

Optimizing Google My Business to Increase the Competitiveness of Mainan Village MSMEs in Thematic Community Service Activities Universitas Indo Global Mandiri

Veni Allya Sabina¹, Ade Ayu Sukasih², Dinda Dwi Deninta³, Juhaini Alie⁴, Aris Munandar⁵, Aliah Ghina⁵

^{1,5,6} Accounting Study Program, Faculty of Economics, Universitas Indo Global Mandiri, Palembang, Indonesia.

Email: aliyasabinaveni@gmail.com¹, arismunandar@uigm.ac.id⁵, ghinaaliah93@uigm.ac.id⁶

^{2,3,4} Management Study Program, Faculty of Economics, Universitas Indo Global Mandiri, Palembang, Indonesia.

Email: adesukesji4763@gmail.com², dindadwidenintadfd@gmail.com³, juhaini@uigm.ac.id⁴

ARTICLE HISTORY

Received: September 03, 2025

Revised: October 10, 2025

Accepted: October 14, 2025

DOI

<https://doi.org/10.52970/grdis.v5i4.1700>

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the economy, yet they still face challenges in digitalization. The Thematic Community Service Program (KKNT) in Mainan Village, Sembawa District, Banyuasin Regency, aimed to enhance the digital capacity of MSMEs through the use of Google My Business (GMB). The methods used included observation, seminars, training, and evaluation. The results showed that MSMEs were able to create and manage Google My Business (GMB) accounts independently. A case study of the Rengginang Ceu Eem business demonstrated that the business profile was successfully displayed on Google Search and Google Maps with complete information, including the business name, category, address, operating hours, and telephone number. The use of Google My Business (GMB) has been proven to increase business visibility, expand marketing reach, and strengthen consumer trust. This activity significantly contributes to encouraging the digital transformation of MSMEs in villages to be more adaptive to modern market competition.

Keywords: MSMEs, Digitalization, Google My Business, Mainan Village, KKNT.

I. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are small to medium-scale economic units that have a dominant contribution to the national economy, reaching 99.9% of the total business units in Indonesia (Diana et al., 2022). MSMEs play a vital role in creating jobs and improving community welfare. However, many MSMEs still face obstacles in utilizing digitalization, even though digital transformation can expand market reach, increase promotional efficiency by up to 40% more economically than conventional methods, and help small businesses compete with large companies in the era of the Internet of Things (IoT) (Fikhri Farhan Mobarok et al., 2024). Mainan Village, located in Sembawa District, Banyuasin Regency, South Sumatra, is an agricultural village that has grown from Talang Mainan into a village with four hamlets since 1918. This village is bordered by Santan Sari Village to the north, Air Batu Village to the east, Sumber Waras Village to the south, and Rejodadi Village to the west. According to the 2013 KKN report from Sriwijaya University, the population

of Mainan Village is approximately 5,093 people (1,494 families), with the majority (80%) working as rubber farmers. However, the average family income is still below the Decent Living Needs. In addition to the agricultural sector, this village also has various MSMEs such as food, beverages, crafts, and trade. Unfortunately, the utilization of digitalization by MSMEs in this village is still low due to limited digital literacy and a lack of training. (Ustadus Sholihin, 2024). This condition is in line with other findings regarding the low adoption of digitalization among MSMEs. (Zafitry et al., 2024).

One relevant form of community service is the Thematic Community Service Program (KKNT). This program differs from regular KKN because it emphasizes community empowerment through introduction, outreach, and mentoring activities. KKNT focuses on addressing real-world problems such as MSME development, digital literacy, agriculture, and health. The goal is to empower communities to improve their skills, independence, and competitiveness, while also providing students with opportunities to apply their knowledge practically to solve problems in the field. (Alfianti et al., n.d.). KKNT has also been proven to have a positive impact on increasing the professionalism of MSME services (Santi Rimadias et al., 2024). In the context of empowering MSMEs, one highly relevant digital innovation is Google My Business (GMB). This platform allows business owners to display their business profiles professionally on Google Search and Google Maps, including address information, contact information, operating hours, business categories, product photos, and customer reviews. Thus, Google My Business (GMB) serves a dual function as a promotional medium and an interactive communication tool between businesses and consumers (Iskandar, 2025). Google My Business (GMB) is also easy to use because it has a simple interface that can be accessed even by business owners who are not yet familiar with digital marketing. (Nur et al., 2023).

In the era of globalization and the increasingly rapid development of information technology, the existence of the internet has changed people's behavior patterns in searching for information, shopping, and making economic decisions. The rapid digital transformation has not only impacted large companies but also significantly influenced micro, small, and medium enterprises (MSMEs). MSMEs, which have long been the backbone of the national economy, are faced with a new challenge: how they can adapt to changing consumer patterns that are increasingly dependent on digital technology. Modern consumers tend to search for everything through search engines like Google before deciding to buy a product or use a service. This makes digital visibility no longer just a complement, but an urgent need for MSMEs to survive and increase their competitiveness in a competitive market. One platform that offers significant opportunities for MSMEs to expand their market reach is Google My Business (GMB), now known as Google Business Profile. Google My Business is a free service from Google that allows business owners to display their business profiles directly in Google Search and Google Maps results. Through GMB, consumers can easily find important information about a business, including its name, address, phone number, operating hours, website, product photos, and customer reviews. GMB not only helps increase a business's visibility online but also strengthens consumer trust in its credibility. In other words, GMB serves as a "digital business card" that potential customers can access anytime and anywhere, providing significant opportunities for MSMEs to compete locally and globally.

