

## **Community Service Activities (CSA): Increasing the Competitiveness of Furniture SMEs Through Digital Marketing Strategies**

Erni Puspanantasari Putri, Andini Putri Cahyani, Fani Nafianti Putri Farenzy,  
Mutiarra Zaafarani Zahra, Tria Ayu Oktavia, Lutvi Oktavia

Department of Industrial Engineering, Universitas 17 Agustus 1945 Surabaya, Indonesia  
[erniputri@untag-sby.ac.id](mailto:erniputri@untag-sby.ac.id)

### **ABSTRAK**

Usaha kecil dan menengah (UKM) Meubel Maju Barokah merupakan usaha kecil menengah yang bergerak di bidang produksi furnitur kayu, seperti pintu, lemari, kusen, dan perabot rumah tangga lainnya. Usaha ini memiliki kualitas produk yang baik, namun belum mampu memaksimalkan strategi pemasaran digital dalam memperluas jangkauan pasar dan meningkatkan daya saing. Kegiatan Pengabdian kepada Masyarakat ini bertujuan untuk mendampingi UKM dalam menerapkan strategi pemasaran berbasis digital guna meningkatkan visibilitas produk dan menarik minat konsumen secara lebih luas. Metode pelaksanaan kegiatan dilakukan melalui pendekatan partisipatif, dimulai dari observasi lapangan, wawancara langsung dengan pelaku usaha, perancangan solusi, hingga pelatihan dan pendampingan implementasi. Fokus kegiatan diarahkan pada lima aspek utama, yaitu pemanfaatan media sosial (Instagram, Facebook, TikTok), pembuatan konten berkala, pemasaran melalui e-commerce (Tokopedia, Shopee), pengembangan website katalog produk, serta optimalisasi testimoni pelanggan. Hasil kegiatan Pengabdian kepada Masyarakat ini adalah diharapkan pelaku UKM mulai mampu memanfaatkan media digital secara aktif untuk mempromosikan produk, menjalin komunikasi dengan konsumen, dan membangun citra profesional. Strategi ini dapat meningkatkan interaksi pelanggan dan memperluas jangkauan pasar. Dengan demikian, kegiatan PkM ini memberikan kontribusi nyata dalam mendukung digitalisasi pemasaran UKM lokal agar mampu bertahan dan berkembang di era persaingan digital.

Kata kunci: UKM, pemasaran digital, media sosial, e-commerce, daya saing, meubel kayu

### **ABSTRACT**

Small and medium enterprises (SMEs) UD Meubel Maju Barokah is a small and medium enterprise engaged in the production of wooden furniture, such as doors, cabinets, frames, and other household furniture. This business has good product quality but has not been able to maximize digital marketing strategies in expanding market reach and increasing competitiveness. This community service activity aims to assist SMEs in implementing digital-based marketing strategies to increase product visibility and attract wider consumer interest. The method of implementing the activity is carried out through a participatory approach, starting from field observation and direct interviews with business actors to solution design and training and implementation assistance. The focus of the activity is directed at five main aspects, namely the use of social media (Instagram, Facebook, TikTok), periodic content creation, marketing through e-commerce (Tokopedia, Shopee), product catalog website

development, and optimization of customer testimonials. The results of the community service activity are expected to enable SMEs to actively utilize digital media to promote products, communicate with consumers, and build a professional image. This strategy can increase customer interaction and expand market reach. Thus, this community service provides a real contribution in supporting the digitalization of local SME marketing so that they can survive and develop in the era of digital competition.

