

## **Community-Based Digital Marketing Strategies in MSME Development: Contributions to the Creative Economy through Community Service**

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### **Abstract**

The development of digital technology has encouraged significant changes in marketing patterns within the Micro, Small, and Medium Enterprises (MSMEs) sector, particularly through the utilization of social media and digital communities as instruments for business development. This study aims to analyze community-based digital marketing strategies in MSME development and their contribution to the creative economy through community service activities. The study employed a literature review method using a qualitative approach and descriptive analysis. Data sources were obtained from Google Scholar, scientific journals, proceedings, and credible websites published between 2019 and 2026. The data collection process initially identified 50 articles, which were then screened based on thematic relevance, source quality, and alignment with the research focus, resulting in 28 main articles used in the study. The findings indicate that community-based digital marketing strategies are capable of increasing MSME competitiveness through market expansion, improved consumer engagement, strengthened local product branding, and enhanced social collaboration among business actors. Community service programs based on digital mentoring also contribute to improving digital literacy, marketing capabilities, and technological adaptation among MSME actors.

**Keywords:** Digital Marketing, Digital Community, MSMEs, Creative Economy, Community Service, Community Empowerment

## **Strategi Digital Marketing Berbasis Komunitas dalam Pengembangan UMKM: Kontribusi terhadap Ekonomi Kreatif melalui Pengabdian Masyarakat**

### **Abstrak**

Perkembangan teknologi digital telah mendorong perubahan pola pemasaran pada sektor Usaha Mikro, Kecil, dan Menengah (UMKM), terutama melalui pemanfaatan media sosial dan komunitas digital sebagai sarana pengembangan usaha. Penelitian ini bertujuan untuk menganalisis strategi digital marketing berbasis komunitas dalam pengembangan UMKM serta kontribusinya terhadap ekonomi kreatif melalui pengabdian masyarakat. Penelitian menggunakan metode tinjauan pustaka dengan pendekatan kualitatif dan analisis deskriptif. Sumber data diperoleh dari Google Scholar, jurnal ilmiah, prosiding, serta website kredibel pada rentang tahun 2019–2026. Proses pengumpulan data menghasilkan 50 artikel awal, kemudian dilakukan seleksi berdasarkan relevansi tema, kualitas sumber, dan keterkaitan dengan fokus penelitian sehingga diperoleh 28 artikel utama yang digunakan dalam kajian. Hasil penelitian menunjukkan bahwa strategi digital marketing berbasis komunitas mampu meningkatkan daya saing UMKM melalui perluasan pasar, peningkatan engagement konsumen, penguatan branding produk lokal, serta pengembangan kolaborasi sosial antarpelaku usaha. Program pengabdian masyarakat berbasis pendampingan digital juga memberikan kontribusi terhadap peningkatan literasi digital, kemampuan pemasaran, dan adaptasi teknologi pada pelaku UMKM.

**Kata kunci:** Digital Marketing, Komunitas Digital, UMKM, Ekonomi Kreatif, Pengabdian Masyarakat, Pemberdayaan Masyarakat

## INTRODUCTION

The development of digital technology has significantly transformed patterns of economic interaction in society, including marketing activities within the Micro, Small, and Medium Enterprises (MSMEs) sector. This transformation has encouraged business actors to utilize digital media as a means of building broader and faster relationships with consumers. Within the context of the creative economy, digital marketing functions as a tool capable of increasing the visibility of local products, expanding market access, and strengthening brand identity based on culture and community creativity (Lubis et al., 2025). Despite rapid technological advancement, many MSMEs still face limitations in digital adaptation capabilities, particularly in social media management, content strategies, and the utilization of digital communities as marketing networks. This situation indicates that digital transformation requires social support and community capacity strengthening to enable business actors to adapt sustainably to market changes.

MSMEs contribute significantly to national economic growth through job creation, unemployment reduction, and the strengthening of community-based local economies. The development of the creative economy increasingly depends on the ability of business actors to integrate creativity, innovation, and digital technology. MSME products with high creative value often encounter marketing limitations due to limited access to information and low digital literacy (Juita et al., 2026). As a result, many local products with strong market potential remain unable to compete optimally in an increasingly competitive digital environment. Community-based digital marketing strategies have therefore emerged as a relevant approach because they are capable of building collaboration, social participation, and knowledge exchange among members of business communities. Such marketing patterns can create a more inclusive business ecosystem while supporting the sustainability of MSME development.