Optimizing Google My Business is crucial because simply creating a business profile without proper management will not deliver maximum impact. Amidst increasingly fierce competition, MSMEs need to ensure that their GMB profiles are filled with complete, accurate, and consistent information. Furthermore, using high-quality photos, descriptions containing relevant keywords, and actively interacting with customers through reviews and posting features are strategic steps that can increase the attractiveness of a business profile in the eyes of consumers. Furthermore, GMB also provides analytics features that allow business owners to study consumer behavior, such as how they find a business, what keywords they use, and what actions they take after viewing a profile. This data can be a crucial basis for developing a more effective and efficient digital marketing strategy. From a competitive perspective, the existence of a GMB can be a driving factor for MSMEs to strengthen their position in the market. MSME competitiveness is determined not only by product quality or competitive prices, but also by their ability to appear in front of the right consumers at the right time. Through GMB, MSMEs have the opportunity to compete more fairly with large companies because Google's algorithm allows well-managed local businesses to appear on the first page of search results. This presents a

golden opportunity for MSMEs in various regions, including those in rural areas, to reach consumers outside their area. For example, a tailor business in a village can be found by potential customers from big cities through Google searches if their GMB profile is optimally managed. Thus, GMB not only expands market reach but also increases sales potential and business sustainability.

Optimizing GMB aligns with the government's efforts to encourage the digitalization of MSMEs. In various policies, the government emphasizes the importance of digital transformation as a strategy to strengthen national economic resilience. MSMEs that effectively utilize digital technology will be better prepared to face the uncertain dynamics of the global market. In this context, GMB can be seen as a relevant and easily accessible tool for MSMEs, given its free and user-friendly platform. By utilizing GMB, MSMEs avoid having to spend large amounts on paid advertising but can still gain broad exposure and direct interaction with consumers. Furthermore, optimizing Google My Business is closely linked to digital marketing theory, which emphasizes the importance of a business's presence in the online ecosystem. According to the customer decision journey theory, consumers go through a series of stages before making a purchasing decision, from recognizing a need, searching for information, evaluating alternatives, and finally making a purchase. During the information-seeking stage, modern consumers tend to rely on search engines as their primary source. This is where Google My Business (GMB) plays a significant role, as it facilitates consumers' instant and credible search for business information. A complete GMB profile, accompanied by positive reviews from previous customers, can strengthen consumers' perception that a business is worthy of their choice. This proves that optimizing GMB plays a crucial role in shortening the consumer journey from search to decision-making.

GMB not only increases visibility, but also plays a role in building consumer trust. Trust is one of the most important elements for business sustainability, especially in the digital age when consumers can't always see products in person before purchasing. Through reviews, ratings, and authentic product photos, GMB allows consumers to assess a business's credibility. Positive reviews from existing customers serve as a form of social proof that significantly influences potential new customers. Therefore, optimizing GMB is not only about increasing visibility but also about building a strong reputation. This reputation is ultimately a crucial asset for MSMEs to increase their long-term competitiveness. In addition to providing benefits to consumers, GMB also provides strategic advantages for MSMEs in terms of business decision-making. Through the insights feature, business owners can see how many people found their business profile, how consumers found the business (whether through direct searches or general keywords), and what actions they took after viewing the profile (e.g., calling, visiting the website, or requesting directions). This information can be used to evaluate the effectiveness of current marketing strategies and design improvements. In other words, GMB is not only a promotional tool, but also an analytical instrument that supports data-driven decision-making.

However, despite GMB's numerous opportunities, many MSMEs still haven't fully utilized it. Several contributing factors include a lack of knowledge about the benefits of GMB, limited digital literacy, and the perception that digital marketing is only relevant for large-scale businesses. In fact, MSMEs are the ones most in need of cost-effective and effective marketing tools like GMB. Another common challenge is a lack of consistency in profile management, such as failing to update operating hours during holidays, not responding to customer reviews, or not posting the latest content. These small mistakes can impact a business's credibility in the eyes of consumers. Therefore, education and mentoring are needed to help MSMEs understand the importance of optimizing GMB and manage it sustainably. In the context of increasingly fierce business competition, the ability of MSMEs to optimize Google My Business will determine their competitiveness. Businesses without a digital presence are likely to be left behind and lose market share, while those able to leverage platforms like Google My Business (GMB) will have a greater opportunity to grow. Optimizing Google My Business (GMB) is not simply a marketing strategy, but rather part of a digital transformation that moves MSMEs toward a new, more open, competitive, and technology-driven economic ecosystem. Therefore, it is crucial to position Google My Business (GMB) as a key instrument in MSME digitalization strategies, as it is the foundation upon which competitiveness can be built and developed. Another advantage of Google My Business (GMB) is that it's free, easily accessible, and able to increase consumer trust because the information

displayed is official and verifiable. (Tazkia Salsabila Ardan et al., 2025). According to (Tanjung et al., 2023), the use of Google My Business (GMB) supports MSMEs to expand their market reach, both locally and across regions. Integration with Google Maps allows businesses that were previously only known within a limited scope to be discovered by consumers from various regions.

