PRESTISE e-ISSN: 2828-2671
p-ISSN: 2809-1930

Jurnal Pengabdian kepada Masyarakat Bidang Ekonomi dan Bisnis

THE ROLE OF LOCATION DIGITALIZATION AND PROMOTIONAL VISUALIZATION TO ENHANCE MSME VISIBILITY

Kesha Innocencia[1], Tien Yustini[2], Reny Aziatul Pebriani[3]
[1]Indo Global Mandiri University, Indonesia,
[2]Indo Global Mandiri University, Indonesia,
[3]Indo Global Mandiri University, Indonesia,
Email:kesha.innocencia@gmail.com

Micro, Small, and Medium Enterprises (MSMEs) play an important role in driving both local and national economic growth. Digitalization is one of the key strategies for MSMEs to enhance competitiveness and reach wider markets. Most MSMEs in Desa Limau, Sembawa District, have not yet optimally utilized digital technology, either in business location digitalization or promotional visualization, making their businesses difficult to find and resulting in a low marketing reach. This community service program aims to improve the visibility of MSMEs in Desa Limau through digitalization of locations and promotional visualization. The activities were carried out through direct (door-to- door) assistance, which included creating business locations on Google Maps, providing basic introductions to marketplaces (Shopee and TikTok Shop), and designing promotional banners for one of the MSMEs. Location digitalization aims to make it easier for customers to find MSME business locations online, while promotional visualizationis intended to attract customer attention through both digital and physical media. The results of this training show that the door-to-door approach effectively improved MSME owners' understanding and skills in utilizing digital technology, making business locations easier to find and promotional media more appealing. This training programis expected to serve as an initial step for MSMEs to expand their sales reach and enhance competitiveness in the digital era.
Keywords   : location digitalization; visual promotion; MSMEs
JEL Classification : M13, O33, R11

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) remain a central pillar of Indonesia's economic structure, contributing 60.5% to the national Gross Domestic Product (GDP) and absorbing 97% of the workforce (KemenKopUKM, 2023). In recent years, the Indonesian government has strengthened digital transformation initiatives through national programs such as *UMKM Go Digital*, *Gerakan Nasional Literasi Digital*, and collaboration with platforms like Google, Tokopedia, and Shopee. These programs aim to increase MSME competitiveness and accelerate the adoption of digital tools, including digital maps, e-commerce, and online promotional media. Despite these efforts, many MSMEs—particularly those in rural areas—still experience substantial gaps in digital readiness and technological capability.

A similar situation occurs in Desa Limau, Kecamatan Sembawa, where most MSMEs have not adopted essential digital tools to enhance their market visibility. Field observations show that a large proportion of MSMEs in the village still rely on word-of-mouth marketing, have no registered business location on Google Maps, and possess minimal understanding of online promotional media. Limited digital literacy, uneven internet access, and the absence of structured digital guidance further hinder MSME owners from optimizing online platforms. As a result, their products are difficult for potential customers to find, both locally and from outside the region.

According to recent literature, business visibility is a determining factor in increasing customer engagement and market reach (Pangesa et al., 2025;

Shella et al., 2025). Google Maps, in particular, serves not only as a navigation tool but also as a location-based marketing platform that can significantly improve business discoverability. Likewise, promotional visualization—both digital and offline—plays an important role in building brand recognition and influencing purchase decisions. However, existing studies also highlight that MSMEs face barriers such as limited technological capability, lack of digital promotion skills, and low adoption of location-based marketing (Nova et al., 2025; Rahmawati et al., 2025). These findings reinforce the need for targeted interventions, especially in rural MSME clusters.

From the comparison between national digitalization initiatives and local conditions in Desa Limau, a clear gap emerges: while digital tools are increasingly accessible, MSME adoption remains low, resulting in limited visibility and competitiveness. Without structured support, MSMEs in Desa Limau risk lagging further behind in the digital economy.

