

# Empowering Residents of RW 01 Sukamulia through MSME-Based Entrepreneurship Training to Enhance Local Economic Resilience

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## ARTICLE HISTORY

Received: February 23, 2026

Revised: April 08, 2026

Accepted: April 08, 2026

## DOI

<https://doi.org/10.52970/grcsd.v6i1.2122>

## ABSTRACT

This community service program aims to empower residents of RW 01 Sukamulia, Kemayoran District, Central Jakarta through entrepreneurship training based on local MSME products. Preliminary assessment indicated that many residents were engaged in small-scale home-based enterprises but faced constraints related to limited entrepreneurial knowledge, weak financial management, inadequate product packaging and branding, and low utilization of digital marketing platforms. The program was implemented using a participatory capacity-building approach that integrated entrepreneurship education, simple business management, product development, packaging and branding improvement, and digital marketing training. Evaluation was conducted through pre- and post-training assessments, direct observation of product improvements, and follow-up monitoring of early business performance. The results indicate improvements in participants' entrepreneurial understanding, enhanced product presentation, and initial adoption of digital marketing practices. These outcomes suggest that locally grounded entrepreneurship training can contribute to strengthening MSME capacity and supporting community-based economic empowerment in urban settings.

**Keywords:** Entrepreneurship Training, Micro, Small, And Medium Enterprises, Digital Marketing, Local Products.

## I. Introduction

Community empowerment is widely recognized as a strategic approach to strengthening local economic resilience through the enhancement of productive capacities and entrepreneurial skills among residents. In urban contexts, micro, small, and medium enterprises (MSMEs) play a pivotal role in absorbing labor, generating household income, and stimulating grassroots economic growth. However, MSME development frequently faces structural constraints related to limited managerial capabilities, inadequate product quality, weak branding, and restricted market access. Prior studies emphasize that improvements in production standardization, packaging technology, and operational efficiency are essential to enhance MSME competitiveness and product durability (Ananda & Febriyanti, 2021; Widyaningsih & Prabowo, 2021). The digital transformation of MSMEs has further underscored the importance of digital marketing competencies for expanding market reach beyond local neighborhoods. Empirical evidence indicates that the adoption of social media platforms and digital business tools significantly improves MSME visibility and sales performance



(Lestari & Nugroho, 2022; Susanto & Handayani, 2024). Moreover, the utilization of simple digital content creation tools has been shown to enhance promotional effectiveness and customer engagement for local MSME products (Putri & Wibowo, 2023). These findings suggest that entrepreneurship training programs that integrate production quality improvement with digital marketing literacy can provide tangible benefits for MSME sustainability.

RW 01 Sukamulia, located in Kemayoran District, Central Jakarta, represents an urban community with considerable potential for MSME-based economic development. Preliminary situational analysis revealed that many residents have initiated home-based businesses in food processing, beverages, handicrafts, and household services. Nevertheless, most enterprises remain small-scale, informal, and sporadic, with limited business orientation. Key challenges include low entrepreneurial literacy, weak financial record-keeping, inconsistent product quality due to the absence of standard operating procedures, and minimal utilization of digital marketing channels. These constraints have contributed to limited business growth and restricted income improvement among residents. In response to these challenges, community-based entrepreneurship training grounded in local MSME products offers a contextually relevant empowerment strategy. Such an approach aligns with evidence that standardization of production processes and quality control practices enhances product consistency and consumer trust (Ramadhani & Yusuf, 2020; Kurniawan & Sari, 2023). Additionally, strengthening packaging, branding, and market access through structured training and mentoring is crucial for enabling MSMEs to compete in increasingly saturated urban markets. Therefore, this community service program aims to empower residents of RW 01 Sukamulia through integrated entrepreneurship training that combines business management, financial literacy, product development, packaging and branding, and digital marketing. This article documents the design, implementation, and outcomes of the program, and discusses its implications for sustainable community-based MSME development in urban settings.

## II. Literature Review

### 2.1. Community Empowerment and MSME Development

Community empowerment is conceptualized as a process of enhancing community capacity, self-reliance, and participation in socio-economic development. In the context of MSME-based local economies, empowerment emphasizes strengthening individual skills, collective organization, and access to resources that enable sustainable livelihood generation. MSMEs play a crucial role in local economic development by providing employment opportunities, generating household income, and fostering inclusive growth. However, MSMEs often face constraints related to limited managerial competencies, weak access to capital, and low technological adoption, which hinder productivity and competitiveness. Prior studies highlight that community-based interventions focusing on skills development and capacity building can significantly improve MSME performance and economic resilience at the grassroots level.