II. Literature Review and Hypothesis Development

2.1. Entrepreneurship

Entrepreneurship is a fundamental aspect of economic development, serving not only as a driving force for growth but also as a means to create jobs, strengthen competitiveness, and enhance innovation. In the Indonesian context, entrepreneurship is closely linked to the development of Micro, Small, and Medium Enterprises (MSMEs), which remain the backbone of the national economy. MSMEs contribute significantly to Gross Domestic Product (GDP) and employment, even serving as a key buffer during economic crises. Theoretical studies on MSME entrepreneurship provide an understanding that entrepreneurship is not merely about establishing a new business, but rather a dynamic process involving the courage to take risks, the ability to innovate, and the ability to discern opportunities to create added value for oneself and society. Etymologically, the word entrepreneurship comes from the word "wira," meaning courage and virtue, and the word "usaha," meaning activity to achieve a specific goal. Thus, entrepreneurship can be understood as a person's courage in managing existing resources to produce something of value.

Entrepreneurship theories put forward by experts provide a relevant conceptual foundation for explaining the phenomenon of MSMEs. Schumpeter, for example, emphasized that entrepreneurship is synonymous with innovation, namely creating new combinations in the form of products, production methods, markets, or organizations. This innovation is the key to economic change through the process of creative destruction, where the old is replaced by a new and more efficient one. Drucker also viewed entrepreneurship as the ability to find and exploit opportunities, not simply establishing a new business. Hisrich and Peters added that entrepreneurship involves the process of creating something of value, with the allocation of time and effort, and the readiness to bear financial, social, and psychological risks, balanced with rewards in the form of profit and personal satisfaction. Furthermore, the psychological theory put forward by McClelland explains that someone with a high need for achievement is more likely to become an entrepreneur, due to their courage to take risks and orientation towards the future. Sociological theory also emphasizes the importance of the social environment, cultural values, and community networks in shaping entrepreneurial behavior. Thus, it can be understood that entrepreneurship is influenced by a combination of internal factors such as motivation, courage, and creativity, as well as external factors such as environmental support, government policies, and market dynamics.

MSMEs, as a concrete manifestation of entrepreneurship in Indonesia, are defined by Law Number 20 of 2008, which classifies businesses into micro, small, and medium enterprises based on net worth and annual sales revenue. Micro businesses have a maximum net worth of IDR 50 million, small businesses between IDR 50 million and IDR 500 million, while medium businesses have a net worth of more than IDR 500 million to IDR 10 billion. MSMEs thrive in various sectors, such as trade, services, culinary arts, and creative industries, many of which are based on local potential, both raw materials and culture. This is what makes MSMEs unique because they are able to connect creativity with regional identity. The presence of MSMEs not only provides economic contributions but also social functions through community empowerment, especially in rural areas, by providing employment and increasing family income.

The role of entrepreneurship in developing MSMEs is highly strategic. First, entrepreneurship creates new jobs that can absorb a large workforce, thereby reducing unemployment. Second, entrepreneurship encourages product and service innovation to compete with other products, both in the domestic and global markets. Third, entrepreneurship optimizes the use of local potential by using regional raw materials, cultural motifs, or local wisdom as product identities with added value. Fourth, entrepreneurship increases national

competitiveness because more MSME products are able to compete not only in the domestic market but also internationally. Fifth, entrepreneurship builds economic independence for communities, as they are no longer entirely dependent on formal employment or government assistance, but are instead able to create prosperity through independently managed businesses.

Despite its significant potential, MSME entrepreneurship in Indonesia faces numerous challenges. Limited capital is a major issue, as most MSMEs rely solely on their own capital without adequate banking support. Management and financial literacy are also relatively low, making it difficult for many MSMEs to manage cash flow, prepare financial reports, or develop business development strategies. Limited market access means MSME products are often only known locally. Competition with imported products is also increasingly fierce, especially since imported goods are often offered at lower prices and with attractive displays. Other challenges include complex bureaucracy, limited infrastructure in some areas, and low digital literacy among rural MSMEs. Yet, developments in digital technology offer significant opportunities to expand markets through social media, e-commerce, and other digital platforms.

Factors influencing the development of MSME entrepreneurship can be divided into internal and external factors. Internal factors include motivation, skills, experience, risk-taking, and the creative and innovative attitude of entrepreneurs. External factors include government policies, capital availability, infrastructure access, technological developments, and community or social network support. The social and cultural environment also has a significant influence, as prevailing values within a society can either encourage or hinder the emergence of an entrepreneurial spirit. In the modern era, digitalization has become increasingly crucial. Information technology serves not only as a promotional tool but also as a platform for transactions, customer service, and brand image building. Therefore, the ability of MSMEs to adapt to technological developments is one of the main indicators of entrepreneurial success in the era of globalization.

To support the development of MSME entrepreneurship, a strong supporting ecosystem is essential. The government plays a crucial role in providing conducive regulations, providing access to financing through micro-enterprise credit programs, and providing entrepreneurship training. Educational institutions contribute by instilling an entrepreneurial spirit from an early age through curriculum and extracurricular activities. Universities can involve students in business incubation programs or community service programs that help MSMEs develop products and market their products. The private sector can also play a role through partnerships, technology transfer, and opening access to distribution networks. This collaboration between parties is what creates a healthy and sustainable entrepreneurial ecosystem.