Keywords: SMEs, digital marketing, social media, e-commerce, competitiveness, wooden furniture

## **.1. INTRODUCTION**

Micro, small, and medium enterprises (MSMEs) play an important role in developing the national economy. In addition to their role in developing the economy and absorbing labor, MSMEs also have a role in equalizing development results. MSMEs must be continuously developed and play an active role so that they can advance and compete with other economic actors. Otherwise, MSMEs, which act as the heart of the national economy, will not be able to develop properly [1], [2]. MSMEs are the driving force of the Indonesian economy. MSMEs have made a major contribution to the development and economic growth of this country. The number of MSMEs in Indonesia reaches 99.9% of the total business units. Indonesia has experienced three periods of economic crisis, namely the monetary crisis (1998), the global financial crisis (2008), and the economic and financial crisis amidst the global outbreak of the coronavirus (COVID-2019). MSMEs remain resilient in supporting the national economy and are still able to absorb labor during the three periods of economic crisis. MSMEs are able to improve the Indonesian economy. This is because MSMEs are able to maintain the continuity of their businesses so that they continue to grow and compete with the tight global competition [3].

The development of SMEs is hampered by various factors such as inadequate marketing strategies; product sales have not reached the target; raw materials are of substandard quality; human resources are not trained; human resources are poorly educated; production facilities are still traditional; production process technology is not modern; minimal capital sources; financial administration is not professional (family system); production costs are still high, which has an impact on high selling prices; product innovation has not developed well; and distribution and promotion networks are still weak [4], [5]. The Indonesian economy is highly dependent on micro, small, and medium industries (MSMEs). Around 90% of the workforce and 60% of its GDP contribution can be absorbed by MSMEs. The sectoral economy in Indonesia can be expanded through the development of MSMEs. If MSMEs want to succeed, they need a strategy to coordinate their company's expansion activities. This will allow the company to generate the highest profit margins. In the era of the Industrial Revolution 4.0, MSME actors are required to use information technology. In order to compete, MSMEs must prepare three things: have a high level of digital literacy, be able to adapt to digital, and improve the quality of MSME products. The existing idea of Industrial Revolution 4.0 is complemented by the idea of Society 5.0. In Society 5.0, individuals can use several technologies from the Industrial Revolution 4.0 era to address various economic and social challenges. There are seven competencies needed by human resource professionals. These are leadership, IT literacy, writing skills, problem-solving skills, critical thinking skills, and creative skills [6].

The top market position in the ASEAN region is held by Indonesia. In the era of Society 5.0, the MSME sector is one of the crucial sectors. However, only a small portion of MSMEs (around 16% of all MSMEs in Indonesia) have embraced digitalization. To make MSMEs more

competitive in the era of Society 5.0, many initiatives are needed. MSMEs can become more competitive by (i) developing their digital skills, (ii) learning while working, (iii), improving their human resources, (iv) combining teamwork, (v) adopting an educational curriculum that emphasizes human-digital skills, and (vi) utilizing the role of government regulation [7]. One of the SMEs facing these challenges is UD. Meubel Maju Barokah, a wooden furniture business located in Panjunan Village, Sukodono District, Sidoarjo Regency. This MSE produces various products such as doors, frames, cupboards, and wooden carts. Although its products are of good quality, this business still relies on conventional marketing methods such as word of mouth and banner installation. As a result, market reach is limited and not commensurate with the production potential available.

In facing these challenges, digitalization of marketing is a strategic step that needs to be taken. The use of information technology such as social media, marketplaces, and websites can have a significant impact on expanding market access, building business image, and increasing competitiveness. SME owners often do not have sufficient skills and understanding to optimally utilize these digital tools. Based on these conditions, this Community Service activity was carried out with the aim of assisting SMEs UD. Meubel Maju Barokah in designing and implementing simple but effective digital marketing strategies. Through direct assistance, technical training, and the creation of digital content and platforms, this activity aims to increase business visibility, expand the market, and strengthen relationships with customers. This activity also aims to be a means of implementing the role of universities in community empowerment and transfer of applicable knowledge, in accordance with the spirit of the Tridharma of Higher Education. Thus, it is hoped that this community service activity will be able to provide a sustainable impact on the development of local businesses and support community-based economic growth.

