

Village Digitalization: Increasing the Competitiveness of PKK Local Products Through E-Market in Balamoa Village, Pangkah District, Tegal

Sri Sutjiatmi ¹; Diryo Suparto ²; Annisa Adilla^{3*}; Afisa⁴

Universitas Pancasakti Tegal¹²³⁴

*) Corresponding email: annisaadilla@upstegal.ac.id

DOI: <https://doi.org/10.24905/ajecom/vol5issue2.88>

Received: 04-10-2025

Published: 05-11-2025

Abstract

Small and Medium Enterprises (SMEs), particularly Family Welfare Empowerment (PKK) in Balamoa Village, Tegal Regency, face serious challenges because they still rely on traditional marketing and lack digital knowledge. This condition hinders the competitiveness of local products in the wider market and is exacerbated by the accelerated adoption of e-markets after COVID-19. Data from APJII underscores this urgency, with 90% of Indonesia's 202.6 million internet users actively shopping online. Changes in consumer behavior have made the electronic market a crucial marketing channel. As a form of responsibility of the Faculty of Social and Political Sciences, Pancasakti University Tegal, the community service team offers solutions in the form of socialization and training programs. This program aims to introduce and facilitate members of the Balamoa Village PKK in utilizing the market reach of digitalized e-market products to achieve village economic independence. The program activity, titled "Village Digitalization: Enhancing the Competitiveness of Local PKK Products Through E-Market," hopes to optimize the marketing of local products, create new jobs, and support local economic independence.

Keywords: Local MSMEs, E-Market, Digitalization, Product Competitiveness, Village Economic Independence

To link to this article: <https://doi.org/10.24905/ajecom/vol5issue2.88>

1. Introduction

MSMEs play a very important and strategic role in supporting national economic stability and growth. MSMEs are not merely complementary, but rather a main pillar in efforts to achieve independence at the village level (Yuliyannah et al., 2018). Community empowerment, particularly through increasing the competitiveness of local products, is a crucial focus for improving the economic welfare of villages (Aditya & Rusdianto, 2023). Therefore, in this era of modern technology, marketing must shift from simply pursuing growth to a paradigm of

economic development. This shift is carried out through the application of online marketing or e-markets, which can directly strengthen the economy of local MSME players (Arfianto & Balahmar, 2014).

According to data from Kumparan.com, a news article titled “Decline of MSMEs due to Online Trading/E-commerce” was released on October 13, 2024. The news discusses MSMEs as the backbone of the national economy, a sector that has experienced a significant decline due to the rapid development of online trading (e-commerce). The main factor behind this decline is the intense competition with large and foreign companies on digital platforms, which makes it difficult for MSMEs to compete in terms of price, quality, and variety. In addition, changes in consumer habits, which have shifted to online shopping, have caused traditional MSMEs to lose market share. The obstacles are the lack of access to technology and capital for digitalization, as well as a lack of understanding of digital marketing strategies among MSMEs in general, which has caused them to be “excluded” and experience a decline in income. The majority of local MSMEs are now in danger of going out of business. This crisis has serious social and economic impacts, including increased unemployment, decreased quality of local products, and the risk of losing local culture. Therefore, urgent intervention is needed in the form of training, technological support, and marketing programs from the government and related institutions so that MSMEs can transform and maintain their sustainability in an increasingly competitive market (Fauziah, 2024).

Based on the above data, this shows a serious challenge in the form of intense competition in changing consumer behavior and the risk of bankruptcy experienced by local MSMEs. The adoption of digital technology is not an option, but an urgent need to survive and grow. Online marketing (e-market) has been proven to contribute to community development by promoting both digital and financial inclusivity, which in turn can contribute to poverty alleviation and inclusive economic growth. Therefore, accelerating literacy and implementation is key to empowering MSMEs to overcome the obstacles arising from e-commerce.

Amidst the rapid development of technology today, the use of information technology has become an effective solution in promoting and distributing products. The presence of e-markets has provided much broader access for MSME players to reach consumers in various regions, even globally (Krismawan et al.,

2022). This is highly relevant to the Family Welfare Empowerment (PKK) group in Balamoa Village, Pangkah District, Tegal Regency, which has great potential in the production of local products such as chips, siomay, batik clothes, and so on.

