs for the Digital Marketing Training Program in Tanggulangin District.

Type of Input	Field Condition
Number of MSMEs in Tanggulangin	±200 MSMEs, majority in presto, crispy, and deboned milkfish culinary products
Production Capacity	20-50 kg of presto milkfish per day (UD Bunda Food and similar)
Number of Workers	Average of 2-5 workers per culinary MSME

Type of Input	Field Condition
Training Budget	IDR 150–200 million per year (from Ministry of Cooperatives & SMEs & Cooperative Office)

Source: BPS Sidoarjo (2024), Cooperative & MSME Office (2024), Sidoarjo Industry Office (2023)

Based on Table 4, the resources allocated for the training program appear to be fairly adequate. In Tanggulangin, there are approximately 200 small and medium enterprises (SMEs) with an average daily production capacity of 20 to 50 kilograms of pre-processed catfish, indicating a sizable scale of operations. The average workforce involved consists of 2 to 5 individuals per SME, highlighting the necessity of training to enhance the skills of the labor force. The budget of around IDR 150 to 200 million each year from the Ministry of Cooperatives and Small and Medium Enterprises and the Cooperatives Office indicates significant government support. However, when compared to on-the-ground needs, these resources are still limited, particularly in relation to specific products like pre-processed catfish, which require tailored promotional strategies.

Interviews reveal that the training materials are indeed useful, yet they do not fully meet the specific demands of pre-processed catfish SMEs. The secondary data in Table 4 reinforces these findings, showing that about 200 SMEs operate in Tanggulangin, with production capacities ranging from 20 to 50 kilograms daily, an average workforce of 2 to 5 people per SME, and government funding between IDR 150 to 200 million per year. Despite the initial resources being available, limitations in digital literacy and the relevance of the training content continue to hinder the program's effectiveness.

These findings align with research conducted by Sofia Maharani and Nazmah (2023), which indicates that SMEs still struggle with understanding digital marketing. Similarly, Aberar Guridno and colleagues (2024) also highlighted the need for support for e-commerce in the post-pandemic era. Referring to the theory proposed by Sedarmayanti (2014), the quality of inputs is viewed as foundational for program success. Therefore, while the input indicators in Tanggulangin have met initial standards, their effectiveness has not been fully realized, as they do not adequately address the local needs present.

Process

Process indicators describe how input resources are utilized or implemented in activities, detailing the methods, steps, and interactions occurring during program execution. [18] the process is defined as the stage in which inputs are transformed into outputs, highlighting the importance of efficiency, flexibility, and the active participation of the attendees. In the digital marketing training for small and medium enterprises (SMEs), this process encompasses teaching methods (theory versus practice), scheduling, mentoring, and tailoring to the participants' needs, especially concerning the production

of presto catfish, which necessitates digital integration for more efficient processing and marketing.

In Tanggulangin District, training is conducted in several phases: the initial phase focuses on business strategies and basic accounting; the second phase deals with social media marketing, branding, and halal standards; the third phase involves assistance in creating promotional materials such as photographs and videos of the presto catfish products. The approaches employed include expert theories, hands-on practice, and guidance. However, data indicates a predominance of theory over practice, with a rigid schedule that disrupts production hours for SMEs, as seen in UD Bunda Food (which produces presto catfish, crispy snacks, and fish floss). Post-training support is quite limited, and the participants' inadequate digital skills render the process less effective, despite having e-commerce support from the local government for key products like presto catfish. This program adheres to the guidelines set by the Ministry of Cooperatives and SMEs, drawing references from the successes of Perum MCA in Desa Boro. In an interview with the owner of UD Bunda Food, Mrs. Lita shared: "*The training process is organized with clear steps, but the schedule frequently conflicts with our presto catfish production time, making it difficult for us to immediately practice things like editing promotional videos for this soft fish.*" (Interview, September 20, 2025).

