

STRENGTHENING MICRO, SMALL, AND MEDIUM ENTERPRISES DIGITAL MARKETING BASED ON LOCAL COMMUNITY EMPOWERMENT TO SUPPORT THE REALIZATION OF SDG'S IN SUCOLOR VILLAGE

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Abstract: *Sucolor Village possesses significant local economic potential, particularly in the Micro, Small, and Medium Enterprises (UMKM) sector. However, the utilization of digital technology for product marketing remains limited, resulting in restricted market access and low competitiveness of local products. This activity aims to optimize digital marketing strategies based on local community development to support UMKM sustainability and contribute to the achievement of the Sustainable Development Goals (SDGs) in Sucolor Village. The method employed in this initiative is the ADDIE training model, which includes digital marketing training, branding optimization, and marketing strategies based on social media and e-commerce. This activity involves empowering the local community, particularly women and youth groups, to enhance digital skills and product innovation. As a result of this program, participants demonstrated significant improvement in digital marketing competence, with average post-training scores increasing from 1.7-2.3 to 3.9-4.3 across key indicators such as branding, content creation, and marketplace management. A digital catalog website was successfully developed, and local UMKM began actively promoting their products online. Additionally, the introduction of coffee-themed batik products reinforced local identity and broadened the creative economy. Overall, this community service proved to be an effective way to enhance digital literacy, expand market reach, and increase the economic resilience of rural entrepreneurs.*

Keywords: *Digital Marketing; Local Community; Sucolor Village; UMKM Optimization.*

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INTRODUCTION

Village-level economic development has become a primary concern for many countries in achieving the Sustainable Development Goals (SDGs). Villages are the smallest administrative units where essential activities of the population take place¹. Amid the rapid advancement of digital technology, digital marketing has emerged as a promising solution for Micro, Small, and Medium

¹ Debi S Fuadi, Ade Sadikin Akhyadi, and Iip Saripah, "Systematic Review: Strategi Pemberdayaan Pelaku UMKM Menuju Ekonomi Digital Melalui Aksi Sosial," *Diklus: Jurnal Pendidikan Luar Sekolah* 5, no. 1 (2021): 1–13, <https://doi.org/10.21831/diklus.v5i1.37122>.

Enterprises (UMKM) in villages to enhance their visibility, competitiveness, and business growth. It is supported by international studies which show that digital marketing plays a vital role in helping rural micro-entrepreneurs and SMEs expand their reach, customer base, and sustainability^{2,3,4}. In developing countries such as Indonesia, UMKM complements large industries in terms of job creation, income distribution, and economic growth. They also play a crucial role in local economic development and community empowerment^{5,6}. The development of digital technology provides new opportunities for UMKM to access global markets and improve operational efficiency. Various digital platforms, such as social media, websites, and email marketing, can serve as practical tools to introduce UMKM products and services to potential consumers.

However, the lack of technological knowledge and skills, as well as limited access to digital infrastructure, remain significant obstacles to the adoption of these strategies. According to Yustika⁷, UMKM often struggle with limited capital, outdated production techniques, weak marketing, poor management, and a lack of technology. Hafsah and Yustika⁶ also highlighted internal challenges faced by UMKM, including (1) low professionalism of UMKM managers; (2) limited capital and poor access to banking and markets; (3) inadequate mastery of technology. External challenges include (1) an unfavorable business climate for small enterprise development; (2) ineffective government policies; (3) lack of support; and (4) insufficient guidance, management coaching, and human resource development. Promoting digital economic growth presents an opportunity for Indonesia to improve its financial condition and enhance its global competitiveness. By leveraging its abundant natural resources and accelerating societal transformation through UMKM empowerment, the aim is to create a highly skilled workforce⁸. The economic potential in rural areas can become a significant source of income if efficiently

² Rahul Goel, Dr K. K. Veluri, and Dr. Sarbesh Mishra, "Understanding The Use Of Digital Marketing By Rural Micro Entrepreneurs Of India: A Systematic Literature Review," *Educational Administration Theory and Practices* 30, no. 5 (2024): 7629–38, <https://doi.org/10.53555/kuey.v30i5.4217>.

