

Empowering Betawi MSMEs in Kemanggisan, West Jakarta through Product Innovation and Marketing Digitalization

Rafika Ludmilla¹, Rehabeam Lumban Gaol², Wiwin Rifatul Fauziyati³, Muhammad Idris Nasrulloh⁴, Rizky Noviana⁵, Muzamil⁶, Abdul Rahman⁷

¹ Bina Sarana Informatics University; Indonesia

² BAPPEDA MUNA; Indonesia

³ IAI Sunan Giri Ponorogo; Indonesia

⁴ MTs Darul Ulum Waru; Indonesia

⁶ Stai Taswirul Afkar; Indonesia

⁷ Al-Akbar Islamic College; Indonesia

correspondence e-mail*, rafika.rfd@bsi.ac.id, rehabeamlumbangaol@gmail.com, Wirifa@gmail.com, idrisazkiya09@gmail.com, rizkynoviana1608@gmail.com, Muzamil@staitaswirulafkar.ac.id, rahmanwwabdul9@gmail.com

Article history

Submitted: 2025/01/01; Revised: 2025/01/05; Accepted: 2025/01/12

Abstract

The objective of this community service program is to empower Betawi MSMEs in Kemanggisan, West Jakarta, through product innovation and digital marketing. The program aims to improve the quality of local products, introduce digital marketing methods, and expand the market for Betawi SMEs both within and outside Jakarta. Additionally, it aims to enhance the managerial capacity of MSMEs owners to run their businesses more efficiently and sustainably. The approach used in this program is Asset-Based Community Development (ABCD). The first phase involves assessing local assets to identify the strengths and challenges faced by Betawi MSMEs. The second phase focuses on engaging the community through workshops and focus group discussions to co-create solutions. The third phase includes capacity building through training on product innovation and digital marketing. Finally, the program moves to the implementation of digital marketing strategies, followed by periodic evaluations to assess the impact. The program has led to improved capabilities among MSMEs owners in managing products and utilizing digital marketing. Some MSMEs have successfully marketed their products on e-commerce platforms and social media, resulting in positive outcomes, such as increased sales. While challenges in managing digitalization remain, the program has successfully expanded market reach and boosted the income of Betawi MSMEs.

Keywords

Empowerment of MSMEs, Marketing Digitalization, Kemanggisan West Jakarta, Betawi UMKM, Product Innovation



© 2025 by the authors. This is an open-access publication under the terms and conditions of the Creative Commons Attribution 4.0 International (CC BY SA) license, <https://creativecommons.org/licenses/by-sa/4.0/>.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are a sector that has a vital role in the Indonesian economy, especially in creating jobs, increasing people's income,

and contributing to regional economic growth (Al Farisi & Fasa, 2022; Bakrie et al., 2024; Idayu et al., 2021). One group of MSMEs that has great potential in Indonesia is MSMEs that are based on traditional products and local wisdom (Ilham et al., 2024; Paramita et al., 2022; Syarif et al., 2023), such as those found in Betawi MSMEs. Betawi MSMEs in the Kemanggisan area, West Jakarta, are an example of a business that has the potential to develop, but still faces various challenges, both in terms of product innovation and marketing.

Most of the Betawi MSMEs in Kemanggisan are engaged in the culinary, handicraft and traditional clothing sectors, which are known to have their own uniqueness and charm. However, even though these products have strong cultural values, many MSMEs have difficulty developing their products so that they remain relevant to increasingly dynamic market developments. Apart from that, limited knowledge and skills in utilizing digital technology are major obstacles in marketing their products effectively, especially in the current digital era which prioritizes technology-based marketing.

Empowering Betawi MSMEs (Anggraeni et al., 2021; Emiliani et al., 2021) in Kemanggisan through product innovation and marketing digitalization is something that is very necessary to answer these challenges. This community service program aims to increase the capacity and competitiveness of Betawi MSMEs by utilizing existing local potential, as well as introducing the concept of marketing digitalization which can expand market reach and increase the income of MSME players. The approach used in this program is Asset-Based Community Development (ABCD), which focuses on mapping and developing local assets owned by the community.

Through empowerment based on community strength, it is hoped that Betawi MSMEs can better understand how to manage their businesses more efficiently, develop more innovative products, and utilize technology to introduce their products to a wider market. This program is also expected to strengthen the role of MSMEs in the local economy, improve community welfare, and preserve Betawi culture which is rich in traditional values.

METHOD

The approach used in this community service is the ABCD (Asset-Based Community Development) method, which focuses on developing local potential and assets as an empowerment step. This approach is designed to utilize the strength of the Betawi MSME community in Kemanggisan, West Jakarta in creating product innovations and improving digital marketing capabilities. The stages of this method

include: assessing local assets, gathering community participation, strengthening capacity, and program implementation.

In the first stage, a local asset assessment (Asset Identification) was carried out to identify the potential of Betawi MSMEs in the Kemanggisan area. This activity includes surveys, interviews, and focus group discussions (FGD) to map local strengths, such as the uniqueness of Betawi products, the skills possessed by MSME players, and the available infrastructure. This assessment also includes an analysis of the obstacles faced in digital marketing and product innovation.

