



An exploration of digital marketing, financial literacy, and website empowerment for small enterprises in Melaya Village, Bali

Made Ayu Jayanti Prita Utami ^{a,1}, I Putu Okta Priyana ^{a,2}, I Wayan Eka Dian Rahmamu ^{a,d,3,*}, Ni Nengah Lasmini ^{b,4}, Ni Kadek Herna Lastari ^{c,5}

^a Business Administration Department, Politeknik Negeri Bali, Jl. Bukit Jimbaran, Kuta Selatan, Badung, Bali 80364, Indonesia

^b Accounting Department, Politeknik Negeri Bali, Jl. Bukit Jimbaran, Kuta Selatan, Badung, Bali 80364, Indonesia

^c Tourism Department, Politeknik Negeri Bali, Jl. Bukit Jimbaran, Kuta Selatan, Badung, Bali 80364, Indonesia

^d Doctoral School of Education, University of Szeged, 13 Dugonics square, Szeged, Hungary

¹ prita.utami@pnb.ac.id; ² oktapriyana@pnb.ac.id; ³ rahmanu.eka@pnb.ac.id*; ⁴ nengahlasmini@pnb.ac.id; ⁵ hernalastari@pnb.ac.id

* Corresponding author

ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-10-12 Revised: 2024-06-28 Accepted: 2024-07-01 Published: 2024-08-01</p> <p>Keywords Small enterprises using website Digital marketing Financial pedagogy</p>	<p><i>This study aimed to empower small businesses in Melaya village, Jembrana Regency, Bali, through a program focusing on website training, digital marketing strategies, financial education, and product enhancement. Initiated by Politeknik Negeri Bali's Business Department, the research engaged stakeholders through workshops covering website development, SEO, social media marketing, and financial literacy. Participants included small business owners, employees, and local government representatives, fostering a collaborative approach tailored to community needs. Beginning with an observational phase in June 2023, the program assessed local demand for digital marketing and financial management. Practical workshops facilitated by experts addressed these needs, alongside efforts to enhance local products such as ginger, coffee, perfume, and cricket farming. Politeknik Negeri Bali oversaw the development of a digital platform to promote these businesses, supported by hands-on activities. Evaluation methods included participant feedback and business performance assessments, revealing improvements in digital presence, product quality, and financial management. This initiative highlights its contribution to market reach, decision-making, and overall business sustainability in Melaya village. By bridging knowledge gaps and effectively utilizing digital tools, this program offers a replicable model for empowering local businesses, fostering sustainable growth and community development.</i></p>
<p>Kata Kunci Situs web UMKM Pemasaran digital Pengajaran keuangan</p>	<p>Ekplorasi pemasaran digital, literasi finansial, dan pemberdayaan website untuk usaha kecil dan menengah di Desa Melaya, Bali. Studi ini bertujuan untuk memberdayakan usaha kecil di Desa Melaya, Kabupaten Jembrana, Bali, melalui program yang berfokus pada pelatihan <i>website</i>, strategi pemasaran digital, pendidikan keuangan, dan peningkatan produk. Diinisiasi oleh Departemen Bisnis Politeknik Negeri Bali, studi ini melibatkan para pemangku kepentingan melalui <i>workshop</i> yang mencakup pengembangan <i>website</i>, SEO, pemasaran media sosial, dan literasi keuangan. Peserta mencakup pemilik usaha kecil, karyawan, dan perwakilan pemerintah daerah, untuk menguatkan pendekatan kolaboratif yang disesuaikan dengan kebutuhan masyarakat. Dimulai dengan fase observasional pada Juni 2023, program ini mengevaluasi permintaan masyarakat lokal terkait pemasaran digital dan manajemen keuangan. <i>Workshop</i> praktis yang dipandu oleh ahli mengatasi kebutuhan ini, bersama dengan upaya untuk meningkatkan produk lokal seperti jahe, kopi, parfum, dan budidaya jangkrik. Politeknik Negeri Bali mengawasi pengembangan platform digital untuk mempromosikan usaha-usaha ini, yang didukung oleh kegiatan langsung. Metode evaluasi meliputi umpan balik dari peserta dan penilaian kinerja bisnis, yang menunjukkan peningkatan dalam kehadiran digital, kualitas produk, dan manajemen keuangan. Inisiasi ini berkontribusi utama terhadap jangkauan pasar, pengambilan keputusan, dan keberlanjutan bisnis secara keseluruhan di Desa Melaya. Dengan mengurangi kesenjangan pengetahuan dan mengoptimalkan alat digital secara efektif, program ini menawarkan model yang dapat direplikasi untuk memberdayakan usaha lokal, mendorong pertumbuhan berkelanjutan, dan pembangunan komunitas.</p> <p style="text-align: right;">Copyright © 2024, Utami, et al This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>

How to cite: Utami, M. A. J. P., Priyana, I. P. O., Rahmamu, I. W. E. D., Lasmini, N. N., & Lastari, N. K. H. (2024). An exploration of digital marketing, financial literacy, and website empowerment for small enterprises in Melaya Village, Bali. *Journal of Community Service and Empowerment*, 5(2), 392-403. <https://doi.org/10.22219/jcse.v5i2.29630>