### 2.2. Entrepreneurship Training and Business Capacity Building

Entrepreneurship training is widely recognized as an effective instrument for improving entrepreneurial knowledge, business planning capabilities, and managerial skills among micro-entrepreneurs. Training programs that integrate practical components—such as business planning, cost calculation, and simple financial record-keeping—have been shown to enhance business sustainability and decision-making quality. Ramadhani and Yusuf (2020) emphasize that the standardization of production processes and the development of clear standard operating procedures contribute to more consistent product quality and improved operational efficiency in small-scale enterprises. Similarly, Widyaningsih and Prabowo (2021) demonstrate that the implementation of standard operating procedures in MSME production

processes enhances efficiency and reduces variability in output quality, thereby strengthening business competitiveness.

### 2.3. Product Development, Packaging, and Branding in MSMEs

Product quality, packaging, and branding are critical determinants of MSME competitiveness in increasingly saturated markets. Packaging not only serves a functional role in preserving product quality but also functions as a marketing instrument that shapes consumer perceptions. Ananda and Febriyanti (2021) report that the application of airtight packaging technology significantly improves product shelf life and perceived quality in small-scale food enterprises. In addition, Kurniawan and Sari (2023) find that the use of appropriate packaging tools, such as heat sealers, contributes to improved product durability and hygiene standards, which are essential for building consumer trust. Effective branding and visual identity further enhance product differentiation and market positioning, particularly for local MSME products competing with mass-produced goods.

### 2.4. Digital Marketing and MSME Market Expansion

The adoption of digital marketing strategies has become increasingly important for MSMEs seeking to expand beyond localized markets. Social media platforms and digital business profiles enable MSMEs to reach broader consumer segments with relatively low investment costs. Lestari and Nugroho (2022) demonstrate that the use of Instagram Business significantly enhances marketing effectiveness and customer engagement among MSMEs. Similarly, Susanto and Handayani (2024) find that the utilization of Google Business Profile improves MSME visibility in digital spaces, leading to increased consumer reach and business inquiries.

### 2.5. Integrating Empowerment, Training, and Digitalization for Sustainable MSMEs

The literature suggests that sustainable MSME development requires an integrated approach that combines community empowerment, entrepreneurship training, product development, and digital marketing capabilities. Fragmented interventions that focus solely on technical production skills without addressing marketing and managerial competencies tend to yield limited long-term impacts. Conversely, holistic empowerment programs that incorporate capacity building, mentoring, and continuous support are more likely to generate sustained improvements in business performance and income generation. This integrated perspective provides the conceptual foundation for the community service program implemented in RW 01 Sukamulia, which seeks to strengthen residents' entrepreneurial capacities through locally grounded MSME-based training and digital market integration.

## III. Method

This community service program was designed using a participatory empowerment approach to strengthen the entrepreneurial capacity of residents in RW 01 Sukamulia, Kemayoran District, Central Jakarta through training based on local MSME products. The program emphasized practical capacity building by integrating entrepreneurship education, basic business management, simple financial record-keeping, product development, packaging and branding improvement, as well as digital marketing literacy. This integrated approach was selected to ensure that participants not only acquired conceptual knowledge but also developed applicable skills that could be directly implemented in their micro-enterprises. The program was conducted within an urban community context characterized by the presence of home-based MSMEs in food processing, beverages, handicrafts, and household services. Participants were recruited in coordination with local community leaders to ensure that the program reached residents who were actively engaged in

micro-business activities or demonstrated strong interest in initiating entrepreneurial ventures. The training activities were delivered through interactive workshops, hands-on practical sessions, and guided mentoring, allowing participants to actively practice production techniques, packaging improvements, branding design, and the use of digital platforms for marketing purposes.

Program implementation began with a preliminary needs assessment involving field observations, informal interviews with MSME actors, and coordination meetings with community representatives to identify key challenges related to production quality, business management, and market access. The training phase covered core entrepreneurship concepts, cost calculation, basic bookkeeping, product quality standardization, packaging techniques, and digital promotion strategies using accessible social media platforms. Following the training sessions, participants received mentoring and follow-up assistance to support the application of newly acquired skills in their respective business activities. Program evaluation employed a combination of pre- and post-training assessments to measure changes in participants' understanding of entrepreneurship and business management practices, complemented by direct observation of improvements in product packaging, branding, and promotional activities. Qualitative feedback was also gathered through informal discussions and group reflections to capture participants' experiences and perceived benefits. Follow-up monitoring conducted over a three-month period provided preliminary insights into changes in business practices and early indications of income improvement among participating MSME actors.

