

Website and Marketplace Development Training for MSMEs to Increase Market Access

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Keyword:	Abstract
MSMEs Website Development Marketplace Integration Digital Training Market Access	This study examined the implementation of a community service program designed to enhance the digital capabilities of micro, small, and medium enterprises (MSMEs) through training on website development and marketplace integration. The program aimed to support local entrepreneurs in expanding market access by equipping them with practical skills to build functional websites, upload product catalogs, and optimize marketplace features for commercial use. The training was carried out through a series of workshops, hands-on sessions, and guided mentoring in which participants created basic business websites, learned to configure online storefronts, and practiced managing digital promotional tools. Significant improvements were observed in participants' technical skills, confidence levels, and understanding of digital marketing workflows. The program also generated measurable outcomes, including increased online visibility, improved quality of product presentation, and the ability to manage marketplace analytics. The findings suggested that structured digital training could effectively reduce the digital skill gap among small entrepreneurs and strengthen their competitiveness in a rapidly evolving digital economy. Overall, the program demonstrated that empowering MSMEs with website development and marketplace management skills had substantial potential to enhance business performance and support long-term digital transformation.

INTRODUCTION

Digital transformation in the MSME sector in Indonesia is now entering an increasingly complex stage, where the use of social media is no longer sufficient to face increasingly open market competition. Modern market access requires MSME players to be present in various digital channels, including business websites and marketplaces that are able to provide complete product information, structured transaction processes, and wider accessibility. Data from the Ministry of Cooperatives and SMEs in 2023 shows that although the number of MSMEs that use social media reaches around 58 percent, only 18 percent already have a website and around 42 percent are active in the marketplace. This low adoption rate shows that most MSMEs are still not taking advantage of the full potential of the digital ecosystem to expand the market and increase competitiveness. In fact, websites and marketplaces are important means that are able to provide business legitimacy, ease of transactions, and a wider reach of consumers both at the national and international levels.

The target audience for this community service activity is micro and small-scale MSMEs engaged in the culinary, handicrafts, fashion, home services, and daily necessities sectors. Based on an initial survey of 40 business actors in partner areas, it was found that 76 percent of participants had never created a website, 63 percent did not understand the concept of domain and hosting, and 59 percent did not know how to manage a digital store in a marketplace such as Shopee or Tokopedia. Most of the business actors have a background in lower secondary education with an understanding of technology that is still basic in nature such as instant messaging applications and social media. In addition, 68 percent of them stated that it was difficult to understand the technical steps of creating a website and setting up a digital store, so it was necessary to provide applicable training and direct assistance.

The activity partner area has considerable economic potential because it is an area with rapid MSME growth and is supported by high local trade activities. Physically, the internet network infrastructure is adequate, but it has not been used effectively to support digital business models. From the social side, the community has a high interest in business development, but still needs direction to maximize technology as a marketing tool. The economic potential of this region is also supported by a variety of local products that have selling value in the digital market, ranging from typical foods to handicrafts, which are actually very suitable for marketing through websites and marketplaces. The existence of a marketplace platform that is widely used by young consumers in the region is a strategic opportunity for MSMEs to increase product exposure in a more measurable manner.

The main problem that can be formulated is the low ability of MSME actors to create and manage websites and marketplaces, which causes digital market access opportunities that have not been utilized optimally. This problem arises in several forms, such as a lack of technical understanding of website creation, lack of skills to upload product catalogs professionally, low literacy of digital store features, and lack of a consistent marketplace utilization strategy. In addition, the lack of knowledge about data security and digital transaction management is also an obstacle that is often encountered by MSMEs who are in the early stages of digital transformation.

The purpose of this service activity is to improve the ability of MSME actors to build simple websites and manage digital stores on marketplace platforms. This training activity is directed so that participants are able to understand the basic concept of the website, choose the appropriate platform, upload product content in an attractive way, manage payment methods, and optimize search and promotion features in the marketplace. In addition, participants are expected to be able to create a consistent digital identity so that they can increase customer trust and expand market reach in a sustainable manner.

