

E-Commerce Training to Enhance Product Competitiveness for MSMEs in Kaliyoso Village, Kangkung District

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Abstract: *Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the national economy. However, many MSME entrepreneurs in Kaliyoso Village, Kangkung District, face challenges in digital marketing. The lack of e-commerce utilization has become a major obstacle in enhancing product competitiveness. This community service program aims to improve the understanding and skills of MSME entrepreneurs in leveraging e-commerce platforms.*

The methods used in this program include socialization, training, and direct mentoring. The activities involve digital marketing training using e-commerce platforms and assistance in managing digitally based businesses. A participatory approach is applied to ensure the active involvement of MSME entrepreneurs in every stage of the program.

The results of this community service initiative indicate that participants have significantly improved their understanding and skills in using e-commerce for product marketing. Through this training, MSME entrepreneurs are better prepared to compete in an increasingly competitive market. The sustainability of this program is recommended through ongoing mentoring and support from local government authorities to strengthen the digital business ecosystem for MSMEs in Kaliyoso Village, Kangkung District.

Keywords: *MSMEs, E-Commerce, Competitiveness, Digital Literacy*

Introduction

Kaliyoso Village, located in Kangkung District, Kendal Regency, holds significant potential for the development of Micro, Small, and Medium Enterprises (MSMEs). Most MSMEs in this area operate in the food and handicraft sectors. However, the majority still face challenges in accessing broader markets. Additionally, MSMEs in this region have yet to fully utilize digital technology for product marketing, making limited market access a critical issue that requires attention.

In the rapidly evolving digital era, online product marketing has become a necessity for every entrepreneur. Digital marketing strategies serve as an effective solution to enhance product visibility and competitiveness. By leveraging various digital platforms such as social media, websites, and marketplaces, MSMEs in Kaliyoso Village can reach a wider audience without relying solely on traditional marketing methods, which have limitations. Digital marketing also enables MSMEs to engage directly with consumers, educate them about product advantages, and build trust through informative and engaging content (Abidin et al., 2025).

Based on observations and interviews with MSME entrepreneurs, the primary challenge faced by MSMEs in Kaliyoso Village is the lack of knowledge about e-commerce. Most entrepreneurs have not yet optimized online marketing. E-commerce platforms offer significant opportunities to expand market reach (Nastiti et al., 2024). This community service initiative focuses on providing training in e-commerce marketing to help MSMEs enhance product competitiveness and expand their market networks.

The potential of natural resources and the development of local products can be widely marketed with the right understanding (Pelipa & Marganingsih, 2020). Despite the large number of MSMEs in Kaliyoso Village, they still face challenges in expanding their market reach. Therefore, effective training in utilizing digital technology is necessary to support business growth (Haholongan et al., 2024).

The objective of this community service initiative is to provide training for MSMEs in Kaliyoso Village, equipping them with a better understanding of e-commerce utilization. Through this training, MSME entrepreneurs will gain knowledge on using e-commerce platforms to market their products online, thereby expanding market access. Targeted digital marketing can serve as an effective solution to enhance the competitiveness of MSMEs in Kaliyoso Village. With practical guidance, the outcomes of this initiative are expected to drive MSME market expansion and create a positive impact on the local economy (Yulita et al., 2023). Studies by Rolando (2024) and Abdali & Widayantie (2023) on optimizing e-commerce usage indicate that adopting e-commerce technology can significantly enhance MSME competitiveness. Similarly, Setiawati et al. (2024) state that MSME entrepreneurs who integrate e-commerce can expand their market networks.

Method

The community service program was conducted in February 2025 at the Kaliyoso Village Hall, Kangkung District, Kendal Regency. The participants of this initiative consisted of 20 MSME entrepreneurs, most of whom operated in the food and handicraft sectors. The primary focus of this community service program was to assist MSME entrepreneurs who had not yet utilized e-commerce for product marketing. The activities included training and mentoring sessions to help MSMEs expand their market reach through digital marketing strategies.

To achieve the desired goal of enhancing the competitiveness of MSME products in Kaliyoso Village through e-commerce utilization, several strategies and methods were employed:

- **Participatory Method:** This approach prioritizes direct community involvement in every stage of the program. By using this method, participants are expected to better understand and effectively apply the training materials.
- **Practical Training:** Hands-on training on e-commerce platforms, where participants engage in practical simulations to enhance their digital marketing

skills.

