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Research Article

Enhancing MSMEs Business Governance within the Baduy Indigenous Community

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Abstract: The Outer Baduy are an indigenous community that is more open to external cultural influences than the Inner Baduy and have gradually adopted modern technology to support their economic activities. Observations indicate that most micro, small, and medium enterprises (MSMEs) in the community already have social media accounts and actively use digital devices. However, these platforms have not been utilized optimally for product promotion and business development. Many business owners reported feeling embarrassed or lacking confidence to appear in promotional content, limiting the effectiveness of their digital marketing efforts. This community service activity aimed to improve digital marketing capabilities by providing training on the use of social media and marketplace platforms, as well as developing content strategies that remain consistent with local cultural values. The program also encouraged participants to understand the importance of branding and customer engagement in the digital marketplace. The results suggest that continued mentoring addressing both technical skills and psychological barriers is essential to build self-confidence, strengthen digital literacy, and foster sustainable digital marketing practices. A personalized, culture-based approach is therefore crucial for increasing the active participation and competitiveness of Outer Baduy MSMEs in the digital economy.

Keywords: Digital Marketing; Marketplace Training; MSMEs; Outer Baduy; Social Media.

1. Introduction

In general, the Baduy people are recognized as an indigenous community that lives in harmony with nature and tends to isolate itself from external influences in Kanekes Village, Banten. However, the Outer Baduy, who constitute the largest population group and are distributed across 26 villages, have gradually begun to adopt modern tools and equipment in their daily lives (Aryanta, n.d.). The Baduy are an indigenous Sundanese ethnic group residing in Banten Province, specifically in Leuwidamar District, Lebak Regency, and Kanekes Village (Pengetahuan et al., 2016)

According to (Sumidartini & Jakarta, 2025), the Outer Baduy constitute the largest segment of the Baduy population. At present, they inhabit twenty-six different settlements. Overall, the Outer Baduy have experienced greater interaction with contemporary society. In contrast to the strict traditions observed by the Inner Baduy, the Outer Baduy maintain a more flexible way of life. As a result, they have begun incorporating modern technologies, including digital devices, into their daily activities(Anwar, 2009).

The Baduy are well known for their distinctive culture and diverse handicrafts, including woven textiles, souvenirs, traditional clothing, scarves, machetes (*parang*), and *koja* bags. According to (Nurfalah et al., 2023), Baduy handicrafts possess significant potential for the growth of the creative economy. Their dynamic social structure fosters the development of an innovative and creative workforce, which in turn contributes to economic advancement. Expanding access to digital markets beyond geographical boundaries can be achieved through the strategic use of social media and online marketplace platforms. One effective approach is to utilize social media to promote and showcase local products and business opportunities (Kartika & Muchtar, 2023).

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The utilization of these technologies is expected to enhance the visibility of products produced by Outer Baduy micro, small, and medium-sized enterprises (MSMEs), expand their market reach, and promote sustainable economic growth and community welfare among the indigenous population(Artikel, 2024). This community engagement initiative aims to examine how digital integration can serve as a strategic solution for developing MSMEs based on the local cultural heritage of the Outer Baduy amid the ongoing process of modernization(Kartika & Muchtar, 2023).

2. Materials and Method

The community service program entitled "Strengthening Business Governance for MSME Actors in the Traditional Baduy Community" is organized by the Faculty of Economics and Business, Tourism Study Program, Bina Sarana Informatics University. The program is scheduled to be conducted offline on June 27, 2026, starting at 09:00 a.m. (WIB), in collaboration with the MSME community of the Traditional Baduy Village as the primary community partner. The implementation of this program is designed to improve the knowledge, managerial capabilities, and business sustainability of MSME actors while respecting the socio-cultural values and local wisdom of the Traditional Baduy community. To ensure that the objectives of the program are achieved effectively and systematically, the consultation and assistance activities are divided into four integrated stages, namely the preparation stage, implementation stage, practical assistance stage, and evaluation and monitoring stage(Sumidartini & Jakarta, 2025).