³ Shaherah Abdul Malik, Norria Zakaria, and Shahrina Othman, "The Impact of Digital Marketing Technology for Transformation on Smes : A Systematic Review," *Insight Journal* 11, no. 2 (2024): 303–14.

⁴ Alexander Caraballo Payares, Jorge Luna, and Adolfo Carbal Herrera, "Digital Marketing Adoption in Small and Medium-Sized Enterprises (SMEs)," *Panorama Económico* 31, no. 4 (2024): 360–74, <https://doi.org/10.32997/pe-2023-4774>.

⁵ Yusri Abdillah, "Inovasi Dan Pengembangan Produk Ukm Handikraf Untuk Pasar Pariwisata Di Bali," *Profit* 10, no. 02 (2016): 52–65, <https://doi.org/10.21776/ub.profit.2016.010.02.5>.

⁶ Dewi Deniaty Sholihah, "Increasing Innovation and Social Media Marketing Among Women Entrepreneurs in Kampung Kerupuk Surabaya," *Nusantara Science and Technology Proceedings 2023* (2023): 98–104, <https://doi.org/10.11594/nstp.2023.3317>.

⁷ Fahimul Amri, "Prosiding Pluralisme Dalam Ekonomi Dan Pendidikan.," *Pusat Dokumentasi Dan Informasi Ilmiah* 1 2 (2014): 368–80.

⁸ Rusdi Hidayat N and Sonja Andarini, "Strategi Pemberdayaan UMKM Di Pedesaan Berbasis Kearifan Lokal Di Era Industri 4.0 Menuju Era Society 5.0," *Jurnal Bisnis Indonesia (JBI)*, 2018, 93–109, <http://ejournal.upnjatim.ac.id/index.php/jbi/article/view/1743%0Ahttp://ejournal.upnjatim.ac.id/index.php/jbi/article/download/1743/1373%0Ahttps://core.ac.uk/download/pdf/287192975.pdf>.

managed by qualified individuals⁹. Meanwhile, Bismala, Andriany, and Siregar indicated that training and business incubator facilities can enhance the human resource quality of UMKM¹⁰.

In Bondowoso City, particularly in Sucolor Village, there is a strong need for the strategic use of digital marketing to support village-level SDG achievement and to advance the entrepreneurship sector. As part of Bondowoso's urban area, Sucolor Village has excellent potential for UMKM development. However, UMKM here face complex challenges, including limited access to broader markets, insufficient understanding of digital technology, and resource and infrastructure constraints. To address these issues, digital marketing utilization becomes a key factor in empowering UMKM and stimulating economic growth at the village level. The urgency of this study arises from the limited digital marketing capabilities and the lack of knowledge and training among the residents of Sucolor Village, which hinder the competitiveness and sustainability of local UMKM in the digital era. Strengthening UMKM digital marketing through community empowerment offers a strategic pathway to enhance regional economic resilience while aligning with the Sustainable Development Goals (SDGs), particularly Goals 8, 9, and 11. This initiative emphasizes the importance of inclusive digital transformation that promotes both community capacity building and sustainable local development. Based on the above background, the community service team identified the primary issue faced by UMKM in Sucolor Village, located 5.4 km from the city center of Bondowoso, as the minimal use of technology in marketing. Therefore, we conducted community service activities aimed at addressing this problem through outreach, counseling, and digital marketing training¹¹. UMKM in Sucolor Village still relies on traditional marketing methods such as word of mouth, which significantly limits their sales. Through training and mentoring aligned with the Village Development Index (IDM), these UMKM are expected to harness the internet and technology to enhance sales and improve the welfare of the Sucolor Village community.