This phenomenon is driven by massive changes in consumer behavior, which has now shifted to online shopping (Ahsyar et al., 2020). A report from the Indonesian Internet Service Providers Association (APJII) in 2022 shows that of the 202.6 million internet users in Indonesia, 90% of them use the internet for shopping ((APJII), 2022). This figure proves that the digital market offers significant opportunities for MSMEs (Sirodjudin, 2023). Ironically, despite the enormous market potential, many MSMEs, including the PKK group in Balamoa Village, have not yet optimally utilized the e-market.

Based on a survey, it was found that most members of the PKK group in Balamoa Village still rely on traditional marketing methods and do not have sufficient knowledge about how to utilize digital platforms for promotion (Hasanah et al., 2021). Online marketing (e-market) is therefore a crucial solution because it contributes to digital and financial inclusion, which directly supports poverty alleviation and inclusive economic growth in society.

The urgency of this issue has been accelerated by the impact of the COVID-19 pandemic, which has accelerated digital transformation in all marketing sectors (Paranoan et al., 2022). According to (Nurfadilah, 2021), 70% of consumers now prefer online shopping, requiring SMEs to immediately adapt to digital marketing transformation. The urgency of this adaptation is particularly felt in Balamoa Village, Tegal Regency, given that the level of digital knowledge in the economic sector in the region is still relatively low. Balamoa Village, Tegal Regency, with an area of $\pm 152,935$ Ha and a total population of 7,730, has fertile natural potential thanks to the Kali Cacaban and Kebumen Rivers that flow through it. Therefore, the potential of local products produced by the PKK group is very suitable to be developed in empowerment in digital economic development.

Digital economic development is currently implemented through electronic marketing. This procedure can be carried out for purchasing, exchanging products, services, and data anytime and anywhere, simply by utilizing the network available on smartphones. The Balamoa Village community plays a crucial role in strengthening the local MSME economy through the use of e-markets. Their participation is very

important to ensure that digital-based product marketing can run effectively and produce the best quality, thereby facilitating members of the Balamoa Village PKK group in utilizing e-markets as a means of promotion.

The program is expected to significantly improve knowledge, digital skills, and the competitiveness of local products, which will ultimately have a positive impact on sales, the local economy, and the creation of new jobs. The implementation of this program is also a manifestation of the social responsibility of the Faculty of Social and Political Sciences, Pancasakti University Tegal, to actively contribute to realizing village independence in the era of digitalization, in line with the government's efforts to encourage the digitalization of SMEs as a strategy for economic recovery after the pandemic. It is hoped that the results of this program can become a model for community empowerment that utilizes digital technology in other villages.

2. Method

The method of implementing the community service program is systematically arranged through six stages that focus on the digital empowerment of the PKK in Balamoa Village using a participatory approach and involving effective socialization methods. The initial stage includes the administrative process of submitting an official proposal to Pancasakti University Tegal. This process is followed by the pre-implementation stage, namely Site Observation to map the socio-economic conditions in Balamoa Village and program preparation, which includes preparing materials and logistics to ensure the smooth running of activities.

This community service activity was carried out by the Community Service team consisting of lecturers and students from the Government Science Study Program, Faculty of Social and Political Sciences, Pancasakti University Tegal (UPS). This community service activity began by submitting a letter of permission to the Balamoa Village as the location for the activity. This outreach activity took the form of an educational session for the community and village officials on the topic of “Village Digitalization: Enhancing the Competitiveness of Local PKK Products Through E-Market for the Economic Independence of Balamoa Village.” The target audience for this community service activity included residents and officials of Balamoa Village. During the outreach activity, 36 residents attended, representing the PKK mothers in Balamoa Village.

The speakers were lecturers in Government Science and Communication Science from Pancasakti University Tegal, namely Dra. Sri Sutjiatmi, M.Si; Diryo Suparto, M.Si; Annisa

Adilla, M.I.Kom; and Afisa, M.I.P, who served as resource persons providing in-depth educational material related to digitalization awareness and the use of e-markets. The expected outcomes of this outreach activity include the Balamoa Village community gaining a better understanding of digitalization and the use of e-markets in the economy, as well as the importance of their participation in raising awareness of the potential of digitalization in marketing local products, especially for members of the PKK in Balamoa Village.