Based on this gap, the problems addressed in this community service program are:

1. The absence of digital business location registration on Google Maps,

2. The lack of understanding of marketplace platforms, and

3. The minimal use of promotional visualization to attract customers.

Therefore, the objective of this program is to enhance the digital visibility of MSMEs in Desa Limau through business location digitalization, introductory training on marketplace utilization, and the development of physical promotional media. This initiative is expected to support local

economic empowerment and align rural MSMEs with broader national digital transformation agendas.

2. LITERATURE RIVIEW

MSME Digitalization

According to Rahmawati et al., (2025), MSME digitalization encompasses efforts to enhance business visibility, accessibility, and credibility through digital platforms, making it easier for consumers to find and engage with these enterprises. MSME digitalization is the process of leveraging digital technologies such as social media, online marketplaces, Google Maps, financial applications, and other online systems to support operational, marketing, transactional, and managerial activities more effectively. This digital transformation forms part of the broader movement towards a modern, faster, and more efficient business system. It allows MSMEs to integrate technology across all business activities, from promotion and sales to customer service, inventory management, and financial administration.

The benefits of MSME digitalization include:

1. Enhancing business visibility

   Having a presence on digital platforms such as Google Maps, social media, or online marketplaces makes it easier for potential customers to find the business, increasing recognition and attracting attention.

2. Expanding market reach

   Digitalization enables MSMEs to sell products and services beyond local areas, reaching national and even international consumers, significantly increasing sales opportunities and business growth.

3. Improving marketing efficiency

Digital marketing requires lower costs compared to conventional methods such as print or outdoor advertising, while also offering a wider, measurable reach, making marketing strategies more effective.

4. Facilitating transactions and services

Digital facilities such as online payments, app-based ordering, and customer chat systems simplify transactions, enhance customer interactions, and improve overall satisfaction.

5. Increasing consumer trust

A complete business profile, including product information, photos, customer reviews, and detailed descriptions, enhances credibility. Consumers tend to trust and feel more confident purchasing from digitally transparent businesses.

6. Supporting business management

Digital applications allow MSMEs to manage inventory, financial reports, and customer communications more systematically, facilitating operational monitoring and informed decision-making.

7. Enhancing competitiveness

Digitalization enables MSMEs to appear more professional and compete effectively with other technology-enabled businesses, providing wider market access, faster services, and adaptability to digital trends.

Google Maps as a Marketing Tool
According to Dona et al., (2025), Google Maps is a digital platform developed by Google that provides location information, navigation, and geographical features. Google Maps functions not only as a navigation tool

but also as a promotional medium for businesses. It allows potential customers to search for business information before visiting the location. By registering a business on Google Maps, customers can easily find addresses, read reviews from other users, and access information on operating hours and contact details (Rahmawati et al., 2025).

The benefits of using Google Maps include:

1. Increasing business visibility

   Listing MSMEs on Google Maps makes them more easily discoverable online, increasing the likelihood of location searches and driving more physical visits.

2. Enhancing accessibility

   Customers can quickly identify the physical location of MSMEs, facilitating easier visit planning and faster transaction processes.

3. Boosting consumer trust

   Presence on Google Maps signals professionalism and active digital engagement. Consumers are more likely to trust and feel safe purchasing from officially registered businesses on a reputable platform.

4. Strengthening competitiveness

   Broader digital exposure through Google Maps enables MSMEs to compete more effectively, including with larger businesses, and strengthens their position in local and regional markets.

Offline and Online Promotional Media

Promotional media are tools used by businesses to convey information about products or services to consumers with the goal of increasing attention, interest, and purchase decisions. Promotional media serve as marketing communication instruments that help businesses introduce

products, build brand image, and expand market reach effectively. Promotional media can be categorized into two main types: offline media, which rely on physical tools, and online media, which leverage digital technologies (Nur et al., 2020).

