

**STRENGTHENING DIGITAL CAPACITY AND INTRODUCING
ONLINE PROMOTION STRATEGIES FOR SOUTH RAWABADAK
BUMKM BUSINESS UNITS**



**CIP
(Community Involvement Project)**

**By:
M. Saepul Bahri (22111027)
Janapriya Anugra (20111042)**

**Supervisor:
Ir. Abdul Haris Lahuddin, ST., MT., IPM
Dr. Samuel PD Anantadjaya**

**UNDERGRADUATE PROGRAM OF BUSINESS ADMINISTRATION
INSTITUTE IPMI
JAKARTA
2025**

Appendix 5: Certificate of Approval Form

CERTIFICATE OF APPROVAL

Name & Student ID : M. Saepul Bahri (22111027)

Janapriya Anugra (20111042)

Topic : Strengthening Digital Capacity and Introducing Online
Promotion Strategies for South Rawabadak BUMKM Business Units

We hereby declare that CIP (Community Involvement Project) is from student's own work, has been read and presented to IPMI Institute Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Management Degree and has been found to be satisfactory.

Jakarta, 5 December 2025

Examined by,



Chair of Examiners



Dr. Samuel PD

Anantadjaya

(Advisor)

Ir. Abdul Haris Lahuddin,

ST., MT., IPM

(Advisor)

Acknowledged by,

A handwritten signature in black ink, enclosed within a rectangular border. The signature appears to be 'Sidrotun Naim' written in a cursive, stylized script.

Sidrotun Naim, MPA., Ph.D
Director of Academic Affairs

Appendix 6: Non-Plagiarism Declaration Form

NON-PLAGIARISM DECLARATION FORM

This CIP is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions

Also, this work is being submitted in partial fulfillment of the requirements for the degree of Bachelor of Management Program and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 5 December 2025

Materai 10.000



M. Saepul Bahri

22111027

Materai 10.000

Janapriya Anugra

20111042

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ABSTRACT

This Community Involvement Project (CIP) was carried out to strengthen the digital marketing capacity of the business units under the Rawabadak Selatan BUMKM (Village-Based Enterprise) in North Jakarta. The partners faced four main obstacles: a weak digital presence, no working online sales system, limited human resources for marketing, and heavy reliance on offline sales through a single key partner.

The project was implemented through situation analysis, digital marketing training, assistance in content creation, and an introduction to branding, market segmentation, and e-commerce. The media discussed included Instagram, TikTok, Canva, CapCut, and the Shopee platform as an online sales channel.

The activities focused on introductory mentoring, covering social media use, promotional content creation, and market segmentation. This approach gave the partners a first overview of how digital channels can support their business activities.

Keywords: digital marketing, MSMEs, community empowerment, social media, branding

CHAPTER 1

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) support the local economy and create jobs. In urban areas such as North Jakarta, MSMEs provide a livelihood for many residents, particularly young people and housewives. Technological advancement and digitalisation now require these businesses to adapt to more modern marketing systems.

1.1 Community Background

The partners of this project are the business units under the Rawabadak Selatan BUMKM, an entrepreneurial platform that houses several local businesses with significant economic potential. The units involved are:

- Surat Ibu, which produces recycled paper and plastic-based products.
- Blubub, which produces dish soap and environmentally friendly cleaning products.
- Art Design, which specialises in graphic design and screen printing.
- MSME Food, which produces nutritious foods such as catfish meatballs and catfish nuggets.

Most of these units still concentrate on offline production and sales. Social media accounts exist but are neither actively managed nor planned. No e-commerce system is running, and the units keep no structured record of customer data or digital sales.

1.2 Project Background

As students of the Undergraduate Program of Business Administration at Institut IPMI, we designed this project to empower the partners of Rawabadak Selatan BUMKM through digital marketing capacity building. Because most units rely on offline sales, their market reach stays limited, product visibility remains low, and income depends on a single primary source. Through this project we introduced digital channels that allow the businesses to grow independently, sustainably, and in line with market developments.

1.3 Problem Background

Based on observation and interviews with the BUMKM management and the owners of each unit, we identified the following problems in the digital sector:

1. No operational digital marketing and sales system.
2. Inactive and inconsistent social media, with no content strategy.
3. No dedicated digital marketing team or point of contact.
4. Low digital literacy and limited understanding of online marketing.
5. Inaccurate market segmentation, especially for recycled products.
6. Reliance on a single primary sales partner.
7. No customer database or sales record.
8. Limited human resources and time management.

1.4 Objectives

The objectives of this Community Involvement Project are:

- To improve the partners' understanding of digital marketing.

- To help the partners manage social media effectively and sustainably.
- To increase the visibility and competitiveness of MSME products.
- To encourage business independence through the use of digital channels.

1.5 Benefits

The expected benefits of this activity are:

- Higher brand awareness of the partners' products.
- Improved digital skills among the entrepreneurs.
- Market opportunities beyond the South Rawabadak area.
- Business sustainability supported by digital marketing.

CHAPTER 2

METHODS

The project was implemented in three stages: preparation, implementation, and monitoring and evaluation.

2.1 Preparation

At this stage we conducted initial observation of the partner business units, compiled their needs, and coordinated with the BUMKM management to agree on the scope and schedule of the mentoring activities.

2.2 Implementation

The mentoring was delivered through presentations and discussions covering the following material:

- Branding and positioning for MSME products.
- Promotional content creation using Canva and CapCut.
- Social media management on Instagram and TikTok.
- Market segmentation for each type of product.
- Introduction to e-commerce through the Shopee platform.