Preparation Stage

The preparation stage serves as the initial phase of the community service program and plays a crucial role in ensuring that all activities are conducted efficiently and effectively (Ilmiah et al., 2019). During this stage, the organizing committee carries out a comprehensive planning process, including identifying the needs of the MSME community, developing training modules and presentation materials, preparing learning media, and organizing all logistical requirements necessary for the successful implementation of the program (Yandris, 2023). The educational materials are carefully designed to address the current challenges faced by MSME actors, particularly those related to business governance, financial management, product packaging, marketing strategies, customer service, and the adoption of digital technologies to support business development.

In addition to preparing the learning materials, the committee also coordinates the roles and responsibilities of all facilitators, lecturers, and supporting staff involved in the program. Internal meetings are conducted to ensure that each facilitator fully understands the objectives, training methods, and expected outcomes of the community service activities. Communication is also established with the local community leaders and representatives of the MSME community to coordinate the implementation schedule, confirm participant attendance, and ensure that the program aligns with the cultural values and traditions of the Traditional Baduy community (Susiana, 2025). Furthermore, all training equipment, including presentation devices, printed handouts, stationery, documentation tools, and evaluation forms, are prepared in advance to minimize potential operational challenges during the implementation of the program.

Implementation Stage

The implementation stage constitutes the core activity of the community service program, during which the educational and consultation sessions are delivered directly to the participants through face-to-face interactions (Sirodjudin, 2023). This stage is conducted offline in collaboration with the MSME community of the Traditional Baduy Village to facilitate active engagement, effective communication, and meaningful knowledge transfer between the facilitators and participants.

During the training sessions, participants receive comprehensive educational materials focusing on business governance, entrepreneurship development, financial management, product innovation, digital marketing, and business digitalization. The facilitators explain the importance of establishing good business governance practices, including systematic business planning, financial record-keeping, inventory management, customer relationship management, and strategic decision-making. Particular emphasis is placed on the role of digital technology in enhancing business competitiveness, expanding market access, and improving operational efficiency while remaining consistent with the values and traditions upheld by the Traditional Baduy community.

To create an interactive learning environment, the facilitators employ various teaching methods, including lectures, case studies, demonstrations, group discussions, and question-and-answer sessions(Juni, 2023). Participants are encouraged to actively share their business experiences, discuss the challenges they encounter in managing their enterprises, and seek practical solutions from the facilitators and fellow participants. This participatory approach promotes collaborative learning and allows participants to gain insights from real-life business situations experienced by other MSME actors within the community. Throughout the implementation stage, facilitators continuously encourage participants to think critically and identify practical strategies that can be applied to improve their business performance and long-term sustainability.

Practical Assistance Stage:

Following the completion of the classroom-based training sessions, the community service program proceeds to the practical assistance stage, which is intended to strengthen participants' understanding through direct application of the knowledge and skills acquired during the training (Indriyani & Nugraha, 2025). This stage involves on-site mentoring activities conducted at selected MSME business locations within the Traditional Baduy Village.

During the mentoring process, facilitators work closely with participants to observe their existing business operations, identify areas requiring improvement, and provide personalized recommendations tailored to the specific characteristics of each business. The consultation sessions focus on various aspects of business management, including business organization, financial administration, product quality improvement, branding strategies, customer service enhancement, and the development of effective marketing techniques. Participants also receive practical guidance on improving product packaging to increase product attractiveness, maintain product quality, and enhance consumer confidence.

In addition, facilitators introduce participants to appropriate digital tools and technologies that can support business promotion and communication with potential customers without compromising the cultural identity of the Traditional Baduy community. Participants are encouraged to discuss the practical challenges they encounter while implementing new business strategies, allowing facilitators to provide constructive feedback and alternative solutions. This continuous mentoring process helps participants gradually develop greater confidence in applying modern business practices while preserving their local cultural values and traditions.

The practical assistance stage also serves as an opportunity to strengthen collaboration between the university and the local community by fostering continuous communication, knowledge sharing, and mutual learning. Through direct interaction with MSME actors, facilitators gain a deeper understanding of the community's business environment, enabling them to formulate more relevant and sustainable recommendations for future community development initiatives.