Offline Media (Banner)

According to Icha et al., (2025), banners are physical promotional media installed at business locations. Banners are designed with visual elements images, colors, and text to attract attention and highlight the identity of the MSME and its products.

The benefits of using banners include:

1. Increasing business visibility

   Placing banners in strategic locations, such as storefronts or busy areas, enhances visibility to potential customers and accelerates local recognition.

2. Attracting customer attention

   Creatively designed banners can captivate consumer attention, increase interest, and influence purchasing decisions.

3. Cost-effective advertising

   Banners provide an affordable promotional solution compared to other media such as television or radio, while efficiently conveying essential information.

4. Facilitating product introduction

   Banners display product information clearly, allowing consumers to understand available products and services without direct interaction.

5. Supporting local marketing strategies

   In conjunction with digital platforms like Google Maps, banners reinforce the business's local identity, attract nearby customers, and

build a recognizable brand.

Online Media (E-commerce)

According to Ilham et al., (2025), e-commerce refers to the use of digital technology and the internet to conduct buying and selling of goods and services by micro-enterprises. Through digitalization, MSMEs can sell their products not only physically but also online via e-commerce platforms.

The benefits of e-commerce include:

1. Expanding customer reach

    E-commerce allows MSMEs to access broader markets beyond geographic limitations, increasing product recognition and sales potential domestically and internationally.

2. Operational efficiency

    Digitalization through e-commerce streamlines transactions and business management, reducing operational costs such as physical store rental or cashier labor, as most processes can be conducted online.

3. Strengthening market competitiveness

    Online presence on e-commerce platforms enables MSMEs to compete more equally with larger companies, increasing visibility, facilitating product promotion, and providing access to market analytics for informed marketing strategies.

4. Enabling business growth and sustainability

    E-commerce not only helps MSMEs survive in the digital competition era but also provides opportunities for innovation, collaboration, and flexible adaptation to consumer needs.

3. METHODOLOGY

This community service program employed a collaborative–participatory approach, which emphasizes direct involvement of MSME owners throughout the entire process. This approach ensures that knowledge transfer occurs through hands-on practice (*learning by doing*), allowing participants to immediately apply each digitalization step during the assistance sessions.

Participants

The program involved 24 MSME owners from Limau Village, Sembawa Subdistrict. Participants were selected through random selection among residents who run active businesses. Not all MSMEs in the village were included, as participation focused on business owners who showed readiness and willingness to implement digital tools.

Time and Location of Implementation

The activity was conducted as follows:

- Date: 17 July 2025
- Time: 14.00 – completion
- Location: Limau Village, Sembawa Subdistrict

All activities were carried out through door-to-door visits, allowing the team to provide personalized and context-specific guidance at each business location.

Data Collection Techniques

Two primary methods were used to collect data:

a) Observation, which involved assessing the initial condition of MSMEs, particularly in terms of digital presence, location visibility, and promotional media readiness.

b) Interviews, conducted to gather information regarding participants'

challenges, needs, and level of digital literacy.

Stages of Implementation

The implementation consisted of three main stages:

a) Initial Observation and Needs Assessment

The team conducted field observations to identify MSMEs that:

- Lacked Google Maps business listings,

- Did not have promotional media,

- Required assistance due to limited digital literacy.

These findings informed the preparation of relevant training materials.

b) Door-to-Door Training and Digital Assistance

Individual training sessions were provided directly at each MSME location, covering:

- Creating and verifying Google Maps business accounts,

- Basic introduction to marketplace platforms such as Shopee and TikTok Shop.

The practical, one-on-one format allowed participants to immediately implement each step with guidance from the team.

c) Development and Distribution of Visual Promotional Media

As an example of promotional visualization, the team designed and delivered one promotional banner for one selected MSME. The banner included the business name, product images, contact details, and other visual elements intended to enhance customer appeal.

