



Enhancing Digital Marketing Through E-Commerce to Increase Sales at AKZ Cake & Donut

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ABSTRACT

This community service program aimed to enhance the digital marketing knowledge and skills of MSME AKZ Cake & Donut through hands-on mentoring. The activity was conducted on January 21, 2023, in Pandau Jaya, Kampar, Riau. The process began with observation, followed by material development, training on social media management (Facebook and Instagram), and evaluation. The methods used included lectures, discussions, consultations, and practical sessions. The results showed a significant improvement in understanding digital marketing concepts and utilizing social media for promotion. This program contributed to a shift in the partner's mindset and opened opportunities for digital business sustainability. Future implications highlight the need for continuous mentoring and the potential replication of this model for other MSMEs in similar areas

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a vital role in the national economy, contributing around 60% of the Gross Domestic Product (GDP) and absorbing nearly 97% of the total workforce. Despite the promising growth in the number of MSMEs, significant challenges remain in improving the quality of their expansion, particularly in marketing behavior and technology adoption among MSME actors (Nasution et al., 2024; Tambunan, 2023). One of the major obstacles faced by MSMEs is the low level of digital marketing management literacy. Many MSME owners still rely on conventional marketing methods, which can limit their sales potential. Research shows that numerous MSMEs have yet to master the use of modern marketing tools such as social media and e-commerce or all buying and selling activities via electronic media (Anggraini et al., 2021), contributing to their declining competitiveness in an increasingly digital market (Hayati et al., 2023; Suriadiman et al., 2023).

Therefore, to enhance the capacity and innovation of MSME marketing, training and mentoring programs are needed with a focus on developing digital skills and marketing literacy. By strengthening MSMEs' ability to understand and implement digital marketing strategies, it is expected that there will be a significant increase in sales and improved competitiveness in both national and international markets (Bidin et al., 2024; Saputra & Malabay, 2022; Susano, 2024). The phenomenon of shifting consumer behavior toward the online realm has become increasingly relevant with the advancement of technology that facilitates interaction between sellers and buyers through digital platforms. Facebook, Instagram, and various online marketplaces now serve as virtual storefronts that enhance product visibility without geographic limitations (Dien et al., 2022). These platforms provide Micro, Small, and Medium Enterprises (MSMEs) with opportunities to reach consumers across wide regions, even beyond their local markets (Suldina, 2023). The ability to market through social media and marketplaces has become essential in this era of digitalization. Studies have shown that utilizing marketplaces can optimize sales and support MSME growth by making products more accessible to potential buyers (Farki & Baihaqi, 2016). Furthermore, online marketplaces serve not only as sales channels but also as platforms for building communities where users interact and share experiences, strengthening consumer trust in the products offered (Aspers & Darr, 2022). Unfortunately, many MSME owners, including AKZ Cake & Donut in Kampar Regency still perceive digital marketing as a complex or non-priority task, resulting in underutilized opportunities for sales growth and market expansion.

The Community Service Program initiated by the faculty team was designed as a concrete response to address this gap. We selected MSME AKZ Cake & Donut as a niche sample because (a) bakery and pastry products have a high repeat-purchase cycle, (b) the visual nature of the products makes them well-suited for promotion through social media, and (c) the business owner demonstrated a strong commitment to transformation.

The Mentoring Activities Focused on:

1. Knowledge transfer in digital marketing management, including content planning, channel selection, and basic analytics.
2. Practical training on optimizing Facebook and Instagram as channels that guide consumers from “awareness to purchase.”
3. Monitoring and outcome tracking to measure sales growth and shifts in entrepreneurial mindset.

This community service initiative offers a dual contribution. Practically, it provides a measurable digital marketing mentoring roadmap tailored for MSMEs in the food sector. Theoretically, the case study of AKZ Cake & Donut enriches the literature on micro e-commerce adoption in semi-rural areas, introducing a novel perspective on success metrics – shifting the focus not only to revenue growth but also to changes in entrepreneurial mindset. With this framework, the article is expected to serve as a reference for academics and practitioners aiming to replicate similar models within other MSME clusters.