METHOD

The method used in this community service initiative is the ADDIE model (Analysis, Design, Development, Implementation, Evaluation), a systematic framework for developing effective

⁹ Belinda Azzahra and I Wibawa, "Strategi Optimalisasi Standar Kinerja UMKM Sebagai Katalis Perekonomian Indonesia Dalam Menghadapi Middle Income Trap 2045," *Inspire Journal* 1, no. 1 (2021): 75–86.

¹⁰ Lila Bismala, Dewi Andriany, and Gustiana Siregar, "Model Pendampingan Inkubator Bisnis Terhadap Usaha Kecil Dan Menengah (UKM) Di Kota Medan," *PUSKIBII (Pusat Kewirausahaan, Inovasi Dan Inkubator Bisnis)* 1, no. 1 (2019): 1–7, <https://jurnal.umsu.ac.id/index.php/snk/article/view/3574>.

¹¹ Shadrina Hazmi et al., "Peningkatan Sumber Daya Manusia Dan Digital Marketing Pada Start-Up Bisnis Wisata Kampung Sawah Durimanis," *Masyarakat Berdaya Dan Inovasi* 4, no. 2 (2023): 249–54.

programs. This model supports the structured formulation of digital marketing strategies based on local community development, aiming to enhance the competitiveness of UMKM in Sucolor Village. The ADDIE model is widely applied in instructional design and nonformal education because it ensures a sequential yet flexible approach that can be tailored to the unique needs of rural communities¹². Recent studies have demonstrated its effectiveness in entrepreneurship training, especially for womenpreneurs in low-income groups and in the development of community-based educational materials^{13,14}. Its participatory and iterative nature makes it highly suitable for community service programs that require contextual responsiveness and measurable outcomes. In the **analysis** phase, the team conducted an in-depth assessment of the conditions, needs, and challenges faced by local UMKM. Key issues such as limited digital literacy, low online visibility, and minimal use of digital tools in marketing were identified through interviews, field observations, and discussions with community members and UMKM owners. Following this, the **design** phase focused on formulating a training plan and digital marketing strategy tailored to the specific context of the village¹⁵. It involved selecting appropriate learning materials, defining the objectives of the training program, and outlining content on topics such as social media marketing, branding, and the use of e-commerce platforms, all aligned with the needs and capacities of the UMKM. In the **development** phase, the team produced various educational resources and tools needed for implementation. These included training modules, video tutorials, presentation slides, marketing templates, and digital guides aimed at facilitating the learning process and enabling UMKM to apply the concepts introduced independently¹⁶.

The **implementation** phase involved executing the designed program through hands-on workshops, mentoring, and interactive training sessions. The activities were delivered directly to UMKM participants in Sucolor Village and emphasized practical application, such as creating social media content, registering on digital marketplaces, and optimizing product branding. Finally, the **evaluation** phase assessed both the process and outcomes of the program. Formative evaluations were conducted during the training to monitor participant engagement and understanding, while summative assessments measured the impact on participants' digital marketing skills, market reach,

¹² Robert Maribe Branch, *Approach, Instructional Design: The ADDIE*, Department of Educational Psychology and Instructional Technology University of Georgia, vol. 53, 2009.

¹³ Nurul Hidayana Mohd Noor and Noralina Omar, "An Application of the Addie Model for Entrepreneurship Training: A Case Study of Digital Business Womenpreneurs from Low-Income Groups," *Teaching and Assessment in the Era of Education 5.0*, no. July (2024): 46–69, <https://doi.org/10.4018/979-8-3693-3045-6.ch003>.

¹⁴ Nining Purwaningsih et al., "Developing a Financial Literacy Guidebook for Families Using the ADDIE Model : A Nonformal Education Approach," *Journal of Urban Development in Education* 1, no. 1 (2025): 28–36.

¹⁵ Bambang Sarjono, "Strategi Pemasaran Produk Baru," *Orbit* 11, no. 3 (2015): 230–36.