The concept of community-based marketing has evolved alongside the increasing role of social media and digital platforms in shaping modern consumer behavior. Consumers today tend to trust community recommendations, user experiences, and social interactions more than formal one-way promotional activities (Jasrotia et al., 2025). This phenomenon positions digital communities as strategic spaces for building customer loyalty while strengthening the image of MSME products. In practice, these communities may take the form of local business groups, social media forums, creative communities, or customer networks with shared interests and identities. The existence of communities encourages the creation of organic promotion through more authentic and persuasive interpersonal communication. Community-based digital marketing strategies are therefore considered capable of improving the effectiveness of MSME marketing while simultaneously strengthening social relationships between business actors and consumers in a more sustainable manner.

Increasingly complex digital market competition has created challenges for many MSMEs in producing attractive and consistent marketing content (Dwivedi et al., 2021). Most business actors still focus primarily on product sales without fully understanding the roles of storytelling, branding, and digital interaction in building emotional connections

with consumers. This condition often causes digital marketing activities to be carried out sporadically and without clear long-term strategic direction. Limitations in human resources and the lack of digital training also represent major obstacles in the transformation of MSME marketing practices. Community service activities serve as a bridge between academic knowledge and the practical needs of business communities. Community service programs oriented toward community-based digital marketing assistance are capable of helping MSMEs understand the practical use of technology while improving their ability to adapt to changes in digital markets.

Community service, as part of the implementation of higher education's tridharma principles, plays a major role in encouraging community economic empowerment through the transfer of knowledge and technology. MSME development through community service activities is directed not only toward technical training but also toward building innovative and collaborative digital entrepreneurial mindsets. Community-based approaches allow learning processes to occur participatively so that MSME actors can share experiences and solutions regarding various business challenges. Community involvement also strengthens program sustainability because social relationships supporting long-term mentoring processes are established. Community service programs based on digital marketing are capable of increasing business actors' capacities while strengthening creative economy ecosystems at local and regional levels (Zalzulifa et al., 2026). Collaborative relationships among academics, communities, and business actors ultimately become the foundation for MSME development based on digital technology.

The creative economy fundamentally relies on society's ability to generate added value through creativity, innovation, and technological utilization. The creative economy sector has experienced rapid growth in recent years due to changes in digital lifestyles and the increasing use of social media as a medium for information consumption and economic transactions. MSMEs capable of integrating product creativity with digital marketing strategies have greater opportunities to survive and develop amid global competition (Rahman et al., 2025). Unequal access to technology and low levels of digital capability among communities remain serious challenges in community-based creative economy development (Adel, 2024). These conditions create the need for empowerment strategies oriented toward strengthening social and digital capacities collectively. Community-based approaches eventually become collaborative spaces capable of supporting the growth of creativity and business innovation together.

Previous studies have shown that digital marketing positively influences the competitiveness of MSMEs, particularly in expanding markets and increasing consumer interaction through digital media. Research by Herzallah et al. (2025) explains that digital marketing based on social connectivity is capable of creating stronger consumer engagement compared to conventional promotional patterns. Research by Shaheen (2025) further demonstrates that the success of digital marketing is influenced by consistency in content management, branding, and interactive communication on social media platforms. Meanwhile, studies by Elsa et al. (2025) reveal that MSME digital transformation still faces obstacles related to digital literacy and limited human resources.

Research by Suherlan et al. (2026) emphasizes that the involvement of communities, universities, and society through community service programs can strengthen the sustainability of MSME digital transformation. Nevertheless, most previous studies still focus on marketing technology aspects and have not extensively integrated community empowerment approaches through community service activities. This condition highlights the need for more comprehensive studies regarding community-based digital marketing strategies in supporting sustainable MSME and creative economy development.

Based on the explanations above, community-based digital marketing strategies can be understood as approaches with significant potential to support MSME development while strengthening the community creative economy. The integration of digital technology, community participation, and community service programs can create empowerment models that are more adaptive to modern social and economic changes. These approaches help business actors improve digital marketing capabilities while simultaneously building social solidarity, collective creativity, and community-based business sustainability. Studies concerning community-based digital marketing strategies also provide new insights into the relationship between digital transformation, community empowerment, and creative economy development. The focus of this research is directed toward analyzing the contribution of community-based digital marketing strategies to MSME development through participatory and sustainable community service approaches. The findings are expected to serve as references for developing MSME empowerment models that are more relevant to the dynamics of today's digital economy.