INTRODUCTION

Small business website training is essential in today's digital age. Having a strong online presence and using websites for marketing, customer engagement and business growth can benefit small businesses. However, several factors influence the adoption of websites by small businesses. One of the most important factors is the marketing orientation of the small enterprise. A marketing orientation allows small enterprises to use their websites to maintain a competitive advantage by facilitating information about their customers, market and technology. In other words, a market-oriented small business will see the value in having a website and using it effectively to gather information on its customers and their industry (Simmons et al., 2008). Website adoption can also be influenced by the characteristics of the industry in which a small business operates. In addition, industry characteristics, such as value chain or product information intensity, may affect small business enterprises' (SMEs') sales growth. This suggests that SMEs in information-intensive industries are more likely to adopt websites as part of their business strategy (Saridakis et al., 2018). The visibility and success of small businesses can be positively influenced by online marketing activities such as search engine visibility. Small businesses can benefit from training programs focusing on online marketing strategies and techniques (Kovalenko & Kuzmenko, 2020). Training programs should emphasize the potential benefits and ease of use of website for small businesses rather than focusing solely on the technical aspects of website development (Daryanto et al., 2013). It is important to use websites to maintain a competitive advantage and gather customer and market intelligence (Simmons et al., 2008). Using websites to maintain a competitive edge and gather vital customer and market intelligence is critical in today's fast-paced business environment. As well as showcasing products and services, a well-designed website is a powerful tool for businesses to engage with customers, understand their needs and build lasting relationships. With functionality such as contact forms, chat and analytics, websites provide valuable insights into customer preferences, browsing patterns and demographics, so businesses can better tailor what they offer. And by monitoring web traffic, social media and online reviews, companies are able to stay on top of market trends and competitive strategy, allowing for rapid adaptation and decision making. In this way, the investment in an informative, user-friendly website is becoming an indispensable asset for staying competitive and ensuring long-term success in today's digital age.

Implementing digital marketing is another strategy to elevate the small business' quality and income. Digital marketing is becoming increasingly important for small businesses in today's business landscape. It allows businesses to reach out to a broader audience, increase the visibility of their brand, and improve customer engagement. However, several factors can impact small businesses' adoption and success of digital marketing strategies. Compared to larger companies, small businesses are less likely to participate in digital marketing (Ritz et al., 2019). Digital marketing positively impacts small enterprises' business performance and contributes to developing more effective business systems (Brzakovic et al., 2021). The relationship between business strategy and digital marketing tactics is important, especially for small companies (Goldman et al., 2021). Digital marketing is a dynamic field that adapts to changes in technology and consumer behavior, ensuring businesses can effectively connect with their online audiences. These include search engine optimization (SEO) to increase website visibility in search results, content marketing to engage and inform through different types of content, social media marketing to interact with audiences, email marketing for targeted communication, pay-per-click advertising for immediate traffic and influencer partnerships for wider reach. In addition, mobile and video marketing cater to different user preferences, while data analytics is critical in measuring campaign performance. Thus, the participation of small businesses is significant in developing digital marketing strategies to reach their target markets and stimulate sales growth (Ritz et al., 2019). Underlining the importance of digital marketing for small and medium enterprises, online services have a greater impact on consumers than traditional communication methods (Omar et al., 2020). This has the potential to benefit increase for the small company.

The importance of digital pedagogy for small enterprises has led to significant improvements in financial stabilization and income. Digital financial inclusion provides access to financial services and expansion opportunities for small and micro-enterprises, positively impacting their sustainable growth (Yang & Zhang, 2020). Higher levels of financial literacy among small and micro-enterprise owners were associated with more responsible borrowing behavior and a greater likelihood of participation in formal credit markets (Liu et al., 2023). Strong supply chain networks and operational capabilities positively influence small enterprises' ability to secure working capital finance (Song et al., 2020). The impact of training courses on the financial management skills of the owners of small enterprises has also been studied. It is important to provide training programs that address the specific needs of small entrepreneurs and help them improve how they manage their financial affairs (Kirsten, 2013).

Furthermore, financial education for small businesses goes beyond learning basic literacy skills. It also includes managing risk, complying with taxes, accessing finance, and long-term business planning. Experts can provide guidance on how to identify potential financial risks, access different sources of finance, optimize tax strategies and plan for retirement or business succession. This comprehensive approach enables entrepreneurs to not only preserve the business, but it also enables the business to grow and compete strategically. Financial education and expert advice provide a solid foundation upon which small businesses can build the financial stability and resilience critical to long-term success. For instance, the financial leverage of small businesses in India is influenced by factors such as growth, performance, total assets, turnover, taxes and family. This suggests that small business financial leverage and performance may be influenced by financial pedagogy, which includes financial management education and training (Gill et al., 2012). Financial education has the potential to improve the financial literacy of entrepreneurs, with a positive impact on managing finances and making informed financial decisions (Abad-Segura & González-Zamar, 2019). Financial

education can play a role in educating small business owners about financial management, access to finance and financial planning. This can increase their chances of survival and success (Bates & Robb, 2014). Finance education equips small business owners with the knowledge and skills necessary to understand financial products and services, make informed financial decisions, and manage finances effectively. This includes financial literacy tools and technologies specifically designed for small business owners. Financial literacy education can provide these tools and resources, equipping small business owners with the financial knowledge and skills to improve their business performance and help grow the economy (Rachapaettayakom et al., 2020). In addition, financial literacy equips individuals and organizations alike with the knowledge to make informed financial decisions, mitigate risk, plan for the long term, and contribute to economic stability.

However, these facilities cannot be afforded by the Melaya village. The village may have problems with essential services and amenities, such as education and marketing issues. The residents of Melaya village have restricted access to financial literacy programs and high-quality education. The capacity of small business proprietors to effectively manage their finances, make informed decisions, and access credit markets is impeded by the absence of educational resources. Consequently, numerous small businesses encounter obstacles in their pursuit of sustainable growth and financial stability. In addition, the absence of digital marketing infrastructure and expertise presents challenges for small businesses in Melaya village in their efforts to expand their market reach. These businesses are unable to effectively compete in the market, engage with consumers, or increase their visibility without an online presence. The absence of digital marketing strategies results in reduced competitiveness and limited sales growth. The village's economic landscape is characterized by limited access to financial services, poor infrastructure, and a lack of external support and funding. These constraints make it challenging for small business owners to invest in the necessary tools and technologies to grow their businesses and improve their operations. The economic challenges also impact the overall well-being of the community, leading to a lower quality of life for its residents. Therefore, there is an urgent need for external support, funds and assistance to improve the infrastructure of the village of Melaya and provide a better quality of life for its residents. A market-oriented approach can greatly advantage small enterprises by offering a competitive edge through enhanced customer and market insights (Simmons et al., 2008). Implementing digital marketing strategies can lead to increased sales and improved performance for small businesses, particularly in information-intensive sectors (Saridakis et al., 2018). Developing a website will allow businesses to collect valuable customer data, track market trends, and interact more effectively with their target audience, fostering sustainable growth. Training programs that focus on the potential benefits and ease of use of websites, rather than solely on technical aspects, can empower small businesses to leverage digital marketing effectively (Daryanto et al., 2013). Digital marketing techniques such as SEO, content marketing, social media marketing, and data analytics can enhance business visibility, customer engagement, and overall business performance (Omar et al., 2020; Ritz et al., 2019). By equipping small business owners with digital marketing skills, the program will enable them to reach a broader audience, increase brand visibility, create decent work opportunities, improve economic growth, and enhance customer engagement. Financial education programs can enhance financial management skills, leading to better borrowing behavior, increased participation in formal credit markets, and improved business performance (Abad-Segura & González-Zamar, 2019; Gill et al., 2012). By providing financial literacy tools and resources, the program will help small business owners in Melaya village build financial stability, resilience, and achieve long-term success.