- **Mentoring:** Following the training, mentoring sessions are conducted to ensure that MSME entrepreneurs can successfully implement the knowledge they have acquired.

The community service program will be carried out in several stages designed to ensure the achievement of its objectives. Below are the stages of the program:

Table 1. Stages of the Community Service Program

Stage	Description
Stage 1: Preparation	Data collection on MSMEs in Kaliyoso Village and identification of their needs.
Stage 2: Socialization and Awareness	Socialization of the program's objectives and benefits to MSME entrepreneurs in Kangkung District.
Stage 3: E-Commerce Training	Training on utilizing e-commerce platforms for MSME product marketing.
Stage 4: Mentoring and Implementation	Mentoring MSME entrepreneurs to help them implement the knowledge gained.

Based on the table above, the flow of the community service activities begins with MSME data collection, followed by socialization, training, and mentoring. The mentoring process for MSME entrepreneurs is supported by the UPGRIS KKN team stationed in Kaliyoso Village. With this approach, it is expected that the community will more easily understand and apply the knowledge provided, ultimately enhancing the competitiveness of their MSME products in both local and global markets.

The following is an e-commerce training practice by creating an account on Shopee:

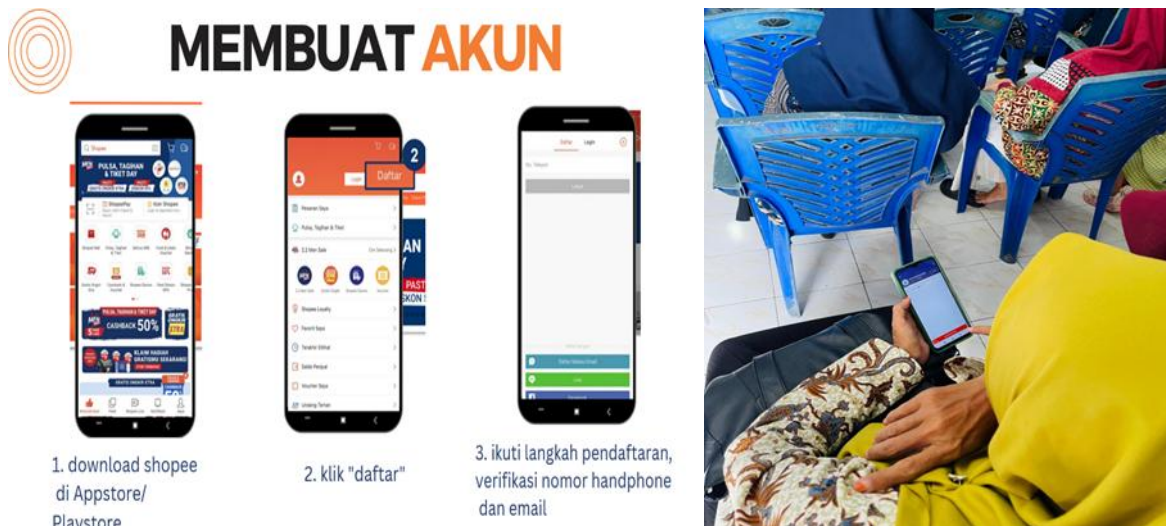


Image 1. Practice Creating an Account on Shopee

Result

The community service activities in Kaliyoso Village were successfully carried out through a series of structured stages. Below is a detailed description of the activities conducted, along with the technical actions and programs implemented to address the challenges faced by MSME entrepreneurs in Kaliyoso Village:

Stage 1: Preparation

The program began with data collection and surveys of MSMEs in Kaliyoso Village. The survey results revealed that the majority of MSMEs in the area had not yet utilized digital technology for product marketing, which posed a significant barrier to increasing their product competitiveness.

This process involved meetings with MSME entrepreneurs to gain deeper insights into their challenges and determine the most needed training programs. The survey indicated that MSMEs in the food and handicraft sectors required further training on e-commerce utilization, particularly on the Shopee platform.