3. Result and Discussion

In the initial stage, the Pancasakti University Tegal Community Service Team conducted literature research and compiled a number of relevant references to gain an in-depth understanding of the characteristics of the region and the social conditions of the community in the service location, namely Balamoa Village, Pangkah District, Tegal Regency. Furthermore, the findings from the study were presented to village officials as a basis for designing community service programs.

The initial findings indicated that residents still lacked in-depth knowledge about the digital economy and the use of online market platforms. This situation affected the low level of community participation in utilizing digital technology as a tool to expand their businesses. In addition, the lack of involvement of the younger generation as a forum further widens the gap in efforts to strengthen the digital economy in rural communities. This is one of the main factors behind the implementation of this community service program. On the other hand, the development of digital-based businesses also requires assistance from the village government, which plays an important role as a partner in connecting entrepreneurs with buyers.

The Community Service Team of Pancasakti University Tegal conducted a socialization activity in Balamoa Village on Monday, September 15, 2025, starting at 09.00 - 12.20 WIB, located at the Balamoa Village Hall, attended by around 36 participants consisting of representatives of the PKK women's group from each neighborhood unit in the village and several village officials. The speakers for this outreach activity were lecturers from the Government Science and Communication Science programs at Pancasakti University Tegal, namely Mrs. Dra. Sri Sutjiatmi, M.Si; Mr. Diryo Suparto, M.Si; and Annisa Adilla, M.I.Kom. The materials presented included “Building Independent Village Governance” presented by Mrs. Dra. Sri Sutjiatmi, M.Si, followed by “Building Local Branding: Digital Marketing Communication Strategies for Balamoa Village PKK Products” presented by Mr.

Diryo Suparto, M.I.Kom, and finally "E -Market for Empowerment: Utilizing Digital Platforms for the Economic Independence of Women in Balamoa Village" presented by Mrs. Annisa Adilla, M.I.Kom. The Balamoa Village community was quite interactive during the presentation of the material and participated well in the question and answer discussion. It is hoped that this community service activity will enhance the understanding of the Balamoa Village community regarding the importance of utilizing e-markets to improve the quality of digital-based product marketing.



Figure 3.1

Presentation of the material “Building Independent Village Governance”

Building independent village governance, the role of government and collaboration in supporting the digitization of the Balamoa Village PKK E-market. Independent village governance is a condition in which Balamoa Village has a strong internal system, rules and capacity to manage all aspects of its economy and development in a sustainable manner, with a focus on making the digitization of the PKK e-market the main driver for the community there to keep up with current technological developments. Modern literature, especially that related to good governance, has shifted its focus on independence from mere regulation to process and actors. This governance must be based on the principles of transparency, participation, and accountability to ensure the success of digitalization (Hapzah et al., 2020).

This ensures the availability of adequate basic digital infrastructure, namely stable internet access, so that the e-market can operate without obstacles. In addition, the government must regulate by simplifying the licensing process for micro businesses and ensuring the quality standardization of PKK Balamoa products so that they meet the requirements for online sales. This regulatory support provides legitimacy and a sense of security for consumers when purchasing local products through digital platforms (Indrajit, 2016). On the other hand, the government needs to provide intensive training on e-market management, digital marketing strategies, and packaging standards suitable for the digital market. The government plays a role in providing access to easy business capital (e.g., through the KUR scheme) or grants. This financial support and training ensure that local businesses have the skills and resources needed to transform into the digital world and manage e-markets professionally.

The sustainability of the Balamoa PKK e-market is highly dependent on synergistic collaboration between the government, academics (from universities) who provide technical assistance in developing effective e-market features, as well as the private sector (e.g., large e-commerce platform companies) in providing professional guidance on supply chain efficiency and expansion strategies, ensuring that the PKK e-market is managed according to modern business standards and is able to compete in a wider market. True independence in Balamoa Village is achieved through active participation and collective accountability. The e-market must be managed with a high level of financial transparency, and digital sales results must be clearly recorded and accountable to all PKK members. Active participation in product uploads, customer service, and investor management is key to operational sustainability. This accountability builds internal trust and ensures that the profits generated from digitalization are reallocated for the collective good, guaranteeing the sustainable economic independence of Balamoa Village.