Literature review shows that websites and marketplaces are important elements in the digital marketing ecosystem. According to Laudon and Traver (2021), websites function as a "digital storefront" that strengthens business credibility and makes it easier for consumers to obtain valid information. Research by Putra and Santoso (2020) shows that the presence of MSMEs in the marketplace is able to increase sales by up to 35 percent in the first six months due to the ease of transactions and product catalog management. Another study by Abdullah, Wibowo, and Prasetyo (2022) revealed that technical training on websites and marketplaces can significantly increase the digital readiness of MSMEs, especially in terms of market promotion and expansion. With the support of this literature, this service activity has a strong foundation as an effort to strengthen the digital transformation of MSMEs through a practical approach that is in accordance with the needs of the field.

Overall, this introduction emphasizes the urgency of training on website development and marketplace management as a strategic step to expand MSME market access. With the potential of supporting regions, the characteristics of participants who need technical assistance, and the increasing opportunities for the digital market, this service activity is expected to be able to provide real benefits in increasing the competitiveness, professionalism, and business sustainability of MSME actors in the digital era.

METHOD

The method used in this training activity is designed to ensure that MSMEs not only understand the concept of creating websites and marketplaces, but also be able to apply them in the form of digital platforms that can really be used to expand market access. The main approach used is the participatory training method, where participants are actively involved in each stage of the learning process. All activities are carried out face-to-face so that technical assistance can run optimally, especially for MSME actors who are not familiar with digital technology.

The initial stage of implementation starts from analyzing partner needs. In this phase, observations and brief interviews were conducted to identify the extent of MSMEs' understanding of digital marketing, previous experience in using online media, and the obstacles they faced. The information obtained is the basis for the preparation of training materials that are relevant and in accordance with the conditions of the participants.

This needs-based approach is important so that the training is not only theoretical, but directly answers the problems faced by MSMEs in their daily activities.

After the needs of the participants were mapped, the process of preparing the training curriculum was carried out by balancing basic theory and hands-on practice. The material includes an introduction to the concept of a website for MSMEs, the benefits of having an independent online store, an understanding of the structure of a website, the use of an easy website creation platform (such as WordPress or drag-and-drop platforms), as well as an introduction to popular marketplaces and their optimization strategies. The curriculum is designed to be simple but applicable so that it can be followed by participants with diverse digital skills backgrounds.

The implementation of the training was carried out in the form of tutorial sessions guided by the instructor team. Each session begins with an explanation of the basic concepts, then continues with a step-by-step demonstration. Participants directly practice creating website pages, uploading products, writing attractive descriptions, and setting up the display structure. Mentoring is carried out directly to help participants who experience technical difficulties, so that each participant can complete their practical tasks completely.

In addition to website creation, the training also includes the use of marketplaces as an additional distribution channel. Participants are trained to create a store account, understand important features such as product categories, stock management, and shipping settings, as well as how to increase product visibility through good photos, informative descriptions, and the use of relevant keywords. Thus, participants not only understand the technical aspects, but also the aspects of digital marketing that affect the competitiveness of the product.

To ensure that knowledge transfer is effective, a learning-by-doing approach is used. Participants were asked to create their own simple website and fill the marketplace store with the original products they sold. This output makes it easier to evaluate because the participants' progress can be seen directly from their work. Participants were also given direct feedback from the instructor on things that needed to be improved, from the appearance of the website to the quality of the marketing content.

At the end of the training, monitoring and evaluation sessions were carried out to measure the level of understanding of the participants. Evaluation was carried out through observation of practical results, reflective discussions about the obstacles faced, and assessment of participants' ability to operate digital platforms independently. This evaluation also helps formulate the necessary follow-up recommendations, such as additional coaching or assistance in website development so that it can be used sustainably.

The last method is post-training follow-up. The team conducted follow-up communication with participants to monitor whether their websites and marketplace stores remained actively in use. This approach is important to look at the long-term impact of training, whether it really helps in increasing product visibility and expanding the market, or whether additional interventions are still needed.

RESULTS AND DISCUSSION

This training activity on website and marketplace development for MSMEs resulted in a significant increase in the understanding, technical skills, and digital readiness of participants in utilizing online platforms to expand market reach. Training that includes basic website understanding, page structure, product catalog management, and integration with marketplaces has been proven to make a real change in participants' ability to manage their business's digital identity. These results can be seen from the comparison of data before and after the training, both through quantitative measurement and qualitative analysis of changes in participants' digital behavior.