Tools and Platforms Used

The following tools and platforms were utilized during the program:

- Smartphones for Google Maps account creation

- Google Maps and Google Business Profile applications

- Marketplace platforms: Shopee and TikTok Shop (introductory level)
- Cameras for documentation

Evaluation Indicators and Success Metrics

Program effectiveness was measured through several indicators:

a) Successful creation of 20 Google Maps business accounts, all verified and accessible through location-based search.

b) Improvement in participants' digital understanding, assessed through short post-training interviews.

c) Provision of one physical promotional banner as an example of offline promotional media implementation.

d) Active participation of MSME owners during all door-to-door training sessions.

Evaluation was conducted through direct observation and short interviews at the end of the activity.

4. RESULTS AND ANALYSIS

The digital assistance program carried out in Limau Village produced notable improvements in MSME visibility and digital capability. Prior to the intervention, most of the 24 participating MSMEs lacked Google Maps listings, had no promotional media, and relied heavily on traditional word-of-mouth marketing. As a result, their businesses were difficult to locate, particularly for customers outside the village.

Initial Observation Findings

The initial assessment revealed that:

- The majority had no Google Maps business accounts,
- MSME owners were unfamiliar with the function of digital maps as a

marketing tool,

- Promotional visualization was not used in any structured way,
- Digital literacy levels were generally low, requiring hands-on guidance.

These findings highlight the urgency of providing location digitalization and promotional visualization support.

Door-to-Door Digital Training

Training was delivered through door-to-door visits, allowing MSME owners to directly practice each step using their own smartphones. The training covered:

- Creating and verifying Google Maps business profiles,
- Adjusting location pins accurately,
- Basic introductions to marketplace platforms.

This individualized approach proved effective because the guidance was tailored to the specific context of each business.

Location Digitalization Outcomes

Out of 24 participants, 20 MSMEs successfully created and verified Google Maps accounts, achieving an 83.3% success rate. The improvements observed include:

- Easier customer access to business locations,
- Increased credibility through official digital listings,
- Potential increase in foot traffic.

Table 1. Comparison of MSME Digital Visibility Before and After the Program

Indicator	Before Program	After Program
MSMEs with Google	2	20

Maps listing		
Availability of photos & descriptions	1	20
Digital map literacy	Low	Significantly improved
Customer ease of finding location	Low	High

Source : Author (2025)

Development of Promotional Visual Media

To reinforce the training's focus on promotional visualization, one participating MSME was provided with a professionally designed banner featuring its product images, business name, brand identity, and contact information. This tangible output not only strengthened the business's physical identity and served as a practical example of effective offline promotion but also provided a reference model for other local enterprises.

This initiative, stemming from a program that significantly improved owners' understanding of digital tools, confidence in using platforms like Google Maps, and awareness of visual marketing, underscores how collaborative support—from village government digitalization programs to academic follow-up—can successfully build a foundation for rural MSMEs to grow their visibility and integrate into the digital ecosystem.

Program Impact Analysis

Post-training interviews with MSME owners highlighted several key areas of growth, including an improved understanding of digital platforms, greater confidence in using Google Maps for visibility, and an increased awareness of visual promotion strategies. Additionally, participants expressed motivation to explore further digital marketing tools, such as online marketplaces. Overall, the program demonstrates that combining

location digitalization with promotional visualization can significantly enhance MSME visibility, providing an essential foundation for helping rural businesses integrate into the broader digital marketing ecosystem.

Visual Documentation of the Digitalization Activities

To complement the narrative and strengthen the analysis of the digitalization program, a series of photographs were taken during the fieldwork. These images illustrate the direct engagement between the team and local MSME owners, the hands-on training process, and the implementation of promotional support.

**Figure 1. Door-to-Door Digital Assistance and Initial Consultation
with MSME Owners**
Source : Author 2025

As shown in **Figure 1**, the team conducted door-to-door visits to interact directly with MSME owners. During these sessions, the team observed business conditions, discussed digital challenges, and guided participants through the early stages of the digital adoption process.