Figure 3.2

Presentation of the material “Building Local Branding for the Balamoa Village PKK”

The Village-Owned Enterprise plays a central role in the branding strategy for Balamoa Village PKK products, including as a governance institution responsible for product standardization and brand consistency. In the context of digital branding, BUMDes acts as an aggregator that collects products from PKK groups to create a collective brand identity for Balamoa Village. This ensures that all products, from handicrafts to snacks, carry a unified and credible narrative, enabling them to compete in the e-market with a professional image. The Balamoa Village PKK MSMEs also face a knowledge gap among PKK members who have difficulty managing e-commerce, understanding analytics, or creating engaging visual content.

The Village-Owned Enterprise plays a central role in the branding strategy for Balamoa Village PKK products, including as a governance institution responsible for product standardization and brand consistency. In the context of digital branding, BUMDes acts as an aggregator that collects products from PKK groups to create a collective brand identity for Balamoa Village. This ensures that all products, from handicrafts to snacks, carry a unified and credible narrative, enabling them to compete in the e-market with a professional image. The Balamoa Village PKK MSMEs also face a knowledge gap among PKK members who have difficulty managing e-commerce, understanding analytics, or creating engaging visual content.



Figure 3.3

Presentation of Material “E-market for Empowerment: Utilization of Digital Platforms for Economic Independence of Women in Balamoa Village”

The use of e-markets represents a transformative step for the women of the PKK in Balamoa Village, changing their role from household producers to micro-entrepreneurs with unlimited market access. Before the advent of digital platforms, the sales reach of their products was limited to local markets. With the adoption of e-markets, products such as snacks and handicrafts can now be accessed by consumers outside Tegal Regency, and even nationwide. The adoption of e-markets has indirectly forced an increase in digital literacy among the women of Balamoa Village. The process of managing an online store requires new skills, ranging from product photography and persuasive writing (copywriting) to digital inventory management, so that women are not only sellers but also independent digital business managers.

Digital platforms have transparent review and rating features from buyers. This openness forces PPK producers to maintain consistent quality, as any mistakes are immediately visible. Competition in the e-market is highly dependent on content quality, so investment in supporting equipment and in-depth content training is a prerequisite to ensure their products remain visible and in demand. The empowerment aspect is strengthened through the use of e-markets as a storytelling platform where Balamoa women are encouraged to present authentic narratives about the production process, local raw materials, and the positive economic impact on the community, thereby transforming transactions into emotional support, where consumers

feel they are participating in the social mission and empowerment of rural women. Balamoa women show great enthusiasm in participating in these empowerment activities, particularly in selling through e-commerce platforms such as Shopee, Tokopedia, and Instagram.

4. Conclusion

The community service program implemented by the Pancasakti University Tegal Community Service Team in Balamoa Village successfully achieved its goal of increasing community understanding of the importance of digitalization awareness in marketing local products, especially for PKK members. Through educational activities, discussions, and training, the residents of Balamoa Village experienced a significant increase in their understanding that digitalization of marketing through e-markets is an urgent and transformative strategy to overcome low market access and digital literacy, which ultimately encourages the economic independence of PKK MSMEs in Balamoa Village. This community service program aims to bridge this gap.

The implementation of e-markets is highly relevant given that MSMEs are the pillars of the village economy and there has been a massive shift in consumer behavior towards online shopping. Although the PKK group in Balamoa Village has product potential, they are hampered by traditional marketing and a lack of digital knowledge. Therefore, the solution implemented focuses on intensive socialization and training on the use of e-markets. The success of this program depends on three main pillars that work together. First, the existence of solid independent village governance ensures the availability of infrastructure, regulatory support, and accountability in management. Second, the implementation of an effective local branding strategy through authentic content and building credibility by displaying transparent reviews. Third, the successful empowerment of women has given rise to independent digital business managers. Through the synergistic combination of these three pillars, namely good governance, credible marketing, and competent managers, a significant increase in sales and job creation is expected. Thus, a model of independent and sustainable village economic development will be realized.

Acknowledgements

We would like to thank the residents of Balamoa Village for their active participation in this community service program. We would also like to thank the village government, community leaders, and all members of the Community Service Team of the Faculty of Social and Political

Sciences, Pancasakti University Tegal, who have contributed to the success of the program. Your support and cooperation have been invaluable in increasing community understanding and participation in the digitalization of local product marketing.