## 2. MATERI AND METHODS

**MSME Development Strategy.** MSME development requires various strategies. These strategies are as follows: (i) Intensive provision for MSME actors is one of the policies implemented in order to develop their business. Intensive provision is in the form of easy access to various things, including promotion, development funds, current trend information, facilities and infrastructure, development, and so on; (ii) Making a business roadmap with a comprehensive program. The program synergizes human resources, markets, capital, quality, and design to build a creative economy; (iii) Training for MSMEs as an effort to develop their business. The objectives of the training are: (a) to provide an understanding and essence of business, and (b) to provide provision for MSME actors. Thus, innovative ideas can be developed and utilized appropriately and in a planned manner; (iv) MSME products are products that are vulnerable to piracy because these products are created through creative ideas and innovation. The government needs to provide legal protection for creative economy products; and (v) Investors have an important role in MSME development. The existence of investors can accelerate the realization of MSME creative economy activities [8], [9].

**MSMEs and Their Strategic Role.** Micro, small, and medium enterprises (MSMEs) play a very important and vital role in the structure of the national economy. Small businesses (with 5–19 employees) and medium businesses (with 20–99 employees) are included in the categories used by the Central Statistics Agency to categorize MSMEs (with 20–99 employees). Based on the perspective of business development, there are four types of MSMEs, namely: (i) informal sector MSMEs, such as street vendors; (ii) micro MSMEs, such as MSMEs that have the capacity as craftsmen but lack the entrepreneurial spirit to build their companies; (iii) dynamic small MSMEs, such as MSMEs that have the capacity as entrepreneurs by agreeing to export and subcontract cooperation; and (iv) Rapid Response

Businesses, or MSMEs that have skills as specialist entrepreneurs and have the potential to grow into large businesses. [7], [10].

**MSME Marketing Strategy in the Digital Era.** The development of digital technology forces every business actor to continue to adapt and innovate in order to compete in the industry, including companies at the MSME level. One way to face competition is to use MSME marketing strategies in the digital era. MSME marketing strategies in the digital era include conducting target market research, identifying products needed by consumers, finding product differentiation, creating attractive packaging designs, implementing digital promotions, creating a business website, providing the best service, building customer loyalty, increasing networking and cooperation, and being consistent in implementing strategies. The first MSME marketing strategy is to conduct target market research. This step is important to do at the beginning before running any form of campaign and promotion. The next step in the marketing strategy is to determine the right product. Products must be made based on consumer needs. The reason is because no one wants to buy products they don't need. Every industry must have competitors who have already entered the business field and become major players who dominate the market. Find something positive that can be highlighted from the product as a differentiating aspect from competing products. One way to find it is through competitor research. One of the important things that potential consumers always pay attention to before buying a product is its packaging. Attractive and eye-catching packaging will get more attention and interest from consumers to buy and try it. As a form of adaptation to technological changes, business actors need to implement various digital-based MSME marketing strategies. There are many examples of MSME marketing strategies with digital channels such as social media, online ads, KOLs or influencers, WhatsApp broadcasts, email marketing, and Google My Business. A website is a very important platform if business actors want to run a business online. For this reason, a business needs a home that is the center of business activities. The website provides business information such as the services or products offered, carries out marketing through content and SEO, and becomes a place for transactions. A quality product will be meaningless if the service provided does not satisfy consumers. Therefore, this MSME marketing strategy is very important. A business will not be able to survive in competition if there are no loyal consumers who always faithfully support the business. Customer loyalty is like an investment that needs to be built from the start so that you can reap the results in the future. Business is not only about the company but also about establishing relationships with partners. To have business partners, it is necessary to increase networks and acquaintances so that new opportunities for cooperation will open up. Consistency and discipline are expensive because not everyone can do it. This is what distinguishes between successful and failed companies. Consistency in implementing the right strategy will make the business slowly achieve results [11].

