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APPLICATION OF DIGITAL MARKETING CONCEPTS TO INCREASE SALES AND MARKET EXPANSION OF MSME LOCAL PRODUCTS

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ABSTRACT

Even with the digital world moving at breakneck speed, many Micro, Small, and Medium Enterprises (MSMEs) in Palintang Hamlet still stick to old-fashioned marketing and barely use the internet. Limited knowledge and scarce money or staff make it hard for them to jump into online promotion. This study set out to see whether a short digital-marketing workshop could lift sales and help local products reach new buyers. We used a straightforward number-crunching plan and tested the trainees before and after the session with a simple quiz. Results were run through a basic linear-regression model in SPSS. Findings show that the class boosted the participants understanding and made them more ready to try digital tools in real life. Put simply, the training works and can spark bigger digital shifts among local firms. Now follow-up help from government and education providers is vital so similar projects spread and keep MSMEs competitive online.

KEYWORDS

Digital Marketing Training, Sales Improvement, Market Expansion, MSMEs

CITATION

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Introduction.

In the rapidly growing digital era, most local MSME players still stick to traditional marketing patterns such as word-of-mouth promotion or direct sales in the neighborhood. Meanwhile, consumer behavior has shifted towards digital, with a tendency to search and buy products through social media, marketplaces, and websites. Unfortunately, many MSMEs, especially in Palintang Hamlet, experience obstacles in implementing digital marketing strategies effectively. These obstacles include a low understanding of the concept of digital marketing and limited technology-savvy human resources. As a result, the competitiveness of local products is hampered, even though in terms of quality, MSME products have great potential to grow. This situation emphasizes the importance of proper and sustainable training in the application of digital marketing concepts, in order to increase sales and expand the market reach of MSMEs, especially MSMEs in Palintang Hamlet.

Greta Maricarmen & Adrianzén (2023) in his research explained that the application of digital promotion resources like Visual Merchandising, Customer Relationship Management, Network Marketing, and platforms for social networking significantly increased sales and reduced losses of small MSME companies in Trujillo. The findings reinforce the view that the right digital marketing strategy can not only increase sales volume, but also help MSME players build closer relationships with consumers and expand markets without relying on the physical location of the business. Besides that Sharabati et al. (2024) highlighted how important digital marketing is to MSMEs' ability to lead the digital transition, which enhances economic results and opens up new markets.

Therefore, the implementation of a digital marketing strategy that is structured and tailored to the characteristics of local MSME actors is an urgent need to encourage business sustainability, especially in the face of increasingly competitive market competition in the current digital era. This study set out to see whether everyday digital marketing tools can boost sales and help small-business goods from Palintang Hamlet reach a wider audience.

Numerous research efforts have focused on how digital marketing is utilized in MSMEs to increase sales and market expansion. Such as research Sinaga et al. (2022) discusses the application of digital financial reports and digital-based marketing mix strategies to increase local sales of MSMEs PT Kreasi Lutvi Sejahtera, the application of digital marketing and 4P can increase sales (Arana-Torres, et al., 2023), Singh et al. (2024) in the restaurant business, digital marketing has been shown to boost sales and competitiveness, Forghani et al. (2022) digital marketing affects customer buying behavior and increases online sales. In contrast to previous research that emphasizes the analysis of digital marketing strategies, this study is concerned with providing direct training for MSME players in Palintang Hamlet. By providing practical training materials, this research aims to improve the ability of business actors in Palintang Hamlet to implement digital marketing in real terms to increase sales and expand the market in the local environment.

This research contributes both in terms of theory and practice. In terms of theory, this research adds to the comprehension of the application of digital marketing in MSMEs, especially in Palintang Hamlet. In terms of practice, the results of this study can be a direct guide for MSME actors to be better able to use digital marketing to increase sales and expand markets, so that their businesses can continue to grow and compete in the digital era.

Theory and Hypothesis Development.

The Effect of Digital Marketing on Increasing Sales and Market Expansion of MSME Products

In today's digital era, business competition is getting tougher, including for Small, Medium, and Micro Enterprise. To survive and thrive, MSMEs need to adapt to the changing times and utilize various innovative marketing strategies. One strategy that is increasingly crucial is digital marketing.