### **Digital Marketing**

Digital Marketing refers to marketing strategies that utilize digital technology and the internet as tools for promotion, communication, and interaction between business actors and consumers (Gensler & Rangaswamy, 2025). The development of social media, marketplaces, and digital platforms has made digital marketing an effective approach for expanding markets, increasing product visibility, and building closer relationships with customers. In the MSME sector, digital marketing helps business actors market products more quickly, affordably, and broadly compared to conventional marketing methods. This strategy also enables business actors to understand consumer behavior through digital interactions, allowing promotional activities to become more targeted and adaptive to changing market trends.

### **Digital Community**

A Digital Community refers to a group of people connected through digital media who share common interests, activities, goals, or interactions within virtual spaces (Gebremariam et al., 2024). Digital communities develop through social media, online forums, communication applications, and various internet platforms that enable members to exchange information and experiences quickly and interactively. In the context of MSME development, digital communities play a major role as tools for promotion, knowledge exchange, and customer loyalty building. The presence of digital communities also creates organic promotion through recommendations among community members,

thereby strengthening product image and increasing consumer engagement more effectively.

### **MSMEs**

MSMEs or Micro, Small, and Medium Enterprises represent productive business sectors that play strategic roles in community economic growth (Surya et al., 2021). MSMEs contribute to job creation, increased community income, and the strengthening of local economies based on regional resources. Most MSMEs develop through family businesses or independent enterprises operating in culinary, fashion, handicrafts, trade, and service sectors. The development of digital technology encourages MSMEs to adapt to modern marketing patterns in order to compete within increasingly competitive markets. The ability to utilize digital media has ultimately become one of the main factors in improving the competitiveness and sustainability of small businesses in the digital economy era.

### **Creative Economy**

The Creative Economy is an economic concept that relies on creativity, innovation, ideas, and the intellectual capabilities of society in generating economic added value (Rodríguez-Insuasti et al., 2022). Creative economic activities develop through the transformation of ideas, local culture, technology, and creativity into products or services with high commercial value. This sector includes various fields such as culinary arts, fashion, design, music, visual arts, photography, and digital content. The development of the creative economy has accelerated alongside the increasing use of digital technology and social media as tools for production and marketing of creative products. These conditions make the creative economy one of the sectors capable of encouraging community economic growth while strengthening local cultural identity amid globalization.

### **Community Service**

Community Service represents one form of implementing the tridharma principles of higher education, focusing on the application of knowledge, technology, and skills to help solve societal problems (Lutfiyah, 2025). Community service activities are carried out through training, mentoring, education, and empowerment programs aimed at improving social and economic quality of life within communities. In MSME development, community service is often directed toward improving digital literacy, marketing strategies, business management strengthening, and the development of local product creativity. Digital marketing-based community service programs help business communities understand the practical use of technology, thereby increasing business competitiveness in the era of digital transformation.

