

Strengthening Mini Cake Micro-Enterprises Through Digital Marketing, Digitalization, and Business Website Optimization

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Abstract

This community service program aims to enhance the digital marketing capacity of a mini-cake micro-enterprise in Samarinda through the development and optimization of a dedicated business website. The program adopts an Asset-Based Community Development (ABCD) approach, emphasizing the utilization of existing business assets, including product quality, customer networks, and basic digital capabilities. The target beneficiaries are the owner and employees of the mini-cake micro-enterprise. The activities were implemented over a three-month period through asset mapping, participatory planning, website development, hands-on training, and mentoring. The main outcomes include a functional business website, a standardized digital product catalogue, and improved website management skills. Program evaluation using pre- and post-training assessments, observations, and participant feedback indicated a notable improvement in digital literacy and operational readiness. In conclusion, the program demonstrates that the ABCD-based approach effectively supports sustainable digital marketing adoption and can be replicated for similar micro-enterprises.

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INTRODUCTION

The rapid advancement of digital technologies has reshaped how micro and small enterprises compete, communicate, and create value in increasingly dynamic and uncertain markets. In Indonesia, micro, small, and medium enterprises (MSMEs) constitute a foundational element of the national economy, yet many remain under-equipped to exploit digital marketing tools effectively. For example, one comprehensive review found that while digital marketing adoption is growing among Indonesian MSMEs, the level of actual implementation remains relatively low ([Andika et al., 2021](#)). This trend is also evident in regional cities such as Samarinda, where home-based culinary businesses, including mini cake producers, are gradually facing an online-oriented consumer base but often still rely on offline or informal promotional channels, a condition commonly reported among Indonesian MSMEs with limited digital maturity ([Rahayu et al., 2025](#)).

Digital marketing digitalization encompasses the systematic adoption of digital platforms that enhance visibility, accessibility, and customer engagement ([Chaffey & Ellis-Chadwick, 2019](#)). Among these platforms, a business website functions as a fundamental digital infrastructure for product-based micro-enterprises: it enables them to present product information, strengthen brand identity, and foster consumer trust (especially

relevant in food sectors) via online presence ([Kalangit et al., 2023](#)). Empirical evidence shows that the use of websites in digital marketing can positively impact MSME sales, customer purchase intention, and trust in product offerings ([Afandi, 2023](#); [Priono et al., 2025](#)). For food-based micro-enterprises such as mini cake producers in Samarinda, a professional and optimized website can be a strategic differentiator, enabling the business to extend its market reach beyond local neighborhoods and build credibility in a saturated urban food environment ([Afandi, 2023](#)).

Despite these opportunities, many mini-cake micro-enterprises in Samarinda continue to face substantial barriers to digital adoption. Preliminary field engagement revealed that local entrepreneurs frequently rely on conventional promotion methods (e.g., flyers, word-of-mouth, simple Instagram posts) with minimal investment in dedicated websites or systematic online marketing strategies ([Andika et al., 2021](#)). Challenges identified include limited digital literacy among business owners, insufficient knowledge of website management and search engine optimization, lack of clarity on digital branding, and minimal strategic integration of online marketing within their business model. Consistent with national findings, factors such as technological resources, human resources capability, and organizational readiness have been identified as significant barriers for Indonesian MSMEs' digital marketing adoption ([Andika et al., 2021](#); [Setiawan et al., 2025](#)). In Samarinda's highly competitive food sector, where home bakeries and mini cake producers proliferate, the lack of a robust online presence creates a vulnerability: customers are increasingly expecting easily accessible product information, online ordering, and trustworthy brands.

To address these challenges, community-based capacity-building interventions that focus on digital literacy and website optimization offer a promising pathway ([Jariyah et al., 2024](#)). By designing and implementing a dedicated business website for mini cake micro-enterprises, combined with targeted training in content management, search engine visibility, digital branding, and ongoing optimization, the intervention ensures not only the creation of a digital asset but also its sustained and effective use in business operations. Recent specialized studies of cake-based MSMEs show a gap in practical programs that integrate website development with digital marketing training in the food sector ([Rosyidah & Warisaji, 2024](#)). For instance, one community service program focusing on cake entrepreneurs emphasized digital marketing and digital payments, but did not deeply integrate website optimization ([Kimathi et al., 2019](#)). Thus, our proposed approach brings novelty by offering an integrated model tailored for mini cake producers in a city-level context (Samarinda), combining website development, optimization, and marketing capability enhancement.