Evaluation and Monitoring Stage

The evaluation and monitoring stage represents the final phase of the community service program and is conducted to assess the effectiveness of the training and mentoring activities in achieving the intended objectives (Wahyudiono, 2024). This stage is designed to measure participants' understanding, evaluate changes in knowledge and attitudes, and identify the overall impact of the program on the participants' business practices.

To evaluate participants' comprehension, facilitators conduct interactive question-and-answer sessions covering the key topics discussed during the training, including the importance of business governance, the benefits of digitalization for MSMEs, effective financial management, proper and secure product packaging, and strategies for improving business competitiveness (Mardiatmi et al., 2022). Participants are encouraged to demonstrate their understanding by explaining how they plan to apply the knowledge gained to their respective businesses. This interactive assessment enables facilitators to identify areas that may require further clarification or additional mentoring.

Furthermore, participants are asked to complete an evaluation questionnaire designed to assess various aspects of the program, including the relevance of the training materials, the effectiveness of the facilitators' presentations, the usefulness of the practical assistance activities, and the overall satisfaction with the community service program. The feedback collected from the questionnaires is analyzed to identify the strengths

and limitations of the program and to formulate recommendations for improving future community service activities.

The monitoring process also includes documenting participants' responses, observations made during the mentoring sessions, and the progress achieved by MSME actors in implementing the recommended business practices. The results of the evaluation and monitoring activities provide valuable information for measuring the success of the program, ensuring accountability to stakeholders, and supporting the continuous improvement of future community engagement initiatives conducted by Bina Sarana Informatics University.

3. Results and Discussion

Based on the survey results and direct field observations conducted during the preliminary assessment, it was found that most MSME owners in the Outer Baduy community possess considerable experience in managing their businesses. This finding is reflected in the relatively small proportion of enterprises that have been operating for less than one year, representing only **31.3%** of the total respondents. Conversely, the majority of MSMEs have been established for more than one year, indicating that many business owners have accumulated practical knowledge and entrepreneurial experience through continuous business operations.

The relatively high level of business experience among MSME owners suggests that they have developed the capacity to adapt to changing market conditions, overcome operational challenges, and maintain the sustainability of their enterprises over time. Through years of business practice, these entrepreneurs have acquired valuable skills in managing production activities, serving customers, maintaining relationships with suppliers, and responding to fluctuations in consumer demand. Their continued business operation also reflects a certain degree of resilience and commitment, which are essential characteristics for achieving long-term business sustainability.

Nevertheless, although many MSME owners have successfully sustained their businesses for several years, field observations indicate that opportunities for improvement remain, particularly in the areas of business governance, financial management, digital technology adoption, product branding, and marketing strategies(Napitupulu et al., 2025). Many enterprises continue to rely on traditional business practices that have proven effective within their local communities but may limit their ability to expand into broader markets. Therefore, strengthening managerial competencies through capacity-building programs, training, and continuous mentoring is essential to complement the entrepreneurs' existing experience. By combining practical business experience with improved governance practices and appropriate digitalization strategies, MSMEs in the Outer Baduy community are expected to enhance their competitiveness, increase business resilience, and achieve more sustainable economic growth while preserving the cultural values and local wisdom that characterize the Baduy community.