**Digital Transformation in Marketing.** Digital transformation is the process by which organizations integrate digital technologies across all areas of their business. This process fundamentally changes the way organizations deliver value to customers. Companies adopt innovative digital technologies to make cultural and operational changes that better adapt to changing customer demands. Examples of digital transformation include: (i) Companies begin building digital solutions, such as mobile applications or e-commerce platforms; (ii) Companies migrate from on-premises computer infrastructure to cloud computing; and (iii) Companies adopt smart sensors to reduce operating costs. The term digital transformation describes the implementation of new technologies, talent, and processes to stay competitive in an ever-changing technology landscape. In the post-pandemic era, organizations must have the ability to adapt quickly to changes such as: (i) Time pressures for launch; (ii) Sudden supply chain disruptions; (iii) Rapidly changing customer expectations; and (iv) Companies must

embrace a digital transformation strategy if they are to keep up with technological developments. Some of the benefits of digital transformation initiatives include: increasing productivity, improving customer experience, and reducing operating costs [12]. Social media is the best marketing tool for e-Commerce, because it has an important purpose in online marketing, namely helping companies build a strong website appearance, generate profits, and increase traffic. There are several ways that can be done to optimize social media as a marketing tool for e-commerce, such as: (i) Using Facebook or Instagram Live to promote your e-Commerce products directly. The Live feature on Facebook and Instagram can be used to interact with consumers by creating interesting topics, such as unboxing or reviews; (ii) Social Media Ads (Facebook and Instagram Ads). You should invest in using Facebook and Instagram Ads to promote special content that provides special offers, discounts, and big events such as Online Shopping Day 11.11 or 12.12; (iii) Instagram Catalog. This Instagram feature makes it easy for consumers to get information about product prices and direct links to the website/mobile app to make purchases; and (iv) Increase content creation. One interesting example can be seen on TikTok. Several e-commerce brands have created interesting content by collaborating with TikTok Influencers to produce interesting content. On Instagram, many big e-Commerce brands hold interactive content such as quizzes, polls, surveys, and others [13].

**The Role of Testimonials and Consumer Reviews.** Customer testimonials are statements from customers about their experiences when using a product. Some examples of customer testimonials include comments on e-Commerce, stories on social media, and reviews on websites. With positive customer testimonials, potential customers will be more confident in buying a product. To get positive customer testimonials, efforts are needed to maintain the quality of products and services. The role of testimonials in business includes consumer trust, increasing sales, building reputation, humanizing the brand, and being more personal. Currently, the role of testimonials is increasingly felt thanks to the existence of online platforms. Customers can more easily convey their testimonials. The advantages of online testimonials include wide reach, simplicity in sharing, and support from social media. Social media is one of the favorite platforms for many people to share testimonials [14].

**Website as a Catalog and Digital Portfolio.** A business portfolio is the result of a company's or individual's work that can be used for marketing purposes to attract consumers. Generally, business people distribute this portfolio on online media that are widely used. Some of them are through social media and websites. These two media are used for digital marketing media so that uploading this portfolio is expected to attract many people to use the services/products. Many people already understand the usefulness of a portfolio to show work results, as well as for business portfolios. For company websites or other businesses, posting a portfolio will add value to the website. Some of the uses of posting a business portfolio on a website include: showing work results, showing professionalism, and branding purposes. A portfolio is a page to show the company's work results in general. This is an advantage for business owners because they have a free space to show their work results. Without this portfolio page, business owners will not be able to show their work results on the website. Advertising does not need to use high and deceptive words to attract customers. Simply by showing real work results through this portfolio, customers can judge for themselves the quality of the work of a business's products/services. Use the portfolio page as much as possible for optimal results. Portfolios are indeed made to show the work results of the company or the party concerned; indirectly, they are also used to show the professionalism of the business actor. For example, in a service provider company, prospective customers will judge their professionalism from the portfolio they have. The more and better the portfolio, of course, the more customers will judge that the business owner is professional enough to run their business.

Personal and business branding can be built using one of them using a portfolio. From here, prospective customers can find out what the character of the work results is, what their tastes are and also what the tendencies are in the work. This will form a unique character that differentiates one business from other business actors [15].