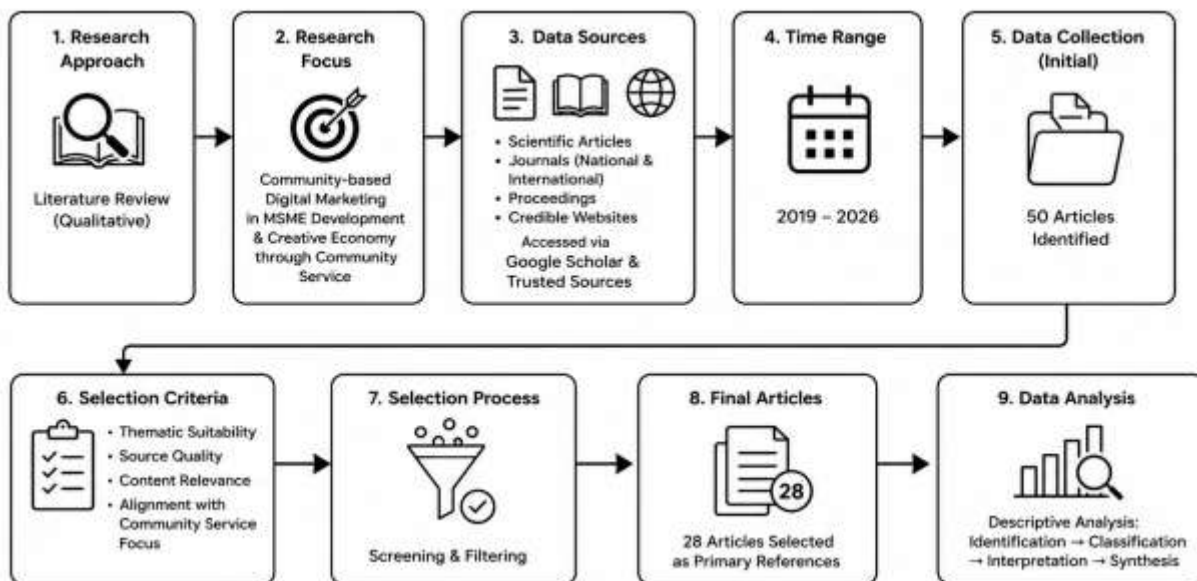
### **Community Empowerment**

Community Empowerment is the process of increasing community capabilities, independence, and participation in managing available potential to achieve sustainable welfare (Dushkova & Ivlieva, 2024). Empowerment approaches position society as the primary subject of development, enabling communities to play active roles in social and

economic transformation processes. In MSME development, community empowerment is implemented through skills improvement, strengthened access to information, entrepreneurship training, and the development of community-based business networks. This process aims to create communities that are more independent, productive, and capable of adapting sustainably to economic and technological environmental changes.

**METHOD**

This study employed a literature review method using a qualitative approach to analyze various studies related to community-based digital marketing strategies in MSME development and their contributions to the creative economy through community service activities. The qualitative approach was selected because the research focuses on obtaining an in-depth understanding of concepts, research findings, and the development of ideas related to digital and community-based MSME empowerment. The primary focus of this study is to enrich references related to community service, particularly regarding the role of community-based digital marketing assistance in supporting creative economy development and the sustainable improvement of MSME capacities. The analysis was conducted descriptively through processes of identification, classification, interpretation, and synthesis of various research findings related to the study theme. Data sources were obtained from scientific articles, national and international journals, proceedings, and credible websites accessed through Google Scholar and several other trusted digital sources published between 2019 and 2026. The data collection process initially generated 50 articles relevant to the research topic, followed by a rigorous selection process based on thematic suitability, source quality, content relevance, and alignment with the focus on community service, resulting in 28 articles used as the primary references in this study.



**Figure 1.** Research Methodology Flowchart

## **FINDING AND DISCUSSION**

The development of community-based digital marketing in MSME development demonstrates a transformation in marketing patterns that are increasingly oriented toward social participation and digital interaction (Suherlan & Marjuki, 2025). This transformation emerged because modern consumer behavior tends to prefer communication that is personal, interactive, and emotionally engaging rather than formal one-way promotion. Such conditions position digital communities as strategic spaces for MSMEs to build long-term relationships with consumers while strengthening local product identity. Community-based marketing activities also provide greater opportunities for business actors to obtain direct feedback regarding market needs (Harinurdin et al., 2025). This situation causes social media to no longer be viewed merely as a promotional tool, but rather as a collaborative space connecting producers, consumers, and digital communities. These changing patterns ultimately indicate that the success of MSME marketing is strongly influenced by the ability to build active and sustainable social interaction through digital communities.

Studies regarding community-based digital marketing strategies can be explained through Social Capital Theory, which emphasizes the importance of social relationships, trust, and community networks in supporting economic activities within society (Van Ninh & Van Tam, 2026). This theory explains that business success is often influenced by the ability to establish strong social relationships between entrepreneurs and their surrounding environments. In the MSME context, digital communities function as platforms for exchanging information, experiences, and product recommendations that can increase customer loyalty. Trust established through communities tends to generate organic promotion because consumers feel more confident in products recommended by their own social groups. This phenomenon illustrates that community-based marketing derives its strength from emotional closeness and mutual trust among community members. Such conditions ultimately make community-based digital marketing strategies more effective in supporting creative economy-based MSME development.