2.2. Google My Business

Google My Business, now known as Google Business Profile, is a digital platform provided by Google to help businesses display and manage their business profiles for free in Google search results and Google Maps. The presence of GMB can be understood within the framework of digital marketing theory, where online visibility is a key factor in connecting products or services with potential consumers. As explained in marketing literature, a brand's visibility on digital channels directly influences brand awareness and consumer purchasing decisions. Therefore, GMB is a crucial instrument in efforts to increase business presence locally and globally.

Theoretically, the existence of Google My Business can be linked to the concepts of search engine marketing and local search optimization. Search engine marketing is a marketing strategy that utilizes search engines to display product or service information to relevant audiences. Meanwhile, local search optimization is the effort to optimize business information so that it is easily found by potential consumers in a specific geographic area. Google My Business is at the intersection of both, as it helps businesses appear in local search results by displaying details such as addresses, opening hours, phone numbers, customer reviews, and product photos. From a marketing communications theory perspective, GMB acts as an interactive medium that connects businesses with audiences through credible, instant, and location-based information.

Academic studies on Google My Business (GMB) can also be examined through the customer decision journey theory. According to Kotler and Keller, the consumer purchasing decision process consists of the stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Google My Business facilitates the information search and alternative evaluation stages, as consumers searching for a specific product or service can easily find several business options through Google search results or Maps. Comprehensive information, customer reviews, and product visualization will influence consumers' perceptions of a business's credibility. Thus, Google My Business can be positioned as an instrument that shortens the consumer journey from search to conversion. From a consumer trust theory perspective, GMB can also be linked to trust-building theory. Trust is a key element in determining consumer purchasing decisions. Through customer reviews, star ratings, and direct interactions between business owners and consumers, GMB can build stronger trust. This theory asserts that the more positive a customer's previous experience, the higher the level of trust of potential future customers. In other words, GMB provides a participatory space where customer experiences are publicly documented, and these experiences serve as an important reference for new consumers in evaluating a business.

Furthermore, Google My Business can also be analyzed using the resource-based view (RBV) concept in strategic management theory. RBV emphasizes that an organization's competitive advantage is determined not only by external factors but also by the utilization of unique, valuable, rare, and difficult-to-imitate internal resources. In this context, GMB is a digital resource that businesses can leverage to create a competitive advantage, especially in the local realm. Businesses that are able to optimally manage their GMB profiles with quality content, positive reviews, and consistent interactions will have a stronger position than competitors who do not manage their profiles well. This is a form of intangible asset in the form of a digital reputation that can increase competitiveness. Another theoretical study relevant to Google My Business is the social proof theory introduced by Robert Cialdini. Social proof refers to a person's tendency to follow the actions or decisions of others, especially when they are unsure about making a decision. In the context of Google My Business (GMB), social proof is present in the form of star ratings, the number of reviews, and customer comments. The more positive reviews a business has, the more likely new consumers are to trust and choose it. Social proof on GMB serves as a form of social validation that strengthens the business's image in the eyes of the public.

From a mass communication perspective, Google My Business also plays a role in the two-step flow of communication. Information contained in a GMB profile is not only consumed directly by consumers but can also be disseminated by opinion leaders or satisfied customers, for example through social media or personal recommendations. Thus, the presence of GMB not only strengthens communication between businesses and consumers but also opens secondary communication channels that expand the reach of information. This process further strengthens GMB's influence in shaping public perception of a business. Furthermore, GMB can be linked to relationship marketing theory. Relationship marketing emphasizes the importance of building long-term relationships with customers, rather than simply pursuing one-time transactions. Through GMB, business owners can continuously interact with consumers through posting features, responding to reviews, and updating information. These interactions create emotional bonds and customer loyalty, ultimately increasing customer lifetime value. From this perspective, GMB is not only a tool for finding new customers, but also a means of maintaining relationships with existing customers.

Another theoretical study could utilize the Technology Acceptance Model (TAM) approach. This model explains that technology acceptance is determined by perceived usefulness and perceived ease of use. GMB meets both of these criteria because the platform is easy to use for anyone, even MSMEs without a technology background. Furthermore, the perceived benefits of increased visibility, customer interaction, and online reputation further encourage businesses to adopt it. TAM can explain why GMB has become a popular platform among small and medium-sized businesses across various countries. From a digital economic perspective, the existence of Google My Business can also be explained through the concept of digital transformation theory. Business digitalization is the process of integrating technology into all aspects of a business to create new value and increase competitiveness. GMB is part of this transformation because it

enables traditional businesses that previously relied on conventional promotions to enter the digital realm without significant costs. This aligns with the primary goals of digital transformation: expanding market access, increasing efficiency, and strengthening a business's competitive position in the digital economy.

GMB is also related to the theory of information asymmetry in economics. Information asymmetry occurs when one party (consumer or producer) has less information than the other, creating uncertainty or risk in decision-making. With GMB, information asymmetry can be reduced because consumers gain direct access to openly available business data, reviews, and visual evidence. This helps consumers make more confident decisions while also providing businesses with an opportunity to demonstrate transparency and professionalism. Equally important, Google My Business can also be analyzed using the theory of competitive advantage in local markets. Local business competition is increasingly fierce as the number of businesses increases. GMB provides a platform for small businesses to compete more fairly with larger businesses, as visibility in local search results is determined not only by advertising budget but also by the quality of profile management. Businesses that actively update their profiles, receive numerous positive reviews, and have compelling photos and descriptions can compete directly with major brands in local search.