#### IV. Results and Discussion

The implementation of the community empowerment program in RW 01 Sukamulia, Kemayoran District, Central Jakarta demonstrated positive outcomes in enhancing residents' entrepreneurial capacity and strengthening the development of local MSME-based products. The results of the pre- and post-training assessments indicate a substantial increase in participants' understanding of basic entrepreneurship concepts, simple business planning, financial record-keeping, and marketing strategies. Most participants were able to demonstrate improved comprehension of cost calculation, pricing strategies, and the importance of separating personal and business finances, which had previously been identified as a major constraint in managing their micro-enterprises. This finding suggests that structured entrepreneurship training can effectively address fundamental managerial gaps commonly faced by community-based MSMEs.



**Figure 1. Documentation of activities**

In terms of product development, noticeable improvements were observed in the quality of packaging, branding, and product presentation among several participating MSMEs. Participants were able to redesign packaging to be more informative and visually appealing, incorporate basic branding elements such as logos and product labels, and improve hygiene and consistency in food processing practices. These improvements are consistent with previous studies highlighting the importance of standard operating procedures and appropriate packaging technologies in enhancing product quality and consumer trust (Ananda & Febriyanti, 2021; Widyaningsih & Prabowo, 2021; Kurniawan & Sari, 2023). The enhancement of product appearance and quality contributed to greater confidence among participants in marketing their products beyond their immediate neighborhood.

The integration of digital marketing training also resulted in increased awareness and initial adoption of online promotional practices. Several participants began utilizing social media platforms and basic digital tools to promote their products, produce simple promotional content, and communicate with potential customers. This aligns with empirical evidence that digital platforms can expand market reach and improve MSME visibility in competitive urban markets (Lestari & Nugroho, 2022; Susanto & Handayani, 2024; Putri & Wibowo, 2023). Although the level of digital adoption varied among participants due to differences in digital literacy, the overall trend indicates a growing openness toward utilizing digital channels as part of their business strategies. From an economic perspective, early monitoring conducted within the first three months following program implementation revealed preliminary signs of increased business activity and modest growth in sales turnover among several participating MSMEs. While the magnitude of income improvement differed across participants, these early outcomes suggest that capacity-building interventions focusing on entrepreneurship, product quality enhancement, and market access can generate tangible short-term benefits for community-based enterprises. Beyond economic indicators, the program also fostered stronger social interaction and knowledge sharing among MSME actors, contributing to the emergence of informal networks that support collaborative learning and mutual assistance within the community.

Despite these positive outcomes, several challenges were encountered during program implementation, including variations in participants' initial educational backgrounds, time constraints due to household and work responsibilities, and limited access to production tools and capital. These constraints influenced the pace and extent to which participants were able to apply newly acquired skills. Nevertheless, the participatory and mentoring-based approach adopted in this program proved effective in accommodating diverse learning needs and facilitating gradual behavioral change. The findings underscore the importance of sustained mentoring and follow-up support to ensure that short-term gains translate into longer-term improvements in MSME performance and community economic resilience. The results of this community service program indicate that locally grounded entrepreneurship training based on MSME products can serve as an effective empowerment strategy for urban communities. By combining capacity building in business management, product development, and digital marketing, the program contributed to strengthening residents' entrepreneurial competencies and enhancing the competitiveness of local MSME products. These findings reinforce the relevance of integrated community empowerment models in supporting sustainable grassroots economic development in urban settings.

## V. Conclusion

This community empowerment program demonstrates that entrepreneurship training based on local MSME products can function as an effective strategy for strengthening the entrepreneurial capacity of residents in RW 01 Sukamulia, Kemayoran District, Central Jakarta. The program contributed to improvements in participants' understanding of basic entrepreneurship concepts, simple financial management, product development, packaging and branding, as well as the initial adoption of digital marketing practices. These outcomes indicate that locally grounded capacity-building interventions are able to address key constraints commonly faced by community-based micro-enterprises. Beyond technical and managerial improvements, the program also fostered greater self-confidence among participants in managing and promoting their

businesses. Improved product presentation and branding enhanced participants' willingness to engage with wider markets, while emerging informal networks among MSME actors supported knowledge sharing and collective learning within the community. Although early monitoring showed only modest short-term economic gains, these initial improvements provide an important foundation for longer-term business development and income growth. The sustainability of program impacts depends on continuous mentoring, access to production resources, and supportive institutional linkages. Future community service initiatives should therefore emphasize longitudinal follow-up and multi-stakeholder collaboration to ensure sustained community-based MSME development.

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