The program can potentially elevate the quality of education in Melaya village. The program's impact extends beyond individual business success; it has the potential to elevate the quality of education in Melaya village significantly. As business owners achieve more excellent financial stability, they are more likely to invest in their children's education, ensuring that the next generation has access to better learning opportunities. Financially secure families can afford school fees, books, and other educational resources, reducing dropout rates and improving academic performance. This investment in education creates a positive feedback loop, where educated individuals contribute to the community's development and economic prosperity. The expertise and guidance from Politeknik Negeri Bali enhance the program's effectiveness, ensuring that participants receive high-quality education and training. This collaboration not only strengthens the financial stability of households but also leads to better educational facilities and infrastructure in Melaya village. As such, the initiated programs promote the global Sustainable Development Goals (SDGs) number four and eight, which are ensuring equitable quality education and establishing decent work and economic growth.

From the elaboration above, this study aims to explain comprehensively: (1) how the website was created to provide digital marketing of Melaya village; (2) what kind of digital marketing explanation was suggested to improve the sustainability of small businesses in Melaya village; and (3) how the financial education elaborated to assist small business owners managing their small companies in Melaya village.

METHOD

The research took place in Melaya village, located in the Jembrana regency of Bali, and was initiated by lecturers from the Business Department at Politeknik Negeri Bali. A descriptive qualitative approach was utilized to elaborate on the use of digital platforms for promoting small businesses. The study involved a detailed observation to understand the demand for digital marketing among small businesses. This process included inputs from two speakers from Politeknik Negeri Bali who specialized in digital media marketing, and two experts who discussed management and financial pedagogy. Participants included small business owners, employees, and government staff. The research aimed to provide digital

marketing media for Melaya village by developing a website to promote local small businesses. The website creation and its use for marketing were managed by a team from Politeknik Negeri Bali. Alongside this, digital marketing strategies and financial education for small business owners were elaborated upon.

The initial phase of the research involved a field survey and direct observations conducted in June 2023. Researchers, small business owners, local government staff, and employees participated in this phase. The observations helped identify the specific needs and challenges faced by the small businesses in Melaya village regarding digital marketing and financial management. Direct interviews with community members and leaders further clarified these issues. The program, titled "Website Training, Digital Marketing, and Financial Management in Supporting MSME Business Growth in Melaya Village, Jembrana Regency, Bali," was implemented in several key stages. Initially, an observation phase conducted in June 2023 involved understanding the demand for digital platforms through direct engagement with stakeholders. Following this, a series of interactive workshops were held to train participants on website development, digital marketing strategies, and financial management. These workshops included practical demonstrations and hands-on activities, covering topics such as website creation and maintenance, SEO, social media marketing, content marketing, financial literacy, and risk management. Each session lasted approximately 2-3 hours and was spread over multiple days, involving small business owners, their employees, and local government staff. Additionally, experts from Politeknik Negeri Bali delivered in-depth presentations on digital marketing and financial management. These presentations aimed to align digital marketing initiatives with broader business objectives, helping small business owners effectively market their products to consumers. The success of these website development activities was measured through participant feedback, website traffic analytics, business performance evaluations, and follow-up interviews, ensuring long-term impact and effective implementation of the training.

RESULTS AND DISCUSSION

Provide the Information of Melaya Village Through Website

With regard to the observation conducted by the researchers, a central hub for residents and visitors alike is the systematic website developed for Melaya village. The website provides an area where residents can access important information about local events, government updates, and community initiatives. This digital platform fosters a sense of belonging and civic responsibility by encouraging residents to stay informed and involved in village affairs. It also fosters a strong sense of unity and cooperation by providing a platform for community members to connect, share ideas, and collaborate on projects (Barab et al., 2001). The creation of the Melaya village website was a key element of the initiative. The team from Politeknik Negeri Bali played a crucial role in both the planning and implementation stages of the creative process. The planning phase encompassed several crucial steps: initially, delineating the website's aims, including disseminating information about local events, government updates, and fostering the growth of small enterprises. Subsequently, a comprehensive project timeline was created, delineating the duration for design and development, which extended over multiple months. Throughout this period, the team organized workshops and training sessions aimed at providing local company owners with the essential skills required to effectively manage and update the website.

The site acts as a virtual tour guide, presenting these assets and providing detailed information on sites, local traditions, and tourist activities. By providing a well-curated guide to the village's attractions, the website not only promotes tourism, but also helps to preserve and promote the village's unique heritage. This, in turn, can be a catalyst for economic growth through the attraction of more visitors and the support of local businesses. Supporting local businesses is vital to the economic development of any community. The site includes an easy-to-use business directory which makes it easy for residents and visitors to discover and support local businesses. This directory may include contact information, opening hours and descriptions of each shop, making it easier to trade within the municipality. By encouraging residents to shop locally, the community website contributes to the sustainability and growth of the local economy. The website can integrate online services such as bill payment, permit applications and event registration to increase convenience for residents and streamline government processes. These digital solutions save citizens time as well as improve the overall efficiency of the municipality. By embracing technology and offering these online services, Melaya village demonstrates its commitment to modernization and effective governance, benefiting the government and the community it serves.