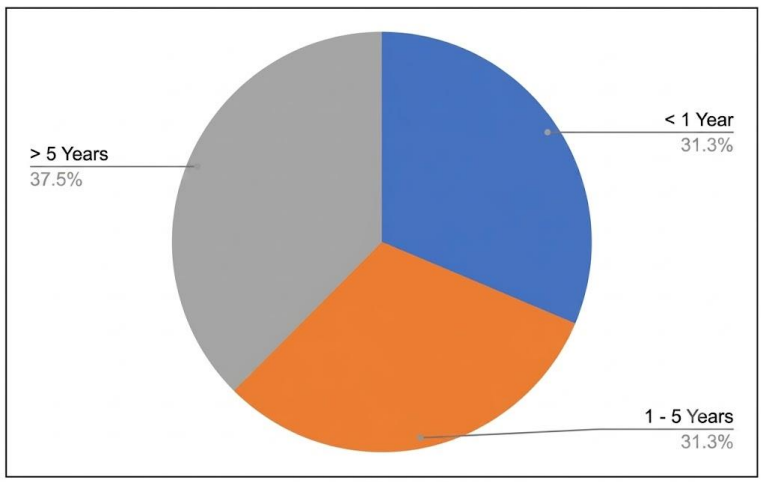

Figure 1. Comparison of MSME Business Ages in the Outer Baduy Community.

This phenomenon indicates that the Baduy community can no longer be accurately characterized as an isolated society that is disconnected from external social and economic developments. Over the past several decades, the interaction between the Baduy people and the outside world has increased considerably, particularly in the fields of trade, tourism, education, and information technology. As a result, the traditional perception of the Baduy community as being resistant to technological advancement and reluctant to engage with external influences has gradually evolved. This observation is consistent with the findings of (Ignacia et al., 2025), who argue that the long-held stereotype portraying the Baduy people as technologically conservative and socially isolated is no longer entirely applicable, especially to the Outer Baduy community. While the community continues to preserve its customary laws, cultural identity, and traditional values, it has simultaneously demonstrated a growing openness toward adopting selected innovations that contribute to improving economic welfare without compromising its cultural heritage.

The increasing integration of the Outer Baduy community into wider economic networks has also been supported by local government initiatives. The Lebak Regency Government, Banten Province, has actively promoted the development and commercialization of traditional Baduy handicraft products by facilitating access to broader domestic markets and encouraging their expansion into international markets. Various promotional programs, exhibitions, and tourism campaigns have introduced Baduy woven fabrics, handicrafts, and other locally produced goods to a wider consumer base. These initiatives have not only enhanced the visibility of Baduy products but have also created new business opportunities for local MSMEs, enabling entrepreneurs to diversify their sources of income and strengthen the economic sustainability of their enterprises.

Furthermore, the economic activities of the Baduy community have become increasingly interconnected with the growth of the tourism sector. Tourist arrivals have emerged as one of the primary drivers of local economic development, creating demand for handicrafts, traditional textiles, souvenirs, local food products, transportation services, and accommodation provided by community members. The increasing number of domestic and international visitors has generated additional income for MSME owners and has encouraged local entrepreneurs to improve product quality, customer service, and marketing practices to meet the expectations of a more diverse market. Consequently, tourism has become an important catalyst for entrepreneurship development and local economic empowerment within the Outer Baduy community.

In addition to tourism-related activities, the livelihoods of the Baduy community are also supported by commercial activities conducted outside the customary territory. As reported by (Artikel, 2024), many members of the community engage in trading activities beyond the Baduy area by selling traditional handicrafts, woven fabrics, agricultural products, and other locally produced commodities in nearby towns and urban centers. These trading activities enable MSME owners to expand their customer base, establish broader business networks, and generate more stable sources of income. The increasing mobility of entrepreneurs reflects the gradual transformation of the Baduy economy from one that primarily served local needs into one that actively participates in regional and national markets.

The results of the present survey further demonstrate the community's growing adoption of digital communication technologies. All MSME owners participating in this study reported having at least one active social media account, and they indicated that they regularly update their content at least once a week. This finding suggests that digital platforms have become an integral component of business communication and marketing activities among MSMEs in the Outer Baduy community. Rather than relying exclusively on conventional word-of-mouth promotion, entrepreneurs have begun utilizing social media to introduce their products, communicate with potential customers, strengthen relationships with existing buyers, and increase the visibility of their businesses beyond the local market.

Among the various social media platforms available, Facebook was identified as the most widely used platform by MSME owners in the Outer Baduy community. Its popularity may be attributed to its accessibility, familiarity, and multifunctional features that facilitate communication, information sharing, and online business promotion. Facebook enables entrepreneurs to upload product photographs, announce new products,

respond to customer inquiries, and maintain interactions with consumers in a cost-effective manner. The platform therefore serves not only as a communication tool but also as an accessible digital marketing channel that supports the business activities of local entrepreneurs.