Figure 2. Installation of Promotional Banner Provided to a Selected MSME

Source : Author 2025

In addition to digital training, one selected MSME received promotional support in the form of a professionally designed banner. This initiative aimed to strengthen the business's offline visibility and introduce an example of effective visual marketing. **Figure 2** captures the installation of the banner at the participant's business location.

Figure 3. MSME Owner Displaying a Newly Verified Google Maps Business Listing

Source : Author 2025

Furthermore, **Figure 3** showcases the outcome of the Google Maps digitalization process. The MSME owner is seen displaying the newly created and verified business listing on her smartphone, demonstrating the successful adoption of digital tools during the program.

5. CONCLUSION, LIMITATION AND RECOMMENDATION

Conclusion

The digital assistance program for MSMEs in Limau Village demonstrates that hands-on, door-to-door training can significantly enhance digital

literacy and business visibility. The creation of 20 verified Google Maps business accounts strengthened the online presence of participating MSMEs, making it easier for customers to locate their businesses. The provision of one promotional banner further introduced a visual marketing strategy that serves as a practical example for MSMEs that previously relied solely on traditional promotion methods.

Overall, the program indicates that location digitalization and promotional visualization are effective initial steps in supporting the digital transformation of rural MSMEs, particularly those with limited access to technology and low digital literacy.

Limitations

This program has several limitations:

1. Short duration, which restricted the depth of training and follow-up assistance.

2. Limited participation, as not all MSMEs in the village took part in the activity.

3. Absence of long-term impact measurement, such as monitoring customer visits or Google Maps review growth.

4. Limited digital infrastructure, as some MSME owners only had basic smartphone devices.

Recommendations

To ensure the sustainable digital growth of rural MSMEs, a collaborative and multi-level approach is essential. For the MSMEs themselves, this involves proactively maintaining an accurate online presence by regularly updating their Google Maps information, photos, and operating hours, while gradually integrating into digital marketplaces and social media platforms and creating promotional content through user-friendly design

tools.

Meanwhile, the Village Government plays a crucial enabling role by developing a continuous digitalization program, providing advanced training in digital marketing, and establishing a dedicated digital assistance center to offer ongoing technical guidance.

In parallel, Academic Institutions contribute by conducting long-term follow-up activities to measure outcomes, developing specialized training modules tailored to rural contexts, and collaborating with local stakeholders to build cohesive and sustainable digital empowerment initiatives for the community.

REFERENCE

Dona, H. P., Patriasia, E. S., Anggreani, W., Abdullah, H., Saputra, S., Putra, D. M., Abi, Y. I., & Gayatri, I. A. M. E. M. (2025). Sosialisasi Pemasangan Titik Gogle Maps Dan Spanduk Sebagai Alat Promosi Dalam perluasan Jaringan Penjualan Umkm Rt 09 Rw 05 Kelurahan Pematang Gubernur Kota Bengkulu. *JKB Jurnal Kewirausahaan & Bisnis*, *7*(2), 47–52. https://doi.org/https://doi.org/10.37676/jkb.v7i2.856

Icha, Rizki, S. M., Hakim, M., Ningrum, A. L. S., Karaihandak, W., Pebriani, R. A., Hildayanti, S. K., & Kospa, H. S. D. (2025). Strategi Pemasaran UMKM di Desa Lubuk Enau Melalui Media Banner dan Google Maps. *Abdimas Universal*, *7*(1), 78–83. https://doi.org/10.36277/abdimasuniversal.v7i1.550

Ilham, W., Dewi, M. K., & Taryanto. (2025). Dampak Digitalisasi dan E-Commerce terhadap Pertumbuhan Ekonomi Mikro. *JURNAL ILMIAH RAFLESIA AKUNTANSI*, *11*(2), 2019–2020. https://doi.org/https://doi.org/10.53494/jira.v11i2.1048