Digital marketing is a marketing system that uses internet media as a tool in its market activities. Media that are often used include social media and digital facilities, such as E-commerce platforms, websites, and so on. At present, Facebook, Twitter, and Instagram are the social media platforms undergoing the fastest growth. These three platforms are increasingly being utilized to advertise products and are becoming essential components of marketing strategies for numerous business owners (Rahardja., 2022).

This shows that social media not only serves as a means of communication, but has also evolved into an effective marketing tool to introduce products. Many studies have found that digital marketing has a positive relationship with increased sales and product market expansion, including Warokka (2020) yang stated that digital marketing not only plays a role in increasing sales, but also expanding market reach by reaching a wider audience, Sanbella et al. (2024) focuses on investigating, identifying, and optimizing online marketing strategies to increase sales and support the growth of the e-commerce industry, using live streaming as an

effective marketing strategy to increase sales and expand market reach through building strong relationships with customers (Wongkitrungrueng, et al., 2020).

Thus, these various studies prove that digital marketing is effective in increasing sales and expanding market reach, whether through social media, e-commerce strategies, or direct interaction such as live streaming.

H₁ : The use of digital marketing positively influences the growth of sales and the broadening of markets for MSME products.

Research Method.

A comparative descriptive analysis was employed in this investigation. The effectiveness of training sessions and the degree to which participants' comprehension had altered were assessed by comparing data from the pre-test and post-test (Alwi et al., 2025; Banjarnahor et al., 2024; Cristy et al., 2024; Darmasetiawan et al., 2023; Ethelind et al., 2023; Ethelind & Martusa, 2024; Kuang et al., 2024; Lamere & Meythi, 2023; Magdalena, Budiningsih, et al., 2023; Magdalena, Meythi, et al., 2023; Manurung et al., 2023; Martusa, Meythi, Margaretha, et al., 2024; Martusa, Meythi, Rukmana, et al., 2024; Martusa & Meythi, 2023; Meythi, 2024; Meythi et al., 2024; Pandanwangi, Manurung, & Meythi, 2023; Pandanwangi, Manurung, Meythi, et al., 2023; Putri et al., 2023; Putri & Meythi, 2023, 2024; Rohinsa et al., 2022; Setiawan et al., 2022; Tin et al., 2023; Tjahyadi & Meythi, 2022; Veronica et al., 2023; Widjaja et al., 2024).

Using a quantitative methodology, this study seeks to understand how the implementation of digital marketing concepts on increasing sales and expansion of MSME products in Palintang Hamlet. Before the training was conducted, researchers first conducted direct observations and interviews with MSME players to identify the marketing problems they face. Based on these findings, an interactive training was then held that discussed the application of digital marketing concepts, particularly in the utilization of social media to support marketing activities and increase sales.

To see how useful the training turned out to be, the team put together a simple quiz that participants in Palintang Hamlet had to answer before and after the session. The first version, the pre-test, was handed out just before the workshops started so the facilitators could check what the audience already understood. Once every topic had been explained, the post-test came next, allowing everyone to show how much brighter they felt the material had made them. All the figures in this study therefore rely on the original and follow-up answers, meaning the data is homemade, or primary, rather than borrowed from elsewhere. Standard practice says that comparing pre-test and post-test scores is the quickest way to measure a jump in knowledge or skill after any training program (Pan & Carpenter, 2023). Data in this study was examined with regression techniques run on SPSS version 25. The program helps clarify how strongly the independent variable predicts changes in the dependent variable. The key variables included here are listed below:

The independent variable, labelled X, tracks how well participants can apply the digital-marketing ideas they learned. We measure it by looking at the score gain from a before-after test; a bigger jump shows that hands-on, active training really boosted their grasp of the rules and tools.

The dependent variable, Y, focuses on sales growth and wider reach for local MSMEs. Again, we use before-after test results, comparing scores to see how much understanding rose. When that new knowledge gets put to work in each business, we expect to see orders climb and local products find fresh markets.

Results and Discussion.

Results.