This finding is consistent with the study conducted by (Permadi, 2022), which reported that Facebook use among members of the Baduy community extends beyond commercial purposes and functions primarily as a medium for self-presentation and social interaction. Community members frequently share photographs documenting their daily activities, cultural traditions, family events, and lifestyles, thereby constructing and communicating their social identity within digital environments. Such practices demonstrate that social media has become an important space where cultural expression and economic activities coexist. For MSME owners, this dual function provides additional opportunities to indirectly promote their products while simultaneously preserving and showcasing the unique cultural identity of the Baduy community. Consequently, the integration of social media into everyday life represents not only a process of digital adaptation but also a strategic means of supporting sustainable community-based entrepreneurship while maintaining the cultural values and local wisdom that distinguish the Baduy people.

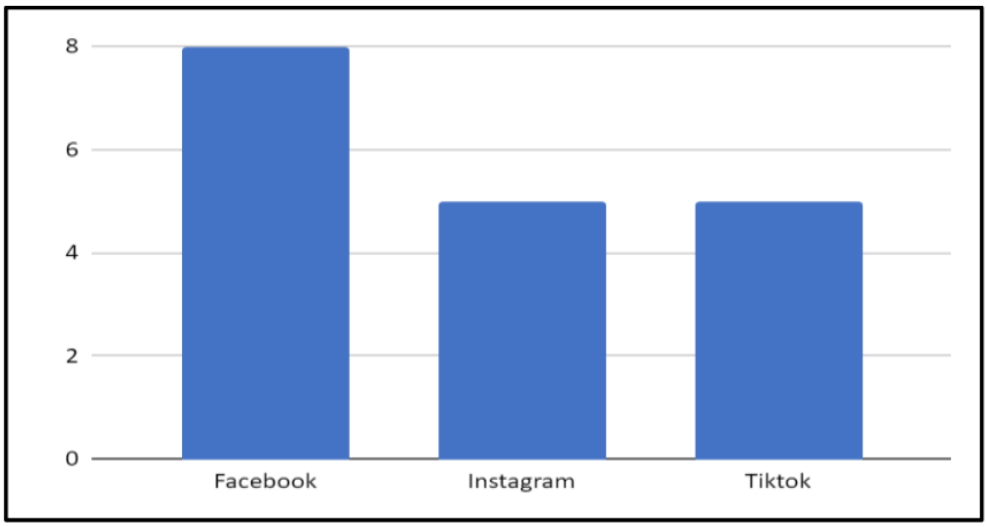

Figure 2. Social Media Platforms Used by Outer Baduy MSME Actors

Despite the widespread adoption of social media among MSME owners in the Outer Baduy community, none of the respondents reported using their personal social media accounts as dedicated platforms for marketing or selling their products. Although all MSME owners maintain active social media profiles and regularly upload content, their online activities are primarily limited to personal communication, social interaction, and the sharing of daily experiences rather than commercial promotion. This finding indicates that the potential of social media as a digital marketing tool remains largely underutilized within the community, despite its accessibility and growing importance in supporting business development.

The absence of product marketing through personal social media accounts may be attributed to several factors, including limited digital marketing literacy, insufficient understanding of social media's commercial potential, and the lack of structured strategies for integrating online platforms into business operations. Field observations suggest that most entrepreneurs perceive social media primarily as a medium for maintaining social relationships rather than as an effective channel for reaching new customers, building brand awareness, or expanding market access. Consequently, although the technological infrastructure and user familiarity with social media already exist, these resources have not yet been strategically transformed into business assets capable of enhancing enterprise performance.