Another perspective can be explained through the Diffusion of Innovation Theory developed by Rogers et al. (2019). This theory explains that the spread of innovation occurs through social communication processes within groups of people. The use of digital media by MSMEs essentially represents a form of innovation requiring gradual adaptation, learning, and social acceptance processes. Digital communities play a significant role in accelerating innovation diffusion because community members can share experiences regarding effective marketing strategies. When one business actor successfully utilizes digital media to increase sales, that success generally influences other community members to adopt similar strategies. The innovation diffusion process eventually forms a new digital culture within the MSME environment. This situation demonstrates that communities make substantial contributions to accelerating digital transformation in the small and medium enterprise sector.

The relationship between digital marketing and MSME development can also be analyzed through Community Empowerment Theory, which emphasizes active

community involvement in economic development processes (Malta, 2024). Community empowerment approaches position communities as the primary subjects in creating collective social and economic transformation. In MSME development, digital marketing-based community service serves as a medium for improving business actors' abilities to utilize technology more productively. Assistance provided through social media training, digital content management, and branding strategies gradually enhances the capacities of business communities. Community service activities also create collaborative spaces among academics, communities, and business actors in overcoming various digital marketing challenges. Direct community involvement in mentoring processes ultimately strengthens the sustainability of MSME digital transformation at local and regional levels.

Various previous studies indicate that digital marketing significantly influences MSME competitiveness improvement. Research by Bharti et al. (2024) explains that the development of digital marketing has transformed consumer behavior toward more collaborative and community-based communication patterns. Research by Malarvizhi et al. (2022) demonstrates that consistent social media management can increase customer loyalty while strengthening MSME brand image. Another study by Krismajayanti et al. (2024) reveals that MSME digital transformation is strongly influenced by business actors' adaptability to technological developments. These findings indicate that digital marketing is no longer merely a promotional tool but has become part of an integrated business development strategy aligned with modern consumer behavior. Such tendencies demonstrate that MSME success heavily depends on the ability to build creative, adaptive, and community-based digital interactions.

The first case study can be observed in the development of MSMEs in Bandung that utilize digital marketing as a strategy to improve business competitiveness. Research involving 100 active MSMEs in Bandung showed that digital marketing positively influenced business sustainability with an R-square value of 45.6%, particularly through the use of social media, digital content quality, customer interaction, and digital advertising intensity (Nurhidayati & Sudrartono, 2025). Culinary and fashion sectors became the business fields receiving the greatest benefits because of their visual product characteristics and ease of promotion through social media. These findings demonstrate that the utilization of digital marketing can expand markets and increase consumer engagement among creative MSMEs in Bandung. Empowerment programs and digital training also helped business actors improve social media management skills and community-based promotional strategies.

The second case study occurred in the development of culinary MSMEs in Yogyakarta through community service programs based on digital marketing. Mentoring programs for culinary MSMEs "Bakso Goreng Happy" and "Mam's" showed that the use of Instagram social media and digital ordering services such as Gojek helped increase marketing reach and promotional effectiveness (Ismawati et al., 2026). Assistance was carried out through social media management training, digital promotion strategies, and technology-based business recording systems. The study revealed that most business actors previously relied heavily on offline marketing and experienced limitations in reaching broader consumer

markets. After implementing digital marketing strategies, MSMEs became more capable of building active communication with customers and increasing product visibility in digital markets. The community service program became an example of how the integration of digital technology and community mentoring can strengthen creative economy-based culinary MSME development.

The third case study can be seen in the development of artisan communities through collaboration between Karang Taruna organizations and creative communities in Bandung. The market digitalization program successfully integrated digital marketing using Instagram and WhatsApp Business, thereby increasing the visibility and sales of local handicraft products. Research showed that the artisan communities formed through the program became collaborative spaces for business actors to develop digital marketing skills and collectively expand market networks (Fathurahman et al., 2024). Community-based promotional activities helped artisans introduce products to wider consumer markets through more personal and interactive digital communication. The program also demonstrated that local community involvement in digitalization processes can increase community participation in MSME-based creative economy development. Research findings showed increased sales and broader market reach after collaborative digital marketing strategies were implemented.

Despite its significant potential, the implementation of community-based digital marketing still faces various obstacles among MSME actors. Low digital literacy remains a major problem because many business actors continue to experience difficulties in managing social media, creating creative content, and understanding digital platform algorithms. Such conditions cause marketing activities to be conducted without clear strategies, resulting in less optimal promotional outcomes. Limitations in technological devices and internet access in several regions also slow the MSME digital transformation process. Increasingly competitive digital markets make it difficult for small businesses to compete with larger brands possessing stronger marketing resources. This situation indicates that MSME digital transformation requires continuous mentoring support to enable business actors to adapt to technological developments and changing consumer behavior.