In this context, the purpose of this program is to strengthen the digital marketing capacity of mini cake micro-enterprises in Samarinda through the development, implementation, and optimization of a dedicated business website. Additionally, the program aims to enhance participants' digital literacy, improve brand positioning in the online environment, and equip business owners with sustainable competencies to manage online marketing tools independently.

The urgency of this initiative is underscored by the widening digital divide in Indonesia's regional MSME landscape. As digital economy trends accelerate, micro-enterprises unable to adopt digital technologies risk marginalization, losing out to competitors with stronger online presence ([Saputri & Mawardi, 2022](#)). For Samarinda's mini cake businesses operating within a saturated and dynamic urban food market, enhancing website-based visibility is essential for securing long-term market resilience and customer engagement. This community service intervention thus provides a timely,

relevant, and impactful contribution aligned with national and global priorities to support MSME digital transformation.

METHODS

The community service program was implemented over a period of three months in Samarinda, Indonesia, involving the owner and employees from several branches of the participating mini cake micro-enterprise. The program explicitly adopted an Asset-Based Community Development (ABCD) approach, emphasizing the identification and utilization of existing business assets as the foundation of the intervention. The implementation followed a structured sequence consisting of asset mapping, participatory problem identification, planning of digital solutions, website-based training and mentoring, and final evaluation.

The first stage involved a preliminary needs assessment aimed at identifying the specific challenges faced by the partner enterprise in relation to digital marketing readiness and online visibility. This assessment was conducted through direct observation, semi-structured interviews with the business owner, and group discussions with employees across multiple store branches. The findings indicated several key issues, including limited digital literacy, absence of a business website, and reliance on informal promotional channels, all of which hindered the enterprise's ability to reach broader online markets.

Based on the identified problems, the second stage involved designing a solution framework centered on digital marketing digitalization through website development and optimization training. This solution was selected because a dedicated website provides a systematic, credible, and easily accessible platform for presenting product information, enhancing brand identity, and supporting online ordering. The training program emphasized both technical and strategic aspects to ensure sustainable adoption by the enterprise.

The third stage consisted of hands-on website training conducted through a series of workshops attended by the owner and employees. The training began with the collection and consolidation of product data, including product names, descriptions, prices, high-quality photos, and product category classifications. Participants were also guided to document the entire ordering and distribution process so that the website interface could accurately reflect the real operational workflow. Following data collection, participants were trained to upload product information, manage website content, update price lists, monitor customer interactions, and apply basic search engine optimization (SEO) techniques.

Throughout the implementation period, mentoring sessions were conducted to ensure that participants were able to operate and manage the website independently. These sessions provided opportunities to troubleshoot technical issues, refine digital branding, and enhance the clarity and accuracy of information displayed on the website.

Evaluation was conducted to measure the extent to which the program achieved its objectives. The evaluation used both quantitative and qualitative approaches. The primary instruments included pre- and post-training questionnaires to assess changes in digital literacy and website management competence. Quantitative data from questionnaires were analyzed using descriptive statistics to identify improvements in participants' knowledge and skills, while qualitative data from interviews and observations were analyzed using thematic analysis to identify recurring patterns, insights, and challenges encountered during implementation.

Overall, the methodological approach ensured that the website training not only addressed the partner's immediate problems but also strengthened long-term digital marketing capability for the mini cake micro-enterprise in Samarinda.

RESULTS AND DISCUSSION

The implementation of the community service program over three months in Samarinda produced several important outcomes that reflect both the readiness of the partner enterprise to adopt digital marketing and the effectiveness of the solution offered. Although the business website has only recently been commercialized and is therefore not yet supported by measurable market indicators such as website traffic or online transaction data, the internal outputs achieved during the program indicate a substantial impact on the partner's digital readiness and marketing capacity, as emphasized in prior studies on early-stage digital transformation in MSMEs. A fully functional business website was successfully developed, equipped with a complete and standardized product catalogue, which is widely recognized as a critical foundation for improving online visibility and brand credibility in small businesses. This process required extensive collaboration among the business owner and employees from multiple store branches to ensure consistency in product names, descriptions, prices, and high-quality photographs, thereby strengthening internal coordination and shared digital competencies. In addition, the project documented the ordering and distribution workflow in detail, contributing to improved operational clarity and efficiency, which not only supports operational transparency but also lays the foundation for integrating automated order features in the future. These clean outputs not only represent tangible short-term results but also demonstrate meaningful capacity-building impact, forming essential prerequisites for future website performance measurement, automated ordering integration, and sustainable digital marketing development. Figure 1 shows the website.