References

- (APJII), A. P. J. I. I. (2022). *Laporan Survei Pengguna Internet 2022*.
- Aditya, R., & Rusdianto, R. Y. (2023). Penerapan Digital Marketing Sebagai Strategi Pemasaran UMKM. *Jurnal Pelayanan Dan Pengabdian Masyarakat Indonesia (JPPMI)*, 2(2), 96–102.
- Arfianto, A. E. W., & Balahmar, A. R. U. (2014). *Pemberdayaan Masyarakat dalam Pembangunan Ekonomi Desa*. 2(1).
<https://jkmp.umsida.ac.id/index.php/jkmp/article/view/1601>
- Fauziah, N. (2024). *Penurunan UMKM karena Perdagangan Online/ E-commerce*. Kumparan.Com. <https://kumparan.com/nela-fauziah/penurunan-umkm-karena-perdagangan-online-e-commerce-23imL23csdG/full>
- Hapzah, S. N., Rianto, B., & Tamrin, M. H. (2020). Tata Kelola Inovasi Pelayanan Publik: Dimensi Kelembagaan, Aktor Kebijakan dan Masyarakat. *PUBLISIA: Jurnal Ilmu Administrasi Publik*, 5(2), 153–164.
https://jurnal.unmer.ac.id/index.php/jkpp/article/download/4327/pdf_1?utm_source=chatgpt.com&_cf_chl_tk=rypnTXw.NaMSD_frEaWwlm95K8te1Wceb087Hn9AZtM-1759980434-1.0.1.1-n2eZjcVz2Ydxo8QkXU5PQnHJZodIXmdpiZ.uJ9128lg
- Hasanah, M., Jumriani, Juliana, N., & Kiranti, K. P. (2021). Digital Marketing a Marketing Strategy for UMKM Products in The Digital Era. *The Kalimantan Social Studies Journal*, 3(1), 36–44.
- Indrajit, R. E. (2016). *Electronic Goverment In Action: Modul Pembelajaran Berbasis Standar Kompetensi dan Kualifikasi Kerja*. PREINEXUS.
- Krismawan, A. D., Rachmawanto, E. H., & Sari, C. A. (2022). E-Market Dalam Peningkatan Ekonomi UMKM Cupang Mania di Masa Pandemi. *JNPMIK (Jurnal Nasional Pengabdian Masyarakat Ilmu Komputer)*, 1(1), 7–12.
<https://doi.org/10.12487/JNPMIK.v1i1.xxxxx>
- Nurfadilah, S. D. (2021). Analisis Faktor Perubahan Perilaku Konsumen E-Commerce Pada Masa Pandemi Covid-19 (Studi pada Konsumen Shopee di Kota Sukabumi).

International Journal Administration, Business & Organization, 2(1), 16–23.

Paranoan, N., Askikarno, C., & Sau, M. (2022). Mengungkap Strategi Penerapan Digital Marketing dalam Meningkatkan Pendapatan UMKM Produk Kuliner di Makassar. *Accounting Profession Journal (APAJI)*, 4(1), 61–77.

Sirodjudin, M. (2023). Implementasi Digital Marketing Oleh UMKM Di Indonesia : A Scoping Review. *EBISMEN: Jurnal Ekonomi, Bisnis, Dan Manajemen*, 2(2), 20–35.

Yuliyannah, P. R., Rahmatika, D. N., & Fanani, B. (2018). PENGARUH OMZET PENGHASILAN, TARIF PAJAK, SERTA SELF ASSESSMENT SYSTEM TERHADAP KEPATUHAN WAJIB PAJAK USAHA MIKRO, KECIL DAN MENENGAH (UMKM) DI KOTA TEGAL (Studi pada Wajib Pajak Usaha Mikro, Kecil dan Menengah yang Terdaftar di Kantor Pelayanan Pajak Prat. *MULTIPLIER*, 3(1), 11–29.
https://www.researchgate.net/profile/Dien-Noviany-Rahmatika/publication/350127572_PENGARUH_OMZET_PENGHASILAN_TARIF_PAJAK_SERTA_SELF_ASSESSMENT_SYSTEM_TERHADAP_KEPATUHAN_WAJIB_PAJAK_USAHA_MIKRO_KECIL_DAN_MENENGAH_UMKM_DI_KOTA_TEGAL/links/61c9de6ab8305f7c4b