The second stage is raising community participation (Building Relationships) by involving MSME actors, community leaders and related parties. Regular workshops and meetings are held to build collaboration and strengthen mutual commitment. Active participation from the community is the main key in identifying solutions that are relevant to local needs and culture.

The third stage, namely capacity building, is carried out through training and mentoring. The training covers product innovation based on Betawi culture, such as modern packaging without losing traditional identity, as well as digital marketing strategies, including the use of social media, e-commerce and digital branding techniques. Assistance is provided intensively to ensure that MSME players are able to apply the knowledge they have acquired.

The final stage is program implementation (Delivery and Development) which includes the launch of new innovative products and digital marketing platforms. MSME players are facilitated to market their products through various digital channels. In addition, periodic evaluations are held to measure the effectiveness of the program, both in terms of improving product quality and wider market reach. The results of this evaluation also serve as a reference for program sustainability in the future.

RESULTS AND DISCUSSION

Local Asset Assessment Results

Local asset assessment is a very important first step in empowering Betawi MSMEs in Kemanggisan, West Jakarta. This assessment was carried out with the aim of identifying the potential that exists in the community and exploring the strengths of MSME actors. The assessment process was carried out through surveys, interviews and focus group discussions (FGD) with MSME actors and local community leaders. Based on the survey results, it was found that the majority of Betawi MSMEs in Kemanggisan are engaged in the culinary, handicraft and traditional clothing sectors. These products have very strong characteristics and cultural values, which are a special attraction for both local people and tourists.

However, even though they have great potential, many MSMEs still face serious obstacles, especially in terms of product quality and marketing. Several MSME players revealed that they had difficulty developing their products to make them more attractive and in line with current developments without losing the traditional elements that constitute their identity. Apart from that, the main problem that often arises is limited knowledge and skills in utilizing digital technology for marketing. Most MSME players still rely on conventional marketing methods, such as selling products in local markets or through networks of family and friends, which of course limits their market reach.

Apart from that, the assessment results show that there are deficiencies in structured business management, both in financial and marketing aspects. Most MSMEs in Kemanggisian do not have neat management, which results in a lack of systems that can help them manage production and distribution efficiently. This affects inconsistent product quality, thereby affecting customer satisfaction and the potential for further development.

Promotion of Community Participation

After conducting a local asset assessment, the next step is to gather active participation from the community and MSME actors to ensure that the empowerment program that will be implemented is well received and meets their needs. This process is carried out through workshops, group meetings, and focus group discussions with various parties, including MSME actors, community leaders, and other stakeholders, such as local governments and educational institutions who can provide support in the form of training.

The results of this stage show that there is high interest and enthusiasm from MSME players to participate in the designed development program. Many of them have realized the importance of innovation and digitalization in increasing the competitiveness of their products. However, most MSME players expressed that they needed more intensive guidance and practical assistance in utilizing technology to market their products.

Through a series of meetings and workshops held, MSME players began to understand the importance of collaboration with various parties to improve product quality and expand markets. Some MSME players have even shown an interest in joining larger communities, such as small business associations, to share knowledge and experience. The presence of community leaders also provides additional motivation for MSME actors to commit more seriously to the changes they want to achieve. This program has proven successful in creating a sense of togetherness and

solidarity among them, which has become a strong basis for continuing empowerment efforts.

Strengthening MSME Capacity

The capacity strengthening stage is a key aspect in empowering MSMEs in Kemanggis, especially to increase their ability to innovate and adopt digital technology. The training program designed focuses on two main things: product innovation and digital marketing. The first training focused on product development, where MSME players were taught how to package their products with a more attractive appearance and in line with market trends, without sacrificing the Betawi cultural values contained in the product.

This training teaches them more practical, modern packaging techniques, such as using environmentally friendly packaging materials and packaging designs that attract the attention of consumers. Apart from that, MSMEs are also given training to improve product quality through better processing and storage techniques, so that their products last longer and can meet higher quality standards. With these innovations, MSME players are starting to have products that are not only authentic, but also have stronger appeal in a wider market.

Digital marketing training is no less important. In the digital era like now, the ability to utilize information technology and social media in marketing products is very necessary. Therefore, MSMEs are taught how to use social media such as Instagram, Facebook and TikTok to promote their products. Apart from that, the training also includes the use of a local e-commerce platform which allows them to sell products online, reaching a wider market, both inside and outside Jakarta. This training not only provides technical skills, but also helps MSMEs understand how to build a strong brand image, so that their products can be more easily recognized by consumers.

Several MSME players who took part in this training began to apply the knowledge they gained by creating accounts on social media and e-commerce. Some of them have succeeded in marketing their products through these platforms, with positive responses from consumers. This shows that strengthening capacity through training and mentoring has a significant impact in increasing their ability to innovate and market products more effectively.

Program Implementation and Impact

After thorough training and preparation, the next stage is program implementation, where MSME players start marketing their products digitally. Several Betawi MSME products that have gone through the product innovation

process and marketing digitalization training are starting to appear on e-commerce markets such as Tokopedia, Bukalapak, and Shopee. Apart from that, several MSME players are also starting to use social media to introduce their products, such as creating interesting content on Instagram or TikTok, as well as interacting directly with consumers through live streaming and story features.

