

DIGITAL LITERACY ASSISTANCE IN THE UTILIZATION OF SOCIAL MEDIA FOR COMMUNITY MICRO-ENTERPRISES AT THE GUNA RAYADI ILMU COURSE AND TRAINING INSTITUTE

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Abstract

Developing digital literacy is crucial in facing the era of globalization and the rapid digital transformation. Digital literacy encompasses not only the ability to access information through technology, but also the skills to understand, manage, and utilize it wisely in accordance with prevailing norms, ethics, and culture. This community service program aims to improve digital literacy as a means of community empowerment at the Guna Rayadi Ilmu Course and Training Institute, particularly in the Micro, Small, and Medium Enterprises (MSMEs) and tourism sectors. The methods used include a descriptive approach through literature studies, field observations, and interviews with MSMEs and village communities involved in e-commerce activities. The results of the activity indicate that limited understanding of digital technology remains a major obstacle in accessing digital economic opportunities in villages. Through digital literacy training and mentoring, communities are beginning to understand the use of technology for promoting local products, conducting online transactions, and managing e-commerce-based businesses. This program has had a positive impact on increasing local economic capacity, expanding marketing networks, and reducing digital-based social disparities. Thus, digital literacy has proven to be a strategic instrument in empowering rural communities towards inclusive and sustainable economic development.

Keywords: Digital Literacy; MSMEs; E-Commerce; Community Empowerment

INTRODUCTION

The development of information technology in the industrial era 4.0 has brought significant changes to the economic sector, but micro-entrepreneurs in villages still face various obstacles in adapting (Yamani et al., 2019). These obstacles are generally related to limited capital and a lack of knowledge about information technology needed to access a wider market (Hidayat et al., 2023; Yamani et al., 2019). Many micro-entrepreneurs still rely on conventional marketing methods that are less than optimal in expanding consumer reach, so digital transformation is a necessity to increase business competitiveness and

sustainability (Adi et al., 2023; Novrianty et al., 2025) . The main problem faced is the low adoption of digital technology and understanding of digital marketing strategies, which results in local potential not being fully utilized (PANASEA et al., 2023; Setiawan et al., 2025) . Therefore, structured digital literacy mentoring is needed to increase human resource capacity and encourage innovation in business management (Anugrah et al., 2023; Sulistiarini et al., 2025) .

This approach is expected to help micro-businesses overcome technical barriers and utilize social media as an effective promotional tool to reach a wider consumer base (Diana et al., 2023; Hamdiah et al., 2025) . Furthermore, capacity building through integrated training encompassing digital marketing strategies and content management has been shown to improve business competency in facing market competition (Nurhayati, 2025; Sahputra et al., 2023) . This digital literacy gap often leads to businesses' inability to select the right technology solutions for their business needs (Nurjannah, 2021) .

This situation demonstrates the need for ongoing intervention to improve the understanding and skills of micro-entrepreneurs in utilizing digital platforms as a means of product promotion and marketing (Agustianingsih et al., 2025; Syafrizal et al., 2025) . Based on the results of field studies, the low level of technology adoption and understanding of digital marketing strategies are the main obstacles for micro-entrepreneurs in expanding their market reach (Chasanah et al., 2025; Syafrizal et al., 2025) . This is exacerbated by the perception of some entrepreneurs who consider social media only as a means of socializing, not as a business instrument that can be used to reach a wider market (Fitri et al., 2023) . This perception causes micro-entrepreneurs to not maximize the potential of social media to improve operational efficiency and market expansion, so systematic efforts are needed to overcome digital literacy barriers and limited access to technology (Angraini et al., 2024; Sudirjo & Haryanti, 2025) . These obstacles include the inability to understand platform algorithms, limited capital for paid promotions, and increasingly fierce competition in the digital ecosystem (Setiawati et al., 2024) .

LIBRARY REVIEW

Digital literacy is a fundamental competency required by micro-entrepreneurs to manage technology-based marketing. However, many entrepreneurs still lack the knowledge and skills to operate digital technology (Aziz et al., 2023) . This limitation necessitates intervention in the form of structured training and intensive mentoring to enable entrepreneurs to understand and implement digital promotional strategies more effectively (Darmanto et al., 2025) . Comprehensive training, including the use of social media and e-commerce, has been shown to improve entrepreneurs' understanding of digital marketing and open up broader market access (Alamin et al., 2022; Mulyana et al., 2021) . The lack of digital literacy among micro-entrepreneurs is a major cause of their inability or failure to market online through various available digital platforms (Firmansyah et al., 2022; Sukardi, 2023) .

The main obstacle faced by micro-entrepreneurs is the limited market for developing product marketing due to the inability to implement effective and low-cost marketing

strategies (Kirana et al., 2019) . Utilizing social media as a marketing channel is a strategic alternative for small businesses to expand market reach, but partners' limited knowledge of the platform's functions remains a major obstacle (Siswati et al., 2022) . This condition causes many business owners to be unable to utilize digital technology to market their products and still rely on traditional methods and word of mouth (Harisandi et al., 2024) . This indicates a significant gap between modern business needs and their technical capacity. Many business owners are actually interested in using digital marketing but are hampered by a lack of understanding of information technology and how to use social media properly (Syifa et al., 2021) .