From an entrepreneurial literature perspective, GMB aligns with the concept of entrepreneurial marketing, which involves the use of creative, cost-effective, and technology-based methods to market products. Entrepreneurs, particularly MSMEs, often face limited resources, necessitating the use of affordable yet effective marketing tools. GMB provides this solution because it requires no registration fee yet can significantly impact business exposure. This makes GMB a concrete implementation of entrepreneurial marketing in the digital era. Thus, theoretically, Google My Business can be positioned as a digital marketing instrument that intersects with various conceptual frameworks ranging from search engine marketing, the customer decision journey, trust-building theory, resource-based perspective, social proof, relationship marketing, and digital transformation. This platform is not only a promotional tool, but also a medium for interaction, a source of analytical data, and a means of building a business reputation in the information age. The existence of GMB demonstrates how technology can bridge the needs of consumers and producers in an efficient, affordable, and accessible manner, thus aligning with various theories of management, marketing, and the digital economy.

III. Research Method

The Thematic Community Service Program (KKNT) for students at Universitas Indo Global Mandiri uses a participatory and collaborative approach, with a primary focus on knowledge transfer and improving the digital capacity of MSMEs through optimizing Google My Business (GMB). This approach is designed to actively engage MSMEs at every stage of the program and gain relevant practical skills to face the challenges of the digital era. (Rahayu et al., n.d.). The event took place on Saturday, July 26, 2025, in Mainan Village, primarily targeting local MSMEs. The event was conducted in three stages:

3.1. Planning Stage

- a. Field Observation: KKNT students conducted direct observations of the conditions of MSMEs in Mainan Village. Observations focused on how MSME products and services are marketed and the extent to which businesses utilize digital platforms, particularly Google My Business (GMB), to support promotions and increase business visibility.
- b. Interviews and Discussions: Interviews with MSMEs were conducted to explore the challenges they face in online promotion and managing digital business profiles. These discussions helped identify MSMEs' needs and readiness to utilize Google My Business (GMB) as a means of increasing competitiveness.

3.2. Implementation Stage

Following the needs identification, the event continued with a seminar titled *"Improving MSME Competitiveness Through Digitalization and Business Location Marking Using Google My Business ."* The seminar emphasized the importance of leveraging digital technology for MSME development, particularly in online marketing, promotion, and branding. The main focus of the seminar was an introduction to Google My Business (GMB) as a digital tool for marking business locations on Google Maps. Through Google My Business (GMB), MSMEs can create digital location points so customers can find their businesses more easily and accurately. This is crucial, especially for MSMEs that don't yet have a sign or strategic location, as Google My Business (GMB) provides digital visibility even if the physical location is less well-known. (Dea Zara Avila, 2023). Participants received practical training on how to create a Google My Business (GMB) account, add business information, and mark their location on Google Maps. This way, potential customers can find their business more easily through digital searches.

3.3. Evaluation Stage

The evaluation was conducted to measure the effectiveness of Google My Business (GMB) utilization in improving the competitiveness of MSMEs. KKNT students conducted interviews with participants to determine their understanding of Google My Business (GMB) usage and whether the training provided was useful in practice. The evaluation results showed that MSMEs assessed that using Google My Business (GMB) helped them expand their marketing reach, increase business visibility, and potentially drive increased sales in the future.

IV. Result and Discussion

4.1. Understanding and Benefits for MSMEs

To address the issues identified during field observations, intensive mentoring and training are needed for MSMEs in Mainan Village to develop digital marketing strategies that are adaptive to technological developments. According to (Wijaya et al., n.d.) the solution offered, it includes increasing MSMEs' understanding of the importance of utilizing Google My Business (GMB) as a means of promotion and strengthening their business image online. Through training, MSMEs are provided with an understanding and hands-on practice in managing GMB, from creating business profiles, uploading product photos, writing compelling business descriptions, to utilizing the customer review feature. According to (Hidajat et al., n.d.) This aims to help MSMEs market products, introduce business locations digitally, and according to (Tsalis Kurniawan Husain, 2022) can make it easier for potential customers to find business information via Google Maps and Google Search.

Optimizing Google My Business (GMB) is essentially a strategic effort to maximize the use of features provided by Google to increase the existence, visibility, and credibility of a business in the digital world. For MSMEs, optimizing GMB is not just about displaying a business name and address online, but more than that, it is a process of building a strong digital identity so that it can compete with competitors in the local and global arena. Understanding GMB optimization must be based on the awareness that modern consumers now tend to seek information through search engines before deciding to buy a product or use a particular service. Thus, the presence of a business in Google Search or Google Maps search results is no longer an option, but an absolute necessity that cannot be ignored.

GMB optimization can be understood as a step to ensure that the business profile displayed on Google is truly complete, informative, and attractive to potential customers. Completing basic information such as business name, address, phone number, operating hours, business category, and a link to the website

is the first step. However, optimization doesn't stop there. Businesses need to add clear descriptions using relevant keywords for easy search discovery, display high-quality photos to attract attention, and actively upload posts about promotions, new products, or business activities. All of these will increase the relevance of the business profile in Google's algorithm, increasing the chance of appearing on the first page of local searches. This demonstrates that GMB optimization isn't just about beautifying a profile; it's a strategy to increase opportunities for interaction with consumers. In the context of MSME competitiveness, understanding GMB optimization must be seen as part of the digital transformation that brings small businesses into a broader competitive arena. MSMEs often face limited resources, both in terms of capital, labor, and access to advanced marketing technology. GMB presents a solution because the platform is free and relatively easy for anyone to use. By optimizing their business profiles on GMB, MSMEs can gain digital exposure on par with large companies, thereby minimizing the marketing gap. For example, when someone searches for "nearest batik shop" on Google, a batik MSME in a region can appear at the top of the search results alongside large stores, provided their GMB profiles are well-filled and managed. This proves that competitiveness is no longer solely determined by capital, but also by the ability to strategically utilize digital tools.