### **3. Methods of Implementing Community Service**

This Community Service activity is carried out with a participatory and applicative approach, where the service team is directly involved in assisting business actors in identifying problems, formulating solutions, and providing counseling/socialization of relevant digital marketing strategies. The implementation of the activity is carried out in stages with the following stages: (i) Observation and Identification of Problems; (ii) Designing a Solution Program; (iii) Training and Mentoring; and (iv) Evaluation and Monitoring. The initial stage (Observation and Identification of Problems) is carried out by visiting the business location of UD. Meubel Maju Barokah and conducting direct interviews with business owners. This activity aims to: (i) Map the actual conditions of the marketing strategies used; (ii) Identify limitations in terms of promotion and market reach; and (iii) Absorb the aspirations of business actors regarding their needs and expectations in business development.

Based on the observation results, the team prepared a mentoring activity plan that included five main focuses, namely: (i) Optimizing social media; (ii) Creating regular content; (iii) Utilizing marketplaces (e-commerce); (iv) Developing catalog websites; and (v) Collecting and utilizing customer reviews. Each solution focus is designed in the form of practical activities that are easy to implement by SMEs with limited resources. Core activities are carried out in the form of direct training and technical assistance to business owners and staff. The materials and activities carried out include: (i) Training in the use of business social media (Instagram, Facebook, TikTok); (ii) Practice creating visual content using mobile phones and free applications (such as Canva, CapCut); (iii) Simulation of uploading products and managing stores on Tokopedia and Shopee; (iv) Guidance on creating a simple website using Google Sites; and (v) Techniques for requesting, processing, and displaying customer testimonials. The implementation is carried out face-to-face at the business location, with an educational and demonstrative approach so that it is easy to understand and replicate by business actors independently.

At the end of the activity, an evaluation was carried out on the implementation that had been carried out by the SMEs, through: (i) Feedback from business actors; (ii) Observation of social media and marketplace account activities; (iii) Assessment of customer engagement through digital interactions; and (iv) Follow-up plans to maintain the sustainability of digital marketing efforts. This method is designed to suit the characteristics of the target SMEs which are small and medium-scale, with limited resources but have the spirit to grow and adapt. A direct and applicable approach is the key to the success of this Community Service activity. Community Service Activity Team, Department of Industrial Engineering, Faculty of Engineering, University of 17 August 1945, Surabaya is presented in Figure 1.



Figure 1. Community Service Activity Team, Department of Industrial Engineering, Faculty of Engineering, Universitas 17 Agustus 1945 Surabaya.

#### 4. RESULTS AND DISCUSSION

**Profile of Small and Medium Enterprises.** UD. Meubel Maju Barokah is a business engaged in the manufacturing sector that produces various kinds of wooden furniture such as doors, frames, cabinets, carts, and others. The vision of this SME is to become a high-quality, innovative, and professional furniture manufacturer that is ready to compete in the global market. This SME has four missions in developing its business, namely: (i) Completing consumer orders on time; (ii) Producing quality furniture products; (iii) Working according to applicable procedures and standards; and (iv) Prioritizing quality raw materials and work safety. Currently, UD. Meubel Maju Barokah's marketing strategy includes: (i) Word of mouth marketing; (ii) Using attractive banners and signs; and (iii) Providing a guarantee if the goods are damaged. The business expansion plan of this SME includes: (i) Wanting to have their own place of business because they are still contracting land; (ii) Managing cash well so that they can collect capital to open a permanent place in the future; (iii) Expanding the marketing network using digital media such as Facebook, Instagram, and so on; and (iv) Improving employee skills so that product quality is maintained as the business grows.

