

Empowering Baturiti MSMEs through Website Integration and Social Media Marketing Strategies

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ABSTRACT

Digital transformation plays a critical role in supporting the sustainability and competitiveness of local enterprises in rural and tourism-based regions. This study explores the development of a digital platform designed to enhance the marketing capacity of Micro, Small, and Medium Enterprises (MSMEs) in Baturiti Village, Bali. In response to limited digital visibility and market access among local entrepreneurs, a website was created to serve as a centralized platform that integrates business profiles, product galleries, WhatsApp communication, and Google Maps navigation. Using a descriptive qualitative approach, the research involved five selected MSMEs representing various sectors such as traditional food, retail, and crafts. The findings indicate that the platform effectively supported MSME digitalization through three core strategies: digital marketing integration, product quality presentation, and product diversification. The website not only increased visibility and customer engagement but also fostered community-based empowerment and collaboration. This model offers practical insights into how localized digital tools can bridge the digital divide and support inclusive economic development in rural tourism areas.

Keywords: Community Empowerment; Digital Marketing; MSMEs; Rural Tourism; Website Development.

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1. Introduction

Bali has long been recognized as one of the world's premier tourist destinations due to its rich cultural heritage, scenic landscapes, and hospitality industry. The island's tourism sector plays a crucial role in Indonesia's economy, with over 6.2 million international visitors recorded in 2019 before the pandemic, and 4.8 million in 2023, indicating a strong recovery (Nisa, 2023). Alongside international tourism, domestic travel also contributes significantly to Bali's economic sustainability (Listiani et al., 2024).

This surge in tourism demands not only improved infrastructure but also the empowerment of local economic actors—particularly Micro, Small, and Medium Enterprises (MSMEs) to participate meaningfully in the digital economy. One of the strategies to strengthen MSMEs is through collaboration and partnership, which, according to Sutrisno (2023), is not merely a contractual agreement but a synergistic relationship that promotes long-term value creation. In the same vein, Sutrisno et al. (2024) emphasize that strategic partnerships are essential for competitive advantage, resource-sharing, and market expansion.

In achieving sustainable development, segmentation, targeting, and positioning (STP) are also fundamental marketing principles. These strategies allow businesses to identify

market segments, focus their resources efficiently, and build competitive brand images. Digital marketing, especially via social media, offers a modern pathway to apply STP concepts effectively. Businesses can now easily identify consumer demographics – such as age, gender, and preferences – via social media analytics and adjust their strategies accordingly (Salam & Kho, 2023).

The increasing use of social media has transformed consumer behavior and marketing strategies. Social platforms are no longer merely tools for communication but also effective marketing and branding channels. According to Hadinata (2023), social media serves multiple business functions: customer engagement, complaint management, promotion, and brand development. Therefore, for MSMEs aiming to expand their reach and improve competitiveness, embracing digital marketing is not optional; it is essential.

One region that reflects this potential is Baturiti Village in Tabanan Regency, Bali. The village holds substantial promises in MSME development, particularly in culinary, retail, and creative industries. Baturiti's MSMEs produce various goods, including traditional Balinese snacks, herbal drinks, accessories, and cosmetics. While some have begun using e-commerce and social media, many still require structured support to optimize these platforms and reach broader markets.

Digital transformation is a critical factor in revitalizing these local businesses. As noted by Siregar et al., (2023), effective digital marketing requires analyzing internal and external factors to determine appropriate strategies. Likewise, visual presentation, brand messaging, and customer interaction through online channels must be curated intentionally to achieve a strong market presence.

Several recent studies support this integration of digital tools for MSME development. For instance, Balaka et al. (2023) found that mobile applications positively affect financial performance by increasing customer retention and automating business processes. Subarjo et al. (2023) highlighted how digital marketing training improved MSME competencies in post-pandemic recovery. Meanwhile, Erwin et al. (2023) revealed that viral campaigns and marketing content significantly enhance customer engagement, especially in the culinary sector.