2.3 Monitoring and Evaluation

We compared the partners' conditions before and after the activity and held reflective discussions with them to assess the benefits gained and the challenges that remained.

CHAPTER 3

RESULTS AND DISCUSSION

3.1 Description of Activity Implementation

The project was implemented through presentations and discussions that introduced digital marketing to the business units of Rawabadak Selatan BUMKM. We opened with a presentation on the general condition of the partner businesses based on our initial observation, which showed that marketing still depended on offline methods and word-of-mouth promotion.

Based on these conditions, we designed the sessions as a forum for sharing ideas and initial insights on digital marketing. The approach was informative and participatory, and the partners took part in open discussions to identify their business needs and development opportunities.

3.2 Presentation of Digital Marketing Concepts

One of the main activities was a presentation on the basic concepts of digital marketing. The material covered the definition of digital marketing, the role of social media in building a business identity, and the differences between offline and online marketing.

In this session we introduced the partners to the types of promotional content commonly used in digital marketing, such as product photographs, digital posters, and short videos. The presentation combined conceptual explanations with visual examples so that the

partners could picture the promotional methods available to a small business.

We explained design applications such as Canva as accessible tools for creating promotional materials. This session did not include hands-on practice; it focused on the function of these applications and their potential use in business promotion.

3.3 Discussion on Social Media and Market Segmentation

The sessions also covered the use of social media as a promotional channel. We explained the function of social media for business, the importance of consistent content, and its role in reaching a wider consumer base.

The discussion on market segmentation helped the partners understand that each product has a different target consumer. We presented the material through simple case studies so that the partners could identify potential customers based on market needs and characteristics. The aim was to build conceptual understanding rather than to fix a segmentation strategy for each unit.

3.4 E-Commerce Awareness and Business Planning

We also explained e-commerce as an alternative sales channel. The material covered an overview of e-commerce platforms, the basic flow for opening an account, and the potential of an online store for business development.

Shopee was introduced as an example of a platform that MSMEs can access easily. We delivered this through a presentation and a discussion of plans to open an online store, without carrying out registration or

store management during the session. The focus was to give the partners initial insight and to encourage them to consider e-commerce in their future business planning.

3.5 Discussion

The implementation shows that the business units under the South Rawabadak BUMKM still need to strengthen their basic understanding of marketing and their use of digital technology. Presentations and discussions suited partners whose time and resources are limited, and the conceptual approach allowed them to grasp the general picture of digital marketing without the pressure of immediate implementation.

CHAPTER 4

CONCLUSION AND RECOMMENDATION

4.1 Conclusion

This Community Involvement Project served as an initial mentoring activity that introduced digital marketing to the business units of South Rawabadak BUMKM. The partners gained a foundational understanding of how digital media can support the development of their businesses, particularly through social media, promotional content, and e-commerce.

4.2 Recommendation

Based on the results, we recommend the following actions:

9. More intensive follow-up mentoring, including hands-on practice in creating content and managing an online store.
10. Appointment of a person in charge of digital marketing within each business unit or at BUMKM level.
11. Capacity building in management and marketing, including simple record-keeping of customer and sales data.
12. Expansion of sales partners so that the units no longer depend on a single primary buyer.

With these steps, the business units of South Rawabadak BUMKM can develop in a more targeted and sustainable manner.

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APPENDIXES

Appendix 1: Agreement of Mentoring and Recommendation for Final Examination of CIP

RECOMMENDATION FOR FINAL EXAMINATION OF CIP

I am pleased to be the advisor of this CIP. I certify that the students have faithfully achieved the requirements as specified in the Terms of Reference.

Student Name (Student ID) : 1. M. Saepul Bahri (22111027)
2. Janapriya Anugra (20111042)

CIP Title : Strengthening Digital Capacity and Introducing Online Promotion Strategies for South Rawabadak BUMKM Business Units

Date of Final Examination : 28 November 2025

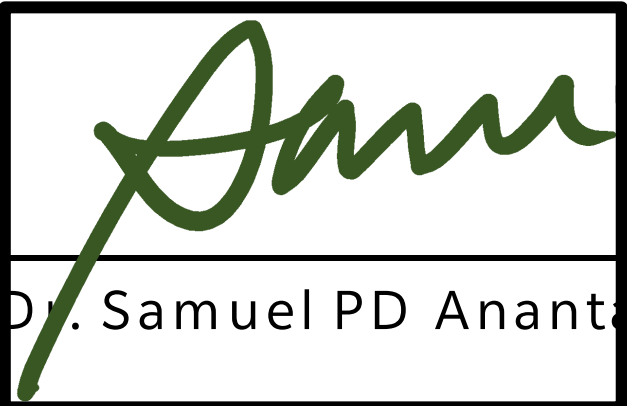
Time of Final Examination :

The CIP has been checked and recommended for final presentation and comprehensive oral defense towards a Bachelor of Management Degree at IPMI Institute.

Jakarta, 5 December 2025

Approved by,

Ir. Abdul Haris Lahuddin, ST., MT.,
IPM



Dr. Samuel PD Anantadjaya
(Faculty Advisor)

(Faculty Advisor)

Appendix 2: Documentation of Activities

DOCUMENTATION OF ACTIVITIES

[Insert photographs of the mentoring sessions here, for example the presentation on digital marketing, the discussion with the partners, and the group photograph with the management of Rawabadak Selatan BUMKM. Add a short caption below each photograph.]