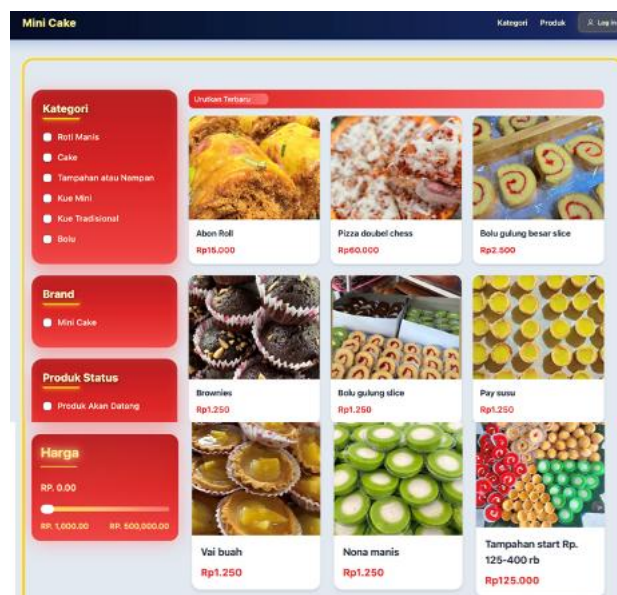


Figure 1 Website

The program's focus on addressing the partner's initial problems, namely limited digital literacy, absence of digital infrastructure, and dependence on traditional promotional methods, was effectively realized through the structured training approach. Pre- and post-training evaluations revealed a clear improvement in digital competence, with participants demonstrating greater confidence and independence in website operation.

To measure these changes, the pre- and post-test instruments consisted of statements measuring participants' ability to independently operate and manage a business website as part of digital marketing activities. The statements assessed competence in accessing the

website administration panel, navigating the dashboard, creating and managing product categories, uploading and editing product information, and managing product images and availability. Additional statements evaluated participants' ability to manage basic website content and apply introductory search engine optimization (SEO) principles

The results show that the training led to substantial improvements in participants' ability to perform key website management tasks. As illustrated in the diagram, participants demonstrated a substantial improvement after the training. The average pre-training score was 38.5 out of 60, indicating limited familiarity with website functions and basic content management. After completing the training, the post-training score increased to 52.3 out of 60, reflecting a 36% improvement in overall competence as seen in Figure 2. This increase signifies a meaningful transition from basic awareness to functional and operational website management capability.

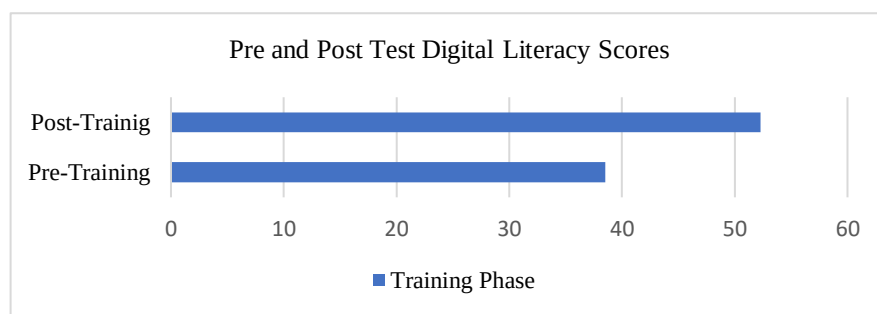


Figure 2 Pre- and post-test results

These findings are consistent with broader research indicating that digital skills training significantly enhances MSME readiness to adopt digital technologies ([Zarnelly et al., 2025](#)). Although the partner has not yet generated quantifiable digital marketing outcomes from the new website, the improvement in internal capability represents an essential precursor to future online performance, echoing earlier studies suggesting that internal readiness often precedes market-level digitalization effects ([Desai & Vidyapeeth, 2019](#)).