Nihayah, D. M., Hermanto, A., Bowo, P. A., Nihayah, A. N., Talakua, J., Sundoro, F. M., & Kusuma, P. P. (2025). Literasi Navigasi Digital : Memanfaatkan Google Maps untuk Meningkatkan Visibilitas UMKM

Desa Banyubiru. *Jurnal Pengabdian Masyarakat Dan Riset Pendidikan*, *4*(1),   5661–5666. https://doi.org/https://doi.org/10.31004/jerkin.v4i1.2412

Nova, S., Harahap, R., Hapshani, N. F., & Azhari, M. fadil. (2025). Pemberdayaan UMKM Melalui Optimalisasi Digitalisasi Usaha Berbasis Google Maps di Desa Raya Dusun IV. *Easta Journal of Innovative Community Services*, *4*(01), 22–34. https://doi.org/https://doi.org/10.58812/ejincs.v4i01.411

Nur, A., Sinaga, As. B. S., & Effendi, C. (2020). Pengaruh Promosi Offline dan Online Terhadap Keinginan UMKM Untuk Bermitra Dengan SMESCO Indonesia. *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik Dan Komunikasi Bisnis*, *4*(2), 155–165. https://doi.org/https://doi.org/10.24853/pk.4.2.155-165

Pangesa, L., Olivia, Winarta, A. G., Aziz, M. F., & Setiawan, B. (2025). Implementasi Strategi Pendampingan UMKM untuk Meningkatkan Promosi dan Visibilitas Usaha Kedai Bakso Budi Trimo Luwong. *Jurnal Pariwisata Dan Perhotelan*, *2*(3), 1–10. https://doi.org/https://doi.org/10.47134/pjpp.v2i3.4208

Rahmawati, R. D., Nikmah, R. M., Naasyiroh, R. I., Rahmawati, R., & Rahmanida, S. E. (2025). Penguatan Identitas dan Aksesibilitas UMKM melalui Digitalisasi Lokasi Usaha di Google Maps sebagai Strategi Digital dalam Meningkatkan Jangkauan Konsumen. *Welfare : Jurnal Pengabdian Masyarakat*, *3*(1), 147–153. https://doi.org/https://doi.org/10.30762/welfare.v3i1.2177

Ramadhany, E. D., Arief, M. H., Nugroho, D. M., & Laily, N. F. (2023). Digitalisasi UMKM Melalui Penggunaaan Media Sosial dan Google Maps Untuk Meningkatkan Visibilitas dan Efektifitas Penyebaran Informasi Bisnis. *SWARNA Jurnal Pengabdian Kepada Masyarakat*, *2*(9), 969–974. https://doi.org/https://doi.org/10.55681/swarna.v2i9.875

Shella, Elisa, Everlin, Shelia, & Sinta, Z. K. (2025). Analisis Peran Platform Digital dalam Meningkatkan Strategi Pemasaran dan Penjualan UMKM di Tepi Laut Tanjungpinang. *JURNAL ILMIAH RAFLESIA AKUNTANSI*, *11*(1), 104–112. https://doi.org/https://doi.org/10.53494/jira.v11i1.834

Sucipto, K. R. R., Aras, R. A., Salam, M. F., Rahmawati, A., Afrizal, Y. H., & Rijal, S. (2025). UMKM Go Digital : Peningkatan Literasi Digital UMKM Kota Makassar Pemanfaatan Google Maps dan Media Sosial. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, *6*(3), 3731–3737. https://doi.org/https://doi.org/10.55338/jpkmn.v6i3.6633

Yudha, A. D., Putri, A. Y., Mujiati, I., & Dewi, N. G. (2025). Revitalisasi UMKM Warung Barokah Mbak Ika Melalui Digitalisasi dan Branding Untuk Meningkatkan Daya Saing. *Nuras : Jurnal Pengabdian Kepada Masyarakat*, *5*(3), 167–175. https://doi.org/https://doi.org/10.36312/nuras.v5i3.503