This finding is consistent with the study conducted by (Permadi, 2022), which reported that although some MSMEs within the Baduy community have begun utilizing social media for promotional purposes, these activities remain relatively limited, are implemented on a small scale, and generally lack systematic planning and professional

management. Social media content is often uploaded irregularly without a clear marketing objective, branding strategy, or customer engagement plan. Furthermore, promotional activities are typically carried out without the support of performance evaluation, market analysis, or content planning, reducing their effectiveness in attracting potential consumers and generating sustainable business growth.

The limited use of social media for commercial purposes suggests that digital adoption among MSMEs in the Outer Baduy community remains at an early stage, where access to technology has not yet been accompanied by the development of digital entrepreneurial competencies. In other words, the challenge faced by these entrepreneurs is no longer the availability of digital platforms but rather the capacity to utilize these platforms strategically for business development. This situation highlights the need for targeted capacity-building programs focusing on digital marketing, social media management, branding, content creation, and customer engagement strategies. Such initiatives would enable MSME owners to leverage their existing familiarity with social media while enhancing their ability to promote local products more effectively, expand their market reach, strengthen business competitiveness, and improve the long-term sustainability of their enterprises without compromising the cultural values and local wisdom of the Baduy community.

The survey findings indicate that the majority of micro, small, and medium-sized enterprise (MSME) owners in the Outer Baduy community feel uncomfortable promoting their products through online platforms, despite having access to social media and regularly using these platforms for personal communication. Most respondents expressed a preference for relying on conventional marketing methods, such as direct interaction with customers, recommendations through word-of-mouth, and sales to tourists visiting the Baduy area. This preference suggests that the adoption of digital technology among MSME owners remains largely confined to social and interpersonal communication rather than being integrated into commercial and entrepreneurial activities.

This reluctance to engage in online product promotion may be understood within the broader socio-cultural context of the Baduy community. Cultural values and customary norms continue to play a significant role in shaping individual attitudes toward technology adoption and business practices. According to Danasasmita and Djatisunda (1986), the Baduy community has historically been characterized by a strong commitment to preserving its traditional way of life, emphasizing social cohesion, simplicity, self-sufficiency, and adherence to customary regulations. Although the Outer Baduy community has become increasingly open to interaction with the outside world, many of these cultural values remain influential in guiding daily behavior and decision-making processes.

The hesitation to promote products through digital platforms should therefore not be interpreted solely as a consequence of limited technological capability or inadequate digital literacy. Rather, it reflects a complex interaction between cultural identity, personal values, and entrepreneurial behavior. Many MSME owners appear to perceive direct, face-to-face transactions as more trustworthy, authentic, and consistent with the community's social norms than online commercial activities. In addition, concerns regarding excessive self-promotion, maintaining modesty, or preserving harmonious social relationships may contribute to their reluctance to actively market products through social media. These cultural considerations influence not only the willingness to adopt digital marketing but also the manner in which entrepreneurs communicate with potential customers.

The findings suggest that initiatives aimed at promoting digital transformation among MSMEs in the Outer Baduy community should adopt a culturally sensitive approach rather than focusing exclusively on improving technical skills. Training programs should demonstrate how digital platforms can be utilized to expand market access, strengthen customer relationships, and increase business competitiveness while remaining compatible with the community's cultural values and local wisdom. By integrating digital entrepreneurship with respect for traditional customs and social norms, MSME owners may gradually develop greater confidence in utilizing online platforms as complementary marketing tools without perceiving them as a threat to their cultural identity. Such an approach is expected to facilitate more sustainable digital adoption and contribute to the long-term development of community-based enterprises in the Outer Baduy community.