METHODOLOGY

To systematically elevate AKZ Cake & Donut’s digital marketing capacity, the community service program was conceived as an end to end intervention that marries academic insight with hands on mentoring for a rural MSME context. Grounded in contemporary literature on small business digitalization and tailored to the partner’s unique operational realities, the initiative unfolds through a sequence of interconnected stages preparation, socialization, module design, and field implementation each designed to build upon the previous step (Anggraini et al., 2024; Supeno et al., 2025). What follows details the location, methods, participant engagement, and evaluative measures that collectively transformed initial diagnostics into actionable marketing strategies and measurable learning outcomes.

1. Implementation Stages for Partner Problem Solving

The implementation of the community service program to overcome the obstacles faced by partners is carried out in several structured stages. The preparation stage focuses on compiling logistics needs, literature reviews on digital marketing for MSMEs, and coordinating planning activities. Then continued with the socialization stage, namely a meeting with MSME partners to determine the appropriate mentoring schedule and agenda. At the module design stage, a digital marketing management module is prepared that is adjusted to the unique characteristics of AKZ Cake & Donut, by combining conceptual and practical elements. Finally, at the implementation stage, mentoring activities are carried out directly to partners with an emphasis on interactive learning, practical application, and strategic use of digital platforms to improve marketing efforts.

2. Implementation Method and Activity Description

This community engagement program was conducted in Pandau Jaya Village, Siak Hulu Subdistrict, Kampar Regency, Riau Province. The activity began with a preliminary observation, interview, and documentation of AKZ Cake & Donut’s marketing practices. These initial assessments were essential to identify the level of knowledge and application of digital marketing strategies by

the business owner. Following this, the team formulated appropriate digital marketing strategies that matched the scale and type of the business. These strategies were introduced during the socialization phase and further applied during the hands-on mentoring sessions.

The mentoring activities were conducted using a combination of methods designed to ensure effective knowledge transfer and practical application. Interactive sessions facilitated dialogue between the implementing team and the MSME partner to introduce the fundamentals of digital marketing and its relevance to small business development. One-on-one consultations provided tailored guidance on using social media platforms – particularly Facebook and Instagram – for product promotion and customer engagement. The program was delivered through lectures, discussions, Q&A sessions, and live demonstrations, enabling participants to grasp key concepts clearly. Hands-on practices were emphasized to help participants apply digital marketing strategies directly to their business. To assess the program's impact, pre-tests and post-tests involving practical demonstrations were conducted to evaluate knowledge improvement, while satisfaction questionnaires were used to gather participant feedback on the effectiveness of the mentoring.

3. Partner Preparation and Participation

The partner demonstrated strong commitment throughout the community service program by actively participating in every stage, from scheduling to fully engaging in the mentoring sessions. This consistent involvement played a crucial role in ensuring that the knowledge and skills provided particularly related to digital marketing were effectively absorbed and implemented within their business practices. By being directly involved in both theoretical discussions and hands-on activities, the partner was better positioned to adapt the new strategies into their operations.

4. Evaluation of Activities

To evaluate the effectiveness of the program, both formative and summative methods were employed. Pre-tests and post-tests were administered through guided practice exercises to assess participants' understanding of digital marketing before and after the mentoring. Additionally, a structured satisfaction questionnaire was distributed at the end of the program to collect feedback and gauge overall satisfaction. Key indicators of success included the establishment of effective collaboration between the academic team and the MSME partner, active two-way engagement during sessions, enhanced comprehension of digital marketing concepts, and noticeable behavioral changes such as increased confidence and initiative in using digital platforms for business development.

RESULTS AND DISCUSSION

The digital marketing socialization and mentoring program for MSME AKZ Cake & Donut was conducted on January 21, 2023, at the business location on Jl. Kedondong Raya Blok C3 No. 27, Pandau Jaya Village, Siak Hulu Subdistrict, Kampar Regency, Riau Province. The main target of this activity was the owner and operator of the bakery business, which focuses on cake and donut products.