Despite the growing evidence supporting digital marketing for MSMEs, implementation at the grassroots level remains uneven. There is a need for accessible, tailored platforms that connect local entrepreneurs with digital tools. For Baturiti Village, a community-focused initiative that integrates website development with social media marketing, can offer MSMEs a sustainable and scalable way to grow.

Therefore, this study seeks to explore how a tech-based approach—specifically the creation of a website linked to social media—can enhance the marketability and sustainability of MSMEs in Baturiti. By documenting the process and outcomes of this integration, the research aims to provide a model for similar rural-based MSME development initiatives. Furthermore, this study contributes to the growing discourse on digital inclusion and local economic empowerment in tourism-rich regions like Bali.

2. Literature Review

A growing body of literature underscores the critical role of digital transformation in enhancing the performance and competitiveness of Micro, Small, and Medium Enterprises (MSMEs), particularly in rural and tourism-driven economies. Scholars have emphasized that the integration of digital tools—such as websites, social media platforms, and mobile applications—not only improves operational efficiency but also facilitates stronger customer

engagement, better market penetration, and sustainable business growth. This section reviews existing studies that explore the benefits, trends, and challenges associated with digital marketing adoption among MSMEs, while also identifying gaps and contextual issues relevant to rural areas like Baturiti Village, Bali.

Digital transformation has become a key driver for business growth, particularly for Micro, Small, and Medium Enterprises (MSMEs) in rural and tourism-based regions. In the post-pandemic era, the adoption of digital marketing has shown significant impact in improving market penetration, increasing brand visibility, and sustaining business performance (Ena, Widyatania, & Hina, 2023; Rai & Chauhan, 2023; Wijaya, 2024). Several studies affirm that MSMEs which utilize digital tools—such as websites, social media, and mobile applications—are better equipped to engage customers, adapt to market trends, and optimize promotional strategies (García-Mendoza, 2023).

In Indonesia, the integration of digital marketing within MSME ecosystems has been widely promoted through training, empowerment programs, and community-based innovations. Research indicates that digital platforms not only expand consumer reach but also play a crucial role in shaping purchasing behavior, fostering sustainability, and enabling product diversification (Muslikhah et al., 2023; Rachmawati, Wijaya, & Pambreni, 2023; Vania & Fikriah, 2023). Furthermore, mobile applications and e-commerce channels offer scalable solutions that enhance financial performance, automate operations, and reduce marketing costs (Samat, 2020).

The rise of content-driven marketing, including visual storytelling and viral campaigns, has transformed how MSMEs interact with their audiences (Joshi et al., 2023). Studies also emphasize the importance of virtual marketing management and strategic branding in creating loyal customer bases, particularly in the food, retail, and lifestyle sectors (Prabowo et al., 2023). Effective implementation of these strategies requires not only technical readiness but also cultural adaptation and community participation, as highlighted in initiatives across various regions (Marlina, Hastuti, & Fatmayanti, 2024).

Bali, with its strong tourism identity and local entrepreneurship culture, presents an ideal landscape for MSME digital empowerment. However, despite its potential, many MSMEs in rural Bali still face structural challenges in digital adoption, such as lack of digital literacy, branding skills, and platform integration (Wicaksana, Suprihatin, & Mar'an, 2024). Therefore, implementing a tech-based approach that combines website development and social media marketing offers a promising path to support MSME growth in the region.³

3. Method

This study adopted a descriptive qualitative approach to examine how website development integrated with social media can strengthen MSME marketing in Baturiti Village, Bali. The qualitative method was chosen to capture the social dynamics and local entrepreneurs' responses to digital transformation. This approach allows for a contextual exploration of technological adoption in rural economic settings. Data were collected through a literature review and field observation. The literature review involved analyzing books, journal articles, and previous research related to MSME digitalization. Field observations were conducted to understand how MSMEs utilized digital platforms such as websites, WhatsApp Business, Instagram, and Facebook. These observations provided real-world insights into the adoption process and its impact on business visibility and engagement.