To complement the interview findings, a table has been included that outlines the training process, presenting the sequence of activities in an organized manner. This table is particularly useful as it illustrates the training steps from theory delivery to the evaluation stage, allowing for an assessment of whether the methods applied meet the culinary sector's needs for SMEs. With this secondary data, a comprehensive understanding of how theory, discussions, practices, and evaluations are carried out can be gained, as well as the extent to which they contribute to the program's effectiveness.

Table 5. Digital Marketing Training Process for SMEs in Tanggulangin

Training Process Stage	Activities Carried Out
Material Review	Delivery of digital marketing theory by speakers
Discussion & Q&A	In-depth material through Q&A forums between participants and trainers
Practice	Participants create marketplace accounts, social media content, and product promotion simulations

Source: Ministry of Cooperatives & SMEs (2023), Cooperative Office of Sidoarjo (2024), Field Observation (2025)

Table 5 illustrates that the training process is carried out through four primary steps: material study, discussion and Q&A sessions, application, and assessment. From a methodological perspective, this sequence indicates a comprehensive training approach. However, field data reveals that the study material and discussion phases are more successful, while the application and assessment stages are not functioning properly. This

aligns with insights from informants who reported that the training schedule conflicts with the daily production of presto milkfish, making effective application challenging. In other words, although the training design is adequate, its execution on the ground faces technical difficulties.

Interviews reveal that participants are now able to take product photos, write descriptions, and upload them to marketplace platforms. Table 6 indicates a significant improvement in participants' understanding before and after the training. For instance, many were previously unfamiliar with e-commerce, but post-training, most can create simple online stores. Furthermore, participants have started to explore product diversification and track their finances.

These results are consistent with research conducted by Yuniarti (2022), which states that digital training can enhance the online promotion skills of MSMEs. Additionally, Mubarak et al. (2023) discovered that basic financial record-keeping skills are often a positive outcome of entrepreneurship training programs. Therefore, it can be concluded that the output indicators have successfully met their objectives, even though participants' proficiency remains at an introductory level, necessitating ongoing support.

Output

Output indicators refer to the results or products that emerge from a specific process, such as newly acquired knowledge, learned skills, or changes in the behavior of participants. According to [19], output is a quantifiable result of a program that indicates the achievement of short-term objectives. In this context, the output from digital marketing training for small and medium enterprises (SMEs) involves an enhanced understanding of e-commerce, promotional skills, and online store management, specifically focusing on marketing pre-cooked milkfish to broaden market reach.

Data from a study in Tanggulangin reveals that the outputs include improved fundamental knowledge of digital marketing, social media promotional capabilities, and the confidence to utilize marketplaces by culinary SMEs like UD Bunda Food, which now offers pre-cooked milkfish, fish cakes, and fish crackers online. Participants have demonstrated the ability to create their own promotional materials, diversify their pre-cooked milkfish products, and maintain basic financial records. Nevertheless, advanced technical skills are still somewhat limited, with notable improvements seen in understanding accounting, marketing strategies, and halal food safety for pre-cooked milkfish. The program has assisted SMEs in entering the national market through e-commerce, although challenges remain, such as a lack of practical application during training. In an interview with the owner of UD Bunda Food, Mrs. Lita shared, *"What we've gained from this training is that we can now create appealing photos and descriptions for pre-cooked milkfish on the marketplace, but we still need more practice for advanced features like digital sales analysis."* (Interview, September 20, 2025).

In addition to the interview results, a table is included that highlights participants' understanding before and after the training. This table is significant as it clearly illustrates the shifts in participants' abilities, ranging from e-commerce and digital promotion to

product diversification and financial record-keeping. Therefore, this table aims to confirm that the training has indeed produced tangible and measurable outcomes, rather than being merely subjective experiences of the respondents.