METHODOLOGY

This study used a qualitative approach through training and direct mentoring methods aimed at improving the understanding and skills of micro-entrepreneurs in utilizing social media as a digital marketing instrument (Maryani et al., 2022; Setyahuni & Oktoriza, 2023) . The implementation of activities was carried out through stages of socialization, technical training in content management, and ongoing mentoring tailored to the level of understanding of participants to ensure the sustainability of the implementation of digital marketing strategies (Nirad et al., 2023; Rachmawati et al., 2022) . The training focused on utilizing popular social media platforms such as Instagram and TikTok to facilitate the expansion of the marketing reach of micro-enterprise products (Putri & Nurhadi, 2023) . The training activities were designed interactively with materials covering business account creation, product photography techniques, writing attractive captions, and strategies for using organic and paid features to maximize visibility (Kurniawati, 2021; Pinem et al., 2024) . In addition, participants were equipped with knowledge of simple data analysis to measure the effectiveness of published content.

RESULTS AND DISCUSSION

The community service program held at the Guna Rayadi Ilmu Course and Training Institute emerged due to the lack of knowledge and use of digital technology among local MSMEs . This information was obtained through initial observations and direct interviews with village officials and business owners . The majority of MSMEs in this village still conduct business activities traditionally, including production, promotion, and product distribution. They are still unfamiliar with the use of digital media, and some do not even understand the concept of digital literacy.

Digital literacy, in this case, refers to a person's capacity to obtain, digest, evaluate, and utilize information through digital technology in an intelligent and efficient manner . The use of digital literacy encompasses not only the technical ability to operate devices or applications but also critical thinking , ethics in using digital media , and how to communicate online. The gap in digital literacy among MSMEs in the regions is a serious barrier to business growth and their participation in the currently rapidly expanding digital economy .



Figure 1: Digital Literacy Mentoring Activities in the Utilization of Social Media for Community Micro-Businesses at the Guna Rayadi Ilmu Course and Training Institute

The service team designed and implemented a training module for digital literacy that prioritized three important things :

1. Improve skills in designing digital content using the Canva application, so that participants can create attractive product promotional materials that are appropriate for the target audience.
2. Use of social media (Instagram, Facebook, WhatsApp Business) as a tool to promote and interact with customers in a broader and more efficient way .
3. Introduction and practice in using e-commerce platforms (Tokopedia, Shopee, and others) as a means of online product distribution .

The training was conducted in - person at the Guna Rayadi Ilmu Course and Training Institute, using a method involving interaction, discussion, hands-on practice, and intensive guidance. The event was attended by 15 micro, small, and medium enterprises (MSMEs) from various sectors , ranging from food and handicrafts to services. Prior to the training , a pre -test was conducted to assess participants' understanding , and afterward , a final test and practical observations were conducted .

The results of the activity showed clear progress in digital literacy for participants. Quantitatively :

1. Participants' understanding of the concept of digital literacy increased from only 15% to more than 80% after attending the training.
2. Approximately 80% of participants succeeded in creating digital promotional content, and 72% of participants were able to actively use social media to market their products .
3. A total of 6 participants successfully opened shop accounts on the marketplace and started making online transactions within two weeks after the training.

In terms of quality, participants expressed feeling more confident when using digital technology and felt helped by the practical methods taught in the training. Several participants also began collaborating with other MSMEs to market their products digitally . For example, they shared access to product photos , created joint Instagram accounts , and supported each other in developing compelling product descriptions .

The impact of this growing digital literacy is not only evident in increasing sales figures , but also in the development of business networks , the enhanced reputation of local products , and the creation of a positive digital culture within the community . Digital literacy also encourages MSMEs to be more technology-savvy, recognize the importance of data and information, and be critical of the various online sources they encounter .

Furthermore , this training program also increases public understanding that digital technology is not simply something that is difficult to access, but rather a tool that can be

used to enhance local potential. Therefore, developing digital literacy has proven to be a key factor in driving community- focused economic change and reducing the digital divide in rural areas .

With these achievements , this activity demonstrates that systematic and contextualized digital literacy development can be a crucial foundation for improving the competitiveness of rural MSMEs in the digital era . This training model can be implemented in other regions facing similar challenges , as part of a national effort to expand the digital economy .

CONCLUSION AND SUGGESTIONS

Community Service activities at the Guna Rayadi Ilmu Course and Training Institute demonstrated that low digital literacy skills are a major obstacle for MSMEs in developing their businesses. Through training covering the use of Canva , social media , and e-commerce, participants experienced significant improvements in their digital understanding and skills . As a result, MSMEs are able to create their own promotional content , actively use social media , and begin expanding their marketing through online platforms. Digital literacy skills have proven to be a crucial factor in empowering communities and developing the economic potential of villages.

As a next step, it is recommended that digital literacy training be implemented continuously and in stages, with more comprehensive materials tailored to the needs of participants. Village governments and related institutions are expected to provide technical support and digital infrastructure , and collaborate with external parties to enhance the program's impact . Furthermore , the establishment of digital MSME communities at the local level can provide a collaborative platform for mutual learning, information sharing , and the sustainability of digital transformation at the village level .

THANK-YOU NOTE

The author would like to express his gratitude to the Institute for Research and Community Service (LPPM) of Al Washliyah Darussalam University, Banda Aceh, for the financial assistance and support provided in the implementation of this community service program. This assistance is crucial in implementing digital literacy training for community- based MSMEs . It is hoped that this activity will have a positive and sustainable impact on the community and become part of the institution's contribution to village development through information technology .

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