The first solution to overcome these challenges is strengthening sustainable digital marketing training programs through community service activities. Universities can play active roles through training in content creation, branding strategies, social media management, and digital market analysis for MSME actors. Mentoring programs conducted regularly will help business actors understand the practical and applicable use of digital technology. Community-based approaches in training also allow participants to share experiences and successful marketing strategies implemented in their respective businesses. Such interactions create collective learning processes that are more effective than formal one-way training methods. Strengthening community digital capacities can ultimately accelerate MSME digital transformation processes more evenly across regions.

The second solution involves building collaborative ecosystems among governments, creative communities, academics, and business actors in MSME digital marketing

development. Such collaboration can be realized through the establishment of digital community centers that provide access to training, marketing consultations, and joint promotional activities for local business actors. Government support in the form of training subsidies, internet access, and digital infrastructure development will help expand technology accessibility for MSMEs. Creative communities can also serve as intermediaries connecting business actors and consumers through local product campaigns based on social media. Synergy among various stakeholders will create business environments that are more adaptive to digital economic transformation. Such collaborative patterns are capable of strengthening the sustainability of community empowerment programs based on the creative economy.

The third solution is improving the quality of MSME digital content through storytelling approaches and local cultural identity integration. Modern consumers tend to be more interested in products that contain stories, cultural values, and emotional closeness rather than price-based promotion alone. MSME actors can utilize local cultural richness as part of branding strategies to create stronger product identities within digital markets. Storytelling approaches also help build emotional relationships between consumers and products, gradually increasing customer loyalty. Digital communities can become spaces for spreading product stories more widely through organic social interaction. Such strategies make MSME digital marketing more creative, authentic, and attractive amid modern market competition.

The discussion regarding community-based digital marketing strategies demonstrates that the success of MSME development is strongly influenced by the ability to simultaneously build social collaboration and technological adaptation. Digital media provides major opportunities for business actors to expand markets, increase consumer interaction, and strengthen product identities based on local creativity. Communities play strategic roles in accelerating digital transformation processes because they can create more participatory learning, promotional, and economic empowerment environments. Digital marketing-based community service programs also contribute significantly to improving business actors' capacities through practical and sustainable mentoring. The integration of digital technology, community participation, and community empowerment ultimately becomes the foundation for MSME-based creative economy development. These conditions demonstrate that community-based digital marketing strategies possess strong relevance in supporting community economic growth in today's era of digital transformation.

**Table 1.** Main Findings of Community-Based Digital Marketing Strategies in MSME Development and Creative Economy Empowerment

No	Main Aspect	Key Findings	Supporting Theory/Case	Impact on MSMEs and Creative Economy
1	Transformation of Marketing Patterns	Digital marketing has shifted MSME marketing toward participatory, interactive,	Suherlan & Marjuki (2025); Harinurdin et al. (2025)	Strengthens consumer relationships and increases social engagement in digital