The impact of implementing this program is quite significant. Several MSME players reported an increase in sales of their products, especially during certain periods such as holidays or other special events. Apart from that, they also started getting orders from outside Jakarta, which were previously unreachable through conventional marketing. This shows that by utilizing technology, Betawi MSMEs can expand their market reach and increase income potential.

However, not all MSME players experience the same progress. Some still have difficulty managing digital marketing operations, such as product stock management, goods delivery, and social media account management. Therefore, it is important to provide further assistance to MSME actors who still need guidance in these aspects.

Program Evaluation and Sustainability

Evaluations are carried out periodically to measure the effectiveness of the program. Based on the evaluation results, it appears that marketing digitalization has had a positive impact in increasing product visibility and expanding market reach. However, to ensure the sustainability of the program, further support is needed in terms of strengthening managerial capacity and digital business management. Most MSME players stated that they wanted to continue training and mentoring to better master digital marketing techniques and manage online business operations.

Several MSME players also expressed that they needed a more efficient platform to interact with consumers and manage sales in a more structured manner. Therefore, for the sustainability of this program, the development of a community-based digital platform for Betawi MSMEs in Kemanggisan needs to be considered. This platform can help MSME players to share experiences, learn from each other, and get further support in terms of marketing and business management. This empowerment program has succeeded in creating a positive impact on Betawi MSMEs in Kemanggisan. With continued evaluation and assistance, this program has the potential to develop further and become an empowerment model that can be applied in other regions.

CONCLUSION

Empowering Betawi MSMEs in Kemanggisan, West Jakarta through product innovation and marketing digitalization has shown positive results. Through the Asset-Based Community Development (ABCD) approach, this program has succeeded in exploring local potential and utilizing community strengths to overcome the challenges faced by MSME players. An assessment of local assets revealed a wealth of Betawi products with high cultural value, but also demonstrated a deep need for innovation and capacity strengthening in marketing and business management.

The training and assistance provided, both in terms of product innovation and marketing digitalization, have increased the ability of MSME players to manage their products in a more modern and efficient manner. Marketing digitalization, especially through social media and e-commerce platforms, has proven to have a significant impact in expanding market reach and increasing revenue. However, challenges in managing digital operations still exist, and require ongoing assistance so that MSME players can optimize their existing potential.

The success of this program is greatly influenced by the active participation of the community and the commitment of various parties, including the government and educational institutions, in supporting the development of MSMEs. Therefore, to ensure sustainability and wider impact, it is necessary to strengthen managerial capacity and digital business management, as well as the creation of a community-based platform that can continue to provide support to Betawi MSME players.

REFERENCES

- Al Farisi, S., & Fasa, M. I. (2022). The Role of MSMEs (Micro Small and Medium Enterprises) in Improving Community Welfare. *Journal of Sharia Economic Dynamics*, 9(1), 73–84.
- Anggraeni, W. C., Ningtiyas, W. P., & Nurdiah, N. (2021). Government policy in empowering MSMEs during the Covid-19 pandemic in Indonesia. *Journal of Government and Politics (JGOP)*, 3(1), 47–65.
- Bakrie, R. M. R., Suri, S. A., Sahara, A., & Pratama, V. H. (2024). The influence of MSME creativity and its contribution in the era of digitalization to the Indonesian economy. *Journal of Economics and Business*, 16(2), 82–88.
- Emiliani, F., Rizqiana, S., Suhandito, R., Muchibbah, N. N., Nurmahfidhoh, R., & Habib, M. A. F. (2021). An analysis of SME empowerment during the COVID-19 pandemic. *SOSEBI: Research Journal for Islamic Socioeconomic and Business Students*, 1(1), 83–94.
- Idayu, R., Husni, M., & Suhandi, S. (2021). Micro, Small and Medium Enterprises

- (MSME) Development Strategy to Improve the Economy of Village Communities in Nembol Village, Mandalawangi District, Pandeglang Regency, Banten. *STIE Muhammadiyah Palopo Management Journal*, 7(1), 73–85.
- Ilham, B. U., Widiawati, A., Hamdana, H., Irmayani, N., & Mutiara, B. (2024). Study of the Local Wisdom of the Mandar Tribe in Improving the Performance of Micro, Small and Medium Enterprises (MSMEs). *STIE Muhammadiyah Palopo Management Journal*, 10(1), 106–121.
- Paramita, B., Azzahra, F., & Vanesa, S. M. (2022). Utilization and Development of MSME Products Based on Local Wisdom to Increase Community Income in the Riau Islands. *Innovation Ark*, 5(2), 106–144.
- Syarif, A. H., Hudallah, S., Azriansyah, Q., Putri, I. L., & Nopriyanti, N. (2023). Empowerment of Palm Sugar MSMEs Based on Local Wisdom in Kota Jawa Village, Way Khilau District, Pesawaran Regency. *Journal of Research and Community Service*, 1(4), 311–320.