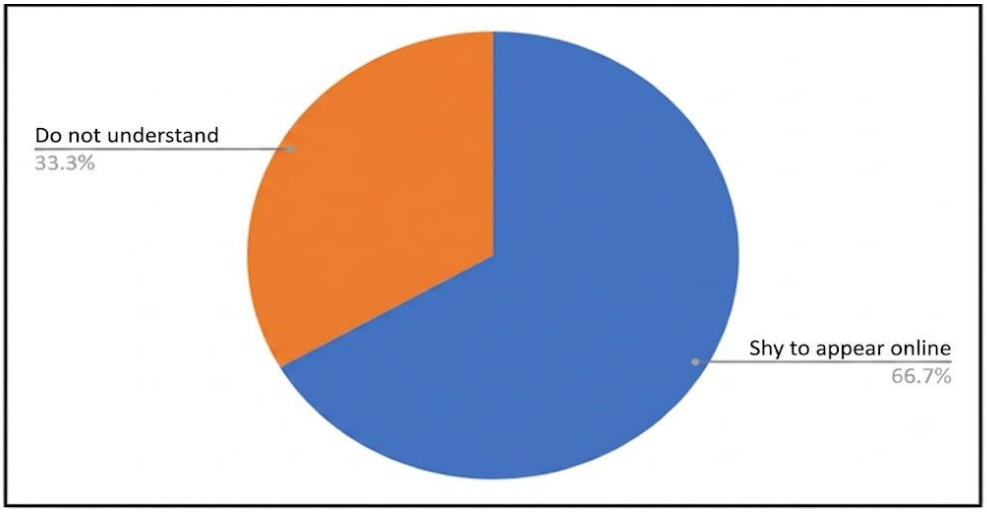

Figure 3. Reasons Why MSME Owners Do Not Conduct Online Marketing.

In response to these challenges, the community service team implemented a capacity-building program aimed at improving the digital marketing competencies of MSME owners in the Outer Baduy Village. The program was designed not only to introduce participants to the technical aspects of digital marketing but also to increase their understanding of how digital platforms can be utilized strategically to expand market reach while respecting the cultural values and local wisdom of the Baduy community. Considering that most participants had limited experience using social media for commercial purposes, the training emphasized practical approaches that could be easily adopted and integrated into their existing business practices.

During the educational sessions, the facilitators introduced participants to the fundamental concepts of digital marketing and explained the procedures for utilizing social media as an effective business communication and promotional tool. Participants were provided with an overview of the characteristics, advantages, and target audiences of various social media platforms, including Facebook, Instagram, WhatsApp Business, and TikTok. The training highlighted how each platform offers different communication features and marketing opportunities, enabling entrepreneurs to select the most appropriate platform according to the characteristics of their products and target consumers. Furthermore, participants were introduced to basic digital marketing principles, such as identifying target markets, creating consistent promotional messages, maintaining regular communication with customers, and building long-term customer relationships through online interactions.

To strengthen participants' practical skills, the community service team also introduced creative content management strategies designed to increase consumer engagement and improve product visibility on digital platforms. The facilitators emphasized the importance of presenting products through high-quality photographs and visually appealing images that accurately reflect product quality and craftsmanship. Participants were encouraged to pay attention to lighting, composition, background selection, and image clarity so that their promotional materials could attract greater attention from potential customers. The training also demonstrated simple techniques for producing attractive visual content using smartphones and freely available mobile editing applications, making the strategies accessible even to entrepreneurs with limited technological resources.

Beyond visual presentation, the training stressed the importance of storytelling as a distinctive marketing strategy for Baduy products. Participants were guided to develop compelling narratives describing the production process, the traditional craftsmanship involved, and the cultural values embedded within each product. By communicating the history, authenticity, and local wisdom associated with their handicrafts, woven textiles, and other products, MSME owners can create stronger emotional connections with consumers and differentiate their products from mass-produced alternatives. Such storytelling approaches are particularly valuable in promoting community-based cultural products, as they allow consumers to appreciate not only the functional attributes of the products but also the heritage and traditions they represent.

In addition, participants were encouraged to incorporate customer reviews, testimonials, and user-generated content into their promotional materials as a means of strengthening consumer trust and enhancing business credibility. Positive customer experiences and recommendations can serve as persuasive social proof, influencing the purchasing decisions of prospective buyers and reinforcing the perceived quality of local products. The facilitators also explained how consistent branding, the use of recognizable visual identities, and regular content updates contribute to maintaining audience engagement and improving the long-term effectiveness of digital marketing activities.