Figure 1 and Figure 2 represent the Melaya village site which is essential to provide the user with comprehensive and specific information about the village and the area. Most importantly, it serves as a virtual gateway to Melaya, enabling individuals around the world to glimpse this unique and dynamic community. Detailed and up-to-date information about the history, culture, and traditions of Melaya village is one of the key features of the website. This information helps users to understand better Melaya's rich heritage and to appreciate its unique identity. The users will discover how the village was founded, how it has evolved over the years, and the cultural practices handed on from generation to generation. This insight will be invaluable to those who wish to understand Melaya and its inhabitants as a whole. The website also provides essential practical information for visitors, including where to stay, local attractions, and how to get around. This ensures a smooth and enjoyable experience for tourists planning their trip to Melaya. Users can rely on the website to simplify their travel preparations, from booking accommodation to planning their itinerary. In addition, the Melaya village website serves as a platform for engagement and connection with the community. It allows residents to stay informed and involved in village activities by frequently posting updates on local events, festivals and initiatives.



Figure 1. Front page of Melaya Website

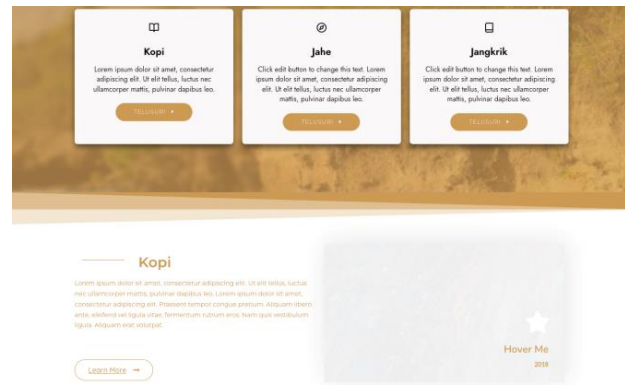


Figure 2. Extra information about Melaya Village

The introduction of the Melaya village website to the Melaya community is shown in Figure 3. Residents participated enthusiastically in the presentation given by lecturers from Politeknik Negeri Bali during this session. The goal and functioning of the website needed to be communicated clearly and simply since the community was not acquainted with digital notion. Small company owners, representatives from the local government, civic leaders, and other locals curious about the new digital platform were among the attendees. To guarantee full comprehension and participation from the community, the presentation of the Melaya village website was carefully organized. The first section, which covered the basics of websites, was led by digital media experts and instructors from Politeknik Negeri Bali. Using clear analogies and visual aids, participants learned about the components, structure, and practical uses of websites in a 30-minute workshop that set the groundwork for the conversations that followed.



Figure 3. Internship discussion with small business enterprises



Figure 4. Overview from the mentor

With regard to Figure 4, Politeknik Negeri Bali instructor with experience in community involvement discussed the advantages of the Melaya village website. In forty-five minutes, participants discovered how the website acts as an essential center of information, providing news, events, and community resources as well as fostering relationships amongst the villages. Projector-based demonstrations allowed attendees to see the features of the website, encouraging participation and providing answers to any questions. Participants saw practical demos for 45 minutes on how to use the website to increase exposure and customer interaction, advertise events, and create company profiles. Participating company owners' real-world examples offered helpful insights into efficient internet marketing tactics catered to the requirements of the community. The 60-minute interactive training and practical practice session was conducted by a group of specialists from Politeknik Negeri Bali. Participants used computers and tablets to explore the website's company directory and virtual tour guide, among other features. Experts provided one-on-one supervision to ensure that every participant became proficient in utilizing these tools, enabling them to explore and use the website's contents on their own. Finally, a 30-minute feedback session was led by Politeknik Negeri Bali's program coordinator. Here, participants spoke about difficulties they had throughout the course, expressed their perspectives, and offered recommendations for improvements. In addition to assessing participant satisfaction, this interactive conversation provided guidance for the next training sessions, guaranteeing ongoing support and improvement of digital literacy in the Melaya village community. Overall, the session's organized methodology promoted thorough learning and active participation, creating a solid foundation for further community empowerment via digital platforms.

In addition to the organized training session, it was essential to provide them with real-world examples of other websites fulfilling comparable functions. For participants to use the website efficiently, it was essential that fundamental

navigation terminology like "home," "menu," and "links" were explained. Accessibility was stressed throughout the training, making sure that participants knew that the website could be viewed on computers, tablets, and phones, among other devices. Users were given a tour of the website's interactive features and made to feel comfortable using it on their own by seeing demonstrations of how to access the website, search for information, and click on links. In addition, consumers may find contact details and other resources to help them in the event that they run into any problems.

There were some difficulties with the session, mostly because the participants were not used to using internet platforms at first. At first, some residents had trouble using the website and comprehending its capabilities, which emphasizes the need for continued assistance and extra training sessions catered to different degrees of digital literacy. Nonetheless, the hands-on practice and participatory format of the workshop greatly increased participants' confidence and comprehension. The session's effects on the expansion of Melaya village's small businesses are encouraging. The workshop immediately contributes to economic growth by giving local company owners a platform to advertise their brands online and digital marketing abilities. Thanks to the website's company directory and promotional tools, small companies may now be more visible, which might lead to an increase in clients and sales. Furthermore, the website's function in endorsing regional gatherings and neighborhood projects cultivates community involvement and solidarity, both of which are necessary for long-term development. In the future, it will be essential to provide continual feedback and support systems in order to resolve persistent issues and maximize the efficiency of the website. To further empower small companies and improve community connectedness, future workshops may concentrate on advanced digital marketing methods, website upkeep, and increasing online offerings. All things considered, the meeting was a big step toward using digital tools for Melaya village's inclusive growth and development and making sure its citizens are prepared to prosper in a world that is becoming more and more digital.

Digital Marketing Explanation to Improve the Sustainability of Small Businesses in Melaya Village

Melaya village's entrepreneurs have the ability to use their vision and core principles to uplift others and maintain motivation during the highs and lows of starting a company. Important information on how their product or service may meet client wants was given, highlighting the significance of data-driven decision-making in entrepreneurship and how it can have a beneficial influence on the launch of a product or business.