¹⁶ Simra Mujahid and Sujata Khandai, "From Affection to Action: The Role of Brand Love in Facilitating Co-Creation in Online Brand Communities," *Journal of Creating Value* 11, no. 1 (2025): 121–34, <https://doi.org/10.1177/23949643251337519>.

and business performance. Feedback from the participants also provided valuable insights for improving future programs. The community service method can be seen in Figure 1.

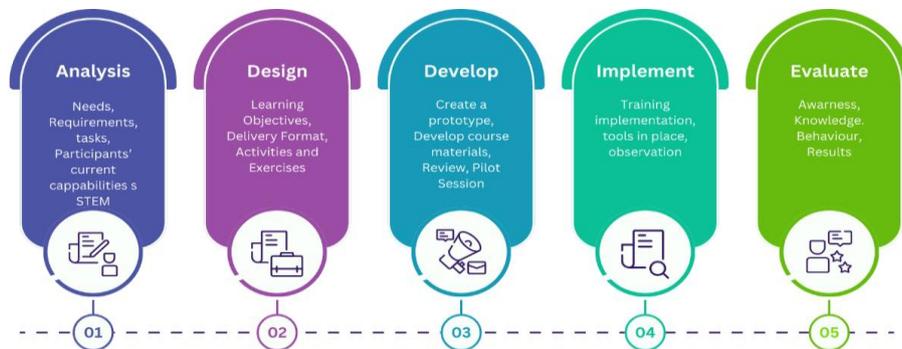


Figure 1. Community service methods

Figure 1 presents a systematic framework of the community service methodology comprising five sequential stages: *Analysis*, *Design*, *Develop*, *Implement*, and *Evaluate*. The process begins with identifying participants' needs and contextual requirements, proceeds with designing and developing appropriate learning materials and prototypes, and continues through implementing training activities. The final stage involves a comprehensive evaluation to measure participants' awareness, knowledge acquisition, behavioral changes, and the overall effectiveness of the program outcomes. Collectively, these stages ensure that the community service program is conducted in a structured, responsive, and evidence-based manner, promoting sustainable impact and continuous improvement.

RESULTS AND DISCUSSION

Sucolor Village possesses a variety of local economic potentials that can be developed through UMKM, one of which is the production of high-quality coffee from local plantations. However, the main challenges faced by UMKM in this village include limited digital marketing capabilities, low levels of digital literacy, and a lack of product innovation. These challenges are not only experienced by coffee-based UMKM but also by entrepreneurs in other sectors such as handicrafts, batik, and accessories. By strengthening digital marketing strategies, providing product innovation training, and developing local themes like using coffee as a motif in batik designs and other derivative products, UMKM in Sucolor Village is expected to grow significantly and become highly competitive in broader markets. The Community Development Team selected the model for this community service activity by carefully considering the specific problems present at the target location. The leading target group for this initiative is the UMKM owners in Sucolor Village.

Based on observations during implementation, it can be concluded that many of these business owners have yet to develop a solid understanding of marketing and its integration with digital technology. Furthermore, some members of the community still lack awareness of the importance of business elements such as logo design and branding. Without the ability to adapt to the current developments in digital marketing, these local entrepreneurs risk stagnation and losing competitiveness in the market. This situation became the driving factor behind the team's decision to conduct digital marketing outreach activities.

The implementation of the ADDIE model in the digital marketing empowerment program for UMKM in Sucolor Village yielded significant outcomes in each phase of development. The structured and participatory nature of this model ensured that the program was responsive to the local context and addressed the real challenges faced by the community. Here is the explanation of each stage.

1. Analysis Phase

The first stage of this community service program is the analysis phase. We examined the initial conditions of UMKM in Sucolor Village to identify the problems they face, so that appropriate solutions could be formulated. This phase involved conducting surveys, interviews, and distributing questionnaires. Through surveys, interviews, and questionnaires with local UMKM actors, the team identified key problems, including low digital literacy, limited marketing reach, and a lack of understanding of branding and visual identity. The data revealed that most UMKM still relied heavily on traditional marketing methods such as word of mouth and had minimal online presence. The result of this stage was a comprehensive needs assessment document that mapped the digital skill gaps and formed the basis for the subsequent intervention design.