1. Systematic Stages of Community Engagement Activities

This community service activity was carried out through four systematic stages designed to address the needs and challenges faced by MSME AKZ Cake & Donut in digital marketing. In the first stage, the team conducted direct observation and interviews with the business owner to identify existing marketing patterns and the level of understanding regarding digital marketing, which was found to be limited to basic use of WhatsApp and Facebook without optimal application. Based on these findings, the second stage focused on the preparation of mentoring materials, covering an introduction to digital marketing for MSMEs, strategies for managing business social media accounts (Facebook and Instagram), techniques for creating engaging promotional content, and methods for evaluating content performance using social media analytics tools. The third stage involved the direct implementation of socialization and mentoring at the partner's business location, using lectures, interactive discussions, and hands-on practice such as setting up and activating business social media accounts and developing promotional content. The fourth and final stage included evaluation and feedback through pre-tests and post-tests to measure understanding improvement, discussion sessions to explore participant perceptions of the program's benefits, and questionnaires to assess satisfaction levels with the mentoring activities overall.

2. Materials Delivered

The materials were delivered in stages according to the needs of the partner, and are summarized in Table 1 below:

Tabel 1. Digital Marketing Mentoring Materials for MSME AKZ Cake & Donut

No	Material	Delivery Method
1	Introduction to Digital Marketing for MSMEs	Lecture and Q&A
2	Creating Facebook and Instagram Business Accounts	Hands-on Practice
3	Content Strategy and Product Visualization	Interactive Discussion
4	Content Performance Evaluation (Likes, Reach, Engagement)	Simulation and Case Study
5	Pricing, Product Variations, and Market Differentiation Strategies	Discussion and Feedback

The materials presented during the mentoring program were carefully structured to address the specific needs of MSME AKZ Cake & Donut in adopting digital marketing strategies. The sessions began with an introduction to digital marketing to build foundational understanding, delivered through

lectures and interactive Q&A. This was followed by practical guidance on creating business accounts on Facebook and Instagram, allowing participants to immediately apply what they learned. The third component focused on content strategy and product visualization, emphasizing how to present products attractively through visual media, discussed in an interactive format. Participants then engaged in simulations and case studies to evaluate content performance based on social media metrics such as likes, reach, and engagement. Finally, the session covered pricing strategies, product variations, and differentiation, which were explored through discussions and direct feedback to help the MSME enhance competitiveness in the market.

3. Discussion Results and Interaction

During the mentoring sessions, several important discussion points emerged:

1. The business owner initially found using Facebook and Instagram to be complicated, but after hands-on practice, they expressed greater confidence.
2. Discussions revealed that well-lit product photos and concise descriptions significantly increase consumer interest.
3. The business owner began to understand the importance of weekly content performance evaluations and has established a regular posting schedule.

Tabel 2. Discussion Results and Partner Responses

No	Discussion Topic	Partner's Response
1	Difficulty in creating social media accounts	Felt supported through direct mentoring
2	Impact of photos and captions in marketing	Recognized the importance of product visuals and descriptions
3	Evaluating social media performance	Ready to conduct weekly self-evaluations
4	Product and pricing diversification	Will begin trying product bundling and price variation

The results of these discussions highlight a positive shift in the partner's perspective and readiness to adopt digital marketing strategies. Initially hesitant, the business owner gained confidence through hands-on mentoring, especially in managing social media accounts. The recognition of visual presentation and concise descriptions as key drivers of consumer interest demonstrates a growing awareness of effective content creation. Furthermore, the commitment to regularly evaluate content performance and experiment with product and pricing diversification indicates a proactive attitude toward business development. These outcomes suggest that the mentoring sessions not only enhanced technical skills but also fostered a mindset geared toward continuous improvement and adaptation in the digital marketplace.

4. Discussion

Overall, this community service activity had a tangible impact on the MSME AKZ Cake & Donut. The business owner demonstrated improved capabilities in the following areas:

1. Managing social media accounts for business purposes.
2. Creating more planned and structured promotional content.
3. Recognizing the importance of product quality and packaging in supporting digital promotion.

To evaluate the effectiveness of the mentoring program, a comparison was made between the initial conditions and the outcomes observed after the community service activities. Several key aspects were assessed to determine changes in knowledge, behavior, and practical application related to digital marketing. These include the understanding of digital marketing concepts, the use of business-oriented social media, the development of content strategies, and the routine evaluation of social media performance. The summary of these changes is presented in Table 3 below.