In addition to competence-building, feedback from participants indicated that the presence of a centralized and professional website was perceived as a valuable asset for brand credibility. This perception aligns with literature emphasizing that websites play a critical role in forming customer trust and supporting information accessibility, particularly for culinary MSMEs, where visual quality and product clarity are important determinants of consumer decision-making. The structured and aesthetic product catalogue prepared during the program serves as a key manifestation of this credibility-building process. Furthermore, the systematic documentation of the order workflow enhances clarity for customers and prepares the enterprise for future integration of online ordering features. This supports the argument ([Ghobakhloo & Fathi, 2020](#)) who note that digitalization initiatives must be supported by internal operational readiness to produce long-term business performance improvements ([Riyanto et al., 2022](#)).

Throughout implementation, several enabling and inhibiting factors were identified. Strong commitment from the business owner and staff supported the smooth execution of workshops and facilitated rapid learning. The involvement of employees from multiple branches enriched the data collection process and ensured that the website reflected the complete operational scope of the enterprise. The broader market context of Samarinda, with its growing consumer reliance on online information for food purchases, further motivated the partner to invest in digital tools. However, challenges emerged in the form of varied levels of digital literacy across participants, resulting in a slower learning pace

for some individuals. The process of obtaining consistent, high-quality product photos also required multiple revisions, which extended the product catalogue preparation timeline. In addition, because the website had only recently been launched, the enterprise had not yet carried out promotional campaigns necessary to generate significant website visits, thereby delaying the ability to measure external performance outcomes. These barriers reflect commonly reported constraints in MSME digitalization programs, where sustainability and external impact often require continued support beyond initial implementation (Epstein & Buhovac, 2010).

As shown in Figure 3, the implementation stages illustrated in the system interface demonstrate a structured progression of website-based digital marketing adoption by the partner MSME. Stage (a) represents administrator login as the initial step in establishing secure access and basic digital infrastructure. Stage (b) shows the main dashboard, enabling centralized monitoring of orders and business performance. Stage (c) illustrates category management, reflecting the structuring of products into a standardized digital catalogue. Stage (d) presents the product management interface, where the partner independently updates product details, pricing, and availability. In addition, these stages indicate a clear transition from limited digital engagement to functional website management capability, highlighting the partner's improved digital competence and readiness to utilize the website as a sustainable digital marketing tool.