Participants in the digital marketing discussion thereafter obtained basic training to improve their capacity to promote goods online. The significance of having a distinct corporate vision and passion was underlined in this part. Entrepreneurs in Melaya villages were urged to use their vision and core principles as a means of motivating and inspiring others. Important information on how their goods and services may meet consumer wants was given, with a focus on how data-driven decision-making could have a beneficial effect on the launch of new items. Introduction to websites, fundamental navigation, and comprehension of digital platforms were the main topics of the morning session. Small business entrepreneurs, representatives of the local government, civic leaders, and interested citizens attended the four-hour event. This seminar was given by lecturers from Politeknik Negeri Bali, who specialize in digital media and community participation (Figure 5). The afternoon session discussed the fundamentals of digital marketing, such as its advantages, how to create company profiles, and how to use basic methods. Along with the instructors, there was a digital marketing specialist for the duration of this three-hour event. The objective was to provide an overview of digital marketing ideas and provide examples of useful online company promotion strategies.



Figure 5. Digital marketing presentation

A four-hour advanced digital marketing and hands-on training session preceded the next events. Experts in digital marketing and financial management educated participants—who included small company owners, employees of the local government, and leaders in the community—how to make data-driven decisions by using analytics tools and sophisticated marketing techniques. The last three-hour class covered budgeting, risk management, financial management, and access to financing with an emphasis on small company financial education. This seminar, which was delivered by professionals in financial management, focused on teaching management techniques and financial literacy for long-term company development. The participatory format of the workshop—which included talks, real-world examples, and hands-on exercises—greatly increased participants' comprehension and self-assurance. Initial unfamiliarity with digital platforms was a challenge, but extra training sessions and continuous assistance were arranged, with varied degrees of digital literacy being catered to. The workshop's design, which included many sessions with focused themes and goals, guaranteed a thorough educational experience and equipped Melaya village business owners with the know-how and abilities required to prosper in the digital era.

Figure 6 illustrates the establishment of an agreement between academics from Politeknik Negeri Bali and small business firms in Melaya village, specifically focusing on enterprises involved in coffee, cricket, and ginger production. The collaboration aims to tackle the unique challenges and seize the opportunities that these small enterprises encounter. By fostering close cooperation, the agreement is designed to stimulate joint research projects, provide practical solutions to commercial problems, and promote sustainable development within the community.



Figure 6. Internship discussion with small business enterprises

In the coffee sector, Politeknik Negeri Bali researchers will work with local coffee producers to enhance their cultivation techniques, improve product quality, and develop effective marketing strategies. This collaboration includes conducting experiments to optimize growing conditions, introducing innovative processing methods, and exploring new markets. By leveraging the expertise of the academics, coffee producers in Melaya village can increase their yield, maintain consistent quality, and expand their customer base, ultimately contributing to the overall economic growth of the village.

For cricket and ginger enterprises, the agreement focuses on similar objectives of improving production efficiency and market reach. Researchers will assist cricket farmers by implementing best practices in breeding, feeding, and harvesting, ensuring higher productivity and better product quality. In the ginger sector, the collaboration will involve studying soil conditions, pest management, and post-harvest processing to maximize yield and quality. Through these targeted efforts, both cricket and ginger producers will benefit from tailored strategies that address their specific needs, fostering innovation and resilience in their businesses. By integrating academic knowledge with practical applications, the partnership aims to empower small enterprises in Melaya village, driving sustainable development and economic prosperity.

The Melaya community's development is anticipated to be greatly impacted by this relationship. Small enterprises may acquire cutting-edge tactics and solutions to improve their operations, boost productivity, and raise the calibre of their products by using academic knowledge. Furthermore, by facilitating knowledge transfer, the alliance will provide local businesses the tools they need to succeed in a cutthroat market. Incorporating data-driven decision-making procedures with the engagement of university academics would also help firms make well-informed decisions and maximize their marketing expenditures. The ultimate goal of this agreement is to provide a favourable environment that will enable small enterprises to thrive and advance Melaya village's overall economic growth and prosperity.

In analysing the market trend digitally, Melaya village is suggested to boost the use of Google Analytic actively. It can help tracking key performance indicators (KPIs) and monitoring marketing campaigns effectiveness (Clifton, 2009). Entrepreneurs can refine their strategies and optimize their businesses by continuously analysing data. Building a successful business requires a customer-centric approach. Business owners should use tools like Google Analytics to gain a deep understanding of their target audience's preferences and behaviours (McGuirk, 2023). This information can guide product development and marketing efforts. Business owners should be adaptable and be open to adjustments in their strategies on the basis of market trends and customer feedback. Google Analytics can help to stay agile by providing real-time data.

By providing a cost-effective platform for marketing, increasing brand awareness, and engaging with potential customers, social media can significantly boost the bottom line of small businesses (Sivarajah et al., 2020). Without the large advertising budgets required for traditional marketing channels, social media allows small businesses to reach a wider audience. By creating compelling content and using targeting tools, businesses can connect with specific demographic groups, thereby increasing the chances of converting social media users into customers. In addition, platforms such as Facebook and Instagram offer advertising opportunities which allow businesses to target audiences based on location, interest and behaviour. Social media increases brand visibility and awareness (Capitello et al., 2014). Small businesses can establish a strong online presence through consistent and engaging content on Instagram, Twitter and LinkedIn platforms. The strong benefit is to build a sense of community and trust around your brand through regular updates, interaction with followers, and user-generated content. Consumers are more likely to remember and choose a brand when purchasing if they see it consistently in their social media feeds. Social media provides a direct channel for customer engagement and feedback (Wibowo et al., 2021). Small businesses can communicate with customers, address their concerns and gain valuable insights through platforms such as Facebook, Twitter and Instagram. Businesses can build loyalty and turn happy customers into repeat buyers by actively participating in discussions and providing excellent customer service. Furthermore, social media analytics tools allow businesses to track how their campaigns perform, better understand their audience and make data-driven decisions to further optimize their marketing strategies (Fan & Gordon, 2014).