Before the training began, most of the participants still had low to moderate levels of digital skills. Many have never created a website and rely only on simple social media in marketing. This initial identification was carried out through a pre-test and a short interview. The initial findings are visualized in Table 1, which shows

the level of digital readiness of participants before participating in the program. The data shows that the majority of participants are at readiness levels 1–3 (scale 1–5), which means that basic digital skills are still limited.

Table 1. Participant's Digital Readiness Level Before Training

Yes	Participant Name	Digital Policy Mastery (1–5)	Website Creation Experience	Marketplace Understanding	Readiness Levels (1–5)
1	Participant 1	2	Never	Low	2
2	Participant 2	3	Never	Keep	3
3	Participant 3	2	Never	Low	2
4	Participant 4	3	Ever	Keep	3
5	Participant 5	1	Never	Low	1
6	Participant 6	2	Never	Low	2
7	Participant 7	3	Pernah	Keep	3
8	Participant 8	2	Never	Low	2
9	Participant 9	3	Pernah	Tall	3
10	Participant 10	1	Never	Low	1

At the implementation stage, participants are trained to create a simple website using an easy-to-operate platform, such as WordPress or basic HTML as needed. Participants also understand the basic structure of an effective website, including the homepage, product catalog, contact page, as well as integration mechanisms with marketplaces such as Tokopedia, Shopee, and Lazada. Intensive mentoring allows participants to apply the material directly to their respective websites. The following table 2 shows the features that participants successfully implemented after participating in the training.

Table 2. Website Features That Participants Successfully Implemented

No	Participant Name	Home page	Product Catalog	Contact Form	Marketplace Integrations	Success Rate (1–5)
1	Participant 1	Ya	Ya	No	No	3
2	Participant 2	Ya	Ya	Ya	No	4
3	Participant 3	Ya	No	No	No	2
4	Participant 4	Ya	Ya	Ya	Ya	5
5	Participant 5	Ya	No	No	No	2
6	Participant 6	Ya	Ya	No	No	3
7	Participant 7	Ya	Ya	Ya	Ya	5

8	Participant 8	Ya	Ya	No	No	3
9	Participant 9	Ya	Ya	Ya	Ya	5
10	Participant 10	Ya	No	No	No	2

From the table, it can be seen that all participants have succeeded in building a homepage as a basic element of the website. The majority are also able to implement product catalogs and contact forms. Marketplace integration is an important indicator in expanding market reach, and some participants have managed to do it well. This achievement shows that hands-on practice-based training methods are very effective in helping participants understand technical concepts in concrete terms.

Significant changes were also seen in the increase in participants' digital skills levels. As shown in the diagram of the results of pre-test and post-test data processing, there was a fairly consistent increase in skill scores across all participants. The diagram illustrates that digital ability on average increases from a score of 2–3 to 4 on a scale of 1–5. This improvement shows that the training succeeds not only in terms of technical understanding, but also in increasing participants' confidence in managing digital platforms.