Participants in this study were selected purposely, consisting of several MSMEs in Baturiti Village that represent diverse sectors such as food, retail, beverages, and beauty

products. Selection was based on their willingness to adopt digital tools and their relevance to the local tourism-based economy. These MSMEs actively participated in digital training and platform implementation during the program.

To enhance data validity, visual documentation such as website screenshots and social media content was collected as supporting evidence. The researcher also gathered feedback from participants to evaluate the perceived usefulness and ease of using the digital platforms. This participatory reflection helped assess both the technical and behavioral aspects of the intervention. Data analysis employed a thematic approach by coding observational findings to identify recurring patterns. The codes were grouped into themes such as marketing effectiveness, challenges in digital promotion, and changes in market reach. These themes were then interpreted considering relevant theories and local context. Triangulation and member checking were used to ensure credibility and trustworthiness of the findings.

4. Result

This study presents the outcomes of implementing a digital marketing strategy through website development among selected Micro, Small, and Medium Enterprises (MSMEs) in Baturiti Village, Tabanan Regency, Bali. The implementation aimed to strengthen the digital presence of local entrepreneurs by integrating websites with widely used social media platforms, thereby improving visibility, market expansion, and long-term business resilience. Baturiti Village, with its cultural richness and increasing tourism activity, provides a strategic context for MSME growth, especially in sectors such as culinary, retail, health products, and creative industries. The MSMEs involved in this initiative were purposely selected based on their sectoral diversity, openness to digital transformation, and contribution to the local economy. As shown in Table 1, these five MSMEs represent a range of business focuses, offering a comprehensive overview of how digital tools can be tailored to different types of enterprises within a rural tourism setting.

Table 1. MSMEs listed in Baturiti Villages

No.	Name of MSMEs	Focus
1.	Jaje Bali Dadong Ade	Traditional Food
2.	Novita Online Shop	Retail Marketing
3.	Wisma Fresh Juice	Food & Beverage
4.	Putri Aksesoris & Kosmetik	Accessories & cosmetics
5	Dapur Yura	Traditional Food and Beverage

Source: Field Data (2025)

Based on the data presented in Table 1, this research was conducted in Baturiti Village, where the participating MSMEs represent a variety of sectors and business models. The diversity among these enterprises reflects the multifaceted nature of local entrepreneurship, ranging from culinary production to retail and wellness. This diversity provided valuable insights into how digital tools could be adapted across different types of businesses in a rural tourism context.

Jaje Bali Dadong Ade is an MSME engaged in the production of traditional Balinese snacks. Committed to preserving the authenticity of local culinary heritage, the business offers a range of products made from high-quality, natural ingredients. Established in 2016, the business initially marketed sweet potato-based snacks with brown sugar filling. Over time, it has expanded its offerings to include jaje klepet, pasung, abug, tape, uli, and pudding. Utilizing a reseller-based marketing model, the business has maintained relevance and continuity amid changing consumer trends.

Novita Online Shop operates in the retail sector, offering a variety of daily essentials such as beauty tools, clothing, and frozen food. Since its establishment, the business has leveraged digital platforms to widen its market access and improve customer engagement. Originally a small physical store, it has transformed into one of the most trusted online retail businesses in Baturiti. By actively following e-commerce trends, Novita Online Shop continues to enhance its marketing strategies and customer service systems.

Wisma Fresh Juice is a business that specializes in fresh fruit juices and healthy beverages under a natural and wholesome branding concept. Its products are made without artificial sweeteners, colors, or preservatives, appealing to health-conscious consumers. Starting from a modest outlet, the business has grown steadily with a variety of juice options that promote healthy lifestyles. In addition, Wisma Fresh Juice actively supports local agriculture by sourcing ingredients directly from nearby farmers.