Table 6. Types of Digital Marketing Training for Culinary SMEs in Tanggulangin

Type of Training	Before Training	After Training
E-commerce	Did not understand how to open an online store	Able to create a simple online store account
Social Media Promotion	Only a few could create content	Majority able to create photos/videos & descriptions
Product Diversification	Focused on presto milkfish	Began trying innovations (fish floss, fish cakes, crackers)
Financial Recording	Almost no records	Some already applied simple bookkeeping

Source: Ministry of Cooperatives & SMEs (2023), UTJ (2024), Field Observation (2025)

Table 6 Based on Table 6, there is clear progress in participants' understanding after attending the training. Before the training, many MSMEs did not understand e-commerce and rarely kept financial records. After the training, most participants were able to set up simple online stores, create promotional content on social media platforms, and begin experimenting with variations of processed milkfish products. This progress shows that the training was quite effective in improving the basic skills of MSME players, although further guidance is still needed for more complex technical skills.

Interviews indicate that participants are now able to take product photos, create descriptions, and upload them to buying and selling platforms. Table 6 shows a significant increase in participants' understanding before and after participating in the training. For example, most of them were previously unfamiliar with e-commerce, but after participating in the training, most were able to open a simple online store. In addition, participants began to try to diversify their products and started recording their expenses and income.

These results are in line with Yuniarti's research, which states that digital training can improve MSME skills in terms of online promotion. Similarly, Mubarok et al. (2023) found that simple financial record-keeping is often one of the positive outcomes of entrepreneurship training. Therefore, it can be concluded that the outcome indicators have successfully achieved the set objectives, although the participants' level of understanding is still at a basic level, so long-term mentoring is still very much needed.

Outcome

An indicator of results measures the long-term impact or main benefits of a program, such as increased productivity, income, or overall competitiveness. According to [20], this refers to final outcomes that show the achievement of strategic goals, beyond immediate results like changes in economic or social aspects. For small and medium enterprises (UMKM) training, outcomes include sales growth, business independence,

and contributions to the local economy, especially through expanding the bandeng presto product to the national market.

In Tanggulangin Subdistrict, the outcomes of the training are shown through improved business efficiency, significant sales growth, and independence in managing digital marketing for food-based UMKMs, such as UD Bunda Food, which now can reach wider markets through marketplace platforms with bandeng presto as their signature product.

Data shows a positive contribution to competitiveness, with UMKMs able to compete in the national market, although further support is still needed. This improvement is driven by the program's inclusion of sustainability aspects like waste management and access to capital for producing bandeng presto, but the results are not yet optimal due to lack of support after training. In an interview with the owner of UD Bunda Food, Ibu Lita said: *"The long-term impact is that our bandeng presto sales have improved after using digital marketing, but we hope for more support to expand to wider markets without technology barriers."* (Interview, September 20, 2025).

To support the interview findings, a results table is included to show the long-term effects of the training. This table is very valuable because it illustrates daily production trends and market development from year to year. Adding this secondary data deepens the analysis because it is not only based on the narrator's experience but also on numerical data that reflects the program's success.

Table 7. Outcome (Productivity) of Food-Based UMKMs in Tanggulangin

Year	Number of MSMEs in Tanggulangin	Daily Production of Presto Milkfish	Market Reach	Impact Notes
2022	190 MSMEs	10–40 kg/day	Local	Stable sales, minimal digital marketing
2023	195 MSMEs	15–45 kg/day	Local & Regional	Started entering marketplaces (GoFood/GrabFood)
2024	200 MSMEs	20–50 kg/day	Local & National	Significant sales increase via e-commerce

Source: BPS Sidoarjo (2022–2024), Cooperative & MSME Office (2023–2024), Aberar Guridno et al. (2024)

Table 7 shows that the digital marketing training program had a significant impact on improving production capacity and market expansion for small and medium enterprises (UMKM). The production of instant tilapia, which was previously between 10 to 40 kilograms per day in 2022, has now increased to 20 to 50 kilograms per day in 2024. The market, which was once limited to the local area, has successfully expanded to

a national level through e-commerce platforms. This aligns with the statement from the interviewees that the training greatly increased sales, although further support is still needed for UMKM to compete sustainably.