Understanding GMB optimization also includes recognizing that modern consumers pay close attention to reviews and ratings before making purchasing decisions. GMB allows customers to leave publicly visible reviews, so businesses with a high number of positive reviews tend to be more trusted. For MSMEs, this is an opportunity to build a digital reputation through good service and friendly interactions with customers. Optimizing GMB in this regard means not just waiting for reviews to come in but actively responding to them, both positive and negative, in a professional manner. By responding to complaints with solutions and acknowledging compliments, MSMEs demonstrate that they care about customer satisfaction. From a competitive perspective, this type of interaction is crucial because it builds customer trust and loyalty, which are long-term assets in facing competition. Furthermore, understanding GMB optimization must include the analytical aspects provided by the insights feature. Many MSMEs think of GMB as merely a promotional tool, but it actually contains valuable data about consumer behavior. Insights allow business owners to understand how many people find their business, what keywords they use, and what actions they take after viewing their profile. This information can be used to design more effective marketing strategies, for example by adjusting product descriptions, adding specific keywords, or increasing posts during specific hours when customer interaction is highest. In other words, GMB optimization also means utilizing data as a basis for business decisions. MSMEs that are able to utilize this data will have an advantage over competitors who only run conventional promotions without the support of consumer behavior analysis.

Another equally important understanding is that GMB optimization serves as a bridge for MSMEs to transcend geographic boundaries. Many small businesses assume their market is limited to their local area, but through GMB, they can be discovered by consumers from outside their region, even abroad. This is especially relevant in the era of globalization, where people's mobility is increasing and demand for local products from various regions is growing. For example, a tourist searching for local souvenirs on Google Maps can easily find local MSMEs that have optimized their GMB profiles. This increases the chance of a transaction, even if the consumer is initially unfamiliar with the brand. This is a concrete example of how GMB optimization can expand market reach and ultimately increase competitiveness. Furthermore, understanding GMB optimization is inseparable from the need for consistency. Many MSMEs already have GMB profiles but don't update them regularly. Yet, outdated or inaccurate information, such as incorrect operating hours or an inactive phone number, can actually undermine credibility. Optimization means consistently maintaining current information, updating product photos, and actively engaging with consumers. This consistency is what differentiates businesses that merely have a formal presence on Google from those that truly leverage GMB to build their reputation and competitive advantage.

From a theoretical perspective, understanding GMB optimization is closely related to digital marketing concepts and brand image building strategies. MSMEs that manage GMB effectively will more easily establish an image as a professional, modern, and trustworthy business. This is crucial because in the

digital era, image is built not only through direct interactions in physical stores but also through online displays and activities. A positive image will strengthen brand positioning, enabling MSMEs to establish their identity in the minds of consumers. This identity is key to sustainable competitiveness amidst the fierce competition.



Figure 1. KKN T students , village officials, PKK mothers, and Karang Taruna

KKNT students held a seminar titled *"Increasing the Competitiveness of MSMEs Through Digitalization and Marking Business Locations Using Google My Business ."* This seminar was designed to provide MSMEs with a more comprehensive understanding of the importance of utilizing digital technology to expand their marketing reach. In today's digital era, consumers tend to search for product and service information online before deciding to make a purchase. Therefore, according to MSMEs, (Nur et al., 2023) the presence of MSMEs on digital platforms such as Google My Business (GMB) is very crucial. Through this seminar, MSMEs were explained the functions and benefits of Google My Business (GMB) , including providing a comprehensive business profile and adding important information such as addresses, contact numbers, operating hours, and product photos. Furthermore, according to (Memipuspitasari, 2024) Google My Business (GMB) also allows businesses to interact directly with customers through reviews and ratings. This can increase credibility and consumer trust in the products and services offered.

Not only limited to theory, KKNT students also assist MSMEs in direct practice using Google My Business (GMB) , such as creating a business account, verifying the location, and optimizing the business profile to appear more attractive in Google search results. The process of marking business locations on Google Maps is also a major concern, considering that many consumers rely on digital map features to find the nearest business location. With a clear and accurate location point, consumers will more easily find the business premises of MSMEs in Mainan Village. This mentoring is expected to help MSMEs increase their digital visibility, making their products more widely known to the public, both locally and regionally. (Iskandar, 2025) Utilizing Google My Business (GMB) is not just a promotional tool, but also a strategy to increase competitiveness in a fiercely competitive marketplace. With consistent business account management, MSMEs can build a professional image, expand their customer network, and open up new opportunities in digital marketing. (Diana et al., 2022).