		community-oriented communication.			markets.
2	Role of Digital Communities	Digital communities function as collaborative spaces connecting producers, consumers, and online communities.	Social Theory	Capital	Builds customer trust, loyalty, and organic promotion through social interaction.
3	Social Capital in Marketing	Community trust and social relationships increase the effectiveness of digital marketing strategies.	Van Ninh & Van Tam (2026)		Encourages sustainable marketing and stronger local product identity.
4	Diffusion of Digital Innovation	MSME digital transformation spreads through communication and shared experiences within communities.	Diffusion of Innovation Theory (Rogers et al., 2019)		Accelerates technology adoption and creates digital culture among MSMEs.
5	Community Empowerment	Community service programs improve MSME capabilities in digital marketing and technology utilization.	Community Empowerment Theory (Malta, 2024)		Enhances business capacity, collaboration, and long-term empowerment.
6	Influence of Digital Marketing	Digital marketing significantly improves MSME competitiveness and business sustainability.	Bharti et al. (2024); Malarvizhi et al. (2022)		Expands markets, improves branding, and increases customer loyalty.
7	Bandung MSME Case Study	Digital marketing positively affected MSME sustainability with an R-square value of 45.6%.	Nurhidayati & Sudrartono (2025)		Increased engagement, social media utilization, and market expansion.
8	Yogyakarta Culinary MSME Case	Instagram and Gojek-based promotion improved marketing effectiveness and customer communication.	Ismawati et al. (2026)		Increased visibility, broader market access, and stronger digital interaction.
9	Bandung Artisan Community Case	Collaboration through Instagram and WhatsApp Business improved product visibility and collective promotion.	Fathurahman et al. (2024)		Expanded sales networks and strengthened community participation.
10	Main Challenges	MSMEs still face low digital literacy, limited technology access, and intense digital competition.	Literature Review Findings		Causes ineffective marketing strategies and slow digital adaptation.
11	Solution 1: Digital Training	Sustainable digital marketing training through community service programs is needed.	Community-Based Mentoring Approach		Improves practical digital skills and accelerates digital transformation.
12	Solution 2: Collaborative Ecosystem	Collaboration among government, academics, communities, and business	Multi-Stakeholder Collaboration Model		Supports sustainable empowerment and broader technology

		actors strengthens MSME digital ecosystems.		access.
13	Solution 3: Storytelling Strategy	Storytelling and local cultural identity improve emotional engagement with consumers.	Creative Branding Approach	Creates authentic branding and increases customer loyalty.
14	Overall Conclusion	Community-based digital marketing strengthens MSME development through social collaboration and technology adaptation.	Integrated Community-Based Digital Marketing Model	Supports inclusive, participatory, and sustainable creative economy growth.

## CONCLUSION

Community-based digital marketing strategies make significant contributions to supporting MSME development and strengthening the creative economy in the era of digital transformation. The utilization of social media, digital communities, and participatory marketing approaches helps business actors expand markets, increase consumer interaction, and strengthen local product identity more effectively. The presence of communities accelerates the process of technological adaptation because MSME actors can collectively share experiences, knowledge, and digital marketing strategies. Community service programs based on digital mentoring have also proven capable of improving business actors' capacities in social media management, branding, and technology-based marketing communication. The findings of this study demonstrate that the integration of digital technology, communities, and community service activities can create a more inclusive, collaborative, and sustainable MSME empowerment model. These strategies ultimately become one of the relevant approaches for strengthening community-based creative economic growth in today's digital era.

The implications of this study indicate that MSME development in the digital era requires a more collaborative approach involving communities, academics, governments, and society collectively. This study strengthens the understanding that the success of digital marketing is influenced not only by the use of technology but also by the ability to build social relationships and encourage community participation in marketing activities. The practical implications of this study can serve as references for MSME actors in designing community-based digital marketing strategies that are more creative and adaptive to changing consumer behavior. Academic implications can be observed in the increasing references related to digital marketing-based community service in the development of the creative economy and MSME empowerment. This study can also serve as a foundation for developing training programs, digital mentoring initiatives, and more applicable community collaboration models aimed at strengthening local economies based on digital technology.

This study has several limitations that should be considered in interpreting the findings. The research employed a literature review method, meaning that the analyzed data were entirely derived from secondary sources such as journals, scientific articles, and

credible websites without direct field data collection. The research focus also primarily discussed community-based digital marketing strategies within the general context of MSMEs and did not specifically examine implementation differences across various business sectors. In addition, the number of articles used was limited to 28 main sources selected through the screening process, meaning that other relevant studies may not have been fully accommodated within the discussion. The data range from 2019–2026 also means that the latest developments in digital technology trends may not yet be comprehensively represented in this study.

Future research is expected to employ empirical approaches through field observations, interviews, and direct surveys involving MSME actors in order to obtain deeper data regarding the effectiveness of community-based digital marketing strategies. Subsequent studies may also focus on specific MSME sectors such as culinary businesses, fashion, or creative handicrafts so that the resulting analyses become more specific and contextual. MSME actors are encouraged to improve digital literacy capabilities through training and active involvement in digital business communities in order to compete within increasingly competitive markets. Universities and governments are also expected to expand community service programs based on sustainable digital mentoring to strengthen the capacities of business communities. The development of collaboration among communities, academics, governments, and industrial sectors needs to be continuously strengthened so that MSME digital transformation can occur more evenly and sustainably across various regions.

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