Stage 2: Socialization and Awareness

After the data collection phase, a socialization session was conducted to educate the community on the importance of digital technology adoption. Digital literacy was emphasized as a crucial skill for the people of Kaliyoso Village. This stage highlighted the benefits of the community service program and how it could help MSMEs enhance their product competitiveness in both local and digital markets.

MSME entrepreneurs showed great enthusiasm for the program, with many expressing a strong interest in learning more about e-commerce.

Stage 3: E-Commerce Training

The e-commerce training provided practical knowledge on setting up online stores on platforms like Shopee. Participants were trained on how to use Shopee's features, including uploading products, setting prices, and implementing digital marketing strategies.

Stage 4: Mentoring

Following the training, direct mentoring sessions were conducted for MSME entrepreneurs. This mentoring aimed to ensure that participants could effectively implement the knowledge they had gained during the training. The mentoring process involved on-site visits to assist them in setting up and managing their online stores.

Several technical actions were undertaken to resolve the challenges faced by MSMEs in Kaliyoso Village, including:

- 1. Provision of E-Commerce Technical Assistance:** Through training and mentoring sessions, facilitated by the community service team and assisted by the Upgris KKN team in Kaliyoso Village, MSME entrepreneurs were equipped with the necessary skills to utilize digital technology for product marketing. This initiative aimed to expand their market reach, both locally and nationally.
- 2. Strengthening Digital Marketing Capabilities:** In addition to e-commerce training, MSME entrepreneurs were provided with insights into effective digital marketing strategies. The training included techniques to attract consumers through high-quality product photography, clear and engaging product descriptions, and the use of social media for promotional activities.

This program is expected to make a significant contribution to the knowledge development of MSME entrepreneurs, particularly in the following areas:

- 1. Understanding of E-Commerce:** MSME entrepreneurs in Kaliyoso Village now have a better understanding of the importance of e-commerce in enhancing product competitiveness. They have learned how to set up and manage online stores, as well as the significance of digital marketing.
- 2. Improved Digital Marketing Skills:** Participants have gained knowledge of digital marketing strategies to promote their products more effectively in the online marketplace. This knowledge is expected to boost sales and expand their market reach.

Overall, this community service program has had a significant positive impact on MSME entrepreneurs in Kaliyoso Village. After participating in the training and mentoring sessions, they are expected to be more confident in marketing their products and expanding their market reach through digital technology.

Discussion

The results of the community service program conducted in Kaliyoso Village indicate a significant improvement in the understanding and implementation of digital technology among UMKM (Micro, Small, and Medium Enterprises) entrepreneurs. Overall, this program has successfully assisted UMKM in enhancing their product competitiveness. Through the training provided, the majority of UMKM participants have begun to understand and implement product marketing through e-commerce platforms, particularly Shopee. This aligns with findings that suggest e-commerce offers significant opportunities for UMKM to expand their market reach, both locally and nationally (Lyonita et al., 2024). Previously, many UMKM entrepreneurs faced market limitations, relying solely on direct sales or traditional markets. Now, with access to digital platforms, they can introduce their products to a wider audience.

This success underscores the importance of structured training and continuous mentoring in ensuring UMKM sustainability. However, some UMKM entrepreneurs still require further guidance to optimize their online stores. This indicates that while knowledge has improved, successful implementation requires time and ongoing assistance (Danendra A.W et al., 2025).



Image 2. E-Commerce Training Activities

Conclusion

The community service program conducted in Kaliyoso Village has successfully achieved its intended goal of enhancing UMKM product competitiveness through the

utilization of digital technology. Based on the program's outcomes, several key conclusions can be drawn:

- **Improvement in UMKM Knowledge and Skills in Digital Marketing:** UMKM entrepreneurs have successfully acquired knowledge of e-commerce and digital marketing, which they can apply to their businesses. By leveraging the Shopee e-commerce platform, they have started expanding their market reach. This skill development aligns with the theory that digital literacy is the ability to understand and utilize information from various digital formats (Gilster, 1997). Gilster emphasized that digital literacy is not merely a technical skill but also involves a critical understanding of digital information.
- **Challenges in Implementation and Program Sustainability:** Although significant positive changes have been observed, not all UMKM entrepreneurs could immediately implement all the knowledge and skills acquired during the training. Some still require further guidance to optimize their use of e-commerce platforms. This highlights the need for continued mentoring to ensure the long-term sustainability of this community service program.

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