The outcomes of the digital marketing workshops in Melaya village went beyond recommendations. The workshops included a process to help put these recommendations into practice in addition to offering fundamental information and practical insights. Participants received continuous assistance from Politeknik Negeri Bali researchers, who helped them implement the new techniques in the real world. This support includes social media marketing campaign creation, tracking results, and setting up Google Analytics for firms. Ensuring that the participants could effectively apply these digital tools and strategies to improve their business operations and growth was the aim. This direct assistance was essential in assisting Melaya Village's small enterprises in navigating the intricacies of digital marketing and making appropriate use of these resources for long-term economic growth.

Financial Education Elaborated to Assist Small Business Owners Managing the Small Company

The session commenced with a presentation on fundamental financial principles, including budgeting and cash flow management, delivered by a finance specialist from Politeknik Negeri Bali (Figure 7). The inaugural session had a duration of two hours and involved interactive exercises in which participants engaged in the creation of their own budgets and cash flow statements. After a brief pause, the second session centered on comprehending financial statements, such as the income statement, balance sheet, and cash flow statement. The segment of the seminar was presented by a different lecturer from Politeknik Negeri Bali and had a duration of three hours. Attendees were given exemplary financial statements and instructed on how to scrutinize and decipher these records.



Figure 7. Financial pedagogy

Following the lunch break, the seminar recommenced with a session focused on financial ratios and their significance in evaluating corporate success. The purpose of this event was to provide participants with hands-on experience in calculating and analyzing different financial ratios using their own business data. The concluding segment of the day consisted of a panel discussion involving two financial experts. During this session, the experts fielded questions from the attendees and offered tailored guidance on the particular financial obstacles encountered by the enterprises in Melaya village (Figure 8).



Figure 8. Interactive session with an audience from Melaya village

All of the participants, including small business owners, employees, and local government staff, attended the session. The comprehensive approach, which included separate workshops on various financial themes, ensured that participants acquired a broad grasp of the basics of financial management. This framework additionally facilitated focused instruction and prompt implementation of ideas, thereby augmenting the financial acumen and administrative proficiencies of small business proprietors in Melaya village.

The workshops taught participants how to create a well-structured budget that serves as a financial roadmap. Participants learned how to forecast income and estimate expenditure. They explored how important it is to monitor financial performance versus budget and make necessary adjustments to remain in line. Budgeting workshops focus on the practical aspects of creating and managing budgets, enabling participants to make informed decisions about their financial resources. For small businesses to survive, understanding and managing cash flow is essential. Beginners were introduced to the concept of cash flow and how it differs from profitability in Cash Flow Management workshops. Participants explored the cash flow statement and learned how to track cash movements within their business, including operating, investing and financing activities. These workshops provided newcomers with the tools and strategies for forecasting cash flow, managing cash flow challenges and ensuring that the business has sufficient liquidity to cover day-to-day operations and take advantage of growth opportunities. Financial statements are the language of business, and those starting out need to learn how to decipher them. In the Financial pedagogy session, participants explored the profit and loss account, balance sheet, and cash flow statement, and gained an in-depth understanding of these essential documents. The focus was on the demystification of financial jargon and the presentation of these statements in a way that is accessible to beginners. In addition, participants learned the calculation and interpretation of key financial ratios that provide insight into profitability, liquidity and solvency. It enables them to evaluate the business's health and make informed decisions to grow and sustain it.

The benefits of a website for small businesses can be very significant. Websites offer small business a means of staying ahead of the competition because they make it easier to learn about clients, markets and technologies (Simmons et al., 2008). Through a website, small businesses can gather information about the preferences and attitudes of their clients, enabling them to adapt their products or services to meet the needs of their clients. In addition, websites allow small enterprises to gather market intelligence by analyzing the traffic and user behavior on the website, which can be used to inform marketing strategies and decision-making. Websites also play a crucial role in helping small businesses to grow and develop. The web presence pyramid model proposes that websites can be categorized into different adoption levels, which represent the different features and functionalities that can be incorporated into a small business's web presence (Burgess, 2016). In recognition that small businesses may have different levels of web presence, this model provides a framework for understanding the different stages of website adoption. In addition to the benefits of having a website, small businesses can also use social media platforms to enhance their online presence. Social media platforms and a website can increase awareness and inquiries, strengthen relationships with clients, attract new clients, and extend business reach worldwide (Jones et al., 2015). Through social media platforms, small and medium-sized enterprises can engage with their target audience, share updates and promotions, and build a community of loyal customers. There are

also opportunities for small businesses to improve their operations and efficiency through the internet of things (IoT). The internet of things refers to the network of interconnected devices that are able to collect and share data. Small businesses can take advantage of IoT technologies to streamline their processes, monitor their inventory, and improve their customer experience (Jones et al., 2015). For instance, IoT devices can track inventory levels in real-time, automating order processing, and providing personalized recommendations to customers based on their preferences.

In terms of digital marketing, it has become vital to small businesses because of its many benefits and opportunities to grow. Small businesses have significant advantages in reaching their target customers, increasing brand awareness and boosting sales by adopting digital marketing strategies (Ritz et al., 2019). Traditional methods of marketing, such as printing advertisements or running TV commercials, can be expensive and may not produce the desired results. Digital marketing, on the other hand, allows small businesses to reach a wider audience at a fraction of the cost of traditional marketing. Like social media or search engine marketing, online advertising platforms offer targeted advertising opportunities, tailored to particular demographics or customer tastes (Omar et al., 2020). Digital marketing also allows small businesses to measure and track their marketing efforts. Through various analytics tools, small businesses can gather data on website traffic, customer behavior and conversion rates. With this data, marketing campaigns are optimized, areas that needing improvement are identified, and data-driven decisions are made to increase overall marketing effectiveness. In addition, digital marketing allows small businesses to have a more personal level of engagement with their customers (Omar et al., 2020). For example, social media platforms allow businesses to communicate directly with their customers. Small businesses can build relationships with their audience through social media by responding to customer queries and addressing concerns. This level of engagement can foster customer loyalty and lead to repeat business.