Overall, the digital marketing education program was designed to equip MSME owners with practical knowledge and applicable skills that would enable them to transform their existing social media usage into a more strategic business resource. By combining effective visual communication, culturally meaningful storytelling, customer engagement, and platform-specific promotional strategies, the community service initiative sought to enhance the digital capabilities of entrepreneurs while preserving the unique cultural identity of the Outer Baduy community. It is expected that these competencies will contribute to broader market access, increased product competitiveness, and the long-term sustainability of local MSMEs in an increasingly digital business environment.

Figure 4. Documentation and Group Photo.

Following the presentation and interactive discussion sessions, the Community Service Team continued the program by providing practical guidance on the utilization of online marketplaces as an additional digital sales channel for MSME owners in the Outer Baduy Village. This activity was designed to complement the digital marketing training by introducing participants to e-commerce platforms that enable businesses to market and distribute their products beyond the limitations of conventional face-to-face transactions. The facilitators explained that online marketplaces offer MSMEs an opportunity to reach a broader customer base at the regional, national, and even international levels without requiring substantial financial investment in physical marketing infrastructure.

During the mentoring sessions, participants were introduced to the fundamental features and functions of online marketplaces, including account registration procedures, product listing management, pricing strategies, order processing, payment systems, and shipping arrangements. The Community Service Team also demonstrated how marketplace platforms can simplify business transactions by integrating product catalogs, customer communication, secure payment methods, and logistics services into a single digital ecosystem. This practical demonstration was intended to reduce participants' uncertainty regarding the use of e-commerce platforms and increase their confidence in adopting digital sales channels.

In addition, participants received hands-on assistance in creating attractive product listings by preparing informative product descriptions, selecting appropriate product categories, uploading high-quality product photographs, and determining competitive pricing strategies. The facilitators emphasized the importance of providing accurate product information, transparent pricing, and responsive customer service to establish consumer trust and improve business credibility within online marketplaces. Participants were also introduced to the role of customer ratings and reviews in influencing purchasing decisions and maintaining seller reputation, encouraging them to prioritize product quality and customer satisfaction throughout the transaction process.

Recognizing that many Baduy products possess distinctive cultural and artisanal value, the Community Service Team encouraged participants to highlight the authenticity, traditional production techniques, and cultural significance of their products within their marketplace descriptions. By incorporating narratives about local craftsmanship and the cultural heritage of the Baduy community, MSME owners can differentiate their products from mass-produced alternatives while creating stronger emotional connections with potential consumers. This value-based marketing approach is expected to increase product attractiveness and enhance consumers' appreciation of the unique identity embedded in traditional Baduy products.

Overall, the marketplace mentoring sessions were designed to strengthen the digital business capabilities of MSME owners by expanding their understanding of online commerce and equipping them with practical skills to manage digital sales activities independently. Through the integration of social media promotion and marketplace-based transactions, participants are expected to develop a more comprehensive digital marketing strategy that increases product visibility, expands market access, diversifies sales channels, and ultimately contributes to the long-term competitiveness and sustainability of MSMEs in the Outer Baduy community.

5. Conclusion

Based on the findings of the Community Service Program (PKM), it was revealed that all MSME actors in the Outer Baduy Village possess and actively use social media accounts for their daily activities. However, these digital platforms have not yet been optimally utilized as marketing tools. The main obstacles stem from psychological factors, particularly feelings of shyness and reluctance to appear online, which reduce the confidence of business owners in promoting their products through digital content. This phenomenon indicates significant potential for social media utilization that remains largely unexplored by the Outer Baduy community.

In response to these findings, it is recommended that a continuous mentoring program be implemented. Such assistance should not be limited solely to the technical aspects of operating social media platforms but should also address motivational factors and the enhancement of MSME actors' self-confidence. A personalized approach based on local wisdom should be adopted to gradually reduce feelings of hesitation and discomfort. Furthermore, collaboration between local governments and universities implementing the Community Service Program (PKM) is essential to establish a local digital community network. This platform is expected to foster a collective spirit in promoting local products online, allowing digital marketing activities to be naturally integrated into and aligned with the economic activities of the local community.

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