Figure 2. Resource Person and Presentation of Material Regarding Location Point Marking on Google My Business

There are three materials in this training:

- a. The introduction of Google My Business (GMB) as a free platform from Google that can be used by MSMEs to manage business profiles online, increasing business visibility in Google search results and Google Maps.
- b. Steps to create a Google My Business (GMB) account, starting from the registration process, verifying the business location, to filling in important information such as address, telephone number, operating hours, product photos, and relevant business categories.
- c. Optimize your Google My Business (GMB) account by consistently adding product photos, managing customer reviews, and utilizing the posting feature to convey the latest information to consumers.

In addition to the core material, to increase participant enthusiasm, the committee also provided door prizes for participants with the best questions during the training session as a form of appreciation and to increase the interactivity of the activity.

4.2. Creating and Optimizing a Google My Business Account

During the KKNT program, students from Universitas Indo Global Mandiri provided training on how to use Google My Business (GMB) to the owner of a *Rengginang Ceu Eem business* in Mainan Village. Google My Business (GMB) is a free platform from Google that helps MSMEs display their business profiles online, including the business name, category, address, operating hours, product photos, and location tagging on Google Maps to make it easier for customers to find them. The methods used are lectures, discussions, and hands-on practice, where participants are guided to create a Google My Business (GMB) account, complete their business profile, add product photos, and learn how to manage customer reviews. Students are also introduced to the posting and insight features as a means of promotion and analyzing consumer interactions. Here are the steps to create a Google My Business (GMB) account according to (Mahmud & Septianna, 2024):

4.2.1. Open the Google My Business (GMB) page

The process begins by visiting the official website <https://www.google.com/business/> using a laptop, PC, or mobile phone. Then, log in with an active Google account.

4.2.2. Enter Business Name

After logging in, the business owner enters the business name according to their branding. In this case study, the name used is Rengginang Ceu Eem is a typical food product of Mainan Village.

Create profile

Start building your Business Profile

Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these Terms of Service and Privacy Policy

Next

Figure 3. Creating a Business Name

4.2.3. Choosing a Business Type

Google offers three business types: online retail, local stores, and service businesses. *Rengginang Ceu Eem's business falls into the local store category* because customers can visit the production and purchase locations directly.

4.2.4. Enter Business Category.

The business owner determined the most relevant category to make it easier for customers to find them. The chosen category was Food Store, so the business would appear when consumers searched for keywords like "delicious rengginang" or "traditional food in Banyuasin" on Google and Google Maps.

4.2.5. Enter Business Address.

At this stage, the business owner enters the complete address: Jl. Meja Batu, Mainan Village, Sembawa District, Banyuasin Regency. The location is also marked on Google Maps to make it easier for consumers to find the business.

4.2.6. Enter Contact Details.

At this stage, business owners are asked to enter the contact information they want to display to consumers. This information can be an active, reachable telephone or mobile number. While optional, Google also provides the option to add an email address, as well as a website or social media URL if available. In this case study, the owner of Rengginang Ceu Eem Add telephone contact, namely 0882-8781-1597 so that consumers can immediately place orders.

4.2.7. Showing Business on Map

The next step is to display the business on a map or Google Maps. Business owners can place the Rengginang Ceu Eem business location in Mainan Village on a digital map to make it easier for customers to find the address accurately. Additionally, there are several additional options that business owners can check, such as receiving news, tips, survey invitations, or feature trials from Google. These options are optional and can be tailored to the business owner's needs.



Figure 4. Business Location Display on Map

4.2.8. Select Verification Option

Verification is performed to ensure the authenticity of business information. Google typically sends a verification code by post to the business address. This step is crucial for increasing consumer trust in the business profile.

4.2.9. Customizing Profiles in Google My Business

Once the verification process is complete, business owners can customize their business profiles by adding more detailed information to make it easier for consumers to recognize and find their products. In the case of Rengginang Ceu Eem, the business profile has been supplemented with several important pieces of information, including:

Table 1. Rengginang Ceu Eem Information Profile

Business name	Rengginang Ceu Eem
Business category	Food Store
Complete address	Jl. Meja Batu, Mainan Village, Sembawa District, Banyuasin Regency
Operating hours	Open every day until 18.00 WIB
Telephone contact	0882-8781-1597

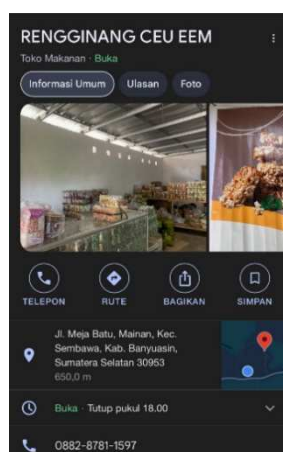


Figure 5. Google My Business (GMB) display for Rengginang Ceu Eem

V. Conclusion

The KKNT program in Mainan Village successfully improved the digital literacy of MSMEs through Google My Business (GMB) training. A case study of the Rengginang Ceu Eem business demonstrated that a complete business profile can be displayed on Google Search and Google Maps, including name, category, address, operating hours, and contact information. The implementation of Google My Business (GMB) has proven effective in increasing visibility, expanding the market, and building consumer trust. In addition to providing technical skills, this activity also fosters awareness of the importance of digitalization as a competitive strategy. Thus, this program significantly contributes to the digital transformation of village MSMEs and can be used as a model for technology-based empowerment in other traditional businesses.