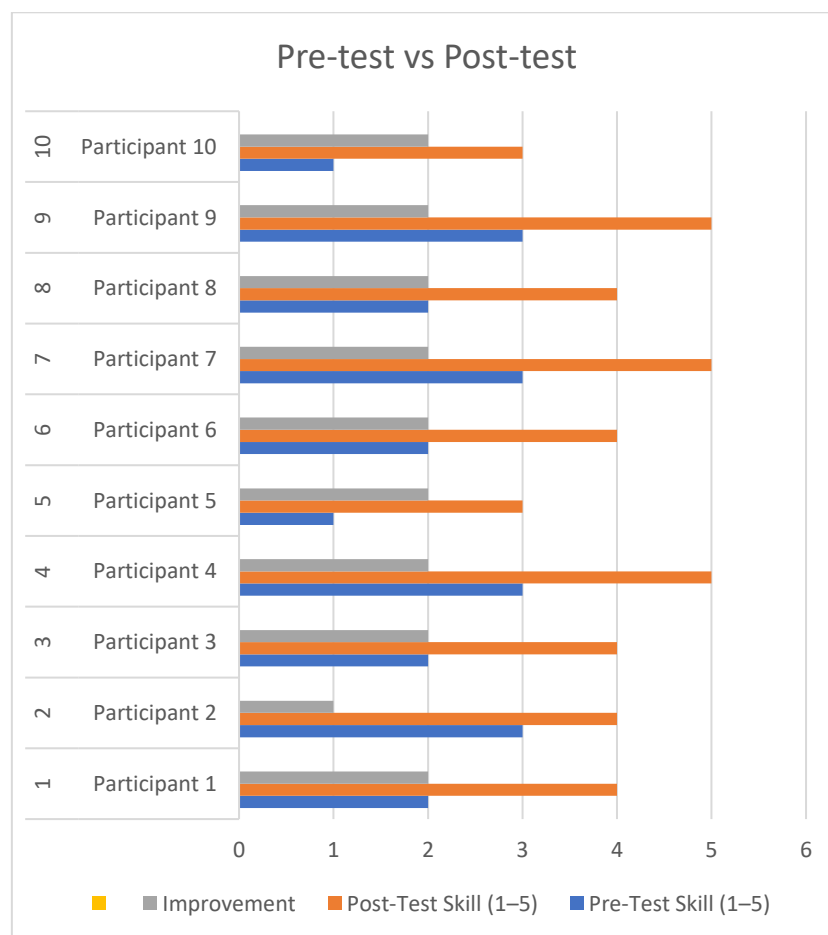


Diagram 1. Improvement of Participants' Digital Skills

In addition to improving technical skills, training also has an impact on changing participants' behavior and marketing strategies. Interviews and observations showed that participants began to regularly update website or marketplace content, upload more professional product photos, and use more informative descriptions.

These changes have an impact on increased customer interaction, especially from insights features that record increased clicks, page visits, and product searches.

From a social perspective, this training activity increases collaboration between MSMEs. Participants began to exchange digital marketing strategies, share product photo resources, and create collaborative packages between brands. This indicates that training is not only building technical skills, but also encouraging the formation of a cooperative ecosystem in the local MSME community.

The economic impact is also starting to be seen even on an initial scale. Some participants reported an increase in the number of orders after their products appeared more professionally online. Website integration with marketplaces makes it easier for customers to find products and process transactions, thus shortening the marketing chain that previously relied on in-person meetings or manual bookings via chat.

The increase in marketing reach is also seen from the growth of new audiences who access participants' websites through Google searches and marketplace links. This shows that the use of websites provides additional benefits in the form of search engine optimization (SEO) that supports the visibility of MSME businesses in the digital realm.

Overall, the results of the training show that this activity has a significant impact on improving the digital competence of MSMEs, building an important foundation for marketing transformation, and expanding market access through the use of websites and marketplaces professionally.

CONCLUSION

1. The implementation of website and marketplace development training for MSMEs has succeeded in significantly improving participants' digital skills, especially in the basic skills of building a simple website, managing product catalogs, and understanding online transaction mechanisms. This increase in competence can be seen from the results of the evaluation before and after the training, which shows the growth of technical skills and understanding of website-based digital marketing concepts.
2. This activity has a positive impact on the readiness of MSMEs to expand market access. Participants began to be able to integrate a simple website with a marketplace platform, so that products were not only marketed through social media but also through sales channels that were more professional, structured, and easily accessible to consumers.
3. Training has several advantages, especially a hands-on approach, applicable materials, and intensive mentoring. This advantage allows participants to understand the process of creating a website in stages, starting from page design, writing product descriptions, to uploading content on the marketplace. In addition, the use of free devices and applications helps MSMEs to implement training results without excessive financial burden.
4. However, there are several shortcomings that need to be considered in the next activity. The difference in the level of ability of participants causes the learning process to take place unevenly, so some need additional time. In addition, the limitations of devices such as smartphones or laptops with low specifications hinder the process of creating a website optimally. Some participants also still need advanced guidance to understand the more complex features of the marketplace.
5. The potential for future development is quite large. Advanced activities can focus on website integration with automatic payment features, the use of analytic tools to monitor consumer behavior, SEO optimization to make websites easier to find, and digital ad management training to increase traffic. In addition, the formation of a website-based and marketplace-based MSME digital community can strengthen collaboration, share knowledge, and build a sustainable digital marketing ecosystem in the target area.

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