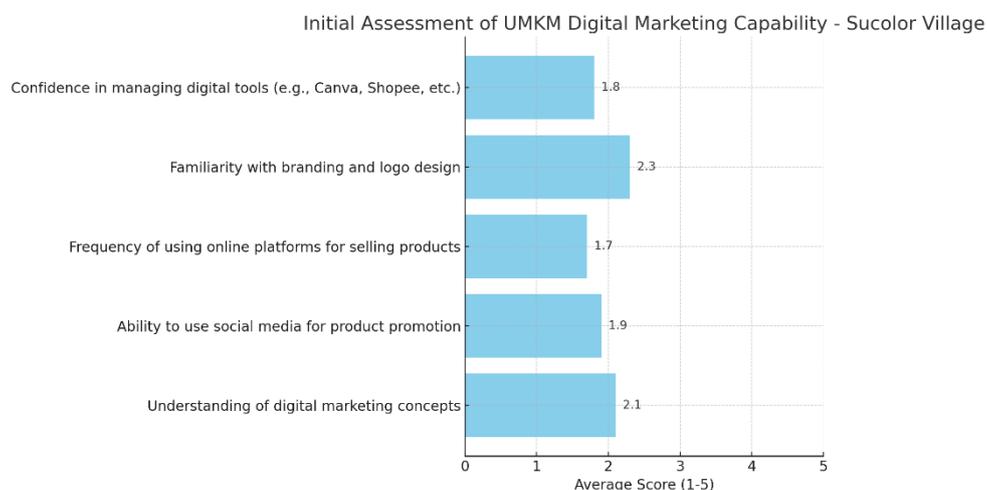


Figure 2. Initial Assessment of UMKM Digital Marketing Capability in Sucolor Village

The initial Assessment of UMKM digital marketing Capability in Sucolor village can be seen in Figure 2. Based on Figure 2, we can see that the digital marketing ability of the citizens in Sucolor village is still low. This situation became the driving factor behind the team's decision to conduct digital marketing outreach activities. We decided to conduct training and mentoring for UMKM in Sucolor Village to enhance their digital marketing skills, improve product branding, and expand their market reach through the effective use of online platforms.

2. Design Phase

Based on the findings, a training curriculum was designed to address the core needs of the UMKM community. The modules included materials on SEO, social media marketing, branding strategies, and marketplace optimization. The design process involved validation from UMKM partners to ensure contextual relevance and practical applicability. This collaborative design led to the production of training materials tailored to the skill level and business type of the local participants.

3. Development Phase

The development phase focused on creating digital tools and improving product identity. A collective UMKM catalog website was developed as a promotional platform showcasing local products. Participants received hands-on assistance in designing appealing product branding and were supported in registering and optimizing their social media and e-commerce accounts. UMKM actively contributed by producing digital content and testing platform functionalities. The outcomes included an operational website, improved digital branding, and active marketplace profiles.