Based on the interviews, small and medium enterprise owners acknowledged an increase in sales after participating in the digital marketing training.

Table 7 shows that the production of instant tilapia increased from 10–40 kg per day in 2022 to 20–50 kg per day in 2024. In addition, the market reach has expanded from local to national levels through e-commerce platforms. This explains that the results, such as increased productivity and market expansion, have been clearly felt by the business operators.

Discussion

These findings align with the research conducted by Fitria (2021), which indicates that the application of digital marketing can increase sales for UMKM in the food sector.

Research by Rahmawati (2022) also states that the market reach of UMKM has expanded after using marketplace platforms. Therefore, it can be said that the indicators of success have been achieved well, although there are still challenges to be faced regarding sustainability, such as consistency in production and the ability to compete in the digital market.

CONCLUSION

Fundamental Finding : This study concludes that the digital marketing training program for food SMEs in Tanggulangin has been moderately effective in enhancing competitiveness, particularly among producers of *bandeng presto*, a local specialty. The program successfully improved participants' foundational understanding of digital marketing and their ability to utilize social media and online marketplaces, though practical skill application remains limited. **Implication :** The findings highlight the importance of designing context-specific training modules and continuous mentorship programs that align with the technological and financial realities of small enterprises. Government and local institutions should strengthen digital infrastructure and access to funding to ensure long-term business sustainability. **Limitation :** The study's qualitative scope and localized focus on Tanggulangin SMEs may limit the generalizability of the results to other regions or industries. **Future Research :** Subsequent studies should adopt a mixed-methods approach to measure quantitative impacts such as sales performance and digital engagement metrics, while also exploring scalable strategies for integrating digital marketing training into broader SME development policies.

REFERENCES

- [1] P. A. Saputri, S. Khomsatun, and S. E. Ginanjar, "Analisis Kendala Usaha Mikro, Kecil dan Menengah (UMKM) di Kabupaten Bandung," *Ekonomi Bisnis dan Kewirausahaan*, vol. 13, no. 1, pp. 45–50, 2024.