Furthermore, digital marketing allows small and medium-sized enterprises to compete on a more level playing field with their larger counterparts. By implementing an effective digital marketing strategy, small businesses can boost their online visibility and attract more customers. This enables them to compete in the digital space for customers regardless of their size or budget (Pollák & Markovič, 2021). Digital marketing platform enables rapid changes and updates to a campaign. Small businesses can test different strategies, analyze the results, and adjust accordingly. Based on market trends and customer feedback, small businesses may need to pivot their marketing approach, and this agility and flexibility is particularly beneficial (Mohamad, 2022).

Smaller companies tend to be resource-constrained and budget-constrained. Business owners may find it difficult to manage their finances effectively without the proper financial education. Financial education provides knowledge and skills to create and maintain budgets, track expenses, and make informed financial decisions. In addition, they should know how to manage risk. From market fluctuations to unexpected expenses to economic downturns, small businesses face a variety of financial risks. Financial literacy helps entrepreneurs understand these risks and develop mitigation strategies, such as building an emergency fund or diversifying income sources. In addition, the business needs to increase its knowledge of financial planning. Financial education helps small business owners define clear financial objectives and plan the business and strategy for achieving these objectives. This involves preparing for both immediate and long-term financial needs, such as capital spending, retirement, and succession planning.

By identifying areas for cost reduction and revenue enhancement, a strong foundation in financial literacy can help small businesses improve profitability. It also supports sustainable growth by providing insight into when and how profits can be reinvested in the business. The challenge for small businesses is addressed through specific cash flow management analysis. Managing cash flow is a major challenge for small businesses. Financial education provides business owners with strategies to monitor and maintain a healthy cash flow, ensuring that they are able to meet their financial obligations and invest in growth opportunities. As a result, small business owners' personal finances are often closely linked to their business finances. By effectively managing business income and expenses, planning for retirement, and protecting assets, financial education helps them achieve personal financial security.

The training program designed for small businesses aims to address several critical problems within the community, primarily focusing on enhancing digital literacy and financial education. Many small business owners in the community struggle with limited resources and knowledge, particularly in areas such as digital marketing, website management, and financial planning. The training program's objective is to equip these entrepreneurs with the skills necessary to leverage digital tools effectively, thereby increasing their competitiveness and sustainability. By providing education on managing websites, utilizing social media, and understanding IoT, the program addresses the need for modern business practices. Additionally, financial education components help business owners better manage their finances, understand risks, and plan for future growth. Based on the successful outcomes of the training program, several practical recommendations can be made for future initiatives and policymakers. Firstly, ongoing support and advanced training sessions should be provided to ensure continuous learning and adaptation to new technologies and market trends. Policymakers should consider funding and supporting similar programs that focus on digital and financial literacy, as these are crucial for the growth and resilience of small businesses. Additionally, integrating mentorship components, where experienced business owners can guide new entrepreneurs, could enhance the practical application of the training. For example, pairing businesses that successfully increased their sales through digital marketing with new participants can create a supportive community of practice. Policymakers could also incentivize participation by offering grants or tax breaks to businesses that complete such training programs, encouraging broader participation. By adopting these recommendations, the positive impacts of the training program can be extended, fostering a more robust and dynamic small business environment within the community.

CONCLUSION

The activities led by experts addressed these needs and focused on improving local products such as ginger, coffee, perfume, and cricket farming. Politeknik Negeri Bali supervised the creation of a digital platform to promote these businesses, supported by hands-on activities. Evaluation methods included gathering feedback from participants and assessing business performance, which demonstrated enhancements in digital presence, product quality, and financial management. This initiative underscores its impact on expanding market reach, facilitating decision-making, and enhancing overall business sustainability in Melaya village. By closing knowledge gaps and effectively using digital tools, this program provides a replicable framework for empowering local businesses, fostering sustainable growth, and community development. The digital landscape has revolutionized how small businesses operate and thrive in today's competitive marketplace. Websites and social media introductions have enabled businesses in Malaya to understand their customers and markets better, adapt to changing customer needs and drive growth. Operational efficiencies streamlined processes, and personalized customer experiences are further enhanced by the internet of things (IoT). Because of its low cost, precise targeting, and data-driven decisions, digital marketing is quickly becoming a must-have approach for small companies in Melaya village looking to enhance brand awareness, grow sales, and establish long-term customer connections. Furthermore, financial education is emerging as a critical component of small business success. Financial literacy equips entrepreneurs with essential skills to manage their finances effectively in a world where resource constraints are common. It enables them to manage financial risks, to set clear goals and to plan for their financial needs in both the short and the long term. Financial literacy becomes a cornerstone for improving profitability and supporting sustainable growth by identifying areas for cost reduction and revenue enhancement. In addition, managing cash flow effectively, a constant challenge faced by SMEs, becomes much easier through financial education, ensuring that they can meet financial obligations and invest in future opportunities, which contributes significantly towards both business and personal financial stability. By embracing the opportunities offered by the digital landscape and becoming financially literate, small businesses will not only be able to remain competitive but will also pave the way for long-term viability and prosperity. These businesses are positioning themselves for growth and resilience in an ever-evolving business landscape by continuing to adapt, engage with customers and make informed financial decisions. Research might focus on the long-term viability and resilience of small and medium-sized businesses that have implemented digital strategies and financial education. It could look at how these businesses weather economic cycles, adapt to changing market conditions and contribute to local economies over time. Furthermore, future research might investigate how to tailor digital strategies and financial education to the various types of small businesses, whether they are commercial, service-oriented, or technology-oriented.

ACKNOWLEDGEMENT

Acknowledgments are given to the Politeknik Negeri Bali for providing International Community Service which was conducted from June to October 2023. Furthermore, our sincere thank you to Finvinity Singapore in underpinning the prestigious collaboration, workshop and presentation at Melaya village, Jembrana Regency, Bali.

