

## Strengthening Entrepreneurship Literacy and Digital Marketing for PKK Activists Producing Local Products in Muntal Village

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**Abstract:** *This community service activity was carried out in Muntal Village, RT 06 RW 05, Gunung Pati District, Semarang City, with the main target being women members of the Family Welfare Movement (PKK). This program aims to improve entrepreneurial literacy and digital marketing skills to support the development of micro-enterprises based on local products. The background of this activity refers to the village's untapped economic potential, as well as the low understanding of the community, especially women, in aspects of business management and the use of digital technology. The program consisted of a one-day intensive training covering entrepreneurship, product branding, and digital marketing practices through platforms such as Instagram and Shopee. The activity was complemented by group discussions, simulations, and practice creating online business accounts. The implementation of the activity went according to plan with a participant attendance rate of 90%. The results of the activity showed that participants experienced a significant increase in their understanding of entrepreneurial concepts, were able to create digital business accounts, and were more confident in marketing their local products. The evaluation showed that the activity was highly relevant and had a direct positive impact on the economic capacity of the participants. The participants also hoped for further mentoring and the formation of joint business groups. This program is expected to become a model for community-based women's economic empowerment that can be replicated in other areas.*

**Keywords:** *entrepreneurial literacy; digital marketing; local products.*

### Introduction

Women, particularly housewives who are members of the Family Welfare Movement (PKK), play a strategic role in microeconomic development at the village level. Through these groups, mothers not only contribute to household management but also become active participants in productive activities that have economic value. In Muntal Village, RT 06 RW 05, Gunung Pati District, Semarang City, the PKK women's group has long developed various local products such as cassava chips, banana chips, rempeyek, and handicrafts. However, this potential has not been accompanied by adequate entrepreneurial and digital marketing skills. Most PKK women in the village lack a sufficient understanding of business planning, simple financial record keeping, production management, and digital technology-based marketing strategies.

Meanwhile, the government, through Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number 10 of 2018 concerning Entrepreneurship Development, firmly encourages strengthening the

capacity of micro-entrepreneurs, including women, through training, mentoring, and expanding market access. Furthermore, in the Strategic Plan of the Ministry of Cooperatives and SMEs for 2020–2024, it is emphasized that the direction of MSME development policy is directed at increasing productivity, digitalization, and the creation of new entrepreneurs, while paying attention to aspects of gender equality and family economic empowerment. This strategy is in line with the spirit of the National PKK Movement as stated in the 10 Main PKK Programs, particularly in the area of Efforts to Increase Family Income (UP2K-PKK) which focuses on involving women in creative and productive economic activities based on local potential.

Considering these policy directions, this community service activity is relevant and urgent. Through entrepreneurship literacy and digital marketing training, it is hoped that the Family Welfare Movement (PKK) women in Muntal Village can increase their capacity as family economic actors, strengthen the position of local products in the digital market, and create community-based economic independence. This activity also demonstrates the university's concrete contribution to strengthening the synergy between academics, the community, and the government in building a resilient and sustainable rural economy.

## **Method**

To achieve the objectives of the community service program and ensure that all participants (Muntal Village PKK women) gain optimal understanding and practical experience, the activity is designed as a full-day intensive training. The series of activities includes material delivery sessions, interactive discussions, simulations, and hands-on practice relevant to the theme of entrepreneurship and digital marketing based on local potential. Each session is systematically structured, starting from increasing awareness of local potential, simple business planning, an introduction to digital promotional media, and practicing creating an online business account. It is hoped that this activity will not only provide theoretical knowledge but also practical skills that can be directly applied in household economic activities. The approach used usually involves Participatory Action Research (PAR) or Direct Training, where participants not only receive theory but also directly practice the skills taught. Evaluations are conducted to ensure understanding of the material and the level of technology adoption by PKK members.

## **Result**

Strengthening entrepreneurial literacy and digital marketing for local product producers in the Family Welfare Empowerment (PKK) is a strategic step to increase the competitiveness of village MSMEs, expand market reach, and improve family incomes. Through intensive mentoring, PKK groups are encouraged to shift from conventional to digital marketing, leveraging technology to promote superior village products.



Figure 1  
Training Activities

## Discussion

Entrepreneurship education is a crucial first step in the economic empowerment of PKK mothers (Rochman & Anwar, 2024). Through this education, mothers can gain the knowledge and skills to start and grow a business, from identifying business opportunities and planning to financial management, marketing, and product development. This education also broadens mothers' horizons regarding market trends, technology, and innovations that can be applied in their businesses. With sufficient knowledge and skills, mothers will be better prepared to face challenges and capitalize on opportunities in the business world (Karwati, 2017).

Advances in digital technology have had a significant impact on society, particularly in improving family economic well-being. Digital transformation opens up new opportunities for micro, small, and medium enterprises (MSMEs) and housewives, particularly members of the Family Welfare Movement (PKK). They can market their products through social media and e-commerce platforms, expanding their market reach. However, many people, especially PKK members, still lack understanding of how to utilize social media and e-commerce effectively and responsibly. Low digital literacy and understanding of business strategies and digital marketing are key challenges to developing their businesses.

Utilizing digital technology is beneficial for the advancement of MSMEs, such as expanding market reach, improving business management, streamlining operations, and opening up collaboration opportunities. Therefore, improving digital capabilities

and online marketing skills for PKK women is crucial and relevant. Business owners, especially rural women who manage MSMEs, need to continuously develop knowledge and expertise in innovative digital marketing. Digital literacy, which reflects the ability to use information and communication technology for various business purposes, plays a crucial role in fostering creativity. The success of entrepreneurs in the digital world depends heavily on their level of digital literacy (Mulki, 2023; Swissia, 2023). This creates a competitive digital ecosystem to support business growth and development in this digital era (Setiawan et al., 2021).

Digital marketing involves utilizing digital technology to achieve marketing targets, formulate marketing strategies, establish global communications, and transform the way companies interact with customers. Consequently, improving digital literacy skills is a crucial challenge for businesses, requiring them to compete, adapt to the latest technology, and meet the needs of supporting business development. Digital literacy serves as a driving force for businesses to continue to progress and generate new innovations. Business success is increasingly measured through the application of digital technology in brand management and development. Therefore, MSMEs need to improve their digital literacy competencies in line with the latest technological developments for the future (Suminto et al., 2023), (Nooryanto et al., 2022), (Arrizal & Sofyantoro, 2020).

## **Conclusion**

Based on the implementation of community service activities that have been carried out, it can be concluded that the program "Strengthening the Capacity of PKK Mothers in Developing Household Businesses Through Business Education and Digital Marketing" has successfully achieved its main objective of improving digital literacy and basic understanding of entrepreneurship for participants. This activity demonstrated that a participatory, interactive, and practice-oriented educational approach can be effective in providing knowledge to housewives and improving their skills in the field of digital technology. The increase in participants' understanding was clearly visible after the event ended. Participants were able to demonstrate their understanding of digital marketing concepts, product marketing strategies, and managing business accounts on social media platforms. In addition, this activity also succeeded in building participants' motivation and confidence to start or develop their household businesses by utilizing digital technology. Participants who were initially afraid and hesitant to use social media as a promotional tool became more courageous and skilled in creating simple marketing content. From a community empowerment perspective, this program has opened access to knowledge about digital economic opportunities for PKK mothers who have often been limited in developing businesses due to time constraints, mobility, and lack of technical skills. The implementation of activities that combine basic business theory with direct practice using digital platforms has proven to be appropriate to the needs of PKK mothers in Muntal Village.

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