Digital technology has reshaped marketing completely, so companies must keep up or risk falling behind. Yet in Palintang Hamlet, many small and medium enterprises still do not grasp how online tools can boost sales and widen their customer base. As a result, locally-made goods with strong cultural and economic value remain hidden while rival products flood the market. To close this gap, trainers recently guided village entrepreneurs through practical digital-marketing exercises, giving them simple steps they can apply right away. With clearer strategies, the hope is these firms will stand taller, reach more shoppers, and compete with confidence as the marketplace keeps changing.

To see whether the training actually helped, the team gave a short pretest before anything was taught so they could spot how familiar each person already was with the marketing materials. Once every slide and handout had been delivered, everyone completed a posttest. Comparing the two tests shows how much knowledge the group gained by taking part in the sessions. The findings are summarized in Table 1, which provides the scores side by side and serves as the main proof that the training met its goals.

Table 1. Pretest and Posttest Results of Palintang Hamlet residents

No	Pre-Test Score	Post-Test Score
1	50	70
2	30	20
3	60	60
4	60	100
5	70	70
6	80	90
7	80	90
8	30	40
9	40	80
10	50	90
11	40	20
12	70	90
13	60	80
14	50	70

Source: Data collected and processed by researchers

The hypothesis review relies on Table 1, which lists pretest and posttest scores for the 14 trainees who completed the course. Before running any formal tests, the researcher first checked whether these scores followed a normal distribution. This check used the Kolmogorov-Smirnov procedure, with the rules outlined below:

- If the significance level (Sig.) is greater than 0.05, the scores can be treated as normally distributed.
- If the significance level (Sig.) is less than 0.05, the scores do not meet normality.

Table 2. Kolmogorov Test

Unstandardized Residual		
N		14
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	18.18238099
Most Extreme Differences	Absolute	0.151
	Positive	0.151
	Negative	-0.131
Test Statistic		0.151
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source: Data processed through SPSS

Normality was checked in this study with the Kolmogorov-Smirnov test to see if the scores followed a normal curve. As shown in Table 2 and processed in SPSS, the two-tailed significance (Sig. 2-tailed) is 0.200. Because the figure exceeds 0.05, the variable is considered to have a normal distribution.

Table 3. Multicollinearity Test

Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	8.089	18.187		0.445	0.664		
	Pretest Score	1.113	0.318	0.711	3.503	0.004	1.000	1.000

Source: Data processed through SPSS

Referring to Table 3 regarding the multicollinearity test results, a tolerance value of 1.000 and a Variance Inflation Factor (VIF) value of 1.000 were obtained. Since the tolerance value is >0.10 and the VIF value is <10 , it can be concluded that there is no indication of multicollinearity in the regression model. Thus, the independent variables are declared suitable for use in the next stage of analysis.

Table 4. Heteroscedasticity Test

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	26.555	9.745		2.725	0.018
	Pretest Score	-0.222	0.170	-0.352	-1.302	0.217

Source : Data processed through SPSS

It can be seen that the significance value obtained from the heteroscedasticity test for the constant variable is 0.018 (>0.05), while for the Pretest score variable is 0.217 (>0.05). From these results, it is obtained greater than 0.05, so the that the regression model does not exhibit any signs of heteroscedasticity. Thus, the distribution of residuals can be said to be homogeneous or fulfill the assumption of homoscedasticity.

Table 5. Pearson Correlation Test

		Pretest Score	Posttest Score
Pretest Score	Pearson Correlation	1	0.711**
	Sig. (2-tailed)		0.004
	N	14	14
Posttest Score	Pearson Correlation	0.711**	1
	Sig. (2-tailed)	0.004	
	N	14	14

Source : Data processed through SPSS

Referring to Table 5, the Pearson Correlation Test results show that the significance value (2-tailed) between pretest and posttest scores is $0.004 < 0.05$. It can be concluded that the pretest had a meaningful influence on the posttest results.

Table 6. Simple Linear Regression Test

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	0.711 ^a	0.506	0.464		18.925	
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4395.070	1	4395.070	12.272	0.004 ^b
	Residual	4297.787	12	358.149		
	Total	8692.857	13			
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.089	18.187		-0.445	0.664
	Pretest Score	1.113	0.318	0.711	3.503	0.004

Source : Data processed through SPSS

In Table 6, the Simple Linear Regression Test results show that the calculated F value is 12.272 with a significance level of $0.004 < 0.05$. This indicates that the pretest score variable has an influence on the posttest score. In addition, According to the findings from the t test, the t statistic for the pretest score is $3.503 > 2.179$, with a significance of $0.004 < 0.05$. The obtained regression coefficient of 1.220 indicates that the pretest score has a positive and significant effect on the posttest score.