REFERENCES

- Abad-Segura, E., & González-Zamar, M. D. (2019). Effects of financial education and financial literacy on creative entrepreneurship: A worldwide research. *Education Sciences*, 9(3). <https://doi.org/10.3390/educsci9030238>
- Barab, S. A., Thomas, M. K., & Merrill, H. (2001). Online learning: From information dissemination to fostering collaboration. *Journal of Interactive Learning Research*, 12(1).
- Bates, T., & Robb, A. (2014). Small-business viability in America's urban minority communities. *Urban Studies*, 51(13). <https://doi.org/10.1177/0042098013514462>
- Brzakovic, A., Brzakovic, T., Karabasevic, D., & Popovic, G. (2021). Empirical analysis of the influence of digital marketing elements on service quality variables in the small-and medium-sized enterprises sector in the republic of Serbia. *Sustainability (Switzerland)*, 13(18). <https://doi.org/10.3390/su131810264>
- Burgess, S. (2016). Representing small business web presence content: The web presence pyramid model. *European Journal of Information Systems*, 25(2). <https://doi.org/10.1057/ejis.2015.4>
- Capitello, R., Agnoli, L., Begalli, D., & Codurri, S. (2014). Social media strategies and corporate brand visibility in the wine industry: Lessons from an Italian case study. *EuroMed Journal of Business*, 9(2). <https://doi.org/10.1108/EMJB-10-2013-0046>
- Clifton, B. (2009). Advanced Web Metrics with Google Analytics Second Edition. In *Digital Marketing*.
- Daryanto, A., Khan, H., Matlay, H., & Chakrabarti, R. (2013). Adoption of country-specific business websites. *Journal of Small Business and Enterprise Development*, 20(3). <https://doi.org/10.1108/jsbed-04-2013-0048>
- Fan, W., & Gordon, M. D. (2014). The power of social media analytics. *Communications of the ACM*, 57(6). <https://doi.org/10.1145/2602574>
- Gill, A. S., Mand, H. S., Sharma, S. P., & Mathur, N. (2012). Factors that Influence Financial Leverage of Small Business Firms in India. *International Journal of Economics and Finance*, 4(3). <https://doi.org/10.5539/ijef.v4n3p33>
- Goldman, S. P. K., van Herk, H., Verhagen, T., & Weltevreden, J. W. J. (2021). Strategic orientations and digital marketing

- tactics in cross-border e-commerce: Comparing developed and emerging markets. *International Small Business Journal: Researching Entrepreneurship*, 39(4). <https://doi.org/10.1177/0266242620962658>
- Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22(4). <https://doi.org/10.1108/JSBED-09-2013-0133>
- Kirsten, C. L. (2013). The Impact Of Training Courses On Financial Management Skills Of South African Small-Business Owners. *International Business & Economics Research Journal (IBER)*, 12(7). <https://doi.org/10.19030/iber.v12i7.7971>
- Kovalenko, A., & Kuzmenko, Y. (2020). Online Marketing Impact on Micro-Enterprises: An Insight through Visibility in Search Engines. *Management and Marketing*, 15(1). <https://doi.org/10.2478/mmcks-2020-0003>
- Liu, M., Hu, Y., Li, C., & Wang, S. (2023). The influence of financial knowledge on the credit behaviour of small and micro enterprises: the knowledge-based view. *Journal of Knowledge Management*, 27(1). <https://doi.org/10.1108/JKM-12-2021-0934>
- McGuirk, M. (2023). Performing web analytics with Google Analytics 4: a platform review. In *Journal of Marketing Analytics* (Vol. 11, Issue 4). <https://doi.org/10.1057/s41270-023-00244-4>
- Mohamad, M. A. (2022). Digital Marketing Usage among Small Rural Businesses in Malaysia: An Exploratory Factor Analysis (EFA). *International Journal of Academic Research in Business and Social Sciences*, 12(12). <https://doi.org/10.6007/ijarbss/v12-i12/15895>
- Omar, F. I., Zan, U. M. S. M., Hassan, N. A., & Ibrahim, I. (2020). Digital Marketing: An Influence towards Business Performance among Entrepreneurs of Small and Medium Enterprises. *International Journal of Academic Research in Business and Social Sciences*, 10(9). <https://doi.org/10.6007/ijarbss/v10-i9/7709>
- Pollák, F., & Markovič, P. (2021). Size of business unit as a factor influencing adoption of digital marketing: Empirical analysis of SMEs operating in the central European market. *Administrative Sciences*, 11(3). <https://doi.org/10.3390/admsci11030071>
- Rachapaettayakom, P., Wiriyaipinit, M., Cooharojananone, N., Tanthanongsakkun, S., & Charoenruk, N. (2020). The need for financial knowledge acquisition tools and technology by small business entrepreneurs. *Journal of Innovation and Entrepreneurship*, 9(1). <https://doi.org/10.1186/s13731-020-00136-2>
- Ritz, W., Wolf, M., & McQuitty, S. (2019). Digital marketing adoption and success for small businesses. *Journal of Research in Interactive Marketing*, 13(2). <https://doi.org/10.1108/jrim-04-2018-0062>
- Saridakis, G., Lai, Y., Mohammed, A. M., & Hansen, J. M. (2018). Industry characteristics, stages of E-commerce communications, and entrepreneurs and SMEs revenue growth. *Technological Forecasting and Social Change*, 128. <https://doi.org/10.1016/j.techfore.2017.10.017>
- Simmons, G., Armstrong, G. A., & Durkin, M. G. (2008). A conceptualization of the determinants of small business website adoption: Setting the research agenda. *International Small Business Journal*, 26(3). <https://doi.org/10.1177/0266242608088743>
- Sivarajah, U., Irani, Z., Gupta, S., & Mahroof, K. (2020). Role of big data and social media analytics for business to business sustainability: A participatory web context. *Industrial Marketing Management*, 86. <https://doi.org/10.1016/j.indmarman.2019.04.005>
- Song, H., Yang, X., & Yu, K. (2020). How do supply chain network and SMEs' operational capabilities enhance working capital financing? An integrative signaling view. *International Journal of Production Economics*, 220. <https://doi.org/10.1016/j.ijpe.2019.07.020>
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1). <https://doi.org/10.3390/su13010189>
- Yang, L., & Zhang, Y. (2020). Digital financial inclusion and sustainable growth of small and micro enterprises-evidence based on China's new third board market listed companies. *Sustainability (Switzerland)*, 12(9). <https://doi.org/10.3390/su12093733>