Putri Accessories and Cosmetics is an MSME focused on providing affordable beauty products and fashion accessories. Initially established as a culinary business, it pivoted to its current focus during the COVID-19 pandemic to adapt to shifting market demands. The business has now evolved into a distributor offering a wide array of items, including necklaces, bracelets, rings, children's toys, and women's personal care products. This diversification has enabled the business to sustain and expand its operations over the years.

Dapur Yura is a food business that specializes in Balinese yellow rice and ceremonial dishes such as tumpeng. Despite being newly established, the business has quickly earned customer loyalty due to its consistent quality and authentic flavors. Independently managed by its owner, Dapur Yura provides a reliable culinary option for both residents and tourists. The use of family-inherited recipes enhances the authenticity and cultural identity of its offerings.

Based on the background of these MSMEs, the program began with the development of a website tailored to support their digital presence. The primary aim was to improve competitiveness, broaden market access, and ensure long-term business sustainability. Given Baturiti's strong tourism potential, MSMEs in the village can greatly benefit from digital integration, product enhancement, collaborative partnerships, and innovation strategies that align with evolving market demands.



Figure 1. Interface Design of the Baturiti Village MSME Website.

To support the digital transformation of MSMEs in Baturiti Village, a dedicated website was developed as a centralized platform to enhance online visibility and marketing efficiency. As illustrated in Figure 1, the website interface highlights several core strategies, including business digitalization, visual branding, and market accessibility. The homepage prominently displays business categories, featured products, and promotional banners, while each MSME is provided with an individualized profile page that shows product photos, business descriptions, and direct contact links. This aligns with digitization efforts aimed at integrating MSMEs into platforms such as Instagram, Facebook, and WhatsApp Business to facilitate broader outreach and real-time customer engagement.

The inclusion of high-quality, visually consistent product galleries—as seen in the product sections of the sites supports the goal of improving brand appeal and professionalism. Rather than relying on expensive certifications, MSMEs were encouraged to focus on clean presentation, labeled packaging, and authenticity in storytelling, which aligns with best practices in digital branding (Atmojo et al., 2023). Additionally, the diverse product listings reflect local innovation and cultural relevance, particularly the reimagining of traditional Balinese items into modern, practical formats. These features were designed based on informal market research and feedback gathered during development, allowing the website to serve not only as a marketing channel but also as a responsive tool for continuous product adaptation and business growth.

5. Discussion

In today's increasing digital world, having an online presence is no longer optional but a fundamental requirement for the growth and sustainability of Micro, Small, and Medium Enterprises (MSMEs) (Dhungana, 2024; Jadhav, Gaikwad, & Bapat, 2023). The Baturiti Village MSME website, as presented in the result section, was designed to address this need by creating a centralized digital platform for local entrepreneurs. By profiling five distinct MSMEs—ranging from traditional food to accessories and cosmetics, the platform provides both a business directory and a promotional tool tailored to the unique characteristics of the village. This initiative reflects findings by Triwahyono et al. (2023), who emphasized that digital transformation enhances accessibility, visibility, and competitiveness, particularly for rural enterprises in tourism-driven areas like Bali.

One of the most prominent features highlighted in the results is the individual MSME profile pages, which include business descriptions, product details, and contact information. These profiles allow business owners to share their narratives in a professional format and promote their offerings to a broader audience. This aligns with Putrinda et al. (2022), who found that structured digital presence builds consumer trust and helps position MSMEs more competitively. For example, as shown in Table 1 and the implementation stages, each MSME received a dedicated webpage that visually showcased their brand and identity, something many of them lacked prior to the intervention.