**Community Service Activities in Small and Medium Furniture Enterprises.** This Community Service activity was carried out as a form of implementation of the role of universities in fostering and empowering small and medium enterprises (SMEs) so that they can survive and develop sustainably. The Community Service team focused on increasing the marketing capacity of UD. Meubel Maju Barokah SMEs located in Panjunan Village, Sukodono District, Sidoarjo Regency. This SME has produced quality furniture products such as doors, cupboards, tables, and wooden frames, but still experiences limitations in terms of marketing strategies. Promotion still relies on conventional methods such as word of mouth and physical banners. Meanwhile the current furniture business competition demands the adoption of information technology and digital media to reach a wider market, interact with customers, and strengthen consumer trust. Based on the results of initial observations and interviews with business owners, it was found that the potential of this UKM is quite large but

has not been balanced with the maximum utilization of digital media. Therefore, this CS activity is designed systematically to provide counseling/socialization for business actors in introducing and implementing digital technology-based marketing strategies. The main objective of this activity is to provide counseling/socialization in five important aspects of digitalization of marketing strategies for Furniture SMEs in Panjunan Village, Sidoarjo, namely: (i) Utilization of social media (Instagram, Facebook, and TikTok) as visual promotion tools; (ii) Creation and uploading of regular content, including documentation of the production process and customer testimonials; (iii) Utilization of e-commerce platforms (such as Tokopedia and Shopee) to expand market access; (iv) Creation of a digital catalog website and business portfolio; and (v) Strategy for collecting and utilizing positive customer reviews. Through this approach, it is hoped that Furniture SMEs will be able to increase product visibility and competitiveness, reach a wider market, and build a professional image in today's digital era.

**Utilization of Social Media: Instagram, Facebook, and TikTok.** Social media has become the main channel in contemporary marketing. In this activity, the Customer Service team provided counseling/socialization to business actors to create professional business accounts. Examples of the names of these accounts include: Instagram (@meubelmaju.barokah), Facebook (Meubel Maju Barokah Sukodono), and TikTok (@furnitur\_barokah). In visual branding socialization, business actors can design a simple logo (such as using the Canva application), choose consistent identity colors and image tones, and practice effective product photography techniques by utilizing natural lighting and clean backgrounds. Content creation can be in the form of short videos featuring business owners and SME workshop areas, as well as creating image carousels that display product portfolios such as doors, cabinets, and tables, all of which are designed to strengthen the business image on social media. The initial engagement strategy was implemented through the use of local hashtags such as #mebelsidoarjo and #mebelmurahjatim, as well as building active interactions with the audience through greetings and responses to comments to increase engagement and expand the reach of digital marketing. The expected result of this outreach/socialization is that initial interaction from customers and the public can be seen from likes, comments, and requests for information via DM from 3 social media accounts owned by SMEs.

**Periodic Content Creation and Uploading.** This Community Service activity is focused on building credibility and emotional closeness with customers through educational and inspirational content. In an effort to increase the appeal of digital marketing, furniture business actors are given socialization to (i) compile diverse and scheduled social media content, starting from production process content (behind the scenes) that documents the stages of wooden door work from the beginning to the finishing stage and shows videos of team activities when cutting, smoothing, and assembling products; (ii) continued with educational content that provides added value to the audience through tips for choosing teak wood furniture and explanations regarding the differences between custom and ready stock furniture; (iii) content is reinforced with customer testimonials in the form of short video recordings that convey their satisfaction, as well as photos of products that have been installed in consumers' homes accompanied by their comments; (iv) All of this content is scheduled consistently with a different theme each week, for example: education every Monday, production process every Wednesday, and testimonials or superior products every Friday, in order to maintain the rhythm of publication and increase engagement sustainably. The expected results of consistent content are (i) increased reach of social media accounts; (ii) growth in organic followers; and (iii) the emergence of repeat orders from old customers.