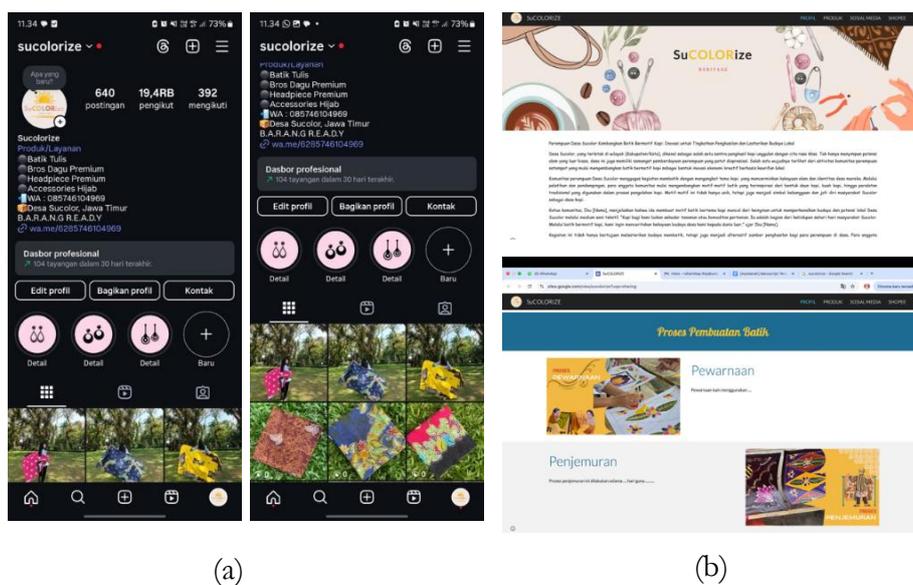


Figure 3. Marketplace of UMKM in Sucolor Village (a) Instagram and (b) Website

4. Implementation Phase

The training was delivered through a series of workshops using a practical, experience-based approach. Participants learned directly how to make batik, apply digital marketing strategies, create promotional content, and utilize digital tools. The program also included social media campaigns. The training program conducted in Sucolor Village was designed to provide participants, primarily local UMKM actors, with practical knowledge and hands-on experience in both traditional batik-making and modern digital marketing strategies. The activities were carried out in a participatory and contextual manner to ensure the relevance and sustainability of the skills acquired.

The training began with an introductory session that outlined the goals of the program and emphasized the importance of digital transformation for local entrepreneurs. Participants were also introduced to the cultural and economic value of batik as a locally rooted creative product that could serve as a branding icon for the village. In the first stage, participants were directly involved in the process of making batik. Under the guidance of local artisans and facilitators, they learned how to design coffee-themed motifs reflecting the identity of Sucolor Village. They practiced sketching patterns, applying wax using traditional *canting* tools, dyeing fabrics, and completing the process by boiling and drying the batik cloth. This session was not only technical but also aimed at strengthening cultural pride and creative entrepreneurship. The batik-making process in Sucolor Village represents a form of local creative industry that integrates cultural expression with economic empowerment. One of the innovations developed by the community is the incorporation of coffee-themed motifs, reflecting the village's agricultural identity. The production process involves several key stages: motif designing, pattern drawing, waxing, dyeing, boiling, rinsing, and finishing. Initially, artisans design motifs inspired by local elements, particularly coffee plants. These motifs are then sketched onto fabric and traced with hot wax using traditional tools (*canting* or copper stamps) to create resist patterns. The cloth is subsequently dyed, boiled to remove the wax, and rinsed to finalize the coloration. Once dry, the batik fabric is either sold as is or crafted into garments, accessories, and village souvenirs. This process is carried out manually by residents, mainly women and youth, and has become an entry point for creative entrepreneurship. The batik craft not only helps preserve cultural heritage but also opens opportunities for UMKM to develop unique, locally branded products that can be marketed through digital platforms.



Figure 4. (a) sketching patterns, (b) applying wax using traditional canting tools, (c) dyeing fabrics, and (d) drying the batik cloth



Figure 5. Batik UMKM in Sucolor Village Product

Following the batik-making session, participants received training on basic branding techniques. They were guided in designing attractive yet straightforward product logos, formulating brand names, and creating product packaging that could visually communicate quality and

uniqueness. Tools like Canva were introduced to help them generate branding assets independently. The next phase of the training focused on the use of digital platforms. Participants were assisted in creating and optimizing their business accounts on Instagram, Facebook, and e-commerce platforms such as Shopee and Tokopedia. They learned how to write persuasive product descriptions, take appealing product photos using their mobile phones, and manage online stores effectively. In the final part of the training, participants explored digital content creation and promotion. They developed short videos highlighting their batik-making process, crafted storytelling posts to communicate the value of their products, and learned how to schedule posts and monitor basic engagement metrics. These skills were reinforced through peer reviews and mentoring sessions where participants received feedback and suggestions for improvement. Through this integrated training, participants were not only equipped with creative production skills but also empowered to build digital visibility and expand their market reach. The combination of local wisdom and digital strategy became a strong foundation for enhancing the competitiveness of UMKM in Sucolor Village. Notably, the program successfully engaged 30 active UMKM participants. Several of the uploaded promotional videos garnered positive engagement, indicating an initial improvement in product visibility.