Tabel 3. Summary of Changes Before and After the Activity

Aspect	Before the Activity	After the Activity
Digital Marketing Understanding	Low, unfamiliar with the definition	High, able to explain basic concepts
Use of Business Social Media	No business account	Active accounts with initial content uploaded
Content & Promotion Strategy	None	Began creating scheduled content
Social Media Performance Review	Not conducted	Planned weekly

The evaluation of the digital marketing mentoring and socialization program for MSME AKZ Cake & Donut was conducted by comparing initial and final conditions across several key components:

1. Understanding of Digital Marketing Concepts

Before the program, the business owner's understanding of digital marketing was low – only 49%. After the mentoring activities, this increased significantly to 86%, reflecting a 37 percentage point improvement. This indicates the successful transfer of knowledge during the program.

2. Operational Skills in Facebook & Instagram

Initially, the business had no active social media accounts. Following the mentoring, both Facebook and Instagram business accounts were created and activated, with initial content posted. This marks a shift from a lack of technical skills to acquiring basic platform operation capabilities.

3. Online Engagement Intensity (Posts per Week)

Prior to the activity, online engagement – such as posting content – was minimal (0-1 times per week). After training, the frequency increased to 3-4 posts per week, representing a threefold improvement. This indicates a behavioral shift in utilizing social media as an active marketing channel.

4. Participant Satisfaction (Scale 1-5):

Although there was no baseline data for comparison, final evaluation showed a satisfaction level of 4.7 out of 5. This suggests that participants were highly satisfied with the process and outcomes of the digital marketing mentoring program.

CONCLUSION AND RECOMMENDATION

The community service activity carried out by the team had a positive impact on improving the digital marketing knowledge and skills of the MSME AKZ Cake & Donut. Based on the implementation and evaluation results, the following conclusions were drawn:

1. The business owner's understanding of digital marketing increased significantly following the socialization, discussions, and mentoring sessions. The owner began to recognize the importance of digital marketing as a more effective and efficient medium for product promotion and sales.
2. The business owner successfully learned to operate business-oriented social media platforms, particularly Facebook and Instagram, as tools for digital marketing. This was evidenced by the successful creation of business accounts, the posting of product content, and active engagement with potential customers.
3. The mentoring activities fostered effective two-way interaction between the community service team and the MSME partner, creating a space for in-depth discussions on marketing strategies, product differentiation, and quality management.
4. The implementation of digital marketing through social media was appropriate to the partner's technological capacity, which relied solely on a mobile phone. The activity succeeded in optimizing available resources without requiring additional technological investment.
5. The program contributed to a shift in the business owner's mindset – not only in terms of using social media but also regarding other essential aspects such as product packaging, taste quality, food safety, and product and pricing variation as strategies to remain competitive in the market.

Implications for Future Implementation:

Based on the results obtained from this activity, several implications can serve as a foundation for the implementation and development of similar community service programs in the future, including:

1. Digital marketing mentoring should be conducted continuously and in stages to ensure that MSME actors fully master the skills taught and are able to grow their businesses independently.
2. MSME capacity building should be complemented with training in creative content development and social media analytics, enabling business owners to understand content performance and tailor strategies to market needs.
3. Expanding the reach of training to other MSMEs in surrounding areas will have a broader impact on strengthening the local economy, particularly in the home-based food and beverage sector.
4. Cross-disciplinary collaboration and engagement with local stakeholders – such as village governments, cooperative agencies, and digital marketing

communities—are crucial to building an integrated digital marketing ecosystem.

5. Long-term monitoring and evaluation frameworks should be designed to measure the ongoing impact of digital marketing strategies on revenue growth, customer loyalty, and business sustainability.

Thus, this initiative can serve as a foundational model for effective digital marketing mentoring for other MSMEs, especially in rural areas that lack technological exposure but hold great potential for digital business development.

FUTHER STUDY

This research still has delays, so further research needs to be conducted related to the topic of Enhancing Digital Marketing Through E-Commerce to Increase Sales at AKZ Cake & Donut in order to improve this research and provide more insight for the readers.

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