**Sales Through E-Commerce Platforms.** This Community Service activity aims to open wider market access through the marketplace. To support the expansion of the furniture

SME market to the digital platform, counseling/socialization of store registration and verification is carried out on the Tokopedia and Shopee marketplaces, including filling in complete store profiles such as addresses, operating hours, and shipping policies. In addition, the product installation process is carried out with detailed descriptions such as size, material, and color, as well as product images from various angles and competitive pricing. The training includes business simulations, from ordering to packaging, as well as the ability to answer customer questions through business discussions. The Community Service Team also introduced various promotional features available, such as store discounts, free shipping, and cashback vouchers as strategies to attract consumer attention. The results of this activity are expected to be superior furniture products such as TV tables and small cabinets to start successfully appearing on Tokopedia and even get initial demand from consumers outside the area, such as Gresik and Pasuruan.

**Creating a Product Catalog and Portfolio Website.** Websites are an important element to give a professional impression and become an official information center. As an effort to strengthen the digital presence and give a professional impression, furniture business actors can create a website using Google Sites. This site is a free platform that is easy to use. The page structure includes a Homepage containing a brief business profile and vision and mission. Product Catalog in the form of a product gallery based on category. Customer Testimonials to show consumer satisfaction. The How to Order page is equipped with an order form and direct WhatsApp button, as well as Contact and Location pages to facilitate access to information. To increase visibility, basic SEO (Search Engine Optimization) optimization can be carried out by inserting keywords in the page title, such as Sidoarjo Teak Wood Furniture and sharing the website link on social media bios. The results of this activity are expected to be successfully created and can be accessed by the public. Thus, SME customers can see the complete product portfolio and place orders directly via the available WhatsApp link.

**Customer Review Collection and Utilization Strategies.** Customer reviews are the most powerful marketing tool because they come from real experiences. In order to build business credibility and increase customer trust, a series of strategic steps were taken, namely contacting old customers to ask for testimonials by providing a short text template to make it easier for them to provide reviews and offering small incentives in the form of discounts for every positive review given. The testimonials obtained were then widely published through social media and websites (including testimonials in the form of videos uploaded as regular content to strengthen social proof). On the other hand, a negative review management strategy was also implemented by responding to each complaint politely, acknowledging existing shortcomings, and offering constructive solutions. The expected results of this effort are to produce more customer testimonials presented in text and image formats. This condition can significantly help build the trust of potential new buyers in the quality of furniture business products and services. Community service activities at SMEs UD. Meubel Maju Barokah, Panjunan Village, Sukodono District, Sidoarjo Regency are presented in Figure 2. Wood as the main raw material and UKM products UD. Meubel Maju Barokah are presented in Figure 3.



Figure 2. Community service activities at SMEs UD. Meubel Maju Barokah, Panjunan Village, Sukodono District, Sidoarjo Regency





Figure 3. Wood raw materials as the main raw materials and SME products UD. Meubel Maju Barokah

## 5. Conclusion

Community Service activities carried out at UD. Meubel Maju Barokah, Panjunan Village, Sukodono District, Sidoarjo Regency, have made a real contribution in assisting local SMEs to increase their competitiveness through digital transformation in marketing strategies. Business leaders must not only understand the value of marketing resources but also be able to quickly develop different marketing strategies that meet the needs of today's market. Through intensive counseling/socialization focused on five main aspects—utilization of social media, periodic content management, marketing through e-commerce, creation of catalog websites, and strengthening reputation through customer reviews—Meubel SMEs are expected to begin to show an increase in product exposure, customer interaction, and sales potential. Some significant achievements from this Customer Service activity include: (i) The business's social

media accounts are active and managed consistently; (ii) Visual content about the production process and customer testimonials are starting to attract the attention of potential new consumers; (iii) Furniture products have been successfully displayed in the national marketplace, opening up wider market access; (iv) The catalog website gives a professional impression and makes it easy for customers to explore products and make orders; and (v) Customer testimonials collected and published have succeeded in building public trust in the quality and services of SMEs. With these results, this Customer Service activity proves that digitalization of marketing strategies can be an effective solution for traditional SMEs to survive and grow amidst increasingly competitive business competition. In the future, the sustainability of this initiative is expected to be supported by the commitment of business actors, as well as collaboration with various parties, including educational institutions, local governments, and local business communities.

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