5. Evaluation Phase

Post-training evaluation showed a marked improvement in participants' understanding of digital marketing and their ability to apply it in their businesses. Follow-up surveys indicated increased confidence among UMKM owners in managing social media accounts, designing product visuals, and exploring new market channels. In addition, participants reported an initial increase in sales and broader market reach. The pre-training and post-training analysis demonstrated a clear improvement in the digital marketing capabilities of UMKM participants in Sucolor Village. Based on five key indicators in Figure 6, participants showed significant progress after the training. Before the program, the average scores ranged from 1.7 to 2.3, indicating low levels of digital literacy, limited use of online platforms, and minimal branding skills. After the training, these scores increased substantially to 3.9 to 4.3, reflecting improved understanding of digital marketing, active use of social media, better product branding, and increased confidence in managing online content. This positive change highlights the effectiveness of the training in equipping participants with practical skills to promote their products digitally and expand their market reach.

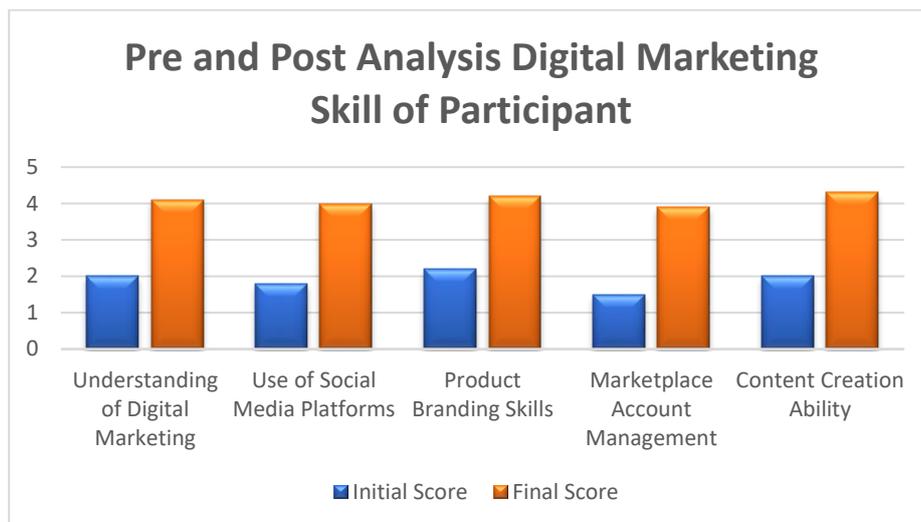


Figure 6. Pre and Post Analysis of Digital Marketing Skills of Participant

Overall, the pre- and post-analysis confirmed that the training program had a meaningful impact on participants' digital marketing capacities. This outcome reinforces the importance of targeted, context-based digital education for rural entrepreneurs and highlights the potential of digital marketing as a catalyst for UMKM growth in developing regions. A series of community service activities supporting this research has been carried out to enhance the capacity of local SMEs through culturally rooted approaches. For instance, the Training on Ecoprint Batik Techniques for the Creation of Fashion Accessories Typical of Malang Regency emphasized creative exploration of natural materials for design¹⁷. The Basic Bookkeeping Training for Women Batik Entrepreneurs in Jonegoro, Bojonegoro, focused on improving financial literacy in micro-enterprise management¹⁸. Meanwhile, the Digital Marketing Training for the Batik Sojiwan Group aimed at expanding market reach through social media¹⁹, and the Empowerment of Women in Sembung Hamlet through Eco-print Ceramic Batik Training strengthened women's skills in innovative batik applications on alternative media²⁰.