References

Alfianti, S., Hertati, L., Syafitri, L., Munandar, A., & Hendarmin, R. (n.d.). *Socialization of marketing strategy development and management of potential MSMEs in Petanang Village through improving human*

- resource capabilities of thematic KKN MBKM program of Indo Global Mandiri University students. PRIMA: Journal of Community Service.* Retrieved from <https://ojs.transpublika.com/index.php/PRIMA/>
- Avila, D. Z. (2023). *Digital marketing utilization strategy through Google My Business for MSMEs in Parado District. Multidisciplinary Community Service Journal.* Retrieved from <https://www.ejurnal.sarauinstitute.org/index.php/sewagati/article/view/49/45>
- Diana, L., Ariyel, J., Nabita Putri, A., Sabrina, M., & Pembangunan Nasional University, East Java. (2022). *Guidance in utilizing digital marketing through Google Business in MSMEs in Kertajaya Village. Patikala Human Resources Journal, 2*(1), 442–447. Retrieved from <https://etdci.org/journal/patikala/>
- Mobarok, F. F., Sihab, H. H., Nurfadillah, T. N., Azizah, N. A. N., & Srimurni, R. R. (2024). *Synergy of digitalization and occupational health and safety awareness as a strategy to increase the competitiveness of MSMEs in Lebakwangi Village. PaKMas: Journal of Community Service, 4*(2), 531–538. <https://doi.org/10.54259/pakmas.v4i2.3237>
- Hidajat, S., Amaliyah, F. D., Arindi, A. P., Kamilah, Q. M., Suprpto, S. A. A., Suryanto, A. F., Anggita, N., Tarigan, F. Y. B., & Dewi, G. C. M. (n.d.). *Development: MSMEs digitalization assistance for MSMEs in Domas Village using Google Maps application. Journal of Community Empowerment, 3*(1).
- Iskandar, I. (2025). *Google My Business (GMB) optimization strategy to increase the digital competitiveness of MSMEs in Kampung Baru Subdistrict, Medan City. Scientific Journal of Reflection: Economic, Accounting, Management and Business, 8*(1).
- Mahmud, I., & Septianna, E. W. (2024). *Google My Business creation training for Nyihah Shop owners, PMW (Student Entrepreneurship Program) recipients. Indonesian Digital Literacy Service Journal, 3*(2), 48–59. <https://doi.org/10.57119/abdimas.v3i2.121>
- Puspitasari, M. (2024). *Introduction of Google My Business to improve local product marketing in the digital era in Pinggirsari Village. Toewijding: Journal of Community Service.* Retrieved from <https://rjuwm.id/index.php/toewijding>
- Nur, M., Putra, D., Sakti, B., & Dakwah, M. M. (2023). *The effectiveness of the Google My Business (GMB) platform in expanding marketing reach for micro, small, and medium enterprises (MSMEs) in the Mataram Hands-Up Business Community (TDA). Sunan Doe Journal. https://doi.org/10.58330/ese.v1i9.372*
- Rahayu, Y., Riyanto, A., Prayudi, D., Sri, R., Putri, M., & Fitriyani, R. (n.d.). *Digital marketing education as an effort to empower MSMEs to build strong brands in the local ecosystem. Journal of Informatics & Computer Technology Community Service (JATIK), 2.* Retrieved from <http://jurnal.bsi.ac.id/index.php/jatik>
- Rimadias, S., Soetadi, M. A., Jonathan, J., Wellianto, K., Muhammad, A., Novaristo, N., Chow, C., & Natasya, N. (2024). *Promotional strategy to increase the competitiveness of Kedai Gading Serpong MSMEs. Journal of Public Service, 1*(4), 70–81. <https://doi.org/10.62951/jpm.v1i4.915>
- Tanjung, S. M., Abdillah, M. O., Rayhannur, M. J., Melsya, L., Lubis, F. R. A., & Usiono. (2023). *Utilization of Google My Business as a promotional tool for MSMEs in tempe production in Paya Gambar Village. Indonesian National Service Journal (JPN), 4*(3), 549–556. <https://doi.org/10.35870/jpni.v4i3.443>
- Ardan, T. S., Destriani, M., & Akbar, B. A. (2025). *Utilization of digital platforms to increase the competitiveness of palm broom MSMEs in Cikawung Village, Subang. Community Empowerment Journal.*
- Husain, T. K. (2022). *Implementation of Google My Business as a digital marketing media. Community Service Journal.* Retrieved from <https://d1wqtxts1xzle7.cloudfront.net/84345884/pdf-libre.pdf>
- Sholihin, U. (2024). *Increasing the market competitiveness of MSMEs through digital transformation. Digital Business: Journal of Management Science and E-Commerce Publication, 3*(2), 100–114. <https://doi.org/10.30640/digital.v3i2.2512>
- Wijaya, C., Laksamana, P., Saripudin, S., & Suharyanto, S. (n.d.). *E-commerce innovation strategy of Sabila Florist MSMEs. Jurnal Pengabdian Kepada Masyarakat Nasional (JPKMN), 6*(3), 2025–3564. <https://doi.org/10.55338/jpkmn.v6i3.6520>

Zafitry, H., Triyani, N. E., Aziz, M. I., Hildayanti, S. K., Pebriani, R. A., & Kospa, H. S. D. (2024). *Implementation of digital marketing as an effort to improve papaya chips MSMEs in Lubuk Enau Village. ABDINUS Journal: Journal of Indonesian Service, 8*(3), 885–891. <https://doi.org/10.29407/ja.v8i3.21158>