- [2] G. Santoso, M. Rizal, H. Wiyana, S. Nabila Subagja, U. Muhammadiyah Jakarta, and U. Teknologi Muhammadiyah Jakarta, "Digitalisasi UMKM: Strategi Dan Model Bisnis Berbasis Teknologi Untuk Keberlanjutan," *JUBISDIGI: Jurnal Bisnis Digital*, vol. 1, no. 01, pp. 1-10, 2025, [Online]. Available: <https://ejournal.utmj.ac.id/jubisdigi/about>
- [3] A. Kala'lembang, "Adopsi E-Commerce Dalam Mendukung Perkembangan Usaha Mikro Kecil Dan Menengah (UMKM) Di Masa Pandemi Covid-19", [Online]. Available: <http://e-journal.unipma.ac.id/index.php/capital>
- [4] Aprieni, Farida Ratna Meilantika, Lastriana Sihotang, and Febrina Vidya Rachma S, "UMKM Memiliki Peran Penting Dalam Perekonomian Indonesia," *Jurnal Ekonomi Bisnis Dan Manajemen*, vol. 2, no. 4, pp. 188-193, 2024, doi: 10.59024/jise.v2i4.976.
- [5] R. Novianty, S. Puspita Dewi, K. Anwar, J. K. Raya Cepu, K. Ngawi, and J. Timur, "Strategi Digitalisasi Pemerintah Daerah dalam Meningkatkan Kinerja UMKM Pasca Pandemi," vol. 4, 2024.
- [6] * Dicha *et al.*, "Analisis Penggunaan E-Commerce Bagi UMKM di Era Digital," 2024.
- [7] "Pemasaran produk UMKM melalui media sosial dan e-commerce".
- [8] Tohonan Rohani Silaban and Muhammad Yasin, "Industri UMKM dan E-Commerce pada Teknologi di Indonesia," *Jurnal Ekonomi dan Pembangunan Indonesia*, vol. 2, no. 2, pp. 17-30, Apr. 2024, doi: 10.61132/jepi.v2i2.501.
- [9] M. Rachmawati, "Adopsi E-Commerce UMKM sebagai Upaya Adaptasi Perubahan Perilaku Konsumen," *Jurnal EMT KITA*, vol. 8, no. 2, pp. 695-700, Apr. 2024, doi: 10.35870/emt.v8i2.2377.
- [10] C. Y. Palangan, "Analisis Faktor-Faktor yang Memengaruhi Adopsi E-commerce oleh UMKM Kerajinan DIY," 2023.
- [11] Ketut Sumardana, Sussanti Sussanti, and Veronica Krini Damayanti, "Penerapan E-Commerce Bagi UMKM Sebagai Pemasaran Digital dalam Menghadapi Revolusi Industri 4.0," *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, vol. 4, no. 4, pp. 279-287, Oct. 2024, doi: 10.55606/cemerlang.v4i4.3277.
- [12] G. Bowen, "Document Analysis as a Qualitative Research Method," no. October, 2017, doi: 10.3316/QRJ0902027.
- [13] K. P. Widiatmika, *Metode Penelitian Kualitatif*, vol. 16, no. 2. 2019. [Online]. Available: [https://lib.unnes.ac.id/40372/1/Metode Penelitian Kualitatif.pdf](https://lib.unnes.ac.id/40372/1/Metode%20Penelitian%20Kualitatif.pdf)
- [14] P. Spradley and M. Huberman, "Kajian Teoritis tentang Teknik Analisis Data dalam Penelitian Kualitatif: Perspektif Spradley, Miles dan Huberman," vol. 1, no. 2, pp. 77-84, 2024.
- [15] Sugiyono, *Metode Penelitian Kualitatif: Teori dan Penerapannya*, vol. 2. 2024.
- [16] I. A. Hafitasari, D. A. Adzani, and A. Y. Mafruhah, "Analisis Hubungan E-Commerce terhadap UMKM di Indonesia," *Jurnal Dinamika Ekonomi Pembangunan*, vol. 5, no. 2, pp. 95-105, 2022, doi: 10.33005/jdep.v5i2.401.
- [17] Z. Ruscitasari, T. Kamal, and N. Pratiwi, "ANALISIS ADOPSI E-COMMERCE TERHADAP KINERJA UMKM DESA PLERET," *Indonesian Journal of Business Intelligence (IJUBI)*, vol. 4, no. 2, p. 63, Dec. 2021, doi: 10.21927/ijubi.v4i2.1949.
- [18] I. A. Hafitasari, D. A. Adzani, and A. Y. Mafruhah, "Analisis Hubungan E-Commerce terhadap UMKM di Indonesia," *Jurnal Dinamika Ekonomi Pembangunan*, vol. 5, no. 2, pp. 95-105, Jul. 2022, doi: 10.33005/jdep.v5i2.401.

- [19] S. Al Farisi, M. Iqbal Fasa, and Suharto, "Peran Umkm (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat," *Jurnal Dinamika Ekonomi Syariah*, vol. 9, no. 1, pp. 73–84, 2022, doi: 10.53429/jdes.v9ino.1.307.
- [20] Z. Ruscitasari, T. Kamal, and N. Pratiwi, "ANALISIS ADOPTSI E-COMMERCE TERHADAP KINERJA UMKM DESA PLERET," *Indonesian Journal of Business Intelligence (IJUBI)*, vol. 4, no. 2, p. 63, Dec. 2021, doi: 10.21927/ijubi.v4i2.1949.

Elza Dwi Nur Ardianti

Muhammadiyah University of Sidoarjo, Indonesia

Email: elzacomel29@gmail.com

*** Isnaini Rodiyah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: isnainirodiyah@umsida.ac.id