Compared to these initiatives, the community engagement program in Sucolor Village presents a distinctive approach by specifically developing coffee-themed batik as the village's cultural identity. The uniqueness lies not only in the motifs inspired by coffee leaves, flowers, and beans but also in the use of

¹⁷ Arinta Rezty Wijyaningputri, Belinda Dewi Regina, and Yohana Puspitasari Wardoyo, "Pelatihan Batik Teknik Ecoprint Dalam Pembuatan Aksesoris Fashion Khas Kabupaten Malang," *Community Development Journal: Jurnal Pengabdian Masyarakat* 2, no. 1 (2021): 159–63, <https://doi.org/10.31004/cdj.v2i1.1516>.

¹⁸ David Efendi Nur Laily, Yudi Sidharta, "Pelatihan Pembukuan Sederhana Bagi Wanita Wirausaha Batik Jonegoro di Kabupaten Bojonegoro," *Jurnal Layanan Masyarakat Universitas Airlangga* 3, no. 1 (2019): 43–46.

¹⁹ K Yudaningsih, "Pelatihan Digital Marketing Dalam Rangka Peningkatan Pemasaran Kelompok Batik Sojiwan," *Seminar Hasil Pengabdian Masyarakat 2019*, no. November (2019): 229–34, <https://ojs.amikom.ac.id/index.php/semhasabdikas/article/view/2418>.

²⁰ Nanik Prasetyoningsih et al., "Pemberdayaan Perempuan Dusun Sembung Melalui Pelatihan Batik Eco-Print Keramik," *Bubungan Tinggi: Jurnal Pengabdian Masyarakat* 4, no. 4 (2022): 1061, <https://doi.org/10.20527/btjpm.v4i4.5767>.

coffee waste as a natural dye, making the product environmentally friendly and rich in local wisdom. Coffee-based batik from Sucolor does more than diversify Indonesian batik motifs; it constructs a strong cultural narrative that connects local agricultural heritage with creative products.

This approach enhances the product's distinctiveness in digital marketing strategies. Beyond empowering the community, especially women artisans, this initiative demonstrates that culturally grounded innovation can become a compelling value proposition in promoting local SMEs. With continuous training and support, Sucolor's coffee batik stands as a model of sustainable regional economic development that aligns with community empowerment and the achievement of village-level SDGs.

Program Sustainability Measures

To ensure the sustainability of the program, several strategies were implemented. A village digital team consisting of local youth and women was formed to continue mentoring UMKM and managing the digital platforms. The UMKM catalog website is now maintained by the local UMKM group and village authorities as a living digital storefront. Additionally, the creative development of locally themed products, such as coffee-patterned batik and accessories, was initiated to strengthen product uniqueness and local identity. Periodic monitoring and evaluation were established to track skill development, digital engagement, and business performance, serving as the foundation for program refinement and potential replication in other regions. Overall, the adoption of the ADDIE model enabled a structured, community-driven, and impactful approach to enhancing the digital capabilities of rural entrepreneurs. The participatory methods and sustainability measures embedded in this program offer a replicable model for digital empowerment in other village-based UMKM ecosystems.

CONCLUSION

The implementation of a digital marketing training program integrated with local creative product development, such as batik making, proved effective in enhancing the capacity of UMKM in Sucolor Village. Through a structured approach based on the ADDIE model, participants experienced a significant improvement in digital literacy, product branding, and online marketing strategies. Pre and post-training assessments confirmed measurable progress across key indicators, including social media use, branding skills, and digital content creation. The average score increased from approximately 2.0 before the program to around 4.0 after the training, indicating enhanced digital literacy, more active use of online platforms, and greater confidence in managing digital content. In addition, the development of a UMKM catalog website and the production of local, coffee-themed batik products helped strengthen the identity and visibility of the village's creative

economy. This program demonstrates that combining cultural assets with digital empowerment can significantly improve the competitiveness and sustainability of rural-based UMKM in the digital era.

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