Discussion.

This study aims to determine whether there is an effect of holding training in the form of material exposure to the concept of digital marketing on increasing sales and expanding the market for local MSME products in Palintang Hamlet. The findings clearly indicate that the training program brought noticeable gains to the business growth of MSME participants. This outcome matches earlier work by Dwi Hartono et al. (2020), Rosário & Raimundo (2021), Wirianda (2025), dan Ippolitova et al. (2024), and Ippolitova et al. (2024), all argued that training in digital marketing boosts small firms ability to run effective sales tactics, reach wider markets, and sharpen their competitiveness online. Each study highlights that teaching practical, tailored digital content spurs owners to put better development strategies into action.

The rise in scores from pretest to posttest shows the digital-marketing session really helped people grasp the content. Figure 1 clearly illustrates that out of the fourteen attendees, ten improved, two declined, and two stayed exactly the same. Those who scored higher reported that the training made the concepts easier to follow and remember. In contrast, the two who fell back may have struggled to focus or apply what they learned, while the static pair likely knew most of the material already or simply did not get the chance to dig deeper.

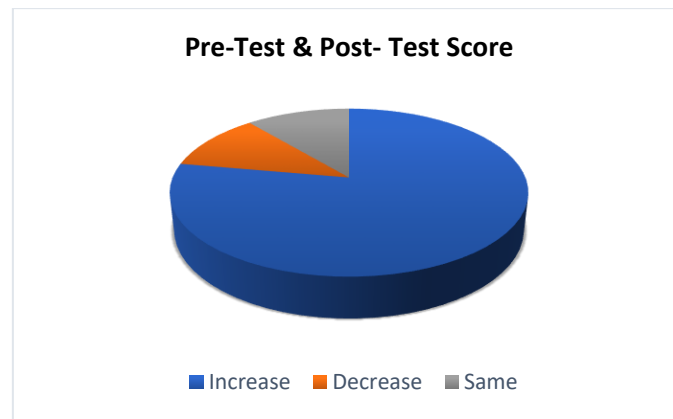


Fig. 1. *Pre-Test and Post-Test Score Results*
Image Source: Data processed by the author

After the training, plenty of MSME owners saw how using social media could showcase their goods and pull in customers beyond their usual circle. That shift came even though the sessions stayed mostly screen-based; clear, relevant slides and stories still landed. The same workshop also pumped up their courage, nudging many to dip their toes into digital marketing. Participants began to grasp why platforms like WhatsApp, Facebook, and Instagram were useful storefronts, not just chat apps. Slowly, they opened up to these fresh sales routes that once felt foreign, ready to test what they had learned. This indicates that the delivery of simple but targeted material can encourage changes in mindset and real action in business development.

Conclusions.

This study found that training on digital marketing has an influence in increasing sales and market expansion of MSME products in Palintang Hamlet. This training encourages participants to better understand how to utilize digital media as a means of promotion and sales, given that more and more customers are using online platforms to search for and purchase goods. The results of the pretest and posttest, which showed an increase in participants' understanding, were evidence that the training had a positive impact on the readiness of MSME players to start implementing digital strategies in their businesses.

The implication of this research is that MSME players need to start adapting to digital marketing and actively participate in training so that their sales and markets can grow, because training is proven to increase their understanding. The government and training institutions should continue and expand digital training programs that are structured and supported by mentoring, as this approach is effective in helping MSMEs change their mindset and immediately apply their knowledge.

This study has several limitations, such as the training and evaluation time is still too short to see the long-term impact of the training, and the sample is only taken from one area, so the results cannot represent MSMEs in other places. In addition, this study focuses more on the knowledge and marketing methods of MSMEs, while external factors such as capital and supporting facilities have not been discussed in depth. Therefore, future research is recommended to expand the study area, extend the evaluation time to see the long-term impact of the training, and consider other factors that can support the successful implementation of digital marketing in MSMEs.

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