



JABB, Vol. 6 No. 2 2025
DOI Issue: 10.46306/jabb.v6i2

p-ISSN : 2722-936X e-ISSN: 2722-9394
Doi Artikel: 10.46306/jabb.v6i2.1948

PENERAPAN TEKNOLOGI DIGITAL DALAM BIDANG PEMASARAN PADA KOMUNITAS UMKM NAIK KELAS KOTA BEKASI

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Abstract

This community service program, in collaboration with UMKM Naik Kelas Kota Bekasi, aims to foster the digital transformation of micro, small, and medium enterprises (MSMEs) to enhance their competitiveness in both local and national markets through the optimization of digital marketing technologies. The program was initiated in response to several challenges faced by MSMEs, including low product quality, weak business management, and limited utilization of digital marketing platforms. The activities were conducted through a series of training sessions on product quality improvement, digital financial recording using online tools, and mentoring in social media and mobile-based marketing strategies. The implementation adopted a Participatory Action Learning approach consisting of five main stages: socialization, training, technology adoption, mentoring, and evaluation. A mobile marketplace application, the UMKM App Store, was developed as an integrated platform featuring product catalogs, business profiles, and an online ordering system. The program outcomes demonstrated significant improvements: product and packaging quality reached the “good” category