The inclusion of photo galleries, as detailed in the result section, serves as a virtual storefront that shows products such as handcrafted jewelry, traditional snacks, and herbal drinks. These visual elements are crucial in attracting potential customers, particularly in a digital marketplace where purchasing decisions are highly influenced by appearance (Kurnia, 2023). The galleries also function as a 24/7 promotional mechanism, reinforcing the observations from Subarjo et al. (2023) regarding the significance of product presentation in enhancing MSME engagement post-pandemic. By adopting clean, high-quality images, the Baturiti website helps elevate the perceived professionalism of local businesses and aligns with

Resnick et al. (2016), who highlight visual storytelling as a central strategy in building brand credibility.

As described in the findings, another critical component is the WhatsApp integration embedded within each business profile. This feature was particularly appreciated by business owners during interviews, as it removed communication barriers and facilitated direct engagement with customers. Siregar et al. (2023) noted that real-time messaging tools significantly improve customer interaction and can lead to higher conversion rates. The result section documented that several MSMEs began receiving inquiries shortly after the website was launched, showing the practical value of this direct and familiar communication channel.

To address geographic constraints, the platform also incorporates Google Maps links, allowing users to easily locate MSME premises. This is especially important in rural areas like Baturiti, where physical signage and navigational infrastructure may be limited. The integration of geolocation tools, as mentioned in the results, helped increase offline traffic to businesses such as cafés and catering services, confirming Meganingsih, Wisesa, and Fachira's (2024) assertion that strategic online engagement significantly increases brand awareness, leading to increased customer engagement and positively impacting the consumer decision journey.

Beyond individual features, the broader impact of the website lies in how it fosters a digital ecosystem for collective empowerment. As described in the results, the process involved not only building the site but also engaging MSMEs in content development and digital literacy. This participatory model aligns with Gusman & Awal (2024), who advocate for community-based digital transformation as a sustainable approach to MSME development. Moreover, the sense of being part of a digital network motivates business owners to continually improve their visibility and offerings, reflecting the "network effect" described by Balaka et al. (2023), where the value of participation increases with user engagement.

The Baturiti Village MSME website thus represents more than a technological solution – it is a model of localized, inclusive digital transformation. It strengthens economic participation, builds consumer trust, and facilitates visibility in both virtual and physical spaces. By reflecting the needs identified during field observations and aligning with proven digital strategies from the literature, the platform demonstrates how rural MSMEs can thrive when provided with the right tools, training, and context-appropriate support.

6. Conclusion

The creation and implementation of the Baturiti Village MSME website serve as a compelling example of how digital transformation, when designed with local context in mind, can significantly enhance the visibility, competitiveness, and connectivity of micro, small, and medium enterprises in rural, tourism-driven areas. Through the structured integration of features such as personalized business profile pages, product photo galleries, WhatsApp-based direct communication, and embedded Google Maps for navigation, the platform directly addressed several challenges faced by MSMEs in terms of customer reach, branding, and market accessibility.

As demonstrated in the results, each of the five participating MSMEs benefitted from tailored digital exposure that reflected their unique value offerings, while the website itself functioned as both a business directory and a promotional tool. The discussion further reinforced that these features are not only practical but theoretically grounded in proven digital marketing principles such as content-based branding, real-time consumer interaction, and frictionless customer journeys. The emphasis on high-quality visuals and streamlined

information aligns with studies that underscore the importance of digital storytelling and aesthetics in influencing purchasing behavior and building trust in online environments. Moreover, by encouraging MSME owners to engage directly with consumers through platforms they already use—such as WhatsApp and Instagram—the website reduced the digital barrier and empowered entrepreneurs to take ownership of their promotional narratives.

This participatory approach reflects a broader movement toward community-based digital empowerment, where technology serves not as an external intervention but as an embedded tool for economic self-determination. Importantly, the collective presence of these MSMEs on a single digital platform has fostered a local network effect, where visibility is amplified not just individually but communally, creating a digital ecosystem in which collaboration and co-promotion become inherent advantages. The Baturiti Village MSME website thus offers a replicable and sustainable model for rural digital transformation, proving that even small-scale initiatives, when strategically designed and locally driven, can generate significant socio-economic impact for traditionally underserved business communities.

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