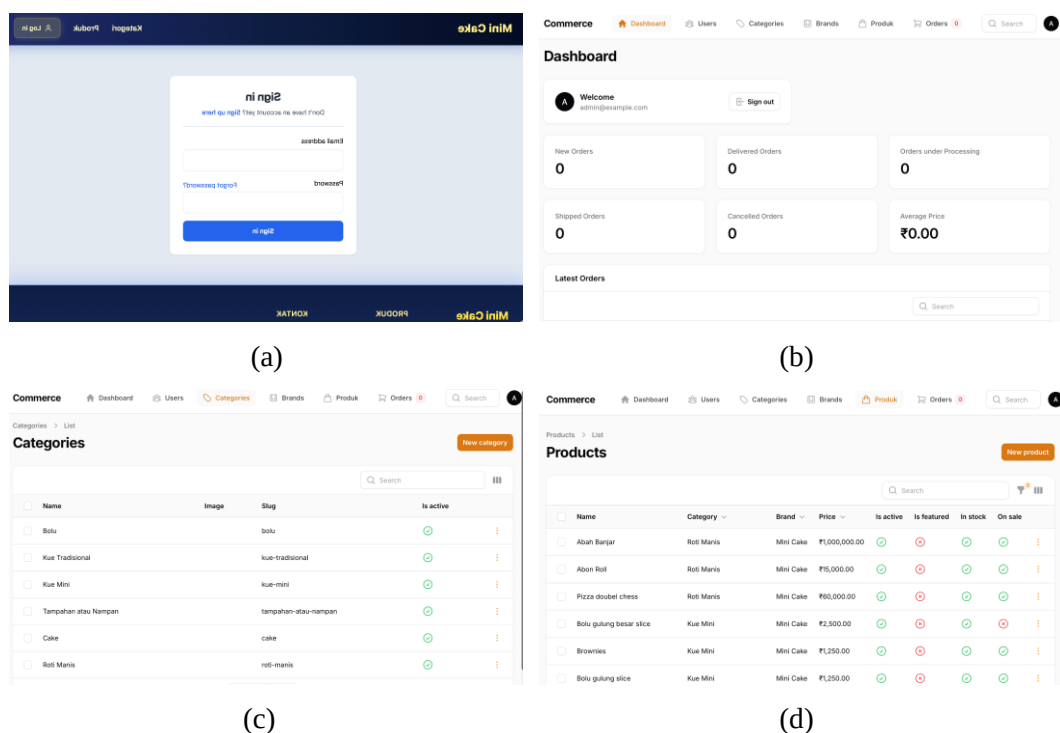


Figure 3 (a) Log in Panel for users (b) Dashboard Panel as a control center (c) Categories Panel as product arrangement (d) Product Panel as a product controller

The practice of using the application system is shown in Figure 4.



Figure 4 Application system usage practice

Overall, the results demonstrate that the program successfully addressed the partner's foundational digitalization needs by producing a ready-to-use business website and strengthening internal digital capabilities. While external indicators such as online sales or visitor analytics cannot yet be evaluated, the outputs achieved during the service period represent critical early milestones aligned with the digital transformation trajectory. The partner now possesses both the digital infrastructure and the foundational skills required to engage more effectively in online marketing. As promotional activities and customer outreach efforts begin in the coming months, the website is expected to function as a strategic digital asset that can enhance visibility, expand market reach, and contribute to long-term competitiveness. These findings underscore the importance of prioritizing internal readiness and capacity building in early-stage MSME digitalization initiatives, as widely supported in the literature on digital marketing adoption ([Rizqi et al., 2024](#); [Kavre et al., 2025](#); [Rujitoningtyas et al., 2024](#)).

CONCLUSION

This community service program was designed to strengthen the digital marketing capacity of a mini-cake micro-enterprise in Samarinda through the development and optimization of a dedicated business website, and the results confirm that this objective was successfully achieved. Although the website has only recently been commercialized and has not yet generated measurable external performance outcomes, the program produced significant internal impacts that are essential for early-stage digital transformation. A fully operational website, a complete and standardized product catalogue, and a clearly documented ordering workflow serve as concrete indicators of improved digital infrastructure and organizational readiness for online marketing.

In addition to these technical outputs, the program generated meaningful capacity-building impacts. The training and mentoring activities significantly enhanced the digital literacy and website management skills of the business owner and employees across multiple branches, enabling them to independently update content, manage product information, and apply basic SEO practices. These outcomes directly addressed the partner's initial constraints related to limited digital skills and the absence of structured online marketing tools.

The results demonstrate that the program successfully strengthened the partner's internal readiness by improving both digital competence and the availability of functional digital infrastructure. These achievements represent a key impact of the intervention and form an essential basis for the realization of measurable market outcomes in subsequent stages. Active participation and strong commitment from the business owner and employees throughout the program further enhance the sustainability of the implemented digital solutions. Overall, the program established a practical foundation for continued digital marketing development, enabling the partner enterprise to more effectively reach

online consumers, build brand credibility, and enhance its competitive position within Samarinda's evolving digital marketplace.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

The community service program was designed and conceptualized by Della Olivia Caterina Kalangit, who also led the development of the methodology, supervised the overall implementation, and conducted the formal analysis. RU contributed primarily to software and website development, assisted in the investigation process, and supported data curation throughout the activity. AN played a key role in coordinating resources, managing documentation, and supporting the investigation and data collection processes. The original draft of the manuscript was prepared by DOCK, while all authors Della Olivia Caterina Kalangit, Rusliansyah, and Armini Ningsih were involved in reviewing and editing the manuscript to ensure accuracy and clarity. Project administration was jointly carried out by Della Olivia Caterina Kalangit and Armini Ningsih, and all authors have read and approved the final version of the manuscript.

AI DISCLOSURE STATEMENT

The author declares that no generative artificial intelligence (AI) tools were used in the preparation of this manuscript. Only Grammarly (for grammar checking) and Mendeley (for reference management) were utilized, and these tools did not generate any part of the scholarly content. The author is fully responsible for